

Email Campaign

Client: *Power in the Group*
(coaching membership program)

Grant Pasay *Copywriter*

Rely on 20+ years' experience.

grantpasay.com | copy@grantpasay.com

EMAIL 1 of 8

SUBJECT: Starts tomorrow: Prediabetes Summer Survival Tips

[image: banner for the Prediabetes Summer Survival Tips]

Hey ~Contact.FirstName~, your Prediabetes or Insulin Resistance will NOT be taking a vacation this summer.

So how can you enjoy yourself AND stay on the path to health?

Well, tomorrow we'll start sending you one **Prediabetes Summer Survival Tip** every day for the next 7 days!

These are **super SHORT** but **super IMPORTANT** tips you need to know to protect your health this summer.

So watch for those tips starting tomorrow, ~Contact.FirstName~. :)

Don't want to get the 7 daily Prediabetes Summer Survival Tips? [Click here](#) and we won't send them.

EMAIL 2 of 8

SUBJECT: Prediabetes Summer Survival: TIP #1 of 7

[image: banner for the Prediabetes Summer Survival Tips]

Hey ~Contact.FirstName~, your Prediabetes or Insulin Resistance will NOT be taking a vacation this summer.

So how can you enjoy yourself AND stay on the path to health?

Tip #1 of 7 will help!

PROBLEM:

Extreme heat makes blood sugar levels go up. How much your blood sugar rises is really up to you.

SOLUTION:

You can keep your blood sugar stable even on hot days IF you **eat healthy whole foods** AND **drink lots of water** all day long. Mineral water would be especially helpful on very hot days.

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I hope that helps, ~Contact.FirstName~. :)

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Want Even More Help Protecting Your Health This Summer?

Our online [Stick-With-It Summer](#) event is the **flexible** way to stay **focused** on keeping healthy this summer.

Check out this quick video tour.



P.S. Sign up before it starts on Monday July 13th and you'll [get 74% off](#), ~Contact.FirstName~.

This offer will go away in:
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EMAIL 3 of 8

SUBJECT: Prediabetes Summer Survival: TIP #2 of 7

[image: banner for the Prediabetes Summer Survival Tips]

Hey ~Contact.FirstName~, your Prediabetes or Insulin Resistance will NOT be taking a vacation this summer.

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Tip #2 of 7 will help!

PROBLEM:

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Extreme summer temperatures will damage your blood sugar monitor and make your testing strips less reliable.

SOLUTION:

Never leave your blood sugar monitor or supplies in direct sunlight, by a pool, on the beach, or in a hot car. Your meter and strips will work best when they're kept between 50 to 104 degrees F (10 to 40 C).

I hope that helps, ~Contact.FirstName~. :)

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Want Even More Help Protecting Your Health This Summer?

Then you're going to love our online [Stick-With-It Summer](#) event.



It will keep you **focused** but while being **flexible** enough to let you enjoy the summer...no matter what it throws at you.

Check out the [quick video tour here](#). :-)

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SUBJECT: Prediabetes Summer Survival: TIP #3 of 7

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Tip #3 of 7 will help!

PROBLEM:

Hot temperatures and humidity will make it harder for you to exercise and you will be tempted to skip your daily exercise.

SOLUTION:

Find a way! Exercise outside early in the morning or in the evening when temperatures are lower. You could also walk in an air-conditioned mall or go to a gym to exercise.

I hope that helps, ~Contact.FirstName~. :)

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Want Even More Help Protecting Your Health This Summer?

Then our online [Stick-With-It Summer](#) event is for you.



Summer messes up your SCHEDULE and how you EAT, SLEEP and EXERCISE.

And that can mean you **gain weight**, have **bad blood sugar control**, and get **stressed**.

So check out how the [Stick-With-It Summer event](#) can help you avoid all that bad stuff.

Sign up before it starts on Monday July 13th and [get 74% off](#), ~Contact.FirstName~.

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So how can you enjoy yourself AND stay on the path to health?

Tip #4 of 7 will help!

PROBLEM:

Low blood sugar looks a lot like heat exhaustion and many people can't tell the difference.

SOLUTION:

If you feel unwell and you're not sure if you've had too much sun or heat...OR your blood sugar is low...then test your blood sugar and find out!

I hope that helps, ~Contact.FirstName~. :)

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Want Even More Help Protecting Your Health This Summer?

Then our online [Stick-With-It Summer event](#) is for you.



All us ladies will be kicking off the [Stick-With-It Summer event](#) starting Monday July 13th.

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So how can you enjoy yourself AND stay on the path to health?

Tip #5 of 7 will help!

PROBLEM:

Getting cuts, scrapes and blisters on your feet is common in the summer. But foot injuries can lead to infections and more serious complications when you have blood sugar issues.

SOLUTION:

Never go barefoot! Wear comfortable athletic shoes that fit properly or sandals that protect your feet.

I hope that helps, ~Contact.FirstName~. :)

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SUBJECT: Prediabetes Summer Survival: TIP #6 of 7

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So how can you enjoy yourself AND stay on the path to health?

Tip #6 of 7 will help!

PROBLEM:

It's tempting in the summer to drink alcohol and cold coffee drinks. But both will cause you to become dehydrated AND they'll spike your blood sugar too!

SOLUTION:

Be nice to your body and choose non-alcoholic cold drinks with no sugar or artificial sugars...like water, mineral water, unsweetened iced tea or fruit-infused water.

I hope that helps, ~Contact.FirstName~. :)

*Don't want to get the rest of these 7 daily Prediabetes Summer Survival Tips? **Click here** and we'll stop sending them.*

Want Even More Help Protecting Your Health This Summer?

That's exactly why we created our online **Stick-With-It Summer event**.

Think of it **like a tiny angel on your shoulder** all through July and August, gently nudging you to take small and easy actions that keep you healthy.

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Tip #7 of 7 will help!

PROBLEM:

Many women love to sleep in on lazy summer days. But sleeping in will make your blood sugar unstable AND you'll be much more likely to overeat on sleep-in days too!

SOLUTION:

Make the choice to wake up and go to bed at the same time every day. You'll not only sleep better and have way better blood sugar control, but you'll feel a whole lot better too!

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Then don't miss our online **Stick-With-It Summer** event.

I've put together a **quick video tour** so you can see everything you get...



- **live video sessions** (*get your questions answered live*)
- handy **activity tracker** (*see the progress you're making*)
- **badges** (*the more active you are, the better the badge you'll earn*)
- and more!

Yes, you deserve to take a break this summer...

...BUT you also need to keep SOME of your focus on protecting your health!

All us ladies will be kicking off the **Stick-With-It Summer event** starting **TOMORROW, Monday July 13th**.

Don't miss out. Today's your last chance to **save 74%** when you sign up, ~Contact.FirstName~.

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