**THANK YOU EMAIL COPY**

Subject Line

Welcome to Your 10 Day Sugar Cleanse!

Body Copy

Dear Name,

I’m so proud of you for taking control of your healthy by committing to this sugar cleanse!

Get ready for a complete transformation of mind and body. Congratulations on giving yourself the gift of physical and mental clarity. I cannot wait for you to start tomorrow!

Here are a few things you can do to prepare:

1. *Please close your eyes for a moment and take a deep breath. Become aware of how your body feels in this moment. Visualize how you’ll feel after 10 days of clean eating. See yourself feeling lighter, brighter, and ready to take on new challenges!*
2. *Now write down your intentions for this cleanse. Refer to them frequently to remind yourself why you decided to reboot.*
3. *Keep an open mind, remain conscious, and let this cleanse reveal your very best YOU.*

Over the next 10 days, I’ll send daily emails with cleansing tips and a recommended plan for the day – read them thoroughly! I am here to support you 100% along the way. Reply to this email with any questions (no question is too simple!) and for general support and encouragement (I really mean it!).

Speak to you soon!

Health Coach

**DAY 1 EMAIL COPY**

Subject Line

Get Sugar Savvy – Cleanse Day #1

Body Copy

Hello Name!

Welcome to Day 1 of your cleanse!

Yesterday, you set an intention for your own health and I want to appreciate you for taking that first step.

Now let’s get started!

Sugar has been labeled by many as a **toxin**, and for good reason. It’s related to diseases that dominate our healthcare system, such as obesity, insulin resistance, and type 2 diabetes. Many people do not realize that these diseases can usually be reversed through simple dietary measures.

**TRY THIS EXERCISE**

A simple yet effective exercise is cleaning out your kitchen pantry – start today!

**Donate or toss the foods that you know contain tempting sugar.** Pay special attention tocanned foods and packaged items, which are often the worst offenders.

If you’re not sure it’s sugar, use this list of fancy names to identify the addictive, elusive ingredient. It’s referred to in many different ways, but at the end of the day, it’s all sugar:

|  |  |  |
| --- | --- | --- |
| * sucrose
 | * HFCS
 | * turbinado sugar
 |
| * cane sugar
 | * maltose
 | * brown sugar
 |
| * corn syrup
 | * raw sugar
 | * confectioner’s sugar
 |

When I share this with my clients, they often ask, “What’s left to eat?” The answer is “Plenty!” Next time you’re at the grocery store, choose whole, unprocessed foods free of lengthy nutrition labels. When was the last time you saw an ingredient list on a head of broccoli?

Go for these naturally sugar-free, delicious options:

|  |  |  |
| --- | --- | --- |
| * fruits
 | * nuts
 | * eggs
 |
| * vegetables
 | * seeds
 | * fish
 |
| * whole grains
 | * beans
 | * meat
 |

**Remember: Wholefoods are what belong in your whole body.** Keeping your pantry and fridge stocked with colorful, fresh, healthy food is step one. Set yourself up for success!

In health,

Health Coach

**DAY 2 EMAIL COPY**

Subject Line

Crowding Out – Cleanse Day #2

Body Copy

Dear Name,

Today is about making smarter choices about what you eat. Have you been successful so far in eliminating sugar?

**Let’s get to the root of your cravings for the sweet stuff.**

Ask yourself these questions:

* Why do I always finish a meal with a sweet dessert?
* Why do I always put sugar in my coffee?

Many people list cravings, stress, and hormones as reasons they crave sugar. What if you’re just hungry for more real food? Your body is designed to recognize and receive nourishment from things that grow in nature.

It may sound crazy, but in time you’ll find that by incorporating more real, whole foods into your diet, you’ll automatically crowd out the need for sugar and other disease culprits – no deprivation here.

**TRY THIS EXERCISE**

Do you rush out of the house without breakfast and grab coffee on the go? Your body is hungry and expects fuel to start the day. Wake up 10-20 minutes earlier to prepare a nutritious breakfast.

Try these energy-rich options:

* Scrambled eggs sprinkled with spring onion and paprika, served on wholegrain toast.
* Oatmeal pancakes served with banana, walnuts, and nut butter.
* Wholegrain cereal with chopped fruit and almond milk.
* Yogurt and granola with fresh berries.

At lunch and dinner:

* Order or prepare an extra portion of brightly colored vegetables with your entrée.
* Chew slowly and consciously, making sure to stop when you feel full and satisfied.
* Still want that dessert? Sip on green or peppermint tea to satisfy a sweet craving, or try a piece of fresh, juicy fruit.

Remember the concept of **crowding out** as you move forward. By simply eating more whole foods, you naturally reduce unhealthy, sugar-laden items. I’ll be checking in on how your new breakfast routine is going in a few days!

All the best!

Health Coach

**DAY 3 EMAIL COPY**

Subject Line

Importance of Rest – Cleanse Day #3

Body Copy

Dear Name,

Everyone knows that eating right and exercising are top priorities. Few people know that getting enough rest is just as important as meeting your vegetable requirement and hitting the gym or going to yoga.

**Are you guilty of not dedicating enough time to relaxation?**

I always tell my clients that just as your body needs proper food and exercise, it also needs adequate time to rest and reboot. Consistent periods of rejuvenation help reduce long-term stress. When we’re not stressed, we don’t crave sugary snacks.

Do you see where I’m going with this? Treat your body right and you won’t have to battle cravings and an expanding waistline.

The good news is you don’t have to give up your evening activities to squeeze in a few extra hours of refreshing shut eye. Focus on quality, not quantity.

**TRY THIS EXERCISE**

Your sleep needs are as individual as your food requirements – depending on your day-to-day schedule you may need more or less.

Whether you require six, seven, or eight hours of sleep, these tips will help you maximize that precious time:

* Watching TV and surfing the web right before bed will leave you overstimulated and restless – so turn off your electronics at least one hour before and listen to soft music or meditate instead. If you have kids, lay down a no TV before bed rule and watch their energy skyrocket.
* Turn the lights, noise, and heat down as you get ready to sleep. Light candles, turn off or mute noisy electronics, and try to keep your bedroom at a comfortable temperature.
* Late-night snacking (especially on junk foods) and caffeine before bed will keep you counting sheep into the early hours, so plan your last meal in advance. However, don’t go to bed on an empty stomach either – balance is key.

**Remember – sleep well to be well!**

I hope you are enjoying your cleanse so far! Remember, I’m here for support – just send me an email.

Wishing you well,

Health Coach

**DAY 4 EMAIL COPY**

Subject Line

More Vegetables Please! – Cleanse Day #4

Body Copy

Dear Name,

Today’s topic is one of my favorites!

**Vegetables are the most neglected food in standard diets.** When I ask my clients why that is, they usually recall memories of being forced to eat all of their mushy broccoli before being excused from dinner.

The truth is, vegetables are delicious and pack a serious number of vitamins, minerals and micronutrients. Best of all, naturally sweet veggies can help you fight the urge for refined sugar. The natural sugars these vegetables contain stabilize blood sugar and reduce the need for artificial sweets.

Try one (or all!) of the following naturally delicious, nutrient-dense options:

|  |  |  |
| --- | --- | --- |
| * beets
 | * onions
 | * winter squash
 |
| * sweet potatoes
 | * carrots
 | * turnip
 |

**TRY THIS EXERCISE**

Curb your sweet tooth with this soothing vegetable drink:

* 1/4 cup carrot
* 1/4 cup cabbage
* 1/4 cup pumpkin or squash
* 1/4 cup large onion

Grate or finely cut the vegetables. Add 4 cups water to a small pot and bring to a boil. Reduce flame and simmer for about 20 to 30 minutes. Strain and drink only the liquid, or refrigerate and enjoy as a chilled treat.

If you’re interested in learning how to cook more, I would love to share my recipes and tips with you! Sign up for a complimentary Health History consultation and become a kitchen whiz in no time.

Good luck!

Health Coach

*P.S. How is your new breakfast routine going? I promised I’d check in! Drop me an email and tell me all about it.*

**DAY 5 EMAIL COPY**

Subject Line

Decode Your Cravings ­– Cleanse Day #5

Body Copy

Dear Name,

Hello! I hope you’re feeling inspired to take on more healthy habits today!

What positive changes have you made so far? I’d love to hear about them.

**Today I’d like you to think about what drives your sugar cravings.**

When I ask my clients this, top culprits include the hectic morning rush-hour and looming afternoon deadlines, prompting sugary coffee drinks and spiraling blood sugar levels. Sugar has a temporary mood lifting effect on the brain, leading to a serious crash soon after. Not exactly the best situation when you’re stressed.

**What else causes you to crave?**

Aside from daily stress that spurs sugar cravings, I encourage you to consider how other components of your life may be affecting what you eat.

Think back to a time you were madly in love. Your partner’s care and affection replaced sugar, making you feel satisfied and appreciated. Many people crave sweets when they are lacking supportive relationships. Take a look at the people you surround yourself with – is it time for a change?

I regularly tell my clients that while what is on their plate is important, healthy relationships, regular physical activity, a fulfilling career, and a spiritual practice can fill your soul and satisfy your *real* hunger for life.

When these areas of your life – your primary foods – are balanced, your *life* feeds you, making what you eat secondary.

**TRY THIS EXERCISE**

Next time you find yourself responding to a craving with a sugary dessert, focus on the root of these urges.

Look at these primary foods:

* relationships
* career
* physical activity
* spirituality

Give each one a rating from 1 – 10 as you see them in your life right now (10 being satisfied and 1 being dissatisfied).

It’s okay if you are dissatisfied with some (or all!) of your primary foods – you are now one step closer to deconstructing your cravings once and for all.

Now that you’ve taken some steps toward achieving balance, consider other ways you can reward yourself.

**Make a list of sugar-free treats to call upon when your primary foods get unbalanced.**

Talk soon!

Health Coach

**DAY 6 EMAIL COPY**

Subject Line

Cleanse Your Relationships – Cleanse Day #6

Body Copy

Dear Name,

There’s just a few days remaining in your cleanse – isn’t that amazing?

Take a moment to appreciate all that you’ve accomplished so far!

I hope you’re beginning to understand sugar’s extreme effect on the body, and how you can naturally satisfy your need for sweets. Let’s explore how your personal relationships can make or break your relationship with sugar.

**TRY THIS EXERCISE**

Yesterday, I asked you to rate each primary food (relationships, career, physical activity, and spirituality) on a scale of 1 to 10.

If you rated relationships low, delve a little deeper and ask yourself why you rated it as such:

* *Are friends off-loading their problems without taking the time to ask about YOU?*
* *Family members expecting too much from you?*
* *Coworkers gossiping and creating a negative environment?*
* *An ongoing rift with an old friend or family member?*

Any of these relationship issues will cause stress and anxiety, causing you to turn to sugar for quick comfort.

**Stop! Before giving into a sugar craving…**

List five people in your life who totally support you. Next to each name write one reason that you are thankful for them. If a person on your list is someone you have not talked to in a while, reconnect with them today.

Old faces can inspire new changes!

Good luck!

Health Coach

**DAY 7 EMAIL COPY**

Subject Line

Find a Deeper Meaning – Cleanse Day #7

Body Copy

Dear Name,

Today, let’s explore another primary food: spirituality.

Spirituality, like food, comes in all forms. Maybe your idea of spirituality is finding solace on a long walk where you feel connected to nature, or perhaps you connect to your local yoga community for a spiritual outlet. There are countless ways to develop your personal faith, and it’s important to remember that we are all connected in the matrix of life.

Consider the last time you sprang for sugar – what was the reason? Often we eat not because of hunger or stress, but due to pure boredom or restlessness. If these emotions resonate with you, perhaps you are unfulfilled due to a lack of spirituality in your life.

**TRY THIS EXERCISE**

Sometimes we simply need a reminder to make our spirituality a priority. Allow yourself a few moments and begin by asking yourself these questions:

* *Who am I?*
* *What do I want?*
* *What contribution do I want to make to the world?*
* *What is my story?*

If you feel these questions are broad, you’re right! The intention is to internally expand on your answers during meditation. Each time you ask yourself one of these questions, pay attention to how you feel and see if you can find deeper meaning in your answers.

If you enjoy meditating, be sure to schedule times for regular reflection in your planner. Even deep breathing is a great tool – I tell my clients it can apply to almost any scenario. Simply close your eyes, breathing slowly and deeply until you feel calm and in control. You’ll be amazed at how effective it can be!

Wishing you well,

Health Coach

**DAY 8 EMAIL COPY**

Subject Line

Cleanse Your Career – Cleanse Day #8

Body Copy

Dear Name,

Hi there! How’s it going? I hope you’re starting to notice that little changes make a big difference!

**Today, let’s talk about your work.**

I hope by now you understand why I am asking about your job within a sugar cleanse! You see, your career is another component of primary food, and like the others, plays a crucial role in your eating habits.

Think about it: you spend eight to 10 hours a day, five days a week at work. Chances are you spend more time with your coworkers than anyone else in your life. Many of us wear stress as a badge of honor, convinced that productivity requires endless turmoil.

**An office environment that’s harmonious and supportive of a healthy work-life balance is achievable.**

**TRY THIS EXERCISE**

Visualizing what’s important or rewarding yourself with a non-food related treat is a great way to maximize productivity when deadlines are tight and your workload is heavy.

Do one of these today:

* Bring a picture of a loved one or your child’s artwork to keep on your desk at work.
* Brighten your space with fresh flowers.
* Stock the office kitchen with luxurious teas as a treat.
* Take five minutes each day to de-clutter your space – a clear desk promotes a clear mind.
* Try a mid-day stretch break to aid circulation and promote relaxation.

Although the modern work world is challenging, it is filled with opportunities. Doing work you love is essential to creating a healthy, balanced life.

Speak later,

Health Coach

**DAY 9 EMAIL COPY**

Subject Line

Activate Your Mind and Body – Cleanse Day #9

Body Copy

Dear Name,

You’re almost there – can you believe it? Drop me an email if you have any questions! No question is too big or small.

I regularly tell my clients “An active body is an active mind.” It should come as no surprise physical activity is the fourth primary food component – and the one I want to explore with you today.

Think about a typical scenario where you feel tired and weary. Do you often reach for sugar to provide a quick energy boost? Although it may not seem like it, physical activity revs up the body and provides energy. Unlike sugar and the imminent energy crash it leads to, the effects of exercise last long after you stop activity!

**TRY THIS EXERCISE**

**Make a point to schedule physical activity on your calendar every week, if not every day.** Start small and slowly increase the number of days you include exercise.

Remember, you don’t have to engage in strenuous activities to see results. The goal is to find a type of movement you enjoy, and then integrate it into your life on a regular basis.

Consider mixing it up by trying something new:

* If you love to dance, take a class at a local gym or dance studio.
* If you’ve never done yoga, drop into a beginner class and see how it feels.
* If you like to jog in your neighborhood, try a new route today.

Whatever activity you choose, add it into your planner so you remain accountable and it becomes part of your life. Your mind and body will thank you for it.

Next time you’re at the office, refresh your energy and combat stress by taking a break in the middle of the day. Instead of surfing the web, get up and step away from your desk for 15 minutes.

In order to keep our bodies happy and healthy, we need to get moving!

Chat soon!

Health Coach

**DAY 10 EMAIL COPY**

Subject Line

Congratulations! – Cleanse Day #10

Body Copy

Dear Name,

Congratulations! You have reached the end of your sugar cleanse. I hope you’re feeling invigorated, revitalized, and ready to take on new challenges.

You’ve come a long way in just 10 days – did you believe you could achieve all this or learn so much about yourself so quickly?

You can do a lot more too!

***Health is a vehicle, not a destination. Don’t stop now, there is so much more to explore and accomplish.***

Imagine receiving the guidance, knowledge, and inspiration to continue making rewarding changes for your health. By working with me as your Health Coach, you will further explore how your lifestyle and diet impact your health.

Want to keep up your momentum and achieve optimal health? Eliminate refined sugar for good? Learn how to develop sugar-free recipes?

I can help!

Sign up today for a complimentary Health History consultation. I would love to help you meet and surpass your goals by working together in a 6-month program.

I wish you well on your journey and hope to hear from you soon!

In health and happiness,

Health Coach