



EMAIL 1:

SUBJECT: you've just made the best decision

Hi (NAME,) it's so great to meet you.

I wanted to send a quick thank you and a huge WELCOME to you for signing up and joining me on My Sugar Stop journey.

If you have struggled with your weight, the need to constantly snack, suffer from low energy levels, low moods, and making the right choices with your food, then I am so glad you are here.

You have just taken a big step towards being healthier, happier, better rested, and calmer.

A step towards putting your needs first, and taking control of your life.

All in all leading to a more content and confident you.

And all by cutting out sugar!

I'm Dr. Radka Toms MD, and I was once totally addicted to sugar. I was chronically fatigued, craving sugar all the time, and diagnosed with a skin condition called rosacea.

It wasn't pretty.

And with the huge amount of high sugar food available, it's an easy trap to fall into.

But I knew I needed to make a change. For my health and for my family.

As a doctor and eye surgeon educated in conventional medicine in both Europe and the US, I was skeptical about food as medicine.



But (NAME) after years of research, studies, and experience, I learned more and more about our body's relationship with sugar.

I understood more about chronic diseases and the power of food as medicine, including scientific research about sugar, how it speeds up aging, causes inflammation, diabetes, obesity, high blood pressure and is associated with the risk of cancer.

Well. Enough was enough!

I created a program that helped me to kick my bad sugar habit. It helped me remove sugar from my diet, rebalance my moods, energy levels, weight, skin, and metabolic health.

And I haven't looked back since.

And now, I want to go on that journey with you. Because I know how hard taking that first step can be. I understand how it feels when you don't know where to start.

Because I have been there.

So much of our health, happiness, and wellness boils down to what we eat.

And sugar is one of the biggest contributors to poor health, chronic disease, heart disease, strokes, and diabetes, and countless other health issues.

Well. With me in your corner, you will learn how to break the cycle of processed sugar dependency, and focus on giving your body, and your mind the goodness and nourishment it deserves, and create a genuine transformation in your life.

So, (NAME) over the course of my emails you can expect to:

- Understand your body better
- Learn to make the best choices for your health
- Feel amazing and energized all day long
- Feel content and happier
- Feel confident and healthy



- Reach a healthy weight

You will feel confident making the right choices, not just for the next few weeks. But for the rest of your life.

I will be emailing you once or twice a week to check in, as well as giving you some of my favorite recipes, top tips for health and wellbeing, and some other helpful bits for you.

In the meantime, I would love to hear from you!

Hit reply and let me know a little about yourself and what made you choose to connect with me.

Thanks (NAME) and I am so excited to have you here.

Take care of yourself

Radka

P.S. I forgot to mention, make sure you join me over on my Facebook page (LINK) and Instagram (LINK,) where I share exclusive tips and advice with my amazing community. Can't wait to see you there!

P.P.S If you found this email in your promotions tab, then make sure you drag it into your inbox tab so you don't miss out on any of my emails.

EMAIL 2:

SUBJECT: this is my favorite way to curb those cravings

(NAME) you know those days where everything seems to get on top of you?



I mean, everything is just stressing you out. Maybe work is piling up (along with the laundry!) or the kids are at each other's throats, and you had a lousy night's sleep.

When we have days like that (NAME) it can be so easy to just reach for a candy bar, or a sugary can of soda, or a slice (or 3) of pizza.

Right?

Well, that is precisely why I created a collection of delicious sugar-free snacks and meals.

Because I have those days too - probably more often than I would like to admit - and I need something I can quickly whizz up to satisfy my sweet tooth, and curb the craving!

But it is so important to not give in to the sugar cravings. Because, what will ultimately happen is you will get a sugar high, followed by a crashing sugar low.

And you'll end up feeling worse than you did before.

This is why it is vital to fill your fridge and your pantry with nourishing, healing foods that replace those unhealthy sugary treats.

I want to share with you one of my FAVORITE treats for when a sugar craving kicks in. My trio of slurpable, sugar-free smoothies.

Power-Up Smoothie

You will need:

- ***2-3 cups of water***
- ***1 kiwi***
- ***3 collard greens***
- ***¼ inch piece of ginger, grated***
- ***1 cup of blueberries (fresh or frozen is fine)***
- ***1 tsp of hemp seeds***
- ***1 cup raspberries (fresh or frozen)***



- **1-2 whole peeled oranges**

Super Green Smoothie

You will need:

- **2-3 cups of water or coconut water**
- **½ fresh mango, peeled and chopped**
- **1 small avocado, pitted and peeled**
- **1 tbsp of lemon juice**
- **2 stemmed kale leaves**
- **2 tbsp blueberries (fresh or frozen)**
- **2 tbsp fresh mint**
- **1 tsp hemp seeds**

Omega 3 Fusion

You will need:

- **2-3 cups of water**
- **3 tbsp whole raw walnuts**
- **1 cup frozen blueberries**
- **1 cup frozen raspberries**
- **1 fresh or frozen banana**
- **1 tbsp hemp seeds**
- **2 tbsp flax seeds**
- **2 tsp chia seeds**

With all 3 smoothies, all you need to do is put the ingredients into a blender and blitz until they are smooth.

So simple, and so satisfying!

You can enjoy so many different kinds of food that will help you reach (and maintain) a healthy weight, make you feel great, and will do wonders for your gut and overall health.



So, let's snack smart! You'll be amazed at how quickly your body falls in love with healthy, delicious food that isn't packed with sugar.

Will you have a go at making one of these super delicious smoothies?

Either reply to this email or join in the conversation over on my Facebook page ([LINK](#)) and let me know which one you loved the most.

And, most importantly, if it helped curb those cravings.

Take care of yourself,

Radka

P.S. If you would like to try some more tasty sugar-free snacks, you can download the recipes here ([LINK TO TRIPWIRE OR LEAD MAGNET DOWNLOAD.](#)) Just don't forget to let me know which ones you try!

EMAIL 3:

SUBJECT: what'll you be like in 6 months?

Imagine you're life 6 months from now (NAME).

What would you look like? And, more importantly, how would you feel?

More energized? More relaxed? At a healthier weight.



I understand that it can be so overwhelming to know where to start when you want to make the changes to improve your health and your wellbeing. And to think that you will be depriving yourself of all the foods you love.

And I understand because I have been there.

I have seen so many patients in my practice and my clinics who want to make these changes, but they don't feel like they have the support, or the confidence in themselves to succeed.

Just like you, and me, they were feeling overwhelmed.

Wanting to make changes. Wanting to live a healthier life, free from processed sugar, inflammatory foods, and all the other things we eat that can damage us inside and out.

They didn't know where to start. Just like you might not know where to start.

And (NAME) that is why I spent a decade researching and creating My 7-week Sugar Stop Program ([LINK](#)).

I want you to experience the life-changing benefits that this program can give you.

A program that puts you first. Where I can be with you every step of the way to give you the confidence and power to make the best food choices for your health and wellbeing.

You will learn so much on this journey. From blood sugar and healthy gut necessities to my top tips on intermittent fasting and how to improve your metabolic health.

And guess what? You won't be removing food from your diet. You will be replacing food. With delicious, nourishing options that will awaken your taste buds and always leave you feeling full, satisfied, and feeling amazing.

I promise you (NAME) that you will never look at food the same way again.



Now. Imagine how you will look and feel 6 months from today when you join the My Sugar Stop 7-Week Challenge. Happier. More energized. Relaxed. At a healthy weight. And feeling amazing.

(CTA button - I'm ready to look and feel my best)

Take care of yourself,

Radka

P.S. If you have any questions about the program, or about changing your diet, then please let me know. You can either reply to this email or send me a message over on my Facebook page (LINK) or Instagram (LINK.)

EMAIL 4:

SUBJECT: how did you sleep last night (NAME?)

One of the most asked questions I get over on my Instagram (LINK) is about the connection between sleep and diet. Does one impact the other and vice versa?

Do you think the two are connected?

Well, the answer is a big YES! And it is such an important question to ask.

Sleep is crucial for good health. Not to mention wellness.

Is your mood affected when you have a bad night's sleep (NAME?)

EXACTLY!



Because when you sleep, your body heals and recuperates from the day, and gives you the energy you need for the next day.

And not just sleep. **But good quality sleep.**

Poor sleep quality can lead to a plethora of health issues, including a greater risk of heart attacks, strokes, and depression. Sleep disruption can also have harmful effects on your metabolism and immunity. Putting you at a higher risk of obesity and diabetes.

In fact, a recent study showed that those who slept fewer than 6 hours every night had more blood sugar problems than those who had 8 hours or more. Putting them at a greater risk of developing diabetes.

Not to mention that when you are tired, your body produces higher levels of cortisol. And this can increase your cravings!

Makes you want to hit the sack right away, doesn't it?

Good quality sleep improves your energy, mood, longevity weight loss, and overall health.

And what you eat has a direct impact on your sleep.

So, I wanted to give you 3 of my top tips for getting a wonderful night's sleep:

1. **Eat healing foods.** Unhealthy foods cause inflammation in your gut, as well as potential gut infections from bacterial overgrowth. You can find out more about healing foods here (LINK TO PROGRAM OR TRIPWIRE DOCUMENT)
2. **Avoid looking at your phone** and other blue lights for at least a couple of hours before bedtime. Blue light negatively impacts your metabolism and interferes with quality sleep.
3. **Follow the circadian rhythm** of natural light. Spend time outdoors in the morning and try using amber lights in the evening.

Give these tips a try and see if you get a better night's sleep.

Take care of yourself,



Radka

P.S. Don't forget to let me know how my sleeping tips have worked out for you. You can reply to this email or join me over on Facebook ([LINK](#)) and get involved in the conversation.

EMAIL 5:

SUBJECT: only read this is if you are serious about kicking your sugar habit

(Can we include a before and after of Radka in this email?)

Storytime.

I used to suffer from rosacea.

Really badly.

And it took its toll on so many aspects of my life. Both physically and emotionally.

Well. I managed to tackle my rosacea and put it into remission.

How?

You guessed it right (NAME), by saying “see you” to sugar.

But it wasn't like taking a magic pill, and it didn't happen overnight. And trust me. I know how hard it is to cut out sugar at first. But once you do, I promise that you won't ever look back.

I had to tackle many different factors, on a physical, mental, and emotional level to heal my rosacea and free myself of my sugar addiction. Because they all work together. And making



sure you address every part of yourself is integral in becoming healthier - in your body and your mind.

So, for the physical side of things, I cut out sugar and changed my diet completely. I focused on nutrition, balancing my blood sugar, looking after my gut health, intermittent fasting and I completely changed my mindset.

Now, I was a chocoholic. I LOVED chocolate. But the sugar in chocolate, and in so many foods, create an inflammatory effect in your body.

These are the foods that can cause a huge array of health issues, from diabetes to heart disease.

Not only that, but they affect our sleep, our mood, and our mental wellbeing.

I bet you want to put the chocolate to one side now, right?

I decided to embark on a Mediterranean diet. Healthy fats, lots of vegetables, and other healing foods. All of which do wonders for your gut, your blood sugar, and your body.

And by doing this - and sticking with it (well, apart from maybe the occasional cheat) and factoring in some other life changes (which I will tell you about in my next email) I took my health and my wellbeing into my own hands.

I took control. And I took care of myself.

And now, here we are. My rosacea has gone, I am slimmer, more energized, and my life has changed. And now I am on a mission to educate and support you with your journey to better metabolic health, so you can experience these changes too.

One of my students, Hana, also experienced amazing results with her skin when she signed up for My 7-week Sugar Stop Program.

"I didn't feel great for a long time, but now I wake up fresh every single day! I sleep noticeably better. I'm full of energy and finally kicked those sugar cravings! My skin cleared up too and my



mood is more balanced. This program was such an inspirational journey, full of support and I learned so much.”

I love how Hana has been able to change her lifestyle and her mindset towards food.

That’s because this program is based on my decade of research and work, created to support you (step by step) to enjoy a life without sugar dependence.

And (NAME) I would love to go on this journey with you and help you live your happiest, healthiest, and most confident life.

(CTA Button - Show me how to cut out the sugar)

I would love to know what your biggest hope is in tackling your sugar cravings and cutting processed sugar out of your diet. What amazing changes are you most hoping for? **Click reply to this email and let me know!**

As always (NAME) take care and look after yourself,

Radka

EMAIL 6:

SUBJECT: journaling is my secret weapon

I don’t know about you (NAME) but I have always loved taking notes.

Jotting down how I feel, and writing down anything valuable that I think would help me.



OK (NAME) you might be thinking, *why are you talking about journaling Radka?* And the reason is that keeping notes is so important. Whether it's a personal diary, a collection of quotes, or a food diary.

And that's what I wanted to talk to you about today.

When you embrace My Sugar Stop, one of your first challenges will be to fill in a food journal.

Don't worry! I promise it isn't scary and doesn't involve pages of writing.

A food journal is an essential tool that will help you track, not only what you eat, but your mood, emotions, stress levels, and any cravings you might have.

This isn't counting calories (NAME.) I don't believe in that.

It is about understanding your relationship with food, how it makes you feel, and building the foundation and skills to identify what works for your body and mind, and what doesn't.

You'll soon see how the changes you make when you cut out processed sugar make a huge impact on every part of your being.

This is just one part of my challenge. If you want to join me and change your relationship with sugar and feel empowered to make lasting positive changes to your life, then I would love to have you on board.

You will see such a difference in how you look and feel when you are no longer dependent on sugar. Some of the amazing benefits include:

- Reaching your ideal, healthy weight
- Getting the best sleep of your life
- Saying goodbye to those sugar highs and lows
- Feeling more confident
- Empowered to make sensible food choices
- Reducing your risk of chronic diseases, heart disease, diabetes, and more
- Enjoying a healthier and happier life



Does that sound good to you (NAME?)

Take care of yourself

Radka

P.S. I would LOVE to hear from you about your sugar cravings. Reply to this email and let me know **3 sugary foods** that you think you wouldn't be able to give up. I guarantee that we will be able to come up with delicious alternatives to each of them.

EMAIL 7:

SUBJECT: this is unbelievable

Did you know 50% of adults in the US have diabetes or prediabetes?

Were you surprised by that statistic (NAME?)

Because I find it shocking.

And this is just the statistic for people who have been tested. A lot of the time, you might not even realize you have a blood sugar issue.

The American Diabetes Association has predicted up to 50% of people with prediabetes, insulin resistance, or metabolic issues will develop type 2 diabetes if they don't make significant changes to their lifestyle.

And yes, (NAME) this all boils down to our dependence on sugar.

Because the more sugar you eat, the more your blood sugar elevates.



It's really that simple.

A lot of the time, you might think that you are avoiding eating a lot of sugar in your diet. And that is great! But there is so much hidden sugar out there, that you might be consuming a lot more than you think.

For example, there are refined sugars and carbohydrates.

(Think of things like white bread, white pasta, processed food, artificial sweeteners, etc.)

When you eat these foods, your body converts the sugar into glucose. When you have a high level of simple sugar in your blood, you produce insulin to remove the sugar.

BUT. If you have too much sugar in your blood, your insulin won't be able to keep up. Making your blood sugar too high for too long.

And this is a downward path to diabetes, cancer, weight gain, obesity, and other significant health problems.

Don't worry (NAME,) because I am here to help guide you through the maze of sugar.

The food industry is very clever. They know that we want to choose to avoid food with the word SUGAR in the ingredients. So, they have created a whole list of ingredients to use instead.

But essentially, they are all just sugar.

With a new fancy name!

To make sure that you start making healthy choices next time you are shopping, I have created a list for you of some of the different names for sugar.

Print this out or make a note of them on your phone so you always have them to hand when you hit the market.



Agave, barley malt, beet sugar, brown rice syrup, cane crystals, can juice, coconut sugar, corn syrup, date sugar, dextran, dextrin, dextrose, fructose, glucose, honey, lactose, maltodextrin, molasses, saccharose, sucrose, and sugarcane juice.

And because sugar is hidden everywhere, here are some tips to help you to identify the sources of hidden sugar to make better choices next time you are shopping:

1. **Soft drinks** contain large amounts of high fructose corn syrup, additives, artificial colorants. Start to decrease the amount you consume, so you can eventually cut them out completely. Instead of soft drinks – drink water (still or sparkling) with mint and lemon. Or add some fruit to your water.
2. **Cereals** – look at the label for low sugar content. A great option is oatmeal with toppings such as ground flax seeds, hemp seeds, cinnamon, and 1 tsp maple syrup if you have a major sweet craving.
3. **Yogurt** – get plain yogurt and add fruits yourself! Berries are the best option - blueberries, blackberries, strawberries. If they are not in season you can use frozen too.

These are all lessons that you will learn more about in my program (LINK TO SALES PAGE.)

Once you have completed the My 7-week Sugar Stop Program, you will feel calm and confident in making the right food choices. You will learn everything you need to know to remove sugar from your diet and trust your body again.

This confidence is life-changing.

(CTA button - Sign me up to be sugar-free now)

Imagine going to the store and filling your cart with nourishing, healing foods and being able to bypass those sugar-laden options completely.

All because you are confident in what is best for your body, and your wellbeing.

And imagine not only how amazing you will look, but how amazing you will feel.



That's the journey I want to take you on.

As always, if you have any questions about the program then just reply to this email or get in touch over on my Facebook page (LINK.) Our sugar-free community is one big family, all working towards a life free from sugar dependence.

Take care of yourself,

Radka

P.S. Don't forget, if you are ready (and I mean really ready) to make this incredible change in your life, then you can learn more about the My Sugar Stop 7-Week Challenge right here (LINK.)

P.P.S. I am so excited to start working with you!