

Email One:

Subject Line: Welcome to the Embody family (+ gift inside)

Body of Email:

Hey, I'm so glad you made it.

First off... here's my Beginner's Guide to Body-Based Inquiry [insert link to lead magnet]

I'm genuinely grateful to have you here.

I mean it...

Because over the next few days you'll get emails from me personally about Embody Equity.

I'll also be sharing something I don't share with just anybody... so make sure you check it out tomorrow.

Can you do one thing for me before you leave?

Hit "reply" and let me know your answer to this. "My name is _____ and I'm struggling with _____."

Seriously, hit reply and let me know.

I'll send you a personal reply soon.

I can't wait to hear from you.

[Sign Off] Name

Email Two:

Subject Line: Has this ever happened to you?

Body of Email:

Let's be honest.

There's a ton of nonsense out there and lots of conflicting advice: Read *White Fragility* or DON'T read it; Read *How to be an Anti-Racist* or DON'T read it; Lend your voice or just shut up.

..

It's really easy to get caught up in an endless google search and find yourself somewhere weird or frightening on the internet.

So I'm going to offer some answers to all those questions you have right about now.

And by the end of this?

You'll know more about Embody Equity and why this is an email list worth staying on.

Here goes:

1.) What is it you do again?

I teach people how to embody a positive White racial identity using body-based inquiry.

2.) What's that?

An online coaching program to take people from "I care about racial equity, but I don't know where to begin or what to say" to "ok, I understand what I need to do next and I'm confidently doing the work, step by step."

3.) Who do you do this for?

Individuals, groups or teams, organizations, faith communities.

It could be a few of you from your department at work, or some close neighbors, or your book group. Or the whole company.

Really, anyone who *wants* to, but hasn't started yet.

4. What are the benefits?

You'll feel more confident;

You'll get unstuck;

Have increased clarity;
And less stress.

You'll be able to stay present in the most constructive way — even when you're outside your comfort zone.

You'll learn how to embody deep listening for cross-cultural communication.

5. What's involved?

My smart, simple strategy.

Plus, one-on-one coaching with direct access to me as your guide.

Tied together, seamlessly, and tailored to your needs.

6. So what can I expect if I stay on your list?

I'll send you an email every other week.

And I'll teach you something.

And it'll be something you can find genuine value from.

And I'll also invite you to book a strategy session with me.

If you'd like to, you can always unsubscribe in a click.

7. Anything else I should know?

Yes, there is.

And it's this:

I don't think of you as a statistic, or part of a nameless, faceless crowd.

I know you're busy.

So the fact that you're here?

It means a lot.

Thank you for that.

Until next time,
Rie

P.S.) Can't wait? [Let's chat now.](#)

Email Three:

Subject Line: Welcome to loving accountability

Body of Email:

Hi again --

I'm not about to let excuses hold you back.

Such as:

"I don't have time."

"If I don't say anything about race I won't seem prejudiced."

"I'm afraid I'll say the wrong thing and I'll offend or re-traumatize someone."

Trust me. With the work we'll do together you'll figure it out.

And you'll walk away with the tools and confidence you need to make real change.

And if you get stuck?

I'll help you work through whatever it is that's holding you back.

The sooner you start, the faster you'll start seeing results.

[So let's chat!](#)

Until next time,
Rie

