

EMAIL 1

Subject: A shift in my evolution presents a *time-sensitive* opportunity for you.

I've been feeling a big shift lately. Are you feeling it too?

Discomfort has become everyday (though hardly mundane) for many of us. The cultural and political climate we're in is one thing. Our personal storms are another.

And, this month alone:

- We had a lunar eclipse during the full moon earlier this week
- We'll have a meteor shower and the start of another [Mercury Retrograde](#) this weekend
- And, the moon will give us a show again in about a week when it crosses paths with the sun, producing the first total solar eclipse many of us will have ever seen in our lifetimes (the last total eclipse visible from the continental U.S. was in 1979 and there won't be another opportunity until 2023).

Some powerful forces at play, wouldn't you agree? It's only natural to feel pulled in one way or another.

I see this pull as a positive.

If you've been listening to The Practice of Being Seen, then you're already aware that changes are coming to the show. I'm making some changes within my Connectfulness consulting practice as well.

This pull, these changes, the transition... This is all part of my messy middle--a concept I talk about often because I'm such a believer in its magic.

Though magical, it also stirs up my vulnerability. So, I make space for it, but I don't let it disrupt the process. I explore where my boundaries lie within this space and ease into this discomfort, and I allow for my truths to reveal themselves. (I'm happy to report that they always do.)

My messy middle really has become my North Star in both my personal and my professional life, as it is where the two facets intertwine. Trying to separate the two is futile, but approaching my personal and professional life in an congruent and holistic way has always propelled me forward.

This is how I am harnessing this shift.

I want to help you harness a shift of your own by connecting you to your story within *your* messy middle.

Because I know that you're wanting to integrate your messy middle into your life and profession so that you can untangle your insecurities, trust your voice, and reach your goals and dreams in your practice.

So, I have a special announcement:

I will soon be retiring my 1:1 consulting for therapists and healers to make space for my newest offering. But before I do, I want to support you in your transformation. **I am offering my 1:1 consultations in a 3-session package for a very limited time, at the very accessible price of \$333. (This would, under mundane circumstances, regularly cost \$525.)**

This package is designed to intentionally activate your evolutionary process by connecting with your story within your messy middle. It will help you to:

- Grow your own confidence in your practice
- Trust your voice
- Sharpen your intuition
- Feel more connected and supported
- Hone your power as an influencer
- Strengthen your boundaries

But, like eclipses, the chances for all the right circumstances to come into alignment are fleeting and rare. To grab this opportunity by the horns, packages must be purchased by 8/31, and sessions must be booked by 10/13.

Want more details? I've got them for you here.

[SIGNATURE]

EMAIL 2

Subject: I know you want to be the change you wish to see.

Hi, [name],

I'm on the (Re)Vision Retreat with some beautiful humans in the beautiful Catskill Mountains, but in light of what is going on in the country and the news right now, I wanted to pause and acknowledge this moment we're in.

We, as therapists, do important work to make space for healing and progress with our clients. But, we all know that we can always do better. There is always growth and evolution to be done, both in our personal and professional lives. I truly believe that our stories hold power. And that by connecting to our personal stories, we are able to connect with others and bring about the changes we want for our world. This is where understanding starts. It starts with us.

I want to do my part. And one of the ways I want to pitch in is by working with other therapists to help them show up in their work and their relationships even more authentically. So, I'm reaching out to you now.

If you are ready to intentionally accelerate your evolution so that you can better help those who need what only you can offer them, I want to invite you to [work with me to connect more deeply](#) with your story and learn ways you can apply it in your work. It will not only be a profound experience for you, it will improve your practice and your relationships. It will propel you not just in the direction of your goals, but in the direction of progress in our messy world.

*"Working with you allowed me to **share the parts of myself that needed to come forward** and to do it in a way that felt safe and comfortable. You guided the process through understanding, non-judgmental awareness and felt like you had my back." - anonymous*

If you're ready to do more in a messy world, I'm ready for you. [Let's dive in.](#)

xo

[SIGNATURE]

EMAIL 3

Subject: What difference does your story make?

Dear [FNAME],

There's a lot of science out there about the power of story. Anthropologists know that has been used in community-building for thousands of years. And, today, it's even become quite a buzz word in the business leadership and marketing.

Science tells us that if you want to connect with someone, facts and data won't get you there. Stories will.

When we share our stories, we relive the power and the magic in those moments. And brain science shows that our listeners do too. This shared emotional journey is where empathy lives--it's where connection happens. It is a spark ignited.

As therapists and healers, we listen to the stories of others all the time in our work. We facilitate discovery and change through the power of our clients' stories. So, you already know the power a story holds.

But, we have our own stories too.

Sometimes the concept of being a "blank slate" for our clients has been so ingrained in us that we become unsure of how to discern or access our stories in our work. And yet, we know that we could go so much deeper with our clients if we did.

Sometimes our own insecurities get in the way of connecting deeper in our work and our relationships. We feel a pull to 'go there', but we're afraid of what we might uncover or reveal about ourselves. Imposter Syndrome kicks in. What if we say the wrong thing or if our message doesn't land the way we intended?

We want to increase our impact to impart real change in the world, but we can't do that until we tap into the shrouded depths of our true power. You and I both know where to find it.

But, things are going to be messy.

The good news is you don't have to uncover the gems your story holds alone. In fact, when you're too close to it and can't see the forest for the trees, it's often better not to.

I want to hold space with you while you connect with your story in your messy middle. I'm offering my 1:1 consulting sessions in a limited-time 3-session package for \$333. During our time together, we'll work to simplify and strengthen your boundaries allowing your story to surface, while we use it to cobble your unique path toward your goals both in life and in business.

But, I have to tell you: This offering is extremely ephemeral. I'm cobbling a new path myself, so I have very limited space available. Claim yours by 8/31. You can get more details [here](#).

It's easier to hide behind a blank slate like a shield. It's more comfortable to not tempt your imposter syndrome to put you in your place. But that's not going to serve your relationships, your work, or this messy world.

You already know this in your bones, don't you.

If you're ready to intentionally activate your evolutionary process by connecting with your story within your messy middle because you know that there lies your greatest strength, then now is your time.

Are you ready to be seen?

[SIGNATURE]

EMAIL 4

Subject: Show up with inspired action instead of fear.

Therapists by nature are wounded healers and come with their own stories. As much as you may try to be a blank slate, you know this. Your stories, projections and perspective always enter into your clinical work.

Here's a radical thought: how would your work change if you embraced your YOUNess and reframed your story in a new way?

I talk with therapists all the time about how they wish to bring more of themselves into their practices. Is this you too?

You want to bring more of YOU into your practice.

You're afraid of being seen as a fraud by your peers.

You struggle to give yourself permission to be anything other than perfect.

There's this inner knowing, that thing you're most passionate about in your work is also very thing that you've struggled with personally.

I know this to be a universal truth: you're afraid that you are not enough (and simultaneously also too much). Underneath that is the fear that you won't belong. That somehow you'll be found out as being a fraud.

Sitting with that discomfort--that's HARD. And scary. And also, exactly the thing you need.

Why?

Because your fears are the very portal you need to travel through to unlock our creativity. Acknowledging and making space for your fears also makes room for your personal healing, which in turn makes space for more creativity.

You might be thinking, "But, I'm a therapist, Rebecca, not an artist or novelist or actor. What's creativity got to do with therapy?"

Anxiety shuts creativity down. If you're feeling anxious about something in or around your work, it's likely preventing you from thinking about your work new ways.

And these are the exact kind of creative thought patterns that make the difference between a good therapist and a great one.

It's the difference that makes thought-leaders and influencers.

It's the difference that influences your impact in the world.

The truth is we are all creative beings. You just need the will to allow it to surface. This comes with facing the fear. And you know what else? Something magical happens when you tap into that creativity. Intuition and self-trust follow.

Creativity allows you to bring more of YOU into your work and boldly explore what you wouldn't have dared to before. Without creativity, you cannot think outside the box.

Your protective walls block your intuition. Without intuition, you cannot see that the path is already illuminated for you.

When you trust your creativity and intuition to steer you, you put down your fear of appearing fraudulent and **find strength in your voice.**

When you trust in yourself, you can discern what you know to be true. And you can find tranquility in your not-knowing.

Creativity + Intuition + Trust in yourself = Your personal power to be the bold change.

This is exactly how I help therapists during my one-on-one [Connectfulness Consultations](#) 3-session packages.

Together, we dive deep in three steps:

1. We work on the practice of being seen. This is where you take notice of your personal stories and healing and begin to see how they weave into your work.
2. You begin to look at your fears as a portal into your creativity. And i'll hold space as you do, for you also to see others as you see yourself.
3. With your newfound clarity on how to engage with the world, we outline how you might begin taking action in bold, brave, small changes.

Through our work together, you will find more balance, more space for visioning, and more planning to translate your vision into real-life implementation that actually works for you and resonates deeper with your clients.

And, I have to be frank: My one-on-one Connectfulness Consults aren't going to last long. Regularly \$175 per session, I've priced this [3-session package](#) at the no-brainer price of \$333 because I don't want accessibility to be the one resistance in your way. If you are waiting for permission to evolve, this is it. [But, you have to claim yours by 8/31.](#) So, please don't wait.

Are you ready to be seen?

xo

[SIGNATURE]

EMAIL 5 - FINAL REMINDER

Subject: It's time, dear one. Do you feel the call?

Dear {{firstname}},

Well, dear ones, today is it. The last day to reserve your space to be seen. My offer to book 3 [Connectfulness Consultations with me for \\$333](#) dissolves in just mere hours. Once this offer ends, my one-on-one consultations will be eliminated from my offerings to make space for the next step in my work with therapists and healers like you.

What you need to know:

- Never before have I offered my consulting sessions at such an auspicious price. (These sessions regularly cost \$175 per session, so you're saving \$192 with this offering.)
- I won't be offering this again after today.

- Sessions must be booked by 10/13.
- During our time together, we will use a 3-step process to intentionally activate your evolution to integrate the messy middle between your personal and professional.

What's waiting for you on the other side:

- greater confidence in your practice,
- more creativity to think outside-the box,
- a deeper trust in your authentic voice,
- sharper intuition to guide your work,
- a deeper feeling of connection and support,
- stronger boundaries,
- permission to make small changes in your life and work,
- and embracing the power within to become the influencer you know you are meant to be.

That is to say, your time is now. The world is calling out for the good work that only you can do. Do you feel the call?

I'm ready to see you now. [Let's begin.](#)

xo

[SIGNATURE]

EMAIL 6 - TARGETED EMAIL TO CLICK-THROUGHS

Subject Line Options:

~~What's keeping you from saying YES?~~

~~Can I ask you a question?~~

What is holding you back from being seen?

~~When one of us can do better, it enables us all to do better.~~

Dear {{firstname}},

I've been writing about my [Connectfulness one-on-one 3-session consulting package](#) for therapists for a few weeks now. I've talked a bit about why we therapists need to continue to grow in order to better serve our clients and how these consultations can ignite an intentional exceleration in your growth. I've explained a bit about the process, which really is directed by you--and I hold space for you along the way offering permission to make small changes and dare to share more of your YOUNess in your work.

Now, because personal story is always more powerful than anything I could say about this work, I'd like to share some feedback I've gotten from a couple of clients (with their permission, of course).

Here is what Mercedes Samudio, LCSW had to say about our work together:

"I've been to therapy when I needed personal healing and I've had business coaching when I needed support on my entrepreneurial journey. But, working with Rebecca has been the best intersection of the two. She truly understands that in order to show up in your life as a successful business owner you've got to not only have the business strategies down (which she is an ace at helping you sort through) but you've got to figure out how to move through the blocks that keep you from executing those strategies. Rebecca has helped me merge my personal healing story with my business success story to get me to show up more authentically for myself, my clients, and my business. She's an investment I encourage all my fellow healers to give to themselves when they're ready to step into authentically showing up and being seen for all you amazingness without having to leave any pieces of you behind to do so!"

And Sarah Herstich, MSW, LCSW shared this about our work together:

"My work with Rebecca began when the idea of starting my own practice was a dream that I didn't quite believe was possible. Initially, as I explored the dream and my why behind it, Rebecca was there to support me, give it to me straight and guide me as I got underneath the fears that were holding me captive in inaction. We dove deep into who I was being called to serve, what needed to be healed to do so and concrete tasks that needed to be taken care of to get the ball rolling.

Over the next handful of months, my practice launched and I saw my first clients. During this time, consultation with Rebecca became a sacred time of unraveling my insecurities, recognizing how and why I continued to get caught in their grip, and how to feel safe and effective continuing to show up, day in and day out. Rebecca helped me connect with myself, my story and my roadblocks in ways that I have never experienced before and in ways that have not only transformed the way I show up for my clients, but the way I show up for myself."

I'm humbled by their kind words and am so inspired by their effort, bravery and progress. The experience of working with them was just as beneficial for me, I have to say.

So, now if you're feeling inspired too, I'd like to ask you: What is holding you back from reserving your space to be seen?

I value truth and transparency, so I'd love to hear from you, if you're willing. Please do share your hesitations with me. Or, if you're ready, but just feel like there's one piece of the bigger

picture puzzle that is missing for you that would make all the difference, please ask me your questions--about the intention, the process, the goal, the result, *anything*.

I believe that when one of us can do better, it helps us all to do better. Help me to help you.

[\[link to contact email address\]](#)

xo

[SIGNATURE]
