

EMAIL 1 - WELCOME EMAIL & QUIZ RESULTS

TRIGGER - ONLINE QUIZ COMPLETION

Subject Line: Your Highly Magical Quiz Results

Preheader (Optional): Welcome to a new way of being.

Hey there, Magic Maker.

You took the quiz and the results are in! Looks like you're very likely a Highly Sensitive (ahem, Highly **Magical) Person.**

This is amazing information to know because now you can look at yourself in a whole new way and embrace the powerful gifts you've been given. What makes you different from everyone else--what you (or your parents or your teachers or your boss) may have viewed as a disadvantage--we're going to turn this all on it's head together!

You probably already know this, but:

- **As a Highly Sensitive Person, you have a knack for just knowing whether that new person you must met is an incredible human you want more of or whether this person is completely full of shit.**
- **You have a heightened awareness to all the details of the physical world around you and are effortlessly attuned to the invisible, spiritual world.**
- **You're extremely creative and empathetic.**
- **Simply put, you are tapped in at every level.**

In case no one has ever told you before, let me say it to you now: **These are your gifts, not your liabilities.**

Your Highly Sensitive gifts are worth embracing because they do give you an edge in life. And when you do, you'll find so much more ease and, dare I say, magic in your life and in the world around you.

But are you ready for the bad news? This fast-paced world we've inherited is not set up for Highly Sensitive People. This world is all about the go-go-go.

We live in a time when:

- Productivity and achievement are paramount.
- Social media presence rules.
- We can stream any movie you could possibly want straight to your TV.

- Our phones ping at us anytime we get an alert from any of the countless apps out there that we use to manage every aspect of our lives and keep us from feeling even a minute of FOMO.
- We can peruse the latest fashion trends, order a new wardrobe an hour later and have it delivered same-day.
- Literally everything is bigger, better, faster, more.
- We want it all and we want it done yesterday.

(OK, even just writing this list out is stressing me out. Do you feel it too?)

As a Highly Sensitive Person, you probably find that you are easily overstimulated at times and easily bored other times. Bright lights, loud noises, even the texture of certain fabrics against your skin can be too much for you. Even if you're an extrovert (and yes, HSPs can be extroverts!), you probably find that a busy mall, too many meetings at work, or a crowded social scene can tap you out. And when we don't tend to our needs, anxiety, overwhelm, even burnout can kick in.

You have such a rich inner life, but when burnout hits, you feel totally fried. And that serves absolutely no one, least of all yourself.

You need to give your creativity room to breathe and process. You need to allow your spiritual connections to deepen and guide you. You need quality rest that rejuvenates you. And you need stronger boundaries that protect you from the people and societal pressures that don't always have your best interests in mind.

If this feels like a lot to take in or take on, don't worry--I got you.

I want to invite you to just sit with these thoughts for a few minutes. See if they resonate. And, see what comes up for you.

- **Did your test results surprise you? Or, did you know it all along?**
- **In what ways do you feel pressured to conform to the demands of our culture or of others' expectations of you?**
- **Does the thought of having more ease in your life feel like a load off or does it make you uncomfortable?**
- **What would having more ease in your life look like?**
- **Could your life look and feel magical to you?**
- **What is possible?**

It's not uncommon for these new awakenings to trigger a-ha moments or childhood memories. I promise, I won't leave you alone in it. If you want to share what comes up for you, you can hit me back by clicking 'Reply'. I'll hold your words as sacred.

I'll be back soon to support you with more ideas about this profound discovery. If you don't already, you'll soon see that everything is, in fact, magical.

Can't wait? You can devour [more HSP yumminess on my blog](#).

You are magic.

Peace + Love,

[SIGNATURE]

EMAIL 2 - VG'S STORY

Subject Line: Every HSP has a story and our stories matter.

Preheader: Let's get personal.

Hey, Magic Maker.

Valerie here.

In my last email, I explained just a little bit to you about what the Highly Sensitive experience is like and how it makes us special. And, there's SO much more I can't wait to tell you about it. But before I do, I thought I should first tell you about me and my story.

Because you're probably thinking, "Who is this Valerie chick? And what makes her the expert on all things HSP?"

And since you've invited me into your inbox--something I don't take lightly--you deserve to get to know me a little better.

So, first off, I want you to understand that the term Highly Sensitive Person (HSP) didn't start with me.

Elaine N. Aron, Ph.D. coined the phrase and was the first person to write about it back in 1996. (Check out her book, [The Highly Sensitive Person: How to Thrive When the World Overwhelms You](#). You won't regret it.)

Since then, it has become a widely accepted term in the field of psychotherapy and the empirical research on the Highly Sensitive experience and neurological function keeps getting better and better.

(Interesting little piece of trivia: Did you know that there are highly sensitive individuals in many other animal species? It is believed to be an evolutionary trait, allowing the highly sensitive members to be the first to detect environmental changes or dangers and choose the best mates. Isn't that incredible?)

Anyway, my point is, I didn't develop the concept. **I'm just one of the estimated 20% of the population that was born with the trait.** And while I always knew even as a young kid that I saw and experienced things on a different level than the people around me, it wasn't until I was much older that I realized I was an HSP.

You could say I had quite the awakening.

But let's start at the beginning:

My whole life, I've always been super intuitive and observant. I notice things. I always struggled with focusing in school because of noticing all the little details in the room. But I learned ways to manage it. You know, coping mechanisms just to get through the day--to "fit in" with the rest of the kids.

My mom, an extremely creative soul and very likely an HSP herself, really was the only person in my life that understood me and my different way of seeing the world. Believe me, I know how blessed I am to have a mom that got it and didn't try to shame me or shape me into being someone I'm not.

Still, coping was tough.

As a young adult, well, you can imagine all the ways I tried to numb myself to all of my sensitivities--partying, boyfriends, constantly in motion, filling my time with anything and everything just to keep from being still and feeling it all.

This continued until I was 34 years old and my life suddenly ground to a halt.

My mother, who had been battling cancer for 13 years, passed away.

And though it wasn't exactly a total surprise (I had been helping to support her for all of her 13-year battle, so it's not like I didn't know what was up), I was still utterly stopped in my tracks. I sank into an unshakeable, deep depression, spent countless nights battling insomnia, and became suicidal.

Finally, at a friend's insistence, I decided to try out Transcendental Meditation (TM). At that point, I figured, "What did I have to lose?" And, I kid you not, I went from suicidal to a state of ecstasy in 20 minutes!

I came out of the experience and thought, “OMG, everything I’ve ever thought I knew was wrong!”

And that’s when I realized, everything is magic.

Now, before you think I’m just some empathic whackadoo, let me clarify: I realize that for many people, meditation is NOT easy. I’m not saying that everyone who tries TM is going to have a breezy 20-minute trip to ecstasy on the first try. It’s not like flying to Disneyland, people. But, what I can tell you with complete sincerity is that we HSPs are so tapped in already without really trying. We can “go there” with relative ease. This is one of our many gifts.

I can also tell you with utmost sincerity that once you’re able to dial into that frequency--the frequency you were born to ride--everything starts moving in synchronicity.

After that one crazy first-time experience with Transcendental Meditation, I started making it a habit. And very quickly, my intuition took the wheel. My sensitivity was so off the charts that I really wasn’t thinking--at least, not in the way that the regular world expects us to. I was just living “in flow.” I completely trusted myself.

I began rewriting my story by flipping my highly sensitive nature as a frustration into my superpower.

You’ll never believe it, but within months of that experience, I landed a gig working with Oprah (yes, I’m talking about *THE* Oprah Winfrey herself) along with a team of certified Transcendental Meditation teachers, to help Oprah and her staff navigate all the magical and sometimes radical shifts they were experiencing.

Since then, I’ve been writing and speaking and travelling the world over, talking about the powerful magic that is already within and all around us, if only we’d just slow down enough to see it.

I believe we, as highly sensitive people, because we are already naturally tapped in, can go so much deeper into our spirituality and the invisible world. We have such a heightened awareness. This is our gift--but it isn’t just for us. **I believe HSPs are the wizards pulling humanity forward.**

But, as evident in my depression and suicide struggle, we also reach anxiety, overwhelm, and burnout much faster and more easily than others. We are natural-born nurturers and can sometimes take on the emotional burdens of others.

This is why I'm so passionate about supporting other highly sensitive women. I teach skills to recognize and verbalize our needs as HSPs, and help my clients move past the trauma that almost inevitably comes with living as a highly sensitive person.

Want to learn more about my story? I always try to be as honest and transparent as possible [on my blog](#). I invite you to take a peek. And I also tell my story in detail in my book, [Enlightenment is Sexy: Every Woman's Guide to a Magical Life](#).

I'll be in touch again soon, with some tips on things like getting quality sleep, toxic relationships and why HSPs are vulnerable, and developing your spiritual practice as an HSP.

For now, I'd love to get to know YOU better! Every HSP has a story. What's yours? I'd love to hear it. Just click 'Reply'!

*OH, and before I go, I've got one more thing to tell you about: On Tuesday, Nov. 21st, I'm hosting a *FREE* webinar called "Discover 5 simple ways to unleash your magic as a highly sensitive person". Since it's a time-sensitive thing, I wanted to tell you now so you can sign up to join me live. If you're an HSP and want to learn more, you won't want to miss it! Get the deets and sign up here! [LINK]*

Till next time....

You are magic.
Peace + Love,

[SIGNATURE]

EMAIL 3 - TOXIC PARTNERS

Subject Line: Toxic partners and HSPs go together like peanut butter and jelly.

Preheader: I guarantee we've all been with one.

Hi there, Magic Maker.

I want to get real with you for a second.

Toxic partners. We've all had them and we need to talk about it.



[I posted about this on Instagram](#) a while back and it really struck a chord with people, so I knew that this was something that needs more attention.

If you are a highly sensitive person (HSP), I can guarantee you've been with a narcissistic or toxic partner at least once. Maybe even more than once. You could say that the two go together like peanut butter and jelly. And it always ends in a sticky mess.

Why do we do it? Are we easy targets? Just suckers for a sweet line or a pretty face?

Not exactly. We're no fools. We HSPs just feel very deeply for others. Sometimes, if we don't have good energetic boundaries in place, we can absorb and take on their pain. We're highly empathic and natural born nurturers.

Toxic partners--narcissists especially--they see our kind and giving nature and they want in on that action. They feed off of what we give them. So, they take, and take, and take... Until we burn out. Except that often we keep going, despite the burnout. Which of course is exactly what they want because why in the world would they want to give that up? It's like a match made in some twisted, sticky, allergen-laden, not-exactly-heaven-more-like-hell's kitchen. (You know, the peanut butter and jelly analogy. Stay with me.)

We keep giving, thinking that if we just try a little harder, that maybe if we were just a little more compassionate, a little more understanding....

You know the story, right?

And you know what else? They don't feel a shred of remorse about it. We're the ones who feel guilt and shame about it all, not them.

So when we find ourselves in this kind of messy situation and we feel too stuck to leave, what do we do?

Well, of course, the ultimate goal is to become a Jedi at reading vibes so you don't even get involved with the energy vampire to begin with. Because once you're in, it's so hard to walk away (and there's definitely no walking away unscathed).

If you're not quite Jedi level yet, it's OK. This stuff does take some time. You were born highly sensitive, but we're hardly Jedi masters straight out of the womb. So, the next best thing is to begin training yourself to recognize when your own energy starts getting depleted and act from that knowing.

What does your inner knowing feel like? What's your first indicator that your energy is being drained right out of you?

The physical signs might vary for everyone, but one thing is true: Our gut knows. Our intuition knows.

Our brains on the other hand, this is where we overthink and scrutinize. Don't be surprised if your clarity doesn't come from this place. Especially if you're just emotionally and energetically wiped out.

If you can find someplace where you can sit alone for a few minutes, get really quiet and ask yourself, "What is true?" Your gut will tell you every time.

Tap into that intuition and believe what it's trying to tell you. It will never let you down.

Love shouldn't hurt, it should be energizing and healthy.

Listen, relationships suck for anyone involved in a toxic situation, but for the HSP, it will break you if you don't break free.

Learn to recognize the signs, and then heed them when they tell you what you need to do.

This is how you stop the madness before you are in too deep. And once you see the light, you ain't never going back into that darkness again.

[Want to follow me on Instagram?](#) It's my favorite social media platform. I love sharing little nuggets of inspiration for a highly magical life, plus it's just a great way to get to know each other better. So, see you there? ;-)

And if this email is giving you some feels right now, I want to hear about it. Don't be shy. I'll keep your thoughts private and sacred. Just click 'Reply', babe. I'm here for you.

You are magic.

Peace + Love,

[SIGNATURE]

EMAIL 4 - SLEEP

Subject Line: We need to unlearn some things about rest.

Preheader: Because it's more important than you think.

Hey there, Magic Maker!

I'm back, and I want to talk to you about rest.

How well rested did you feel this morning when you woke up? How easy is it for you to fall asleep and *stay asleep*? Are you getting enough sleep?

We as HSP have to take extra good care of ourselves.

You might find you have to eat a little differently, or prioritize naps or solo time (even if you're an extrovert). You might be suffering from sleep problems from stress or overstimulation. You might also feel isolated because people don't understand your needs.

Trust me, every HSP who is coming into awareness of who they truly are has to make some of these adjustments. It's not unusual.

For the highly sensitive, highly magical person like yourself, quality sleep is super important.

First, we have to unlearn some things:

- It is often viewed as a weakness that we need so much rest, especially since the rest of the world is constantly going, going, going. If you hate rest, then maybe you'll view this need as a downside (I happen to love some good sleep and chill time). But, for all our many other gifts as HSPs, prioritizing rest really isn't that much of a sacrifice. So, try shifting your focus to how magical your superpowers really are.

- We sometimes are described as lazy or unmotivated (or this might be the guilt-inducing self-talk we tell ourselves), but it just isn't true. HSPs are some of the most creative thinkers, healers, and doers around--and that requires us to run on all cylinders all the time. So much of our energy is directed straight to our nervous system during every waking minute. So, I'd say we're entitled to a bit more rest.
- It's not weird or anti-social to bow out of social events simply because your mind and body need rest. It's just a matter of self-love. And, seriously, sometimes the down time far outweighs the FOMO.

What can really help us HSPs is to create rituals around sleep, to trigger to our nervous systems that it's time to mellow out. This helps us get better rest.

Here are some ideas I love:

- Limiting tech that keep our brains perked up, like TV and cell phone usage. (And definitely don't do either of those things in the bedroom! The bedroom is for two things only, if you get my drift.)
- Slow flow yoga, gentle stretches, light reading, or meditation can help us to unwind from the stresses of the day.
- Dimming the lights in our homes in the evening to signal to our brains that it's time to start powering down.
- Using calming aromatherapy, either as a bath oil or a pillow spray, can soothe our nerves and trigger a calm response in the body. I love lavender, but there are loads of other options, if that's not your jam.
- A warm cup of (caffeine-free!) herbal tea can make us feel cozy and chill.

We also may need to think about changing up other health and wellness routines. Some things to consider:

- Eating to keep our blood sugar stable all day can help. This might mean smaller, lighter, more frequent meals, reducing or eliminating caffeine and alcohol, or making sure we eat enough protein to balance our sugar intake. Diet changes can be hard, so don't try to make drastic changes all at once. Just pick one small change to start.
- Chinese medicine practices like acupuncture or energy medicine can help to move energetic blockages that might disrupt sleep and salt water float therapy can help by providing sensory elimination and stress reduction. There's so many powerful old and new healing modalities out there these days. Don't knock 'em til you try 'em!
- Getting our allergies or hormone levels under control can help to restore balance. Check with your doc if you think these might be an issue for you.
- Practicing new habits during the daytime to reduce our stress levels. Even just deep breaths or a short walk outside can help shake us loose.
- Saying NO to things we don't need on our task lists. Because boundaries, people.

OK, so your homework for today: Pick one nighttime ritual and one daytime change that you can experiment with. You can let me know how it goes for you by clicking 'Reply'!

I'll be back with some more soon.

You are magic.

Peace + Love,

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EMAIL 5 - SPIRITUAL PRACTICE

Subject Line: Things are about to get deep. Real deep.

Preheader: It's where the magic is.

Hey, Magic Maker.

In the book [The Highly Sensitive Person](#), Elaine Aron, Ph.D. says that if the majority of people (a.k.a. non-HSPs) are like the rulers of the world, then the HSPs are like the priestly advisors.

You, my friend--your soul and your thoughts run deep. You've got a strong intuition and a natural connection to the spiritual world. Am I right?

Non-HSPs might be the action-takers of the world, but you--you have the power of the pause. The opportunity to anticipate, to absorb all the detail, to discern nuance. This information is so readily available to you. And, that is so badass.

Because you're so naturally connected to Source--God, nature, divine energy, consciousness...whatever you like to call it--it's naturally easier for you to go even deeper. So, I want to encourage you to develop some sort of spiritual practice and make it a habit.

Why?

Because this is what feeds your intuition and creativity. This will sharpen your inner knowing and replenish you when you're feeling totally wiped out.

Also, this can only get you closer to magic, bliss, synchronicity.

So, if you already have a belief system and practice that resonates with you, great! Do more of that. But also, I like to suggest that you stay open to other possibilities too. For example, zen meditation can definitely jive with christianity. You can pray the rosary and practice tantra yoga. You can create an altar in your home that honors both the Virgen de Guadalupe and Shiva.

You make the rules here. Because whatever works for you is exactly what you need more of.

But even if you don't consider yourself a religious person, and especially if you're completely turned off by the idea, I want you to know that you can still be a spiritual person in need of a spiritual practice. And it might be simpler than you think.

If it's a habit that "brings you back home" to yourself, so to speak, then hell yes--do THAT.

Here are some examples:

1. **Fly Solo.** What you do with your solitude time is up to you. Maybe it's spent praying or meditating. Maybe it's spent reading a favorite book, taking a bath or taking a walk in nature. But do make sure to get it in every single day (even if only for 10 minutes) and do eliminate all other distractions.
2. **Get "In The Zone".** For some, this might be aimless doodling or coloring. For others, it might be a long run or singing in the shower or waking up early to journal your stream of consciousness. Or, maybe you live for the savasana at the end of a rigorous yoga class. Whatever gets you to that place of unthinking, do that.
3. **Discover who you truly are.** Someone wise once said that we should never stop learning about ourselves. There's always a new edge to ourselves that we haven't found before. Seek them out. Invite your own mysteriousness to dance.
4. **Seek magic.** It really is everywhere, so keep your eyes peeled. Witness it. Celebrate it. I bet the more you look for it, the more you'll find it.

Want more? Check out [this blog post](#) on silence. And [this one](#) on faith.

What's your favorite way to reconnect with yourself or to Source? I'd love to hear! Shoot me a 'Reply'.

And, never forget:

You are magic.

Peace + love,

[SIGNATURE]

EMAIL 6 - WEBINAR PITCH

Subject: Where are you on your *Highly Magical* journey?

Preheader: Are you living the life of your dreams?

Hiya, Magic Maker.

Valerie here.

By now, hopefully, you feel better acquainted with what I'm all about. Few things get me so pumped up as helping other magical HSPs like you see themselves for who they really are and embrace their gifts to live their best, most magical life possible.

So, I'd love to know where you are on your Highly Magical journey.

Are you celebrating your gifts and taking extra good care of yourself each day? Are you connecting deeper to Source and noticing more synchronicity all around you? Are you protecting your wellbeing with healthy boundaries and meaningful relationships? Do you feel you're living out your deepest desires and feeling boundless creativity?

Or are you feeling a real friction between what you feel you are inside and what the outside world expects you to be? Do you have some healing to do around the messages you received as a kid? Do you struggle to prioritize your self-care? Are you constantly exhausted or overwhelmed? Do you find yourself stuck in relationships that aren't serving you in the healthiest of ways? Do you feel you're losing touch with your creativity or with God? Is your health suffering? How happy are you living this way?

I want you to know that if you are less than thrilled and fulfilled with your life, you don't have to stay on this track. I totally get it. I've been there, remember?

There are a few ways I can support you in living your best, most creative, most meaningful *Magical* life.

First and foremost, **join me on Tuesday, Nov. 21st for my live webinar, "Discover 5 simple ways to unleash your magic as a highly sensitive person"** [\[LINK\]](#). This webinar is totally FREE, so there's no reason not to give it a go. In it, I'll share with you tips you can begin using right away to tap more deeply into your intuition and the invisible world, ways you can optimize your self-care, and start attracting the right people into your life. Seriously, this is a can't-miss.

Second, if you want to dive even deeper, there are a few ways we can do that.

I work one-on-one with clients in my [12-week individual coaching program](#). This is the absolute best way to get the support and accountability you need to make real changes that stick. Together, we'll work on your relationships, your health, your work, and your spirituality, so you can be your authentic self and feel balanced and in charge.

If you think this might be just the thing you're needing, [let's hop on a discovery call](#) to make sure we're a great fit for each other.

Or, sometimes you just need to start small. I get that. In that case, I highly recommend you check out both my book, [Enlightenment is Sexy](#) AND Elaine Aron, PhD's book [The Highly Sensitive Person](#).

And lastly, I have something uber exciting in the works for you, as another way I can support you in your Highly Magical journey. But to learn more about that, you'll just have to stay tuned....

In the meantime, sign up to join me for my webinar on the 21st, won't you? [\[LINK\]](#)

You are magic, my friend.

Peace + Love,

[SIGNATURE]

EMAIL 7 - FOLLOW-UP & COURSE TEASER

Subject Line: You don't have to just imagine anymore.

Preheader: The Highly Sensitive Rebel Collective is here.

Hey there, Magic Maker.

How's it going? It's been a little while since I last messaged you and I wanted to see how you've been getting on, now that you have a better idea of what the Highly Magical Life is and how you can transform your life for the better.

Have you been testing out any of the tips I've laid out for you in my previous emails? If so, I wanna know what's working for you or what's not. And if--whoops!--you've forgotten to make a few changes, go back to those emails and start small if you have to, but DO commit to yourself that you'll make an improvement here or there to get you in alignment with your dreams.

Now, for the big news....

You might remember in my last email I said I had something BIG in the works for you. Well, I'm ready to share it with the world now and I'm so amped up about it! So, without further ado....

[The Highly Sensitive Rebel Collective](#) online course is kicking off on Nov. 30th!

This epic 8-week course will cover everything from healthy boundaries and energy vampires to radical self-care to finding balance in your work and personal life. Dating, goal-setting, resilience--you name it. It's in there!

If you're serious about moving toward your true life destiny full force, but one-on-one coaching just feels too intimidating or too spendy, you're going to LOVE this course. You'll get the support and guidance you need, and I'll be right there supporting you as you make real changes in your life and own up to your magic.

Ready for the low-down? [Click here](#) to learn more and sign up.

Don't wait to join--the course begins on Nov. 30!

See you there?

You are magic.

Peace + love,

[SIGNATURE]