

Email #1

Subject Line: Welcome to the [CLIENT] family! We've got some free gifts for you!

Congrats, [NAME], you've taken the first step toward a happier, healthier, more comfortable period. We're so glad to welcome you to our family!

What Is [CLIENT]?

You may be wondering what exactly is [CLIENT]. Let us introduce ourselves!

Here at [CLIENT], we're dedicated to empowering women when it comes to their menstrual cycles. We believe that knowledge is power, but that putting that knowledge into action is where the real magic happens. We provide real-talk resources that take the mystery out of menstrual health and give you a practical plan for how to improve your period.

A First Look at Our Resources

We know that checking out a new place can be a little overwhelming, so we've provided some quick-start resources to let you see what [CLIENT] is all about and start taking next steps toward a better cycle.

[DEV NOTE: these will all need to be links. I'm not sure what the official name is for the charting packet so I've left that as a placeholder]

- **Period Health Assessment.** Not sure whether your period is normal or not? Take our quiz to find out where you fall and get practical tips for improving your period.
- **Downloadable Resource Library.** We know that there's a lot to cover about the menstrual cycle, and that you're probably looking for help with some specific issues. We've put together a library of downloadable resources on everything from period pain to managing your mental health.
- **[Charting Packet Name].** If you're interested in alternatives to hormonal birth control or just want to learn more about your unique cycle, our [charting packet name] can help you get started. It includes a guide to coming off of birth control, an introduction to charting your cycle, and a review of three of the top period charting apps.

Check out these resources or go ahead and jump in to our full course offerings. We're so glad you've taken this first step toward a better period, and we're honoured to be part of your journey.