



Top of Funnel Email Campaign | Holistic Highway | February 2020

Client: <https://theholistichighway.com/>

Goal: Use targeted pain point to encourage leads to take the “Dosha Quiz” to find their Ayurvedic energy type. Seven unique pain points (customer segments):

1. Desires weight loss
2. Lack of energy/fatigue
3. Poor digestion
4. Muscle aches
5. Skincare
6. Depression
7. Headaches

Scope: Two emails per customer segment

1. Drives lead to take the dosha quiz
2. Drives lead to browse blog content relevant to their pain point

Approach: Capture business owner’s usual style to make emails feel personal. Longer-form, content-rich, blog-style email copy preferred by client.

SET 1: WEIGHT LOSS

Email #1 - Take the Quiz

Subject Line: Weight loss, the Ayurvedic way: Take the quiz.

Dear [Name],

If you’re reading this, you’re probably tired of crash diets. You’ve purchased overpriced “fat loss” pills, spent hours at the gym, and even cut out entire food groups. While you may have made some progress here and there, none of it has lasted.

If you’re feeling this way, you’re not alone: 45 million Americans go on a diet each year, yet fewer than 5 percent are able to keep the weight off long-term. But what if I told you that you could lose the pounds *permanently*, gain energy, and even improve your skin—all without counting a single calorie?

Despite what you may have been told, there isn’t a “one size fits all” approach to weight loss. Oftentimes, that stubborn body fat has to do with your **genetic predispositions, energy balance, and mental and physical tendencies. In other words, your dosha.**

Doshas are the three Ayurvedic energies that define each person’s individual makeup. Your dosha dictates the type of food, exercise, methods of stress release, and quality of sleep you need in order to heal your body, lose weight, and return to a balanced state.

If you’re tired of trying to lose weight with strict, unnatural regimens or quick-fix “magical” drugs, you’re in the right place. Take our free [Dosha Quiz](#) today and take the first step on the path to optimal health.

I look forward to guiding you through your wellness journey.



Kerry

Email #2 - Relevant Blogs

Subject Line: Ayurvedic tips and recipes to boost your metabolism.

Dear [Name],

Weight loss is hard. There's no magical diet, quick fix, or procedure that can instantly transform your body. There is, however, a way to work *with* your natural predisposition and tendencies to lose pounds, feel better, and achieve optimal health. And it can happen faster than you think.

In fact, you can achieve long-term mental and physical balance simply by eating, sleeping, and exercising according to your **dosha**. That means eating foods that nourish your unique body type, exercising the right way for *you*, and practicing mindfulness that realigns your natural impulses and habits.

Ready to learn more? We put together a few helpful resources to give you a head start on your path to weight loss:



[Meals That Heal: Spring Detox Soup](#) | [Meals That Heal: Daikon and Chicory Salad](#) | [5 Reasons You Need to Cleanse](#)

Looking for one-on-one guidance? Contact us to schedule a [complimentary consultation](#)—we look forward to getting to know you!

In good health,

Kerry

SET 2: LACK OF ENERGY/FATIGUE

Email #1 - Take the Quiz

Subject Line: Tired all the time? You don't have to be: Take the quiz.

Dear [Name],

If you're reading this, you're probably stressed out. Low on energy. Suffering from a headache, insomnia, or struggling to stay focused on the task at hand.



If you feel this way, you're not alone: Eight in ten Americans report feeling stressed every day; more than two-thirds of the U.S. labor force experience fatigue. But what if I told you that you could reverse your symptoms, gain energy, and even lose weight—all without giving up your busy schedule?

Despite what you may have been told, there isn't a "one size fits all" approach to wellness. While traditional Western medicine treats individual symptoms, such as pain or fatigue, it generally fails to consider the root cause. Oftentimes, the root cause has to do with your **genetic predispositions, energy balance, and body type—in other words, your dosha.**

Doshas are the three Ayurvedic energies that define each person's individual makeup. Your dosha dictates the type of food, exercise, methods of stress release, and quality of sleep you need in order to heal your body and return to a balanced, energized state.

If you're tired of battling fatigue with prescription drugs and over-the-counter remedies, you're in the right place. Take our free [Dosha Quiz](#) today and take the first step on the path to optimal health.

I look forward to guiding you through your wellness journey.

Kerry

Email #2 - Return to Blog

Subject Line: Fatigue-busting Ayurvedic remedies (that actually work).

Dear [Name],

Struggling to keep your eyes open long enough to read this email? I know the feeling. Fatigue can be incredibly frustrating. It impacts your relationships, hinders productivity, and can leave you feeling stuck in a rut—where there's not enough coffee in the world to dig you out.

If you're tired of feeling, well, *tired...* you're in the right place. You don't need a prescription medication to feel rested, energized, and ready to take on the day. In fact, you can regain mental and physical balance simply by practicing self-care according to your **dosha.**

That means eating foods that nourish your unique body type, exercising in the right way for *you*, and practicing mindfulness that realigns your natural impulses and habits.

Ready to learn more? We put together a few helpful resources to get you started:



[5 Reasons You Should Look at Ashwagandha](#) | [Feeling Sleepy All the Time? 8 Reasons and Solutions](#) | [Herbs That Heal: Brahmi - The Brain Herb](#)



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In good health,

Kerry

SET 3: POOR DIGESTION

Email #1 - Take the Quiz

Subject Line: Heal your digestive woes, the Ayurvedic way: Take the quiz.

Dear [Name],

When you suffer from digestive distress, every meal can feel like a guessing game—and, left untreated, symptoms can begin to disrupt your daily life. The discomfort is often distracting enough to draw you away from work or social activities, forcing you to run to the drugstore for a temporary fix.

If you feel this way, you're not alone: Studies show that 74 percent of Americans suffer from G.I. symptoms such as constipation, diarrhea, bloating, gas, or acid reflux on a regular basis. But what if I told you that you could reverse your symptoms, gain energy, and even lose weight—all without resorting to over-the-counter drugs?

Despite what you may have been told, there isn't a "one size fits all" approach to digestive health. While traditional Western medicine treats individual symptoms, such as gas or indigestion, it generally fails to consider the root cause. Oftentimes, the root cause has to do with your **genetic predispositions, energy balance, and body type—in other words, your dosha.**

Doshas are the three Ayurvedic energies that define each person's individual makeup. Your dosha dictates the type of food, exercise, methods of stress release, and quality of sleep you need in order to heal your body and return to a balanced, energized state.

If you're tired of battling your digestive issues with no end in sight, you've come to the right place. Take our free [Dosha Quiz](#) today and take the first step on the path to optimal health.

I look forward to guiding you through your wellness journey.

Kerry

Email #2 - Return to Blog

Subject Line: Digestive issues? Try these Ayurvedic remedies.

Dear [Name],

Have a love-hate relationship with food? Tired of missing out on social activities to run to the restroom? While everyone experiences G.I. symptoms once in a while, chronic, ongoing digestive distress can take a major toll on your quality of life. It impacts your relationships, hinders productivity, and can leave you feeling like you're at war with your own body.



If you're ready to take a long-lasting approach to digestive health, you're in the right place. In fact, most individuals don't need prescription medication to alleviate symptoms for good: You can regain balance and regularity simply by practicing self-care according to your **dosha**.

That means eating foods that nourish your unique body type, exercising the right way for *you*, and practicing mindfulness that realigns your natural impulses and habits.

Ready to learn more? We put together a few helpful resources to get you started:



[Feeling Gassy? How to Address Gas With Ayurveda](#) | [Meals That Heal: Goldenmilk](#) | [Herbs That Heal: Asafoetida - The Digestive Herb](#)

Looking for one-on-one guidance? Contact us to schedule a [complimentary consultation](#)—we look forward to getting to know you!

In good health,

Kerry

SET 4: MUSCLE ACHES

Email #1 - Take the Quiz

Subject Line: Treat muscle aches according to your dosha: Take the quiz.

Dear [Name],

Muscle aches, back pain, stiff joints— we've all experienced it before, but persistent, chronic pain can be debilitating. It's especially frustrating when there's no obvious cause nor permanent solution. Over-the-counter pain relief can only do so much.

If you suffer from constant muscle aches, you're not alone: 20 percent of adults in the United States experience chronic pain, and 8 percent classify their pain as severe. But what if I told you that you could eliminate aches and pains for good— without filling a single prescription?

Despite what you may have been told, there isn't a "one size fits all" approach to pain relief. While traditional Western medicine treats individual symptoms, such as swelling, pain, or stiffness, it generally fails to consider the root cause. Oftentimes, the root cause has to do with your **genetic predispositions**, **energy balance**, and **body type—in other words, your dosha**.



Doshas are the three Ayurvedic energies that define each person's individual makeup. Your dosha dictates the type of food, exercise, methods of stress release, and quality of sleep you need in order to heal your body and return to a balanced, pain-free state.

If you're tired of battling muscle aches with prescription drugs and over-the-counter remedies, you're in the right place. Take our free [Dosha Quiz](#) today and take the first step on the path to optimal health.

I look forward to guiding you through your wellness journey.

Kerry

Email #2 - Return to Blog

Subject Line: Ancient Ayurvedic remedies to heal your muscle aches.

Dear [Name],

Muscle aches and pains are more than just an everyday nuisance: They can severely impact your quality of life. Even spending too much time working at your desk, playing with your children, or participating in a sport can become impossible if your pain is severe.

If you're tired of chronic pain and fed up with temporary, over-the-counter relief, you're in the right place. You don't need a prescription medication to feel like your normal self. In fact, you can reverse pain and regain physical strength simply by practicing self-care according to your **dosha**.

That means eating foods that nourish your unique body type, exercising the right way for *you*, and practicing mindfulness that realigns your natural impulses and habits.

Ready to learn more? We put together a few helpful resources to get you started:



[Exercise for Your Dosha](#) | [Meals That Heal: Spicy New Potatoes With Spinach](#) | [Knee Pain? Let's Take a Look at Your Dosha](#)

Looking for one-on-one guidance? Contact us to schedule a [complimentary consultation](#)—we look forward to getting to know you!

In good health,

Kerry



SET 5: SKINCARE

Email #1 - Take the Quiz

Subject Line: Glowing, youthful skin, the Ayurvedic way: Take the quiz.

Dear [Name],

If you're anything like me, you've tried hundreds of different skincare products— from creams and cleansers to toners, exfoliants, and serums—all without seeing any significant results.

After spending hundreds of dollars on these products for years, I had a revelation: Healthy, youthful skin isn't the result of what you put on top of it. Rather, it's an external manifestation of your overall health and wellbeing. Unless your body is well-nourished and in balance, your skin is likely to suffer from premature aging, dryness, blemishes, and damage.

Of course, skincare products *can* help. However, many Western practitioners have false assumptions about the types of products you should use, how often to use them, and in what order. There is no "one size fits all" skincare routine—the best approach is the one that supports your body's unique composition.

Ayurvedic skincare does just that: **It aligns with your dosha**, the unique balance of energies that define your individual makeup. Your dosha dictates the type of food, exercise, skincare products, and quality of sleep you need in order to heal your body and promote beautiful, glowing skin.

If you're ready for a new approach to skin care—one that actually works—you've come to the right place. Take our free [Dosha Quiz](#) today and take the first step on the path to optimal health.

I look forward to guiding you through your wellness journey.

Kerry

Email #2 - Return to Blog

Subject Line: Dull, dry, or blemish-prone skin? Try these Ayurvedic remedies.

Dear [Name],

The secret to beautiful skin isn't hidden inside a tub of moisturizer (despite what the beauty industry would like you to think). In reality, the appearance of your complexion is heavily influenced by your overall health and wellbeing—which takes into account nutrition, exercise, and stress.

It's not just sticking to a "one size fits all" approach, either. Both your skincare routine and your overall approach to wellness should be tailored to your body's unique needs and characteristics: You can enjoy youthful, glowing skin simply by practicing self-care according to your **Ayurvedic dosha**.

That means eating foods that nourish your body type, exercising the right way for *you*, and caring for your skin with the right types of products, at the right times.

Ready to learn more? We put together a few helpful resources to get you started:



[Herbs That Heal: Amalaki, The #1 Healer](#) | [9 Reasons Why You Should Dry Skin Brush](#) | [Flawless Skin With Ayurveda](#)

Looking for one-on-one guidance? Contact us to schedule a [complimentary consultation](#)—we look forward to getting to know you!

In good health,

Kerry

SET 6: DEPRESSION

Email #1 - Take the Quiz

Subject Line: Your dosha can heal depression: Take the quiz.

Dear [Name],

Depression affects more than 19 million adults in the United States each year. Women are twice as likely as men to experience depression, and are especially vulnerable after the birth of a child, before menstruation, and during menopause.

If you are experiencing depression, it can be difficult to find help. Many feel that their only option is medication prescribed by a primary care doctor or psychiatrist, supplemented with counseling. This approach may be effective for some, but Ayurvedic medicine provides us with an alternative: A path to healing that begins on the inside, seeking to rebalance the **bioenergies known as dosha**.

Doshas are the three Ayurvedic energies that define each person's individual makeup. Your dosha dictates the type of food, exercise, methods of stress release, and quality of sleep you need in order to heal your body and return to a balanced, positive, and energized state.

If you suspect you have depression and want to take an alternative, drug-free approach to treatment, you're in the right place. Take our free [Dosha Quiz](#) today and take the first step on the path to recovery and optimal health.

I look forward to guiding you through your wellness journey.

Kerry

Email #2 - Return to Blog



Subject Line: A drug-free approach to depression treatment.

Dear [Name],

If you're experiencing depression, you aren't alone. Millions of adults across the United States suffer from the condition each year, and many are unable to find a long-term solution without turning to prescription medication.

While this Western approach to treatment may be beneficial for some, in many cases, it is possible to reverse depression by simply making changes to your lifestyle. Ayurvedic medicine sees depression as a condition that encompasses more than psychological stress or trauma. Rather, it is a fundamental imbalance of energies, both mental and physical—all of which can be restored by practicing self-care according to your **dosha**.

That means eating foods that nourish your unique body type, exercising in the right way for *you*, sleeping and waking at the right time, and practicing mindfulness that realigns your natural impulses and habits.

Ready to learn more? We put together a few helpful resources to get you started:



[Meals That Heal: A DIY Ginger Tea to Combat the Winter Blues](#) | [5 Reasons You Should Look at Ashwagandha](#) | [Is Your Mind Healthy, Too? 3 Reasons it May Not Be](#)

If you suspect you have depression, contact us to schedule a [complimentary consultation](#). We'll provide a customized plan to get you back on the path to healing.

In good health,

Kerry

SET 7: HEADACHES

Email #1 - Take the Quiz

Subject Line: Find out your dosha to keep headaches at bay: Take the quiz.

Dear [Name],

If you're reading this, you're probably stressed out. Low on energy, suffering from a headache, or bracing yourself for the next debilitating migraine.



If these symptoms sound familiar, you're not alone: Somewhere between 50 - 75 percent of adults aged 18–65 years have experienced headaches in the last year and, among those individuals, 30 percent or more have reported migraines.

But what if I told you that you could stop the headaches once and for all, gain energy, and sleep better— all without giving up your busy schedule?

Despite what you may have been told, there isn't a "one size fits all" approach to wellness. While traditional Western medicine treats individual symptoms, such as pain or fatigue, it generally fails to consider the root cause. Oftentimes, the root cause has to do with your **genetic predispositions, energy balance, and body type—in other words, your dosha.**

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If you're tired of battling headaches or migraines with prescription drugs and over-the-counter pain medication, you're in the right place. Take our free [Dosha Quiz](#) today and take the first step on the path to optimal health.

I look forward to guiding you through your wellness journey.

Kerry

Email #2 - Return to Blog

Subject Line: Better than Tylenol: Try these Ayurvedic headache remedies.

Dear [Name],

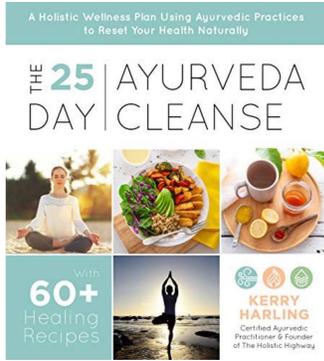
Are your days constantly interrupted by nagging headaches? Or, worse, migraines that force you to stop whatever you were doing and isolate yourself in the dark?

I know the feeling. Before I discovered Ayurveda, headaches were something I experienced frequently—and I had no idea that I could eliminate them just by making changes to my lifestyle.

If you're tired of reaching for the same bottle of Tylenol every afternoon, you're in the right place. You don't need medication to reverse chronic headaches or migraines. In fact, you can regain mental and physical balance simply by practicing self-care according to your **dosha.**

That means eating foods that nourish your unique body type, exercising in the right way for *you*, and practicing mindfulness that realigns your natural impulses and habits.

Ready to learn more? We put together a few helpful resources to get you started:



[5 Reasons You Need to Cleanse](#) | [Meals That Heal: Blueberry Lavender Smoothie](#) | [Reduce Hypertension: The Natural Prescription](#)

Looking for one-on-one guidance? Contact us to schedule a [complimentary consultation](#)—we look forward to getting to know you!

In good health,

Kerry