

Inner Circle Email Sequence

SL: Enrollment is open!

*You're receiving this email because you expressed interest in the **Inner Circle Coaching Community**. If you're longer interested, you can one-click [unsubscribe](#) from this series.*

Salutations!

It's [name]...

Today's the day you've been waiting for for a long time.

Excellent health...

Not just "good"...

But **excellent spiritual and physical health**...is what I've been about for several years.

As I've said, it wasn't always that way.

But when I made the transition from trying to do it on my own versus with a group of friends anchoring everything we did in the Word of God...

Everything changed.

My weight, my energy, my relationship with God, my relationship with my husband and children,...

I felt like a new person.

And I realized that God's purpose for me was to teach this path to other people.

So I appreciate your time and attention because it helps me fulfill my purpose.

So here we go:

Enrollment for the **Inner Circle Coaching Group** opens today.

It includes:

- Weekly Calls with our talented team of coaches (Mindset, nutrition, exercise, prayer, cancer prevention)
- Access to the extensive library of courses, assessments, and other resources
- Menus, recipes, and shopping lists
- Group Challenges
- —REDACTED— (I want to throw in a surprise for this enrollment!)

All of the materials will be available to you as soon as you join.

The coaching calls will begin on _____.

Many of you may decide, for a variety of reasons, that the Inner Circle isn't right for you at this time.

I understand, and that's okay. I want anything you purchase from my site to be an enthusiastic and jubilant "yes!" and, if this isn't a jubilant yes, then please, *please*, **please**....say no.

However, if you're ready for the next step, you can join the Inner Circle here.

And we'll be in this together.

Just so you know, enrollment closes on _____. At this time, I'm not sure when enrollment will open again.

[name]

PS

I'll be sending out a few more emails related to the Inner Circle over the next couple of days, even if you join because there's more stuff to go over!

Inner circle sales pitch Bridge Series #5

SL: Are you ready?

Welcome to a special edition of the [organization] Newsletter by [name] [last name]. In this 3 part series, I'm sharing ways to improve your physical, emotional, and spiritual health. If you are not interested right now, you can mute this series. If you decide you're in the wrong place entirely, there's an apocalyptic unsubscribe link in the footer of this email.)

Hey, it's [name]!

Welcome to the third and final email in the series!

Today I'm giving you a peek into the process that I use and teach to achieve and maintain the optimal health levels that God intended for us.

A process that you can use, too.

And, I'm going to reveal something special that I have planned next week that **requires an active hand raise** if you want to know more (link at the end of this email).

But before I do, I want to tell you where the serpents are so you don't get led astray.

I've been focused on health for over 20 years.

I've scoured the bible studying passage after passage related to nutrition.

I've supplemented my biblical study with scientific research.

But that's not enough.

You could spend YEARS studying and researching.

You could even start putting many of your findings into practice...

Trying this diet, that exercise plan...

Then get frustrated when they don't work.

You just become a washed-up veteran of fitness plans.

And what's worse, your faith wavers, and you feel tired, fat, ugly, and depressed.

(At least I did).

Because the reality is...health isn't a plan or a program.

It's a lifestyle.

And changing your entire lifestyle is REALLY HARD on your own.

To stack the odds in your favor you really need to modify your environment...

And solicit the support of mentors and supporters who are as close as family.

Which brings me to the something special...

I'd like to announce that *enrollment for the Inner Circle will open next week.*

The Inner Circle is a faith-based coaching membership that teaches you how to transform your lifestyle into a healthy, sustainable pattern of decisions grounded in the Word of God.

You'll join a warm, committed, caring group of people unified by a common belief system led by a collaborative group of experts.

You'll learn

- The secret to nutrition given to us by God
- How to ground your mindsets in your faith
- Exercise practices that fit your body and your lifestyle...so you're much more likely to do them!
- A much more powerful way to pray
- Strategies to avoid and fight cancer

Each of these "pieces of the puzzle" has been critical in my own transformation.

Anchored in God's word, these pillars redefine your environment in powerful ways.

If you've ever wanted a comprehensive approach to health that is grounded in faith, we'll show you our approach in the Inner Circle.

Most importantly, however, I want you to know this...

When I first started the Inner Circle, I knew it was going to be good.

But I had no idea that it would gather this much momentum.

It's gotten bigger and bigger.

And while few people have left here and there because of life circumstances, an overwhelming majority have found the community one of the most powerful forces in their life.

But I want to be respectful of everyone's time and attention.

If you're *not* interested in changing your lifestyle, or just not at this time, you don't have to do anything.

The next email you receive will be a regular newsletter sometime in a few weeks.

But if the Inner Circle sounds like it is the transformational force that you want, you'll need to raise your hand.

If you choose to raise your hand, you'll receive a short series of emails explaining how the Inner Circle works starting_____. Enrollment will open _____and close_____.

I prefer to open and close enrollments in order to streamline the onboarding process for both members and coaches, so this is the only opportunity to raise your hand for this enrollment.

As always, whatever you decide, I'm grateful for your attention and wish you the best.

Enjoy your weekend!

[name]

24 hours email

SL: Shhh...Don't Tell [name]

*You're receiving this email because you expressed interest in the **Inner Circle Coaching Community**. If you're longer interested you can one-click [unsubscribe](#) from this series.*

Hello!

It's Carol, the prayer coach from the Inner Circle.

I hijacked her email to warn you about her.

No, not really! Although I did kind of force myself upon her.

See, we were talking about this email series...about what we thought was important for people to know about the Inner Circle and us, and I realized...you probably don't know as much as you could about [name].

I mean, she's written books, published videos, put herself out there on her website...

But she takes humility seriously and doesn't like to brag.

So...after much debating and arguing, and her poo-pooing, I finally got her to agree to let me tell you a few things about her.

First...she's the real deal. What I mean by that is that she is one of the most authentic people I know. She doesn't put on airs or talk down to people (or above them!). She's just...[name]. She's straightforward, no-nonsense (with a sense of humor), and, well... brutally honest. Which is refreshing, actually. Because she's flawed like the rest of us. She speaks from experience. She knows the struggle because she's been through it.

Second, she's passionate about what she does. She walks the walk as they say, and lives the lifestyle she teaches. It's not just something she does, it's who she's become. And maybe that's what makes her such a good teacher and mentor. The pillars of her approach are so ingrained, so part of her, that now healthy living seems to come naturally. Which seems to rub off on the rest of the group.

And finally, for matters of practicality...she could be charging a lot more for this membership, but she doesn't. We look at other coaching programs (because we want coaches, too!) and many of them charge double or triple the price of this one. And while some people worry that they won't be able to afford this membership, I say it's well worth it. Part of this approach is reallocating your resources. Investing in yourself pays HUGE dividends down the road, I promise. Within a few months, you will see results that hadn't even dreamed of!

So I hope that gives you some perspective on [name]. I cherish the time that I've worked with her and am thankful that God has brought us together. I pray you get a chance to know her as I do. You can join the Inner Circle here.

Carol

PS

If she asks, tell her I said "authentic" not "brutally honest"

Last call emails

SL: Inner Circle Enrollment is about to close

*You're receiving this email because you expressed interest in the **Inner Circle Coaching Community**. If you're longer interested you can one-click [unsubscribe](#) from this series.*

Hi!

It's [name]!

I hope you enjoyed a few words from Carol!

(I'll bet she called me "blunt," didn't she?)

Oh well.

Anyway, I'm finishing up this email series today and I just wanted to say thank you.

Not just because God wants us to express gratitude but because I am truly grateful for your time. There are so many forces in the world jockeying for your attention and I am honored that you have chosen to spend some of your precious time with me.

And I hope that in return, you have taken away something valuable.

Knowing that you have the power to transform your life into what you want it to be.

If your environment isn't conducive to your growth, change it.

Anchor your mindset in God's word. When you do, you'll find unshakable confidence and determination.

Eat foods that God deemed food. Unhealthy foods are mere idols. Honor God and yourself by eating healthy.

Take care of the temple which is your body by keeping it active. Start small and simple and grow exercise into part of your daily routine.

Diseases like diabetes and cancer are all around us. Fortify yourself against them with prayer, nutrition, and exercise.

Pray the answer. When you focus on what God has already given you, your life will change for the better.

How do I know these approaches work?

Because, with God's guidance, they transformed me from an overweight, undernourished, depressed person into someone who wakes up every day excited to share what I've learned with the right people who are ready to make a similar transformation.

If you're not quite ready, that's okay. Enrollment will open again at some point.

But if you are ready to begin now, I am excited for you.

Enrollment ends tonight at 11:59 p.m.

I hope to see you there!

[name]

Newsletter

#1

SL: The one thing that has the biggest impact on your health

*Welcome to another edition of the **[organization] Newsletter!** I focus on improving health through nutrition, exercise, and prayer, all based on biblical scripture. I truly appreciate your time and am grateful that you are on this journey with me. If you want to do this alone, you can unsubscribe by clicking the link in the footer.*

Hi, it's [name]!

As many of you do, I'm sure, at Easter, I took time to reflect on the good that has come from sacrifice.

And when I really thought about what brings me peace...

About what serves as the foundation for what I'm able to accomplish each day...

It's my health.

And I'm incredibly grateful that we have not been revisited by cancer in our family, and that I have the energy and desire to play hard with my kids and grandkids. Plus, just knowing how to start an AMEN day, changes everything. It takes the worry and anxiety away.

It wasn't always like that. Many of you know my story, so I'm not going to rehash it again.

Instead, I'd like to share this:

Last week in our Inner Circle meeting, we had significant breakthroughs in anger, emotional eating, and binge eating.

And it made me realize...

The environment around us has a tremendous impact on our health!

Not just the air you breathe and the water you drink, (although they certainly do impact your overall health!)...

But the people you spend time with...

What you watch on TV...

What you read on social media.

In fact, I recently wrote in my newest release: *7 Foods of the Promised Land*, that Israeli dates are considered the best in the world. But when they try to transplant these date palms, the fruit doesn't taste as good. The salty, sandy soil in Israel gives the dates that unique flavor. Other soils can't compare.

When we as Christians, similar to the dates, are transplanted into the worldly ideas that we read on Google, Facebook, or TV, the results in our life don't compare to what is possible with God's plan.

Yet, it happens. We learn from and listen to people who think and believe differently. But we need to be careful about taking these ideas as the norm rather than the exception.

As a general rule, we should read good books, watch inspiring shows, and limit social media consumption, (because it's really hard to erase what we hear!)

And, most importantly, anchor our daily actions in God's word...which is the environment best suited for our overall health.

So, over the next several days, pay close attention to your environment.

Ask yourself, are my surroundings influencing me?"

Is what I am hearing and seeing changing the beliefs I have about who I am?

And, when you have the choice, choose the environment that reflects not necessarily who you are now, but who you want to become!

And see what happens!

[name]

#2

SL: My Top 3 Health Strategies

Welcome to another edition of the [organization] Newsletter! I focus on improving health through nutrition, exercise, and prayer, all based on biblical scripture. I appreciate your time and attention and am grateful that you are on this journey with me. If you decide that this isn't for you, you can unsubscribe by clicking the link in the footer.

Hello, it's [name]!

In the last email, I talked about how the environment impacts your health...

(Thanks to everyone who replied to that email! I appreciate your comments and feedback...clearly this is something that resonated with you! And for all of you that this hit home with, I've got something special for you that I'll share next week!)

But anyway, I realized that environment is only one side of the equation.

What I mean by that is that the environment is what's done TO you...

It acts ON you...influences you...affects you.

(And while you can also influence IT...well, that's the topic for another email!)

So the other side of the equation is: **how can you take action and be the influencer instead of the influenced?**

Other than changing your environment, what action steps can you take each day to actively (and positively) impact your health?

Because overcoming inertia...an extended stretch of eating badly, not using prayer as effectively as possible to foster a closer relationship with God, lounging on the couch instead of staying active, allowing negative thoughts to overwhelm us...

Often feels impossible to overcome. It becomes a belief that will stay until you decide to change it.

But when I think of my journey, it all boils down to four areas.

And focusing on just these each day has significantly improved my physical, emotional, and spiritual health over the years.

And they are:

- Mindset - Beliefs
- Nutrition - Food Choices
- Exercise - Make a Move
- Prayer - Bathe it in prayer

Mindset - Beliefs

For me, it all starts with mindset. Mindset is framed by your beliefs. Framing daily circumstances with a belief simply makes you a more effective person. See problems as opportunities and challenges to be solved. Be empathetic to a grumpy coworker who is probably battling something you don't know about. Know that God has a plan for you and that your life is the process of living that plan. Maintaining the proper mindset, and correcting your beliefs, makes all of your challenges that much easier.

Nutrition

It's often been said that "the body fuels the mind." While we are spiritual creatures we are also biological. Our bodies need to be fueled. The higher quality fuel we put into them, the better outputs we get. And God-designed whole foods are best. Avoid processed and fake foods, (which I call lab experiments), and take the time to prepare healthy and tasty food that brings out your best! Always keep in mind the 3 Principles as the base of your choices.

Activity

I avoided the often dreaded word "exercise" in the header! Because too many people associate exercise with grueling painful workouts in a mirrored gym full of fitness fanatics. It doesn't have to be that way. Of course, you don't have to bike the state of Florida like I did! 😊

In fact, studies have shown that light to moderate activity can be just as effective for positive health as higher-intensity workouts. The secret is choosing activities that fit your fitness level and interests...and making it part of your lifestyle! When you incorporate healthy activity into your life you will feel more energized, maintain a healthier weight, and think better!

As I teach in the 40-Day Transformation, start where you are. Then the next day add 5 minutes or 5 steps or 5 mailboxes or 5 squats. Then the next week add 5 more.

Prayer

Prayer forges a strong relationship with God, clears your mind, clarifies your priorities, and provides the spiritual support and guidance much needed with the demands of today's world. It's critical to take the time each day to dedicate to prayer. Because when you take the time to ask for God's direction and take time to listen, the answers come.

So over the next couple of days, take an inventory of these strategies. When a problem arises, where does your mindset immediately shift to? What kinds of foods are you eating? Are you exercising? Are you taking the time to pray?

Note which areas you are doing well in, and which areas you would like to improve. Then carve out time each day to work on your weaknesses, and you will see progress!

[name]

PS

I've got some news to share with you in the next week or so, but I haven't got everything all worked out yet. So stay tuned and be sure to read the upcoming emails!

Bridge Series

#3

SL: Why Americans Spend \$828 Billion on Fitness

Welcome to a special edition of the [organization] Newsletter by [name] [last name]. In this 3 part series, I'm sharing ways to improve your physical, emotional, and spiritual health. If you are not interested right now, you can [mute this series](#). If you decide you're in the wrong place entirely, there's an apocalyptic unsubscribe link in the footer of this email.)

So we've been talking a lot about health...

Physical, emotional, spiritual...

And I thought it would be good to bring in some perspective.

And rather than stuffing it all into one email, I will take a little walk with you through the health garden over the next three days.

Because there's more to it than the obvious.

I mean, we want to stay healthy so we don't collapse with a heart attack, suffer an ulcer, or lose our moral compass, right?

Well, yes...

But there are broader impacts.

First, there's financial.

Every doctor's office (or hospital!) visit costs money. (Estimated to hit \$491.6 billion out-of-pocket medical costs in 2026!)

Whether you have decent insurance or not, there are still costs you have to pay.

(Plus, just dealing with insurance companies is all the more reason to avoid health issues!)

And while accidents like slipping on the ice are often unavoidable, taking care of yourself often prevents the preventable!

Second, quality of life.

When you're healthier, you're happier. Good enough reason right there, I'd say!

You have more energy, you get more done, you're less stressed, you can walk upstairs without gasping for breath...

You're not wasting time sitting in the waiting room at the doctor's office, you're not in pain...

No...in fact you wake up feeling refreshed (most of the time!). You are excited to run around with the kids or grandkids, you are confident and secure in the way you look.

Your immune system functions better, warding off infections, viruses, and cancer.

You're just that much better as a healthy you.

Third, you make a great impact on the world.

When you struggle with physical, emotional, and spiritual health, you're in survival mode.

Which means you are doing the bare minimum just to get by. If you're dealing with health issues nagging at you, there's no room or energy for doing good in the world.

But a healthy you is a positive force! You're a better parent with the time and energy to make brownies for the bake sale, toss a baseball, and help with math homework.

You're a better spouse who has time and energy to do those little things that show your partner that they are loved.

You are a more patient and engaged friend who has time (and the strength) to come over and help move that couch, plant the geraniums, or stay out until 8:30 for the book group.

The world is a better place with a healthier you in it.

So it's not just about living a **longer** life...it's about living a **better** life, and making the world a better place!

And, from my conversations with many of you, I know that you know that health is vitally important.

But knowing and doing are two separate things...

And that's the topic of tomorrow's email!

See you then.

[name] "Walking the Walk" [last name]

#4

SL:

Welcome to a special edition of the [organization] Newsletter by [name] [last name]. In this 3 part series, I'm sharing ways to improve your physical, emotional, and spiritual health. If you are not interested right now, you can [mute this series](#). If you decide you're in the wrong place entirely, there's an apocalyptic unsubscribe link in the footer of this email.

Yesterday I talked about the impact that your health has on you and the world around you.

If you are like I was, you're saying to yourself, "easy to say, harder to do."

And you're right...kind of...

There's no shortage of exercise and diet plans out there.

A veritable basket of loaves and fishes of mindset material....

So you'd think good health would come easily.

But, as we've said, with Americans projected to spend \$828 billion on fitness, it's clearly a challenge.

And much of the challenge stems from two important concepts: technology and socialization.

Technology

Technology is a double-edged sword.

On one hand, the information revolution allows us to educate ourselves whenever we want and wherever we are. You could take a class on blood biochemistry while riding in the car with your spouse. You could get up early in the morning or stay up late at night and earn a degree. Or learn how to garden, knit, play pickleball, or play the cello.

Medical technology has increased our lifespans, controlled diabetes, and eliminated several diseases.

It all sounds lovely.

But there are side effects.

TOO MUCH information overwhelms us. We often fall into the "paralysis by analysis" where we have an ocean of choices. We can't decide...so we do nothing.

And even if we did have the patience to sort through all the facts, figures, and opposing viewpoints, we don't really have the time.

So when we think, "You know, I should really get into better shape," and look up a few exercise routines we're bombarded with a litany of hyped-up workout routines promising to drop 20 pounds in 3 days and give us washboard abs without a sweat. Sure.

And nutrition isn't any better. There's Keto and Paleo and Mediterranean and Dukan...

But both exercise and nutrition seem to have the flavor of the newest strand of hope that we grasp at hoping that it will work this time.

So, again...we don't actually put the technology to good use.

And then there's the darker side of science.

In order to make agriculture and lifestyles more efficient, we genetically alter food. We process food, and we add chemicals to preserve it.

In the process of trying to improve on God's work, we ruin ourselves.

Eating technology-influenced food creates health problems that we try to turn back over to technology to fix.

However, **if we had stuck to God's plan in the first place**, we could have avoided the problems!

So the trick is knowing HOW and WHEN to turn to technology to improve our lives and not ruin them.

Socialization

While often stemming from technology, socialization issues are slightly different.

In a plugged world with cell phones and social media, we often think we're more connected to each other than ever. And in some ways, it's great. We can zip pictures of the grandkids to Grammy and Gramps living halfway across the country.

But most research paints a different picture. People report feeling more isolated than ever before. Maybe it's because, with Amazon Prime and streaming movies, we don't have to go out as much. Or we substitute quick social media posts for deep and authentic connections.

Either way, we're quickly losing the power of people banded together.

And we're distracted by technology rather than looking for the answers outlined in the bible thousands of years ago.

And when you base your practices on God's plan, you live a much healthier life.

Tomorrow I'll share with you some aspects of that plan and some of the secrets that are hiding in plain sight...

See you then!

[name]

PS

Just to let you know, tomorrow's email will have a time-sensitive opportunity to raise your hand for something special that I have planned for next week.

It's the only opportunity to raise your hand, so keep an eye on your inbox tomorrow!

Product Launch Series

PLS

#6

SL: Answering the Heralds

*You're receiving this email because you expressed interest in the **Inner Circle Coaching Community**. If you're longer interested you can one-click [unsubscribe](#) from this series.*

Hi, it's [name]!

Proverbs says "Iron sharpens iron, and one man sharpens another."

And Acts declares, "Pay careful attention to yourselves and to all the flock, in which the Holy Spirit has made you overseers, to care for the church of God, which he obtained with his own blood."

Caring for one another and mentoring within a community are part of God's plan.

So you raised your hand last week and took the first step toward your physical, emotional, and spiritual transformation.

Many people didn't.

Maybe they weren't quite ready yet.

But you are.

I'm going to make a hypothesis about why you're here.

You know how important your health is...

You've become a seasoned veteran of diets and exercise plans that didn't work.

You know that there's a better YOU in there that, like Israeli dates, defines yourself and meets your full potential in the right environment.

And you're ready to make a lasting transformation.

I'm glad you're here.

But before we go any further, a word of caution.

This isn't going to be easy.

Simple, perhaps, but not easy.

Myself, the other coaches, and even other Inner Circle members are going to challenge you.

The way you think about food...

Your approach to prayer...

Your engagement (or lack thereof) in physical activity.

There's a good chance I'm going to ask you to write down an eating plan and stick to it. (Your plan might include eating cake, and that's okay...but you've still got to stick to it!)

You're going to have to commit to preparing wholesome food.

There's no way around the process.

However, I promise you this:

It works.

Undeniably, irrevocably, it works.

And I, the coaches, and the other Inner Circle members will be there as your extended, functional family to guide, mentor, teach, encourage, support, cheer, and celebrate you all the way through your physical, mental, and spiritual transformation.

We're with you!

Tomorrow, I'll show you what's next.

[name]

