

Chic Classy Spicy Email Marketing

(1 Welcome Email, 7 Emails in Series, 1 Thank you Email)

Welcome Email

Subject line: Hello, beautiful!

The goal is to help you in defining your personal style and kicking it up a notch, while also taking a look at the areas of your personal, mental & emotional development that's stopping you from living fearlessly, authentically, unapologetically. Even though we're starting with fashion I'm trying to open your eyes up to those things in your life, old & new, that have a stronghold on you, and is stopping you from being free, alive, and happy.

It's never too late to find yourself.

You'll receive the following:

1. Eight (8) emails filled with advice and activities
2. Short questionnaire that defines your personal style
3. Worksheet to help you discover what's holding you back
4. Free report on 5 Tips to Taking Yourself Back
5. One-on-one email consultation.

The emails:

Email 1:

Answer some questions about yourself and get a closer look into what to expect with the upcoming emails.

Email 2:

Current Style vs Desired Style

What you get: Short style questionnaire that you'll complete to reveal a 5-10 word sentence that defines your style.

Email 3:

Dressing for Success

We'll take a deep look into when you stopped dressing for yourself and why. We will also define what's stopping you now from dressing for yourself.

What you get: Short worksheet to complete.

Email 4:

Your Own Skin

Learn how to be more comfortable in your own skin.

What you get: Quick tips.

Email 5:

5 Tips to Taking Yourself Back

Define other areas where those same thoughts are holding you back from doing what makes you happy & brings you joy.

What you get: Free report with 5 tips To Taking Self Back.

Email 6:

Do Something Different

Commit to doing one (1) thing differently for five (5) days and journal the experience so you can see how the small change can have a large impact.

What you get: One-on-one consultation with me! Email me & share with me the action you took.

Email 7:

Challenge!

Commit to a 14 or 30 day challenge aimed at not only helping to enhance your personal style, but more importantly to transform your mindset so that you have the tools to stick to the changes and become
#fearlessauthenticunapologetic.

What you get: You'll have another signup to participate in this challenge & receive a free gift from me in the mail.

Email 8:

Thank you!

Go and conquer the world!

Let's start the journey together!

Email 1

Subject line: Hey, beautiful!

Yes, you!

I want to talk about what's stopping you from living fearlessly, authentically, & unapologetically. Are you aware of the things that prevent you from feeling free, alive, and happy? I can help guide you to reconnect with yourself and start a new chapter in your life.

Below are a few questions I need you to answer. Ready?

- Do you care too much about what others think about you?
- Are you worried about being cool enough to hang around with others?
- Have you ever felt scared to express your true self?
- How do you feel every morning when you look at yourself in the mirror?

We tend to give more attention to our surroundings than we should, worrying about what others think, feeling self-conscious, hiding our true selves, and not being happy with what we see in the mirror. You can change all of that! You can reconnect with yourself and live the life that you've always wanted.

Let's get started. The entire program will take ten (10) days, and for each exercise, you'll need a minimum of 15-30 minutes to complete them. There will be a few activities that will take a little longer. If you are truly ready to reconnect with yourself & start a new chapter in your life, then this additional investment of time won't be an issue.

In upcoming emails, you'll receive a short questionnaire that will help you to look forward and live fearlessly, authentically, and unapologetically. You'll also get a worksheet that will help you discover what is stopping you from being yourself and why.

I can ensure you that at the end of this journey, you'll:

1. Be closer to being your authentic self.
2. Know how to live fearlessly & unapologetically.
3. Feel more comfortable with every part of you, inside & out.
4. Know what has been stopping you from moving forward.

5. Be motivated to continue the process of living the life you want & deserve.

I recommend, in addition to the exercises that I'll give you, that you invest at least one (1) hour a day to dig deep into your mind and heart to uncover hidden feelings, past hurts, disappointment, sadness, etc. Transparency & vulnerability to yourself is required to reveal & let go of the toxic thoughts, actions, & emotions affecting your life and preventing you from moving on. You have to stop hiding from yourself. Be honest with yourself to get to know the real you, understand your feelings, live your best life, and receive all that life has to offer, good & bad.

I am excited to take this journey with you. I'm not going to sugar coat it: it will NOT be easy, but I promise you, it will be the best investment of time and energy into yourself that you will have made in a long time.

I look forward to our next touch! Let's keep talking, shall we?

Have an excellent day!!!

Email 2

Subject line: Current style vs the desired style

Defining your personal style is a great way to uncover who you are so you can start making positive changes in your life. To live fearless, authentic, and unapologetic you have to feel satisfied every time you look at yourself in the mirror. The way you dress can affect some aspects of your life if you're not feeling secure and happy. Ask yourself: Is my current style the one that truly expresses who I am?

Did you ever feel uncomfortable at any event because of your beloved outfit? Yes? If so, you give too much attention to the people that surround you. You have to accept that you'll be judged, always. Some people don't like you, and, so what? You can't please everyone.

It's stressful! If you're living your life trying to please others; you'll fail. So, live your life fearlessly, be yourself, and don't let anyone affect your inner peace. Complete the short questionnaire to reveal your true self.

What do you say? Let's take the test and find your taste!

Short questionnaire

Know your personal style

Through this short questionnaire, you'll be able to decipher your true personal style. Each option represents a different type of styles that you can feel related to - Chic, Classic, Bohemian, Playful, and Avant-Garde. Be honest and answer the one that best suits your soul and taste. Write down the letter that represents your answer and the word at the end because we'll be defining your style together. Let's begin!

1. In which color palette do you feel most comfortable?

- a. Basics, such as brown, white and khaki - Beautiful
- b. Black and neutrals - Confident
- c. All colors! Rainbows make you happy- Fun
- d. Earth colors - Free spirit
- e. Bold colors - Leader

2. How would you describe your desired style?

- a. Traditional - Simple
- b. Sharp - Cool
- c. Whimsical – Unique
- d. Relaxed & liberal – Love nature
- e. Forward-thinking - Innovate

3. Let's be honest, which of these would you prefer?

- a. Being comfortable with jeans, a striped shirt, and your coolest sneakers - Traditional
- b. Showing off a sleek V-neck top and a modern pant – Polished
- c. Printed pants with a patterned shirt and a floral jacket – Enjoyable
- d. Relaxed pants with a t-shirt and funky accessories - Serene
- e. Black pants with unusual accessories and your favorite jacket - Establish

4. You're going to a party, what would you prefer to do?

- a. Blend in, resort to safety - Comfort
- b. Be in control – Popular
- c. Be wild – Exclusive
- d. Be easygoing - Relaxed
- e. Make a statement – wearable art

5. Let's go shopping! What would you buy?

- a. Basics for all the seasons – Never goes out of style
- b. Smart pieces that are trendy – Fashionista
- c. Patterned and printed pieces with a lot of colors - Uncommon
- d. Gypsy style – Funky elements
- e. Pieces that no one else will have – Vanguard

Results:

Take a look at your answers. Which letter did you select the most? Now, you should have a list of words, right? Read them together, what do you find? Here are the final personal styles:

- a. **You're a classic girl!** Beautiful, Simple, traditional, Comfort that never goes out of style
- b. **Hello, chic girl!** Confident, Cool, Polished and popular fashionista
- c. **Playful girl!** Fun, Unique, Enjoyable, Exclusive & Uncommon
- d. **Hi, bohemian queen!** Free spirit that loves nature, serene, relaxed with funky elements

e. **Wow, you're avant-garde!** A leader that innovates make establishments, see fashion as wearable art, always vanguard.

Be yourself!

In the next email, we'll have a worksheet to help you discover what is holding you back from being #fearlessauthenticunapologetic

Email 3

Subject line: Dress for success

To whom you dress for?

Some people don't believe that clothes can affect your feelings, actions, and behavior. To live your life fearless, authentically, and unapologetically, your thoughts, desires and feelings should be in harmony. If you look at yourself in the mirror before going out, and you're not happy with what you see, you'll feel uncomfortable, introverted, and you won't be showing your true self.

Don't try to please others because it's impossible and exhausting to like everybody and try to get them to like you. The most important person in this world is you. Dress for yourself, feel comfortable, and be happy. When you show strength, and you're sure about who you are, you'll look beautiful.

What is stopping you from dressing for yourself and why? Are you scared? Don't be. It is hard to show others our true selves. We feel exposed and vulnerable. But the truth is, there's nothing more satisfying than living our lives exactly how we want it. Be bold!

It's simple. Just ask yourself, what do you really want to wear today? Wear it! Be unapologetically yourself, all the time. Be happy, claim your rights, be authentic, stay true to yourself, and don't let anyone tell you that you're less.

If you want to know what is getting in your way and stopping you from being who you are, complete the worksheet below.

Don't try to be someone else, girl.

You're worth it.

Worksheet

The following worksheet will help you figure out what is holding you back from living the life you've always wanted. Could be fear of failing? Fear of succeeding? Low self-esteem? Insecurities? Past disappointments? We'll figure it out together!

As soon as you're aware of what is holding you back, you can do something about it. It will give you the courage to act and become your true self. Self-discovery is the key to getting from one point to another, and you're close! Complete every blank of the worksheet with your heart, answer honestly, and you'll get amazing results.

Let's do this, girl!

What's holding you back?

Everyone has fear of something, and that's normal. What's not ok, however, is letting that your fears and doubts swallow you, and mess up your present and future. So, let's talk them through.

- What thoughts are running through your mind every day? Your thoughts are powerful. They can make you feel happy, motivated, satisfied, or, on the contrary, they can make you feel sad and insecure. Try to complete the following sentences with the first thought that comes up to your mind:

When I wake up in the morning I feel _____

What worries me the most is _____

What overwhelms me the most is _____

When I look at myself in the mirror I feel _____

- Imagine me telling you: You're a wonderful person, good enough, smart enough, beautiful enough. You have all the tools to live fearless, authentic and unapologetically.

What do you feel?

Do you believe those words?

- Now, if I said to you: You're not enough, you aren't smart enough, You're not beautiful enough. You can't do whatever you want.

What do you feel?

Do you believe those words?

Can you feel the difference between a positive and a negative statement? Negative energy will stop you from being who you are, is a big weight that you have to let go. Positive energy and thoughts are the key to start feeling happy with yourself. Imagine that you wake up in the morning and you can say to yourself: I'm thankful for the life that I have, I'm happy, I love myself and I'll do my best every day to make my dreams come true and become the person I want to be.

You'll start your day with joy, animated, motivated and with a positive energy that will help you to succeed in every task that you had. Don't start your day with negative thoughts, they will discourage you. You're worth it!

- Let's examine your common fears, put a check mark next to the sentence you feel:
 - Fear of not being accepted
 - Fear of failure
 - Fear of the unknown
 - Fear of loss
 - Fear of not being enough

To break your fears down, you must to discover and deal with the source of your fears. Ask yourself, what is making you feel that way? What is the truth? You have to expose yourself, be vulnerable, let your feelings out, and feel what is happening. It's time to brainstorm with yourself!

Write your thoughts down!

Like your fears, your personal doubts considerably can affect your life. Are you aware of them? Write the first thing that comes to your mind when you read the following statements:

I'm not _____

I can't _____

I'm too _____

I'm not good at _____

I don't know how _____

Now that you're more aware of your fears and doubts you can start making some changes, right? You always have a choice. No matter how big your fear is, no matter how bad your mistake was, no matter the problem; you have the tools to find a way out! It's inside you.

"I didn't have a choice" is a phrase that you shouldn't say any more. You have a choice, move on, and look forward. Learn from each failure because they taught you something; you learn with every experience, every relationship, every conversation. Look the little things, appreciate your life, your environment, and enjoy everything that you do. You'll see the magic! Let's make an exercise:

Write a situation where you feel you don't have a choice:

You have a choice, what you can do?

Amazing, right? You come up with a solution, a way out! Everything will be ok if you have a positive attitude and if you believe in yourself. There will always be challenges. The important thing is the way you'll face them head on. That's the difference.

Believe you're enough, and you will be. You have every right to move forward, to live the life you've always wanted. Difficult things in life have big rewards because they're for those who work for it. You'll feel damn good when you finally feel free to be yourself in every aspect of your life.

Speak loud, raise your voice, take the control of your life, and you'll become a strong independent woman. It is your time to be fearless, authentic, and unapologetic. Go, girl!

To conclude, write a positive affirmation of yourself, let's start this new chapter of your life with a motivation phrase that will help you to move on. You can do it!

Email 4

Subject line: You're beautiful, girl!

"To be beautiful means to be yourself. You don't need to be accepted by others. You need to accept yourself". Thich Nhat Hanh.

What do you think when you read that quote?

Have you ever had those moments where you look at yourself in the mirror and you're feeling ok about your body, but the next day, negative thoughts creep in, and all of the sudden, your body doesn't look great, your hair isn't behaving and you feel like nothing seems to look like it should? That's normal.

A lots of time, we don't like what we see, maybe we gain some weight, we had an illness that caused major weight loss, we had a baby, or any personal drama. Independently of the cause, you must know that you're beautiful the way you are, you don't need anything more, just love yourself.

Rather than feeling dissatisfied with your appearance, try to ask yourself: Are you treating your body and mind with respect? Accept that you're the best you can be, and be proud of your unique body and soul.

There's nothing more beautiful than a woman that is secure of herself, that knows her worth, and embrace her personal style. You need to know that you don't need to do anything to have the approval of others. While you feel great about who you are, you'll glow. Your attitude is what stands out the most. Be brave, be you!

Quick tips to feel more comfortable in your own skin:

1. Stop seeking validation from others
2. Build your self-worth
3. Be self-aware
4. Accept your weaknesses
5. Embrace your personal style
6. Practice self-love
7. Discard negative thoughts
8. Make your own rules
9. Be grateful

Do not let anything stop you!

Email 5

Subject line: Take yourself back

Hi, gorgeous!

How are you today? Are you feeling amazing or is something holding you back?

As women, we tend to pressure ourselves in many aspects of our life. We see TV shows, magazines, and we feel that we have to be "perfect"; we have to be like the girl on the cover. Let me tell you: No, you do not. You're already perfect, and you have to love every positive and negative quality. You're unique, and you have to find a way to dismiss every thought that is holding you back from doing what really makes you happy and brings you joy.

Start by answering the following questions:

- Are you living in the past?
- Do you feel that you have to impress others?
- Are you afraid of failure?

If so, you have to make some changes in your life if you want to live fearless, happy, authentic, free, and unapologetically. When you get stuck from past hurts and disappointments, when you try to please everybody and not yourself, your life won't be an enjoyable journey. It's time to move on, queen! You have to start living for yourself and work hard for your dreams. You're the only one that can make your life as beautiful as you want.

Check out the free report with 5 tips to taking yourself back and start doing some changes in your life!

Doubt kills more dreams than failure ever will.

Be bold, be yourself!

5 tips to taking yourself back

- 1. Stop pleasing others.** Being a people-pleaser can affect your life considerably. Put yourself first. You don't need any validation to take

the control of your life; accept yourself and live the life you've always wanted. Raise your voice, be authentic, say no with conviction, set your priorities, and get to work on them.

- 2. Say bye to the past.** Give up regretting and holding on to what happened in the past, move forward! When you're stuck in past you're missing the beauty of what you have today. Be thankful for the things that didn't work out and be happy for the ones that will. Every beginning is a new opportunity to start over and do what you want.
- 3. Don't let others control your life.** Don't let the judgments or opinions of strangers control your life. They don't know you. Remember, it's not what others think, it's what you think that really matters.
- 4. Don't over-think.** When you over-think or you're worried about everything, you create problems that may never exist. Start living! Don't be afraid, and be who you are. The more you feel in harmony with yourself, the more positive energy you'll bring into your life.
- 5. Work on your personal development.** Life is a journey, an enjoyable journey! Be willing to surrender and grow from each failure. One step at a time and move forward. Be patient with yourself, start doing things you truly love, enjoy life-enhancing activities, accept uncertainty, forgive yourself, focus on the positive, and be real.

Email 6

Subject line: Let's make some changes!

It's never too late!

Start making small changes to live fearlessly, authentically, and unapologetically. I propose doing a commitment where you have to do one thing differently during the next 5 days consecutively and write the experience in your journal. At the end, you may surprise yourself seeing how small changes can make a huge impact in your life.

What can you do?

I'll give you five things that you can do the next days to reconnect with yourself and start living your life to the fullest, unapologetically.

- 1. Write down your dreams and goals.** Make some time in your day and spend it writing down your thoughts, wishes, dreams, and goals. Be honest, feel what is inside of you, and put it on a paper. Don't discard anything. Nothing is too silly or too impossible. If you truly want something, you can achieve it. After you finish and read what you wrote, go to your journal and write how you felt writing and reading your deepest thoughts.
- 2. Do something fun!** Think of something that you'll truly enjoy doing, and do it! From going to a new restaurant to try out that new dish, to riding the roller coaster you've feared so much. The secret is to step outside of your comfort zone and do something different and enjoyable. Don't think about others, just think about you! During these 5 days, you are the center, and it only matters what you think.
- 3. Have a special moment with family or friends.** Call your intimate friends or family and have real conversations, go out with them, do something special. Connecting with the people you really love can be energizing and calming at the same time. You may even use this time as a way to get to know yourself on a deeper level. Any real conversation can help you reset your mind and be at peace. You can regain some sense of connection with yourself through interaction with your closest people.

- 4. Drive out.** Any kind of traveling is great to activate your creativity, stir up new ideas, and create new perspectives. From the moment you start driving, your mind will go into a different mode and you can take advantages of that. You'll breathe a little bit; you'll feel free. When you slow down mentally and emotionally, solutions and ideas begin to surface. Don't forget to write it down! Or use a voice recorder while you're driving.
- 5. Try meditation.** Meditate can help you to create a mental space where calmness is the protagonist. You can choose any type of meditation. Try several different types of meditation: guided meditation, transcendental, mindfulness, heart rhythm meditation, and more. You'll find one or a few that works the best for you. Just 10-15 minutes a day can change your life. The idea is getting quiet and reconnecting with your thoughts, feelings...your soul. Tune into your body, what are you feeling? What messages are you receiving when you put your mind quiet? All of the answers are inside of you.

What do you think? Email me and share your thoughts and how you felt after doing any of these activities.

Go, girl. Start living the life you've always wanted!

Email 7

Subject line: Hey, fearless girl!

Are you feeling better about yourself? Are you aimed to live your life fearlessly, authentic & unapologetic? Great!

I invite you to commit to a 14-30 day challenge that will help you to stay true to your personal style and will continue transforming your thoughts about living the life you've always wanted. Some of the advantages will be:

- You'll be open to sharing your true self with others
- You'll no longer be afraid of failure
- You'll pursue your dreams
- You'll be confident in yourself
- You'll embrace your personal style
- You'll want to live life to the fullest

This process is about taking control of your life, being confident, loving who you are, and living a life full of joy and happiness. Get out there, wear what you like, be yourself, and don't care about other opinions. You're the center of your life. You don't need any approval to be who you are. The world will not end if someone doesn't like you. Keep those around you who truly love you no matter what, those who are by your side when you need it the most.

Live fearlessly! This life is short and you don't have time to waste on things that don't make you happy, that doesn't help you to grow. Be vulnerable, open your heart, and freely express your feelings and thoughts. You'll feel great from the moment you start living for yourself.

Participate! You won't regret it! Complete the signup and start the journey that can change your life forever. You'll know the way to your happiness because you'll connect with yourself. All of the answers are inside you!

Hope you like the gift.

You're a queen, don't forget that!

Thank You Email

Subject line: Thank you, beautiful girl!

Thank you for participating!

I'm very happy that you committed to this journey and that you're beginning a new chapter of your life. You should be feeling much better about yourself and working on those things that may keep you away from living the life that you deserve. The most important thing is that you have the motivation to improve your lifestyle and be who you truly are.

It will be normal if you falter sometimes, but remember, you're perfect the way you are. Take time for yourself if you feel that something is holding you back, don't let that anyone or anything affect your life negatively. Continue in the pursuit of your dreams and you'll have whatever you want, you just have to believe in you. I believe in you!

Even if you feel perfect in this moment, do not stop working on your personal development. It is very important that you feel in harmony, and that you feel free to express who you are. Don't be scared, ever!

Read the following sentences any time you feel that you can't do something:

- I have the strength
- I'm capable
- I'm beautiful
- I'm intelligent
- I'm worth it

You're ready to be unapologetically yourself!

Go and conquer the world!