

**Emails Copied into email marketing template.**

**Email #1 – Healing Your Isolation and Codependency**

Hi Everyone,

In my experience, one of the hardest things about loving an addict is... isolation.

That feeling that you can't get the help you truly need, even when you do try to reach out. That no one else understands, often accompanied by feelings of shame and guilt for allowing this situation to get so bad.

These difficult feelings prevent many loved ones from ever getting the support they need. Maybe you can relate?

And yet, without support it's nearly impossible for things to change.

As Einstein said, "You cannot solve a problem with the same level of thinking that created it."

Which is why I've created my **[Program name]**... and I'm excited to announce that it is now open and accepting new members.

This Program has been designed specifically to help Loved Ones just like you find the support, community, and guidance you need to successfully navigate this challenging and often arduous experience.

To learn more about the **[Linked Program name]**, please click here.

All my best,  
Name

## Email #2 – You Are NOT Alone!

Hi Everyone,

I can understand how the situation you've found yourself in with the addict in your life may be causing you to feel guilty and even ashamed. Many new clients I see have been living a life of struggle for years because their guilt and shame have prevented them from reaching out for help. After exhausting other avenues they thought would help, they remain stuck in isolation and codependence—sometimes for years.

Please know that you are NOT alone and that is exactly why I've created my **[Program name]**—for those of you who are ready to change what's been going on in your life. Because, ask yourself—if you don't get help now, what will this situation be like for you a year from now? Five or ten years from now?

My **[Program name]** can be your lifeline, as you will learn effective ways to:

- Set appropriate boundaries with your addicted loved one, such as saying “No” when you mean “No.”
- Express your anger and other emotions, safely.
- Let go of control and perfectionism, creating more ease and enjoyment in your life.
- Find time for yourself—without feeling stress or guilt.

The **[Program name]** has 13 modules. Each module has a written portion, a short audio, and a downloadable worksheet you can print so you can record your insights.

Once you register, you'll get *lifetime access* to the program. You can immediately begin to change your life—and potentially your addict's life—by working through the modules at your own pace.

Because I know loved ones of addicts so often feel isolated, I'm excited to offer this extra support to you for a period of 6 months from your date of purchase.

**\*\* Your privacy is very important to us**, so please know that the only people who will be participating in these Support Options will be those who have purchased the program. **\*\***

**#1:** Once a month, you will be able to be part of a ***counselor-led Telephone Support Group***, where you can remain anonymous if you so wish. All calls will be recorded, so if you have a conflict for a particular call, you can listen later, or more than once if you like.

**#2:** Once a month, you'll be invited to participate in a ***Q&A Group with [name]*** on Facebook Live. You'll be able to submit your questions about your particular situation to me beforehand, so your anonymity will be assured. (For those of you who are not very technically savvy, we will be emailing easy-to-follow instructions about how to set up your Facebook account.)

**#3:** There will be an ongoing *private, Closed Facebook Group*—a place where you can go 24-7 to give and receive support from other loved ones just like yourself. When you register for the Online Program, you will be sent a link for that page.

It's important to remember that if nothing changes, nothing changes. The healing and the transformation you want so much to experience needs to start with you—and you can begin right now!

If you're ready, click here [link] to see how you can make that happen.

All my best,  
Name

### **Email #3 – How Janna and Steve Healed Their Relationship**

Hi Everyone,

I once worked with a young woman, Janna, who was in a romantic relationship with a heavy drinker. Steve would regularly go to the bar after work to hang out with his colleagues. When Janna asked him to instead spend quality time with her, he manipulated her into joining him at the bar under the guise that she would feel more a part of his social life. This led to Janna spending less time with her own friends and neglecting many activities and events she loved.

Janna knew she was not making healthy choices, particularly because she was also drinking more. Before long, her self-respect began to erode. She often felt hung over in the mornings, which affected her work. Janna didn't like how she was feeling physically or emotionally, but she feared she would lose her relationship with Steve if she caused any waves. The more she clung to her relationship, the more distant and critical he grew of her. Steve was often emotionally and verbally abusive toward her but in spite of his escalating unacceptable behavior, Janna remained afraid of setting any boundaries with him.

Janna's wake-up call came when she was in danger of losing her job due to her poor emotional state. Thankfully, she reached out to me for help. I guided Janna in exploring why she was having such a difficult time setting boundaries with Steve, and why she was allowing him to abuse her.

As her counseling continued, Janna's self-awareness developed and she learned how to speak her truth. Having grown up with an abusive, alcoholic father and a passive, codependent mother, she began to see how that had shaped her personality and how this was influencing her life as an adult. She came to accept that it was now her responsibility, right now in present time, to change her negative beliefs about herself.

Today, Janna no longer allows herself to be disrespected by anyone, including Steve. Over time, their relationship has become much healthier and Steve has also decided to try therapy, as he did not want to lose Janna.

If you would like to learn how to speak your truth with the addict in your life, please follow this link for additional information on my **[Linked Program name]**.

I'll look forward to seeing you there!

All my best,  
Name

## Email #4 – We Teach Other People How to Treat Us

Hi Everyone,

If you are the parent of an addict, I want to share with you an example of how you can learn to set healthy boundaries and become a priority in your own life.

Pamela's son Jason was a crack cocaine addict. Before he discovered crack, Jason had abused marijuana and alcohol regularly. He was also addicted to playing video games and watching porn on the Internet. Jason didn't work or attend school, so he spent his days pursuing his addictions. Well into his thirties, he lived with his mother, free of charge, and didn't contribute to their household in any positive way.

No matter how often Pamela begged, pleaded, and cajoled, Jason refused to give up his addictions and would not see a counselor for help. This pattern went on for many years until Pamela, a single mother, began crumbling under the weight of all the stress.

In desperation Pamela reached out to me for help. With my guidance, Pamela began to see that the methods she was using with Jason had actually been enabling him to continue his many dysfunctional behaviors. She needed to make major shifts in the ways she was dealing with her addicted son.

One of the most important changes she made was to begin to take care of *herself*.

Pamela started to understand that she had a right to a happy and fulfilling life, and after years of struggling and suffering, she found that she enjoyed the process of putting those pieces into place.

At my suggestion, Pamela began to leave her son to live his life as he chose, which included leaving it up to him to do his own shopping, cooking, and cleaning. Jason resented this change—he often became enraged and his behavior toward his mother grew increasingly abusive.

In spite of that, Pamela persisted in pursuing her own interests. But, when his abusive behavior grew unbearable, Pamela asked Jason to move out. She realized she had been enabling him for years and was no longer willing to live this life of codependence.

Within a year of starting therapy, Pamela's life looked completely different. She had a busy social life, a new love interest, and she was taking part in many activities she loved, instead of devoting every waking moment to Jason's every need.

As he watched his mother become holistically healthier, Jason saw this as something he could also achieve for himself. He eventually decided to get therapy for himself, and both Jason and Pamela entered into my **[Program name]**. At the time of this writing, Jason continues to make the choice, day by day, to remain in recovery from addiction.

This journey has healed the relationship between mother and son. While they see each other regularly, they each have their own productive lives.

Pamela now feels as though she's in the prime of her life and sees the world through clear eyes of gratitude.

If you're ready to heal the relationship with your addicted loved one, please follow this link **[Linked Program name]** to get started.

All my best,  
Name

## **Email #5 - [Program name] - Early Bird Pricing!**

Hi Everyone,

Support is crucial to get yourself off the roller coaster of chaos that you've been riding with your addicted loved one.

If the situation with the addict you love has basically remained the same for months, or even years, you'll need to understand how—and why—you may have unwittingly contributed to the addiction continuing.

In order for your situation to improve, you need to understand what you can do that will actually help.

This journey to recovery and family healing begins with YOU.

I created my **[Program name]** to help and support you to achieve the transformation you're wanting. And through this Program, I'll be with you every step of the way.

Here are some of things you will learn on this journey:

- How to set appropriate boundaries with your addicted loved one, and saying “No” when you mean “No.”
- How to express your anger and other emotions, safely.
- How to let go of control and perfectionism so you create more ease and enjoyment in your life.
- How to establish and practice healthy, holistic self-care.
- How to make yourself a priority in your own life, without feeling selfish or guilty.

My **[Program name]** has 13 modules. Each module has a written portion, a short audio and a downloadable worksheet you can print for recording your answers.

Once you register, you get lifetime access to the program. You can begin where you wish immediately after purchasing it, because you will get access to the entire program at once.

I'm also happy to offer the following support for a period of 6 months from your date of purchase:

**#1:** Once a month, there will be a counselor-led **Telephone Support Group**, where you can remain anonymous if you so wish. All calls will be recorded, so if you have a conflict for a particular call, you can listen to it later—or more than once.

**#2:** Once a month, you will be invited to participate in a **Q&A Group** with me on Facebook Live. Questions can be submitted earlier so your anonymity can be assured.

**#3:** You will have 24-7 access to a **private, closed Facebook Group**—a place to give and receive support from other loved ones just like you—available to you any time, day or night.

Are you ready to begin your own journey of transformation? If so, please follow this link to register. [link] And don't forget, *Early Bird pricing* goes away soon!

All my best,  
Name

## **Email #6 – Frequently Asked Questions**

The Early Bird special on the **[Program name]** is coming to an end very soon.

We've received a number of questions about the program, so I wanted to take a moment and answer the most common ones below, in case you were asking any of them yourself.

### **1. Will my membership be private?**

Yes – absolutely. We understand your need for privacy as the Loved One of someone with an addiction, and we have made provisions for that.

The only people who will be able to be part of the Support Options are others who have registered and purchased their own copy of the **[Program name]**. This means that only people in the same situation you're in will be part of the monthly *Telephone Support Group*, the monthly *Q & A with [name]* on Facebook Live, or the ongoing, private *Facebook Group Page*.

The *Private Facebook Group* is a "Secret Group," which means that no one outside of the group will be able to see any posts or comments. As well, no one outside of the group will be able to see who the members of that group are.

As soon as you have registered and purchased the **[Program name]**, you will be sent an invitation to join all three Support Options, with links to take you right to them.

### **2. When are the calls for the Telephone Support Group?**

The *Telephone Support Group* will meet once a month, on the last Monday of the month from 4-6 pm Pacific time (PT). The first call will happen on Monday, June 26, 2017 at 4 pm PT and will go for 2 hours. Please check this link to find out when that is for your time zone. [Link]

You can remain anonymous in this group if you wish to – if that is the case for you, please think of a first name that we can call you in the group so we can get to know you.

### **3. When will the Q & A with [Name] on Facebook Live events happen?**

[Name's] *Q & A Facebook Live* events will be held on the 2<sup>nd</sup> Thursday of each month from 3-4 pm Pacific time. To check what time that is for you, just go to this link. [Link]

Once you have registered for the **[Program name]**, you will be given easy-to-follow directions to get to the Facebook Live events – so don't worry if you've never done this before. We understand, and we'll be here to help you if you need technical assistance.

### **4. What if I can't attend a group at those times?**

Both the *Telephone Support Groups* and the *Facebook Live Q & A* events will be recorded. The links for the calls will be sent to you as soon as they are ready. The Facebook Live videos will be available in the Private Facebook Group, and we will send you links for those. This means that if you can't make it to either of them – or if you'd like to hear them again – you'll be able to listen whenever it's convenient for you.

Also, for the *Facebook Live* events, you can submit a question for [Name] beforehand, and you can remain anonymous if you like. [Name] won't mention your name if you ask her not to. She will get through as many questions as she can during the time she is with you and then you can hear her answer to your question at your leisure.

### **5. What if I've already bought the [book title] book, workbook, or audiobook?**

That is a great question and others have asked the same thing.

For those of you who have read the book, listened to the audiobook or have done some work in the workbook, the primary difference between doing that on your own and doing it as part of the **[Program name]** will be the community you'll be part of and the various avenues of support you'll be receiving. For many people, this is the most important part of this Online Program.

The content pieces of the book/workbook/audiobook are available as an additional resource, broken up into easy-to-follow segments.

As you access these parts together, you will find yourself experiencing the holistic life transformation that you have been looking for – and the wonderful ripple effect is that the addict you love will very likely begin to make some shifts of their own as well.

### **6. What if I need more support after 6 months?**

Once your initial 6-month period of Support Options is over, if you feel that you'd like to extend your time in the *Telephone Support Group*, the *Facebook Live Q & A with [Name]*, and the *Private Facebook Group Page*, that can easily happen for you.

You are welcome to register for this part of the **[Program name]** on a monthly basis for as long as you like. At the end of the 6 months, you'll receive an email with a link to follow if you'd like to continue.

As well, while you're working through the modules, you may want to talk with a **[Program name] Counselor**. On the right-hand side of each page of the Online Support Program, you will see a bright blue box with "Need to Talk?" at the top. Just click on that, and you will see the names of **certified [Program name] counselors**. You can choose whichever counselor you like and contact them directly – and they will always get back to you as soon as they possibly can.

All of us need someone to talk to at times – and we understand that as the Loved One of an addict, you may feel the need for extra support while you are on your journey of transformation. We are all here for you and want to support you in whatever ways we can, so please don't hesitate to reach out and contact us.

If you have any other questions that have not been addressed here, feel free to contact me.

All my best,  
Name

## **Email #7 - Final Day - Take Advantage of Early Bird Pricing!**

Hi Everyone,

I know I've sent you a number of emails about this over the past week or so... and this will be the last one I send.

I just wanted to give you one final reminder that the Early Bird pricing for my brand new **[Program name]** is coming to an end tonight.

This is your final chance to **save \$100** on the tuition for this program. Tomorrow, you'll still be able to join, but the investment will be \$497.

So, if you're ready to learn strategies that will take you off the devastating roller coaster of addiction that you've been riding with the addict in your life - and you've been waiting to sign up for the Program - now is the time. Click here to register. [link]

I'm looking forward to meeting you on the other side - it will be my honor to support you!

All my best,  
Name