

\*To be sent after prospect enters email for free yoga library access

**Email 1 - Send Immediately**

**Subject:** Welcome Yogi! Your Beginner's Yoga Library Awaits!

Hi [FIRSTNAME],

This is [NAME] from [WEBSITE], and I wanted to send you a quick "thank you so much for joining"! And welcome to your *Beginners Yoga Library*.

You now have access to a host of resources that will help you achieve your yoga goals. Whether you're looking to increase flexibility, build strength, or release stress - it's all included in your library.

And the best part is, you don't have to worry about looking like a newbie in a yoga studio. You can practice yoga anywhere, anytime, wearing anything (or nothing at all). Every pose has step-by-step instructions and modifications so you can adjust to *your* level of comfort.

So if you haven't logged in yet, here's the link and your code. Dive in right away!

[LINK]  
[CODE]

As an added bonus, you'll also get access to my weekly Namaste newsletter. In it you'll find new poses to try, meditation mantras and other sprinkles of inspiration for continuing your yoga journey.

It's free and packed full of value. (And, if you decide it's not for you, easily unsubscribe at any time.)

Thanks again for joining the [Title of Yoga group]!

To your best self,

[SIGNATURE]

**Email 2 - Send 1 or 2 Days after E01**

**Subject:** The Number 1 Question I get asked all the time

Hi [FIRSTNAME],

When it comes to yoga, the number one question I get is, "What's *the fastest way to get more flexible? Do I need some flexibility to practise yoga?*"

The short answer is, no! ***You do not have to be flexible to practice yoga.***

And if you've taken a look at your [LINK] Yoga Library [LINK], you know that *any body* can practice yoga.

When you begin to practise regularly, you will automatically become more flexible and increase your range of motion over time.

For example, I had a student in the beginning who could only reach her mid-calf. She followed the program (available in your yoga library!) for increasing flexibility. And in just two short weeks, she was able to touch her toes!

Now she's working towards strengthening her core.

If you haven't had a chance, go check out the flexibility program and take the next step in feeling your best:

[LINK]  
[Code]

While you're there, grab the free printable on creating a morning flow, using yoga blocks, increasing strength and more.

Where are you in your yoga journey? I'd love to hear your thoughts and find ways to provide even more value to you, dear yogi. If you have any questions or comments, just hit reply to this email and let me know!

To your best self,  
[SIGNATURE]

P.S. I'm working on a new article titled the *5 Biggest Yoga Mistakes*. In this article, I'll reveal to you the 5 most common mistakes people make when starting to practise yoga and how you can avoid them. Keep an eye on your email inbox. I'll send that in a couple of days.

**Email 3 - Send 2 to 3 Days after E02**

**Subject:** The 5 Biggest Mistakes Beginning Yogis Make

Hi [FIRSTNAME],

As promised, today I'm going to share with you the 5 most common mistakes people make when beginning to practice yoga.

### **Mistake Number 1: Breathing**

The *number one* biggest mistake people make when practising yoga is holding their breath.

As silly as it sounds, many new yogis forget to breathe because they're too busy focusing on the pose.

But your breath is the most critical part of yoga. It's the free flow of energy throughout your body. Holding it creates stress and tension - the opposite of what you are trying to achieve with your practice

If you find yourself holding your breath, take a second. Relax. Focus on your breath and re-centre. Then, take another deep breath and move on in the sequence.

[LINK] Click here for 4 more mistakes you might be making... [LINK]

Knowing these common mistakes and how to avoid them will definitely change the way you practice yoga, but it's not enough to simply know them.

The truth is, your progress begins with the first breath. And the more you know, the better you'll be at meeting your body and your breath where you are.

So challenge yourself to make some positive changes in your daily routine - including practicing yoga - and you, too, will reach your goal of [GOAL].

If achieving [GOAL] were that easy, everyone would do it.

Tomorrow, I'm going to reveal to you the number 1 thing you can do to get to [GOAL] faster.

To your best self,

[SIGNATURE]

P.S. If you enjoyed today's lesson, then you might be interested in my complete beginner Yoga program. You can learn more about that here:

[LINK TO COURSE]