

Empressive Newsletter - March Campaign Series

Format: Email Newsletter / Blog Posts (MailChimp)

Role: Content Creator, Writer, Editor, Digital Strategist, Email Marketing Manager

Context & Purpose

This project was a monthly email newsletter campaign for Empressive Expressions, my initial LLC, implemented using MailChimp. The March 2021 series, specifically, was designed to engage my audience on themes of personal well-being, self-improvement, and intentional living. The goal was to provide valuable, insightful content that fosters introspection, gratitude, and goal manifestation, building a strong connection with my subscribers while promoting the brand's ethos of art-making, expressiveness, wellness, and self-improvement. These campaigns were developed, written, and scheduled for weekly email delivery.

My Contributions

- Developed the concept and editorial calendar for the March campaign, focusing on topics like cultivating happiness, sustaining inner peace, abundance through gratitude, and deliberate dream manifestation.
- Wrote compelling and engaging content for each newsletter/blog post, drawing on personal insights and practices related to wellness and self-improvement.
- Managed the email marketing strategy, including content creation and scheduling for weekly delivery on the MailChimp platform.
- Ensured consistent messaging and tone aligned with the brand's mission.

Why It Matters

This project demonstrates my ability to manage an annual editorial calendar, write high-quality, compelling content for email marketing and blogs, and implement digital strategies to engage audiences. It showcases my skills in content development, copywriting, and strategic communication, specifically highlighting experience with MailChimp.

How to Check In With Yourself by Conducting a Soul Audit (16 March 2021)

How often do you sit with yourself?

Are you uncomfortable sitting alone with you?

Some people shy away from meditating and say that they are incapable of doing so because they see it as some hard process. They think that they have to do it a certain way or else they're meditating wrong. Like if your mind continues thinking while you're sitting in silence, your spirituality decreases.

exaggerated eye roll

Meditation is just sitting with yourself.
And all it takes is a second.
Literally.

The same second it takes for you to inhale breath, you can sit with yourself. And then continue again onto the next breath. And then the next. Follow your breath and see where it leads you.

Conducting a soul audit means taking a second to self-assess.

What does your soul need inside of that second?
As you breathe and tune into yourself, what does that inner voice whisper for you to do?
What needs are you hearing that need tending to?

Do you need to release?
To cry?
Do you need a hug?
To hear something funny?

Or do you feel proud of yourself?
Are you beaming with inner knowing and sacred soul satisfaction?

Inside of that soulful sec, are you taking notice of the self-reminders arriving to help you remember to celebrate ALL of your trophies, past, present and pending?

Are you listening?

Are you listening to yourself?

Sitting with yourself is simple but it *does* take practice.

So to start your conducting your own soul audit, ask yourself the following:

*Right now,
I feel...*

I want...

I need...

I am...

I choose...

Give yourself the space to think about the words and then really tune inward for the responses. You can journal whatever comes or flow aloud and self-record.

But you must accept whatever comes without judgment. Be honest with yourself but loving. Be kind and gentle.

And do this practice as many times as you need to.

Your feelings, moods, desires, needs, wants, even your identity hell! -- are all subject to change. You're entitled to feel something different from moment to moment. But assess yourself authentically in each second.

And know that if you need to, you can use your next breath to redress yourself and start again.

So right now, as you breathe in, I invite you to intentionally sit with yourself and check in. How are you, really?

Cultivating Blessings & Gratitude (23 March 2021)

According to the Oxford dictionary definition, to cultivate means to acquire or develop.

I intentionally chose the word cultivate because — one, I love this word, it's such a fiah ass word! — but also to emphasize the active component that is part of practicing gratitude and attracting blessings.

Even when it does not feel like it, we have the power and agency to acquire our own blessings. And greatly developing and strengthening our gratitude muscles is an essential part in the being and receiving of blessings process!

Sooooo how do you cultivate blessings and gratitude?

It's simple: make a gratitude & blessings list giving thanks for any and everything that you have, right now, in this moment!

Use the following prompts as inspiration:

(Right now)

- I am...
- I have...
- I am blessed because...
- I am grateful for...

Answer in prayer, aloud to yourself, or in your journal.

You could also make a gratitude/blessings jar where you collect and store your answers to the prompts and draw from the [jar] well whenever you need a gratitude/blessing deposit.

For example:

I am alive. I am breathing. I am healthy. I am loved.

I have shelter. I have myself. I have faith.

I am blessed because I exist. I am blessed because I am.

I am grateful for life. I am grateful for living. I am grateful for the sun.

Those are some of the initial thoughts that popped into my head.

And just like I did, please go with your first mind.

Maybe today is just a day to be thankful that you're alive.

Start there. Your aliveness is a blessing.

Start to create a routine check in where you are intentionally naming any and everything you can think of that you find appreciation for.

This could be daily (as part of a your morning rise up routine, or bedtime evening ritual); or a weekly practice (think Self-Care Sundays) where you reflect on the things you are happy for.

This doesn't mean that your life is perfect or hunky dory.

You may not even be "happy" as you find things to acknowledge your happiness for/about.

That's more than okay.

But by actively cultivating gratitude, you *expand* your capacity to acquire MORE blessings. Plus, you create a transformative shift within yourself. Actively cultivating your blessings and gratitude reaffirm that you are indeed BLESSED and have much to be THANKUL for no matter what life throws at you.

So what are you thankful for today, right now, in THIS moment?
What kind of blessings are you acquiring?