EMAIL 1

SUBJECT LINE:

COPY: There's no shame in being upfront about working on your financial fitness

Hey [first name],

Have you ever felt embarrassed to admit that your finances aren't where you want them to be? It can be awkward to explain to friends and family why some activities aren't in your budget or why you're making changes in your life.

Just in case that's what you're going through right now, here's what you need to know: there's absolutely zero shame in admitting you're working on your financial fitness.

In fact, it's something you can be proud of. Committing to a new financial journey doesn't mean there's anything wrong with you — it means you've grown to a place where your finances are taking on a new priority in your life. That's something to celebrate!

Who knows, maybe your financial confidence will even motivate those around you.

If you're ready to work on your finances with someone who can guide you every step of the way, schedule a free call now to get up to 30% off a monthly membership.

EMAIL 2

SUBJECT LINE: What I learned from not shopping on Amazon for three months

COPY:

Hey [first name],

Today we're bringing you the story of Jolvette Mitchell, a member of The Financial Gym who took the bold step of cutting back her spending on Amazon Prime for an entire quarter. From July to September she didn't make any purchases through the platform.

"It freed up a lot of cash for more important things," she said.

"My challenge also forced me out into the world to explore different avenues of making purchases that were sometimes even cheaper than Amazon's prices," said Mitchell. She gives the example of a Keurig machine that was on Amazon for $167 but that she was able to buy in store, with coupons, for $57.

“My challenge took me out from behind my computer screen,” she said.

To find out more about how Mitchell made it through three months without ordering anything on Amazon, read her own words on our blog.