

THE  
***Revenue  
Remedy***

***Mandala  
Journey***

## EMAILS TO CURRENT CLIENTS

### EMAIL #1

#### SUBJECT LINES

#### Challenge Related

- We're challenging you, *[FIRST NAME]*
- Mind, body, mandala?
- Mind-Body Challenge (+ karma points)

#### Journey Related

- Let's go on a journey, *[FIRST NAME]*
- Mind, body, mandala?
- Take a trip with *[STUDIO NAME]*

#### Body

Mandalas are everywhere at the moment.

Your local Urban Outfitters.

Your yoga BFF's back tattoo. (Maybe even yours?)

And, *[STUDIO NAME]*!?

We're getting in on the mandala madness this *[fall]* with a little something special.

*(But more on that in a second)*

Mandalas have actually been around long before Urban Outfitters and the Pinterest crowd discovered them.

Yogis and scholars have been using them to combine physical and spiritual practices since 4th Century BC, aka over **2,000 years!**

So what's any of that got to do with you, or us?

Well, we're tapping into the incredible transformative mind-body power of mandalas to bring you this,

*[Mandala image]*

The *[STUDIO NAME]* Mandala *[Challenge/Journey]*

*[DATES]*

*[PRICES]*

Each of the four leaves represents a different component of your transformation.

## Your Modality Variations [Choose one]

The first is [YOUR MODALITY].

Balance and strengthen your body with [STRENGTH CLASS]. Strong is the new beautiful.

The first is [YOUR MODALITY].

Sculpt long, lean muscles that'll look as good as they feel with [CLASS].

The first is [YOUR MODALITY].

Push yourself further with [CLASS], look and feel stronger, and crush your personal best.

## Nutrition

The second represents Nutrition.

The stomach's said to be the second brain of the body, so we're going to make sure you're taking good care of it and fueling it right with our Nutrition component.

## Self-Care Variations [Choose one]

The third represents Self-Care.

Soothe the soul, and feel the stress of everyday life melt away with Yoga.

The third represents Self-Care.

Soothe the soul, and feel the stress of everyday life melt away as you incorporate a self-care routine that works for you and your life.

The third represents Self-Care

Find your anchor, feel grounded and present by reconnecting with your inner-self through meditation.

## Play Variations [Choose one]

The fourth and final component is Play.

Make working out fun again with easy, light-hearted sessions that'll take you back to the games you played as a child, while still giving you a killer workout.

The fourth and final component is Play.

This is your chance to take a hop outside the norm and embrace some serious fun with [PLAY OPTION] and [PLAY OPTION]

[>>>> Heal your mind- and body. Learn more](#)

Time's running out fast.

You've only got X days to sign up.

[COUNTDOWN TIMER]

**Spread the Good Karma**

Get \$20 of studio credit for every friend who signs up!

Or, get it for FREE when you refer three friends.

[SIGNATURE SIGN OFF]

P.S.

We're [\[running a special challenge/taking a journey\]](#) this [month] to whip your mind and body into shape.

[Find out more here. >>](#)

[P.P.S](#)

Refer three friends and get the challenge for free.

# MANDALA JOURNEY

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## EMAIL #2

### SUBJECT LINES

- It's not your fault.
- Wellness comes from within
- Burpees before breakfast?

### Body

You know that moment, *[FIRST NAME]*?

That twinge of shame mingled with longing when you scroll past yet another Instagram selfie.

Perfect chiselled abs, lean, strong muscles. She probably does burpees before breakfast.

And then comes the sales pitch, and the underlying message is always: *"Buy my course and you can look like me. Look at all these people it worked for."*

And maybe you fell for it. Maybe you tried it but couldn't stick with it. Maybe you scrolled on.

But either way, it leaves you feeling bad about yourself.

It's not your fault, it's the way marketing works.

But, it'll never get you the results you want, because it doesn't come from a place of loving your body, and it's a cycle that preys on your insecurities and self-esteem.

That's why we wanted to do something different.

We're *[challenging you/ taking you on a journey]* to learn to love your body inside out.

Fitness is a mind and body game, you can't have one without the other.

So we went back to the OG mind-body gurus aka ancient Indian yogis, and took a leaf out of their book.

Four to be precise.

Presenting...

The *[STUDIO NAME]* Mandala *[Challenge/Journey]*

*[DATES]*

A four-pronged approach to holistic fitness, where we help you chisel out the body of your dreams while helping you love the skin you're in.

### **[MODALITY]**

Get that blood-pumping to every inch of your body. Feel your stamina increase, and your energy levels skyrocket.

### Nutrition

Keto. Paleo. Zone. Vegan. IF. Gluten-free. Raw. Ovo-lacto. Eating right doesn't have to be rocket science. We'll help you figure out what you need to keep your body fuelled, and feeling your best in our Nutrition segment.

## MANDALA JOURNEY

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### Self Care

Learn to put yourself back on your list of priorities, find inner peace and learn to energize your mind and body.

### Play

Find your inner-child with our Play component. Look and feel younger, stronger and more energetic by injecting a little fun into your routine.

[>>>> Heal your mind- and body. Learn more](#)

### Spread the Good Karma

Get \$20 of studio credit for every friend who signs up!

Or, get it for FREE when you refer three friends.

*[SIGNATURE SIGN OFF]*

P.S.

We're [*running a special challenge/taking a journey*] this [*month*] to whip your mind and body into shape.

[Find out more here. >>](#)

# MANDALA JOURNEY

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## EMAIL #3

### SUBJECT LINES

- The 4-pronged approach to total fitness
- Mind-Body Harmony = Nirvana
- Nirvana tickets

## Body

Nirvana.

And we aren't talking about the band either.

Total bliss.

That's what it's like when your mind and body are in total sync.

The [\[STUDIO NAME\]](#) Mandala [\[Challenge/Journey\]](#) is your ticket to that blissful place where body and soul are working in beautiful harmony.

Based on the mandala and the ancient yogic practice of combining the spiritual with the physical, we designed this holistic mind-body experience designed to help you target the four core areas of wellness.

By the end of it, you'll be walking away:

- Looking leaner, stronger, and glowing with health
- With a solid plan that's designed specifically for you *(as opposed to some random plan off the internet)*
- Feeling rejuvenated inside out.

**And, you can kiss goodbye to:**

- Aches and pains
- Bad posture
- Bloating and weight gain
- Feeling old and stiff

**For just \$[{XX}](#).**

(Or less! Don't forget we're giving you \$20 in studio credit for every friend you refer. Send three friends our way, and get the challenge for free!)

[Save your spot here >>>](#)

[\[SIGNATURE SIGN-OFF\]](#)

# MANDALA JOURNEY

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## EMAIL #4

### SUBJECT LINES

- *XX* hours to go
- The 4-pronged approach to total fitness
- *[FIRST NAME]*, is your well-being a priority to you?

### Body

Hey there, *[FIRST NAME]*,

This is just a super quick note to let you know that we're shutting down registrations for the Mandala [Challenge/Journey] at midnight!

*[INSERT COUNTDOWN TIMER]*

[\*Save your spot here \]>\*](#)

The *[STUDIO NAME]* Mandala *[Challenge/Journey]* is a holistic mind-body experience designed to help you target the four core areas of wellness.

That's *[XX WEEKS/CLASSES]* of

Play that takes you back to your childhood and teaches you to experience the world in a fun, youthful way

Nutrition to keep your metabolism going and your body fueled

Self-care to help you relax and incorporate mindfulness into your day

And, *[MODALITY]* to help you build strength, improve your posture, and feel like a million bucks

For just \$*[XX]*.

And remember, you get \$20 in studio credit for every friend you refer, and if you refer three friends you get the Mandala *[Challenge/Journey]* for free.

[\*Save your spot here >>\*](#)

*[SIGNATURE SIGN-OFF]*

P.S.

Registration for the Mandala *[Challenge/Journey]* closes tonight! Make your well-being a priority by registering now.

[\*>> I want a healthy mind and body.\*](#)

## POST SIGN UP EMAILS

EMAIL #1:  
THANK YOU

### SUBJECT LINES

- We're proud of you!
- Phone a friend (Save some \$\$)
- Congratulations! You're in!

### Body

Hey there, *[FIRST NAME]*,

I just wanted to drop you a note from everyone over here at *[STUDIO NAME]*, we're so proud of you for making the commitment to put your well-being first.

*[The challenge/Our journey]* starts on *[DATE]*, and we can't wait to work our way through the mandala tackling all the core components of wellness.

Accountability is going to be key.

We're going to do our best to make sure you get the most out of this. But, you might want to tell your friends and family so they can hold you accountable away from the studio too.

Better yet, get them to sign up so you save some cash and get fit together.

If you've got any questions, just hit reply to this email and we'll get back to you right away!

See you in the studio!

*[SIGNATURE SIGN OFF]*

## POST SIGN UP EMAILS

### EMAIL #2: COUNTDOWN

#### SUBJECT LINES

- T-**XX** to Mandala Madness
- Say hello to wellness!
- Everything you need to know

### Body

We're **XX** days away from starting the Mandala *[Challenge/Journey]*, in the meantime, here's what you need to do:

Block out these times on your calendar for classes

*[INSERT CLASS TIMINGS HERE]*

Start clearing out all the junk food from your fridge and cabinets.

Get excited because you're so close to welcoming wellness into your life!

If you've got any questions, just hit reply to this email and we'll get back to you right away!

*[SIGNATURE SIGN OFF]*

## EMAILS INVITING PROSPECTS TO SIGN UP

### EMAIL #1

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*[Mandala image]*

The *[STUDIO NAME]* Mandala *[Challenge/Journey]*

*[DATES]*

*[PRICES]*

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## Your Modality Variations [Choose one]

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The first is [YOUR MODALITY].

Sculpt long, lean muscles that'll look as good as they feel with [CLASS].

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This is your chance to take a hop outside the norm and embrace some serious fun with [PLAY OPTION] and [PLAY OPTION]

[>>>> Heal your mind- and body. Learn more](#)

Time's running out fast.

You've only got X days to sign up.

[COUNTDOWN TIMER]

[SIGNATURE SIGN OFF]

P.S.

We're [running a special challenge/taking a journey] this [month] to whip your mind and body into shape, and we'd love for you to join us.

[Find out more here. >>](#)

# MANDALA JOURNEY

---

## EMAIL #2

### SUBJECT LINES

- It's not your fault.
- Wellness comes from within
- Burpees before breakfast?

### Body

You know that moment, *[FIRST NAME]*?

That twinge of shame mingled with longing when you past a studio.

Visions of that girl. The one with perfect chiselled abs, lean, strong muscles, and legs for days.

Maybe you've tried every fad workout, every hipster diet, maybe even those gimmicky ab belts from the infomercials.

You either lose a little bit of weight that creeps back on when you relax a little, or nothing happens.

But either way, it leaves you feeling bad about yourself.

It's not your fault, it's the way marketing works.

But, it'll never get you the results you want, because it doesn't come from a place of loving your body, and it's a cycle that preys on your insecurities and self-esteem.

That's why *[STUDIO NAME]* does things differently.

We're *[challenging you/ taking you on a journey]* to learn to love your body inside out.

Fitness is a mind and body game, you can't have one without the other.

So we went back to the OG mind-body gurus aka ancient Indian yogis, and took a leaf out of their book.

Four to be precise.

Presenting...

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*[DATES]*

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### [MODALITY]

Get that blood-pumping to every inch of your body. Feel your stamina increase, and your energy levels skyrocket.

### Nutrition

Keto. Paleo. Zone. Vegan. IF. Gluten-free. Raw. Ovo-lacto. Eating right doesn't have to be rocket science. We'll help you figure out what you need to keep your body fuelled, and feeling your best in our Nutrition segment.

## MANDALA JOURNEY

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### **Self-Care**

Learn to put yourself back on your list of priorities, find inner peace and learn to energize your mind and body.

### **Play**

Find your inner-child with our Play component. Look and feel younger, stronger and more energetic by injecting a little fun into your routine.

[\*\[> Heal your mind- and body. Learn more.\]\*](#)

*[SIGNATURE SIGN OFF]*

P.S.

We're [\*\[running a special challenge/taking a journey\]\*](#) this [\*\[month\]\*](#) to whip your mind and body into shape, and we'd love for you to join us.

[\*Find out more here.\*](#)

## LANDING PAGE

Lose weight.

Fix your diet.

Relax your mind.

And, build a strong, beautiful body. In just **XX** weeks.

Wellness is about more than just the number of squats you do.

*Join us as we take a more holistic approach to wellness this **[fall]**.*

The **[STUDIO NAME]** Mandala **[Challenge/Journey]**

Taking inspiration from the way a mandala combines physical and mental practice, we've created a four-pronged approach to well-rounded fitness.

***BULLET POINT ABOUT COMPONENT 1***

***BULLET POINT ABOUT COMPONENT 2***

***BULLET POINT ABOUT COMPONENT 3***

***BULLET POINT ABOUT COMPONENT 4***

Mandala **[Challenge/Journey]**

**[Dates]**

**[Price]**

BUTTON: Take the **[STUDIO NAME]** Mandala **[Challenge/Journey]**

***[SHARE BUTTONS]***

Get \$20 in studio credit for every friend that signs up. Refer 3 and you get the challenge for free!

## FACEBOOK ADS

### *Ad 1: Long*

#### HEADLINE

**Have fad fitness trends made you feel like a failure?**

#### AD TEXT

If you've tried everything (and then some) only to feel like you just aren't getting the results you want.

Then you need to listen up.

Overall wellness isn't just about cranking out squats at the gym, it's about balancing the mind and body so that every part of you works in harmony.

That's when you look and feel your best.

Fitness is a mind and body game, you can't have one without the other.

So we went back to the OG mind-body gurus aka ancient Indian yogis, and took a leaf out of their book.

Four to be precise.

 Play → We're taking a leaf out of your kids' books and get a little silly while still getting that blood-pumping, and that metabolism roaring.

 Nutrition → If you aren't fueling your body with the right stuff, there's no way it's going to look or feel it's best. We're going back to basics and creating a plan that works for YOUR body.

 Self-care → If you're anything like us, you've got a million notifications going off, a million tabs open, and more things on your To-Do list than hours in a day. This section of the Mandala *[Challenge/Journey]* forces you to slow down and reconnect with your mind and body through *[self-care/meditation/yoga]*

 *[MODALITY]* → Now that we've got the other three components sorted, it's time to focus on chiselling a strong, beautiful body.

#### DATES

*[insert dates]*

#### PRICE

*[PRICE]*

If you're ready to welcome wellness into your life this *[fall]*,

Take the *[STUDIO NAME]* Mandala *[Challenge/Journey]*

Sign up here → *[LINK]*

#### News feed link description

Take a holistic approach to fitness that will finally get you the results you've been looking for.

## FACEBOOK ADS

### *Ad 2: Short*

#### HEADLINE

**Have fad fitness trends made you feel like a failure?**

#### Ad text

Then you need to listen up.

Overall wellness isn't just about cranking out squats at the gym, it's about balancing the mind and body so that every part of you works in harmony.

Here's how →

The *[STUDIO NAME]* Mandala *[Challenge/Journey]*

The Mandala *[Challenge/Journey]* is a holistic mind-body experience designed to help you target the four core areas of wellness.

That's *[XX WEEKS/CLASSES]* of

*BULLET POINT ABOUT COMPONENT 1*

*BULLET POINT ABOUT COMPONENT 2*

*BULLET POINT ABOUT COMPONENT 3*

*BULLET POINT ABOUT COMPONENT 4*

#### DATES

*[insert dates]*

#### PRICE

*[PRICE]*

If you're ready to welcome wellness into your life this *[fall]*,

Take the *[STUDIO NAME]* Mandala *[Challenge/Journey]*

Sign up here → *[LINK]*

#### News feed link description

Take a holistic approach to fitness that will finally get you the results you've been looking for.

## INSTAGRAM POSTS

### POST 1

### *Pre-Launch*

We've got a little surprise brewing here at **[STUDIO NAME]**. 🎁🎁

If you're feeling burned out, exhausted, or like nothing you do is getting you the body that you're busting your tush for, read on, this is for you



A lot of the time when you aren't getting results it's because the rest of your routine and life isn't in balance. ⚖️

So...we've come up with a special **[challenge/journey/experience]** to help you target the four cores of wellness in just **XX** weeks. Walk away feeling and looking healthier, stronger, and fitter than ever. 💪

Click the link in our bio to sign up for our email list so you're the first to know when this challenge goes live! ✨

Psst.

Tag your friends. You *\*might\** get a little something for every friend you refer. 📺

## INSTAGRAM POSTS

### POST 2

## ***Challenge Announcement***

We're excited to announce that we've got the solution to your BIGGEST wellness problems. ✨



\*Drum roll please\*

Presenting the *[STUDIO NAME]* Mandala *[Challenge/Journey]*

*[DATES]*

### **If you want to:**

- Dash up the stairs without feeling out of breath
- Chase your kids (or grandkids!) in the park without feeling old
- Kiss your aches and pains goodbye
- Feel clean and energized inside out
- Look and feel healthy, fit, strong and BEAUTIFUL.

Over the course of XX weeks, we'll be honing in and targeting the four core areas of wellness with:

**PLAY**- Get your blood pumping and your metabolism ROARING to get that stamina up and that scale down.

**NUTRITION** - You only get out what you put in, so fuel your body the right way to maximise energy, and look and feel better than ever with a custom nutrition plan.

**SELF-CARE** - Reconnect your mind and body as you flow between asanas, and become present as you let all the stress and anxiety slip away.

**{MODALITY}** - Our *[STUDIO NAME]* signature classes to give you great posture (buh-bye back pain), and strong, lean muscles. Strong is the new beautiful, baby.

If this sounds like your cup of matcha, check out the link in the bio for more details. ✨

Psst.

Tag your friends. You get \$20 of studio credit for every friend you refer, and the challenge for free if you refer 3! 🎁

## FACEBOOK POSTS

### POST 1

#### ***Pre-Launch***

We've got a little something up our sleeves.

We're talking:

- + Stamina that skyrockets, and scales that drop
- + An energy boosting plan designed to rev up that metabolism
- + A calm, clear, anxiety-free mind that keeps you feeling grounded
- + Long, lean muscles that are both strong and beautiful.

If ANY of that's on your goals for the year, here's your shot to make all four come true.

We've got something special coming up to help you take a well-rounded, holistic approach to your wellness routine.

If that sounds up your alley, click here → [\[LINK\]](#)

And get on to our email list so that you're the first to know when we go live!

Psst.

Tag your friends. You *\*might\** get a little something for every friend you refer.

## FACEBOOK POSTS

### POST 2

### ***Challenge Announcement***

We're excited to announce that we've got the solution to your BIGGEST wellness problems.

The **[STUDIO NAME]** Mandala **[Challenge/Journey]** is a holistic fitness program that runs from DATE to DATE. Over the course of **XX** weeks, we'll be honing in and targeting the four core areas of wellness with:

**[PLAY]** - Get your blood pumping and your metabolism ROARING to get that stamina up and that scale down.

**[NUTRITION/WELLNESS CLASS]** - You only get out what you put in, so fuel your body the right way to maximise energy, and look and feel better than ever with a custom nutrition plan.

**[YOGA/SELF-CARE/MEDITATION]** - Reconnect your mind and body and become present as you let all the stress and anxiety slip away.

**[YOUR MODALITY]** - Our **[STUDIO NAME]** signature classes to give you great posture (buh-bye back pain), and strong, lean muscles. Strong is the new beautiful, baby.

If you want to:

Dash up the stairs without feeling out of breath

Chase your kids (or grandkids!) in the park without feeling old

Kiss your aches and pains goodbye

Feel clean and energized inside out

Look and feel healthy, fit, strong and BEAUTIFUL.

You need the **[STUDIO NAME]** Mandala **[Challenge/Journey]**

If you're ready for well-rounded health, go to → **[LINK]**

Psst.

Tag your friends. You get \$20 of studio credit for every friend you refer, and the challenge for free if you refer 3!

## FLYER COPY

Lose weight.

Fix your diet.

Relax your mind.

And, build a strong, beautiful body. In just **XX** weeks.

Wellness is about more than just the number of squats you do.

Join us as we take a more holistic approach to wellness this fall.

The **[STUDIO NAME]** Mandala **[Challenge/Journey]**

**[MANDALA IMAGE]**

**[Dates]**

**[Price]**

Sign up or get more info by **[INSERT SIGN UP INSTRUCTIONS]**

## EVENT COPY

### MEDITATION EVENING

Success is premeditated. Join the *[STUDIO NAME]* for a night of meditation, goals, and setting intentions for wellness.

### A NIGHT OF SELF CARE

Find yourself slipping slowly but steadily down your priority ladder? Join us for a night of self care as we help you climb back up, rung by rung.

### SATURDAY MORNING OF PLAY

Get ready to kick off the weekend with some serious fun. All you need to do is bring yourself and your sense of humor.



THE  
***Revenue  
Remedy***

Questions?

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**SUPPORT@STUDIOGROW.CO**