



Sharing Your Three Step Process

Description: Explain bite-size information that positions you as an expert in your niche.

Thought Leader Content

Step 1: What is your direct offer? We want you to be selling NOW!

You're selling YOU—your **signature transformation**, driven by your 3-step process.

Step 2: Follow the 4 email topic outline that uniquely position your process.

Here are 4 example email topics for the month that build trust and likability:

- **Email 1:** The A → B transformation and why it matters (previewing your 3-step process)

Step 2a: The A → B Transformation (Meditation Teacher)

From: Frazzled, reactive, overstimulated, disconnected from self

To: Grounded, intentional, responsive, in tune with inner calm

- **Email 2:** Reveal the name of your 3-step process + dive deep into Step 1

Step 2b: The ARC Method (3 Step Process)

A – Anchor the Body

Reconnect to the breath and body through micro-meditation and somatic grounding.

R – Regulate the Mind

Quiet the internal noise by introducing gentle awareness practices that reduce mental chaos.

C – Commit to Presence

Establish a flexible, sustainable meditation habit that brings mindfulness into everyday moments.

- **Email 3:** Share Step 2 of the process and teach/share story
- **Email 4:** Share Step 3 of the process and strong invitation to work with you

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook:
- Share a story from your past:
- Share how this relates to your business:
- Share the teaching point/s you want to make. (The transformation and why it matters)
- Leave your audience with a question to ponder.
- CTA (see step 4)

Step 4 CTA - What do you want people to do next?

👉 Hit reply and tell me your favorite way to *ground* yourself before the day begins.

👉 Alternatively, direct them to a blog, video, or offer that shows more of your process in action or your services/offers for support.

Sample Email 1 - Transformation + Tease ARC Method

Subject Line: You weren't meant to hold all this.

Preview Text: What if you could access calm?

Hi [FNAME],

You weren't meant to carry this much stress. (None of us are!): All the tension, the mental spinning, and the holding-it-all-together energy that never lets you rest.

My clients are high-capacity humans (leaders, creators, caregivers). But underneath the competence and control? They're often on the edge of burnout.

They've tried meditating and using the apps.

They've even gone to yoga retreats, but once "real life" kicks back in, they're overwhelmed all over again.

Here's the truth: You don't need *more* pressure to fix yourself.

You need a practice that meets you where you are, not where the next Instagram influencer says you should be.

That's why I created the **ARC Method**: A simple 3-step approach to meditation and nervous system care for real life.

It's helped my clients go from anxious and disconnected to calm and present, without needing to sit still for 20 minutes or escape to a cabin in the woods.

Over the next few emails, I'm going to walk you through the ARC Method so you can start experiencing this shift too.

Here's what you'll get:

- ✓ The full 3-step ARC framework
- ✓ Easy, micro-practices you can start using immediately
- ✓ A grounded reminder that peace isn't something you earn, but it's something you return to

What would your life feel like if you weren't constantly bracing for the next thing?

Stay tuned, because in the next email, I'll reveal the ARC Method and show you Step 1, the foundation for calm.

NAME

P.S. Hit reply and tell me: **What part of your life feels most overwhelming right now?**
(I'm listening — no judgment.)

Sample Email 2 - Reveal ARC + Teach Step 1

Subject Line: Step 1 of the ARC Method

Preview Text: Anchor the Body

Hi [FNAME],

Most meditation approaches skip the most important part: **the body.**

But here's the thing, We can't think our way into calm.

We have to *feel* your way back into it.

That's why Step 1 of the **ARC Method** is: **Anchor the Body**

Before we can regulate the mind or be present with our emotions, we need to return to the physical: to the breath, the belly, the feet, the here and now.

What does anchoring look like in real life?

It's:

- 60 seconds of deep breathing in the car before walking into a meeting
- Feeling your feet on the ground while waiting in line at the grocery store
- One hand on your heart before opening your inbox

These are micro-moments of safety and presence.

They don't require silence, incense, or a perfect morning routine. They just require that you show up, as you are, for one breath at a time.

When you're anchored, here's what shifts:

You stop reacting from panic and start responding with presence

You feel less like you're floating in chaos

You begin to build a felt sense of safety inside your body

And that's what meditation is really about: Not escaping your life, but reinhabiting it.

In the next email, we'll explore Step 2 of the ARC Method: **Regulate the Mind.**

Until then, I invite you to try this: Put your hand on your heart and take 3 deep breaths. This is anchoring, and this is the beginning first step of your new calm.

NAME

P.S. What gets in the way of you anchoring in the moment? Reply and let me know, I'd love to help you name it.