**Email blurbs for New Runner Tips**

**Intro Email:**

You’ve seen those “crazy” people run outside, and now you’re thinking you might actually want to be like them! Simply getting to this first step by making the decision to start running is fantastic ☺ This email campaign is designed for YOU – each week will provide a tip for people like you who are new to running.

**Week 1 Go Slow**

The first tip to starting off with running is, go as slowly as you possibly can! The worst thing a new runner can do is try to run too fast. Read more to learn how to properly plan out your new running regimen throughout the week. Practice makes perfect! Stay tuned for next week – *Food is Fuel.*

**Week 2 Fuel the Machine**

Today’s tip is on how to fuel your body for running. We will list out foods you should eat as well as how many hours you should eat before a run and after a run for recovery. This is super important and can really make a difference with how much energy you have and maximizing your performance.

**Week 3 Function, Not Fashion**

Now that you’ve got the fueling food down, it’s time to get the functional fashion down! If you’re serious about making an effort to run on a regular basis, make the investment to purchase one good outfit. This week will explain how to look for proper shoes, dry wick clothing, and a good sports bra for women. If you dress for success at work, shouldn’t you do the same for your workouts?

**Week 4 Make it Fun**

How are your legs after giving running a try? This is the last week of *New Runner Tips* and the topic is pretty simple – if you have a way to keep your run interesting, you will keep at it! Here, we introduce some new “toys” to keep you motivated and accountable during your runs. Now the rest is up to you. Allow yourself time to be a beginner – ease into it and find what works best for your body and your schedule.