**Email blurbs for Optimal You**

**Introduction email:**

Welcome to this four-week email campaign, *Optimal You*. *Optimal You* is all about starting off the new year with your best self forward. Each week will focus on better nutrition, consistent exercise, stress reduction, and better sleep. You may notice that these topics are not anything new, but that’s the point! There is no secret to achieving the Optimal You. This campaign will simply unlock things you already know, and help you to actually put it into practice. All it takes if your commitment. Are you in?

**Week 1 Better Nutrition in 2015:**

Have you lost the art of cooking? Is cooking now a chore that must get done to simply move on the rest of the day? Now is the time to change the way you see cooking because that is how you will change the way you approach healthy eating. Commit to putting time and effort into cooking a balanced meal *and* preparing a couple snacks per day. Read more to learn how to achieve better nutrition in 2015.

**Week 2 Consistent Exercise in 2015:**

We all want better energy, improved mood, lowered risk of health problems, and that all can be achieved through exercise. No one is asking you to run a marathon or become a bodybuilder, but that does not mean you can neglect consistent, purposeful exercise each day. This week will teach you some practical physical activity tips to make your exercise goals attainable this year. However, the start of a commitment begins with a positive mindset and the power is in your hands.

**Week 3 Stress Reduction in 2015:**

Managing stress is about taking charge or your thoughts, emotions, schedule, environment and the way you deal with problems. This week will provide valuable, practical ways to deal with stressful situations. It will also help you become more aware of how you react to stress: foot on the gas, foot on the brake, or foot on both?

**Week 4 Better Sleep in 2015:**

How many hours of sleep are required for a healthy adult to function at their best? Did you know poor sleep could actually lead to weight gain? Sleep is essential to your overall health, and definitely critical in helping you achieve the optimal you! This week last week wraps up the entire email campaign and the onus is on you to keep working on the topics from the previous weeks!