

Email 1: (pre-launch)

Subject line: Can I tell you a secret?

Hi there FNAME,

You know those accounts you follow on social media that you can't help but admire (and maybe be a little envious of...)?

👉 They've got beautiful branding, a healthy number of followers, and killer engagement on all their posts.

👉 They provide helpful info for their audience... but they *also* promote their services, WITHOUT being super slick or sales-y.

At first glance you might think: *If they can do it, I can too!*

But when you sit down to actually write something?

Nothing comes to you. You struggle and sweat over one post for hours. Or, you never actually sit down to write something... *because you just don't have the time.*

After all, you're a little busy being an entrepreneur running a business AND a practitioner helping your patients to live healthier lives... not to mention a mother/father/partner/sister/best friend/you-name-it...

Let me tell you a secret: **all those other functional medicine practitioners that seem to magically have amazing social media content?**

THEY DON'T WRITE IT THEMSELVES.

They learned long ago that in order to grow their business through social media, they've got to invest in expert help. They outsourced their social media management and haven't looked back since.

Of course, paying for social media management is expensive. Yeah, we're talkin' over \$1,500 a month.

Which is why I've decided to create a brand-new solution for all your social media content needs, for a fraction of the price. *Drum roll, please...* 🎪

The Functional Media Content Bank! ✨

The Functional Media Content Bank is an unending supply of daily done-for-you social media posts, all written by a certified FMCA Health Coach & social media expert (yours truly!).

I created the Functional Media Content Bank to help you:

- 💡 cut through the overwhelm, self-doubt, and analysis paralysis that comes with formulating social media content & strategy
- 💡 be recognized as (and feel like!) the authority you know you are on Instagram and Facebook
- 💡 cultivate your community and help more people live healthy lives by sharing highly persuasive and educational social content

...*Without* having to spend a ton of money on social media management.

The Functional Media Content Bank opens for enrollment tomorrow, so keep your eye on your inbox! I'll also be sharing some sweet limited-time bonuses as a special treat for people who sign up within the first two weeks!

For now, I want you to take a moment to think about what the Functional Media Content Bank could do for you and your business.

If you're ready to always know what to post to get people interested in you and your business, and post CONFIDENTLY knowing you've got a rock-solid social media strategy in place...

Then you won't wanna miss tomorrow's email, FNAME. ❤️

Chat soon!

Melanie

Email 2: introduce program on day of launch

Subject line: So excited to share this with you!

Guess what, FNAME?!

The Functional Media Content Bank is officially open for enrollment 🎉

[Click here to learn more and enroll in the Functional Media Content Bank!](#)

I designed the Functional Media Content Bank to help you...

- 👉 post on social media with confidence, and know you're doing it with rock-solid strategy and purpose.
- 👉 persuade followers to use your services, and ALSO provide free information to those who can't afford your services.
- 👉 have more time for what really matters—running your business and helping people live healthier lives.

And FNAME, this is NOT your standard plug-and-play social media template service.

All Content Bank posts are delivered to you 99% complete, with a hook, call to action, and strategized hashtags and emojis. Just add your biz details and you're good to post on Instagram and/or Facebook!

Can you imagine the kind of time and energy you'll save with the Functional Media Content Bank?

The basic package includes:

- ✓ 30 done-for-you social posts, delivered every month
- ✓ Monthly strategy overview
- ✓ Training to implement your Content Bank posts quickly & easily.

[>>> learn more about the basic package](#)

Advanced members receive all of the above, *plus*:

- ✓ Images for EVERY post
- ✓ Two blog posts a month
- ✓ Four newsletters a month

[>>> learn more about the advanced package](#)

And as a special thank you to those who enroll now, I'm offering a couple of sweet bonuses valued at over \$400—all yours for *free!* 🙌

[Check out the Functional Media Content Bank now](#) for more deets on those bonuses and to see if joining is the right choice for you... don't worry, FNAME, you can cancel anytime!

Have a great day,
Melanie

P.S. Know a functional medicine practitioner or naturopathic physician who would l-o-v-e to never worry about their social media content again? Go ahead and forward them this email. They can thank you later ;)

Email 3: social proof

Subject line: 👉 I want THIS for you, FNAME...

Imagine if it was *you* saying this, FNAME...

"Since working with Melanie, my practice has grown in ways I couldn't have imagined. Melanie allowed me to be seen and heard which not only grew my practice, but my

presence. What was once a burden to market my practice, has become a blessing because of Melanie! Thank you for helping me be seen. —Dr. Sara C., Functional Medicine Doctor

"Working with Melanie makes running my business easier. The content is all my own... but it now only takes about 30-60 minutes per month of my input. I could never have done that independently—I am saving hours per week on social media content production and management!" —Brie W., Licensed Acupuncturist

But maybe you're just as uncertain as Brie once was, who said: *"I was initially skeptical that someone who was not practicing functional medicine could possibly convey my message as well as me."*

As a former Health Coach turned social media strategist, I've written well over 11,500 social captions for a wide variety of Functional Medicine practitioners, Naturopathic Physicians, and health coaches.

Here are just a couple of the wins my clients experienced once they started to work with me...

👉 Dr. Lacey C. doubled the number of her initial consults, grew unique visitors to her site by 803% and page views by 603% **in just FOUR WEEKS.**

👉 Dr. Amy K. got two new patients from Instagram in just **ONE WEEK.**

And you know what Brie says now? ***"The only thing I regret is not having started sooner!"***

If you're tired of...

- ❌ Wasting countless hours wondering what to write.
- ❌ Laboring over your posts, only to post to absolutely crickets.
- ❌ Posting without strategy or intention, keeping your following lackluster and your engagement abysmal.
- ❌ Staying in analysis paralysis when searching for information on how to use social media effectively to grow your business.
- ❌ Continuing to be frustrated that you can't be consistent.

You should check out the [Functional Media Content Bank >>>](#)

All the posts are completely written for you—all you've gotta do is plug in your business details and schedule.

Plus, you can cancel anytime, so there's really nothing to lose, FNAME 😊

Yours in health & happiness,
Melanie

Email 4: product offering email

Subject line: Your new social media solution 🙌

Hey FNAME,

If you haven't had a chance to check out the Functional Media Content Bank yet...

1. What're you waiting for?! [Check it out here >>>](#)
2. If you'd rather stay here, no worries—I'm gonna give you all the details right in this email so you can decide if it's exactly what you need to level up your social media! Let's get into it...

👉 **“What is the Functional Media Content Bank?”**

It's an unending supply of daily done-for-you social media posts, all written by me—a certified FMCA Health Coach & social media expert. There are two different membership options: basic and advanced.

Every month, basic members receive:

- **30 done-for-you social posts** delivered to you 99% complete, including a hook, CTA, hashtags, and emojis, and ready to be posted to Instagram and/or Facebook—simply plug in your biz details, tweak as much (or as little) as you want, and hit publish.
- **Monthly calendar overview** of your social media strategy. Posts are planned using social media persuasion techniques to promote your biz and brand as well as educate your audience.
- **Supportive training** on everything you need to know to use the Content Bank effectively.

Advanced members receive all that, PLUS:

- **Images for every post** that you can easily update to your brand colors and/or logo in less than ten minutes a month (training included!)
- **Two blog posts a month** to give your readers even more value by diving deeper into functional/naturopathic medicine topics. 100% written for you, all you need to do is plug in your biz details and schedule!
- **Four newsletters a month** to nurture leads and build your list. Again—100% written for you, all you need to do is plug in your biz details and schedule!

👉 **“What results can I expect after I enroll?”**

After joining the Content Bank, you'll:

- always know what to post to get people interested in you and your business, and post CONFIDENTLY knowing you've got an effective strategy in place.
- feel good for taking action for the health of your business.
- write posts in a fraction of the time, so that you can focus on the parts of your business that you enjoy (like helping patients).

- cultivate your community AND give valuable information to those in need of it.
- feel like the authority you know you are AND be recognized for it by others.

👉 **“How much does it cost?”**

For a basic membership: \$99/month. (valued at \$1,500/ month!)

For an advanced membership: \$169/month. (valued at \$2,300/month!)

Oh, and you can cancel anytime, no questions asked!

👉 **“Anything else I need to know?”**

Yeah, you'll also get some pretty sweet bonuses if you sign up now! Like my...

- **Expertly crafted hashtag list** with 500+ health-related hashtags so your dream audience can find and follow you with ease!
- **Health Strategy Calendar** with important annual events and holidays so you can plan ahead and create bonus content for your audience.
- **BONUS trainings:** The 90-Day Social Media Acceleration Plan & 5 Hacks to Boost Organic Engagement.

Valued at \$400+... but yours for free!

Sound like just what you're looking for to level up your social media, FNAME? Awesome, [learn more and enroll in the Content Bank here! >>>](#)

If you've got any questions about the Functional Media Content Bank, you can [check out the FAQ here](#). Or, hit reply to this email—I'd be happy to chat more about if the Content Bank is right for you :)

Cheers,
Melanie

Email 5: show value through emotional benefits and features

Subject line: You deserve great social media, FNAME

Listen, FNAME, you and I already know that social media is vital to...

- ✓ build industry authority
- ✓ connect with your community
- ✓ *and* gain new patients

But it also costs a pretty penny.

Which makes sense—after all, this is the stuff that gets you seen by exactly the sort of people you're here to serve and help.

I understand that not everyone can (or wants to) sink loads of money into social media.

The thing is, I don't think that should stop you from having social content that helps your current patients stay in-the-know AND persuades new followers to start using your services.

That's why I've created the Functional Media Content Bank.

Over the past four years, I've heard so many functional medicine practitioners tell me...

👉 *"I waste countless hours every month wondering what to write for social media. I just don't have the time for this!"*

👉 *"Even when I put tons of effort into my captions, I hear absolute crickets when I post. It's so demotivating!"*

👉 *"I'm overwhelmed by all the info online—how can I possibly put together an effective strategy for my social media if I don't even know where to begin?!"*

The Functional Media Content Bank solves all that for you. You'll receive 30 completely done-for-you social posts a month—I'm **talking fully-written, highly-informative, fact-checked functional medicine social posts** that provide real value to your followers and inspire them to learn more about your services.

After joining the Functional Media Content Bank, you can expect to...

✨ Always know what to post to get people interested in you and your business, and post CONFIDENTLY knowing you've got a solid strategy in place.

✨ Feel good about taking action for the health of your business.

✨ Write posts in a fraction of the time, so that you can focus on the parts of your business that you enjoy (like helping patients).

✨ Cultivate your community AND give valuable information to those in need of it.

✨ Feel like the authority you know you are AND be recognized for it by others.

✨ Gain enough exposure to be invited to speak at events and on podcasts.

If this sounds like just what you're looking for, be sure to check out the [Functional Media Content Bank](#) to learn more and enroll. And don't worry, you can cancel anytime. (Though I don't think you'll want to once you get access 😊)

[You can learn more and enroll here >>>](#)

Have a great day,
Melanie

Email 6: address objections/FAQ

Subject line: Did I read your mind, FNAME?


I know what you're thinking, FNAME...

*"Will the Functional Media Content Bank ***really*** work for my business?"*


Over the last few days, I've chatted with many of you about the Functional Media Content Bank. It's been so exciting to watch people join and already start to enjoy the benefits of having all their social media content off their plates.

But of course, lots of questions have come up, too. So to help you decide if the Functional Media Content Bank is for YOU, I've put together all the questions I've been hearing most...


 **"Melanie, do you really know how to talk about health topics from a functional medicine or naturopathic medicine perspective?"**

 You bet—as a certified FMCA health coach, I know what I'm talkin' about. To see what I mean, [check out some sample posts from the Content Bank here!](#)

 **"What kind of posts can I expect to get with the Functional Media Content Bank?"**

 The Content Bank is strategically organized to provide a balance of both persuasive and informative posts meant to both enrich your followers lives and build the sort of trust that convinces them to become your next patient. You can expect posts like:

- **Engagement-driving posts** that ask strategic questions to elicit comments from your audience.
- **Quotes and inspirational messages** written around health topics to delight, inform, inspire, and engage your followers.
- **Popular "holiday" and themed posts** like Earth Day, National Taco Day, Women's Health Week, and more.
- **Value-driven educational content** written from a functional medicine/naturopathic medicine perspective, such as:
 - Specific supplements and/or nutrients (a great way to link to any supplements you may sell).
 - Lifestyle posts around sleep, nutrition, stress management, exercise/movement, and more.
 - In depth posts about the gut, adrenals, thyroid, sex hormones, autoimmunity, and other common core topics in functional medicine/naturopathic medicine.
 - 1-2 posts a month about advanced lab testing.
 - The difference between functional/naturopathic medicine and conventional medicine.

 **"What if I don't like it? I've been burned before, and I don't wanna get locked into a pricey contract."**

💡 Been there, FNAME. Which is why you can cancel your membership to the Content Bank anytime, no questions asked.

💬 **"How is this different from other social media templates available elsewhere?"**

💡 Unlike social templates available elsewhere, the Functional Media Content Bank is written by a certified FMCA Health Coach (me!), FROM a functional medicine perspective. Plus, most other products available on the market still require you to spend a lot of time writing and filling in your content. Posts from the Content Bank ONLY require that you put in your business name and phone number, that's IT.

💬 **"Won't I sound like everyone else who's part of the content bank?"**

💡 You're free to use content bank material as is, or edit to add your own sense of voice and personality.

💬 **"Well then isn't this going to take a lot of my time?"**

💡 The content bank is NOT a template service. You really only have to plug in your business details, and you're ready to go. You can tweak as much or as little as you want. Plus, you can outsource to an admin assistant or VA—even if they know nothing about functional medicine.

💬 **"I'm not tech-savvy enough."**

💡 The content bank is built to be as simple and time-saving as possible: simply put in your business details and you're all set! Plus, all members get access to detailed supportive trainings that walk you through everything you need to know to implement posts from the Content Bank.

💬 **"I'm not a good writer."**

💡 Good news: you don't need to write anything! You only need to make minor edits if you want to make it your own, but it's not necessary. Everything will be done for you, just plug in your business details when applicable.

If you have any other questions about the Functional Media Content Bank, my inbox is open! Just hit reply to this email and we can chat more to decide if joining the Content Bank is the right next step for you and your functional medicine biz :)

And remember, FNAME: you can cancel anytime. Why not give it a try?

To learn more and enroll in the Functional Media Content Bank, [just click here >>>](#)

Yours in health & happiness,
Melanie

Email 7: fears and personal story, last call

Subject line: Dread posting on social media? Read this!

Hey FNAME,

Any of this sound familiar when it comes to your social media?

1. When you sit down to write, nothing comes to you. You could sit for hours and *nada*.
2. When you **do** have an idea, you don't have the time to write it (you're kinda busy running a business and changing people's lives after all).
3. Even when you have a good idea *and* the time to write it all out, you feel totally overwhelmed trying to figure out the best image, format, hashtags, etc... so you either give up or post it and hear only crickets.

Ugh—I've been there.

Back when I was a Health Coach and Office Manager at a start-up Functional Medicine Clinic in 2015, we had had enough of trying to write our own social media content.

So we hired an agency to create content for our social media, and at first, it was amaaaaazing to have content creation off our plates! We felt like we finally had the time and energy to focus on onboarding new patients and growing the business... 🥳 ****cue happy dance**** 🥳

Then one morning we received a few calls from our current patients, saying: *"I'm confused, you told me that I shouldn't eat bread because of the gluten, but I just read a post on your Facebook page which said that whole grains, like whole wheat, are good for me..."*



Here's the thing: while that agency may have known a thing or two about social media strategy... it turns out they knew NOTHING about functional medicine. This was a pivotal moment for me, when I decided to create Functional Media!

I knew there were functional medicine and naturopathic medicine practitioners out there in need of high-quality social media content who didn't even know where to begin when it came to social media strategy, much less have the time to write it themselves.

I also knew that they needed someone who **actually** understood functional medicine and could write about health topics from that perspective.

And since then, I've written over 11,500 social captions for a wide variety of Functional Medicine practitioners, Naturopathic Physicians, and health coaches.

That being said, I know not everyone can (or wants to!) spend thousands a month on social media management.

But that doesn't mean you can't have incredible social content that provides valuable info to current patients *and* helps you find new clients.

That's why I created the Functional Media Content Bank—your new solution for social media content that converts, all completely written for you.

If you've been seeing my emails and think the Content Bank might be **exactly** what you need to level up your social media game and grow your functional medicine business, I encourage you to [check out the Content Bank here >>>](#)

Because here's the thing, FNAME...

You don't have to dread posting on social media. Instead, you can harness the power of Instagram and Facebook to grow your client base, nurture your existing patient relationships, and provide quality information to those in need who can't afford your services.

It's all within your reach—to learn more and enroll in the [Functional Media Content Bank, just click here.](#)

And remember, you can cancel anytime. Plus, if you enroll by the end of today, you'll receive some sweet bonuses to help you up your social media game, too. (Valued at over \$400, yours for free!)

Can't wait to see you inside the Content Bank! ✨

Yours in health & happiness,
Melanie