

FULL LAUNCH COPY

Bree was finally ready to launch her passion project: a monthly membership for women who were looking to take the reins in their health and build confidence in navigating their wellness. In addition to the sales page found on my main portfolio page, I also wrote her 10 email launch sequence as well as her social media captions for her launch. This was a collaborative project. I handled all copy while a local web designer and brand strategist led the visual elements.

THE EMAIL PLAN:

Email #1 - Product Tease

Email #2 - Product Reveal "Cart is open tomorrow"

Email #3 - Cart is Open

Email #4 - talk about what ideal audience's experience has likely been like working with allopathic doctors (and how different it will feel inside the membership)

Email #5 - 80/20 Principle (show them how small changes can make a big impact) (include testimonials)

Email #6 - Cart is only open for 1 more week / navigating the health world alone vs with community/Bree's help

Email #7 - Paradigm shift (how they can shift from fear based approaches to health to confident, hope filled approach to health)

Email #8 - Cart is only open for 24 more hours

Email #9 - Cart is closed

Email #10 - Re-open cart for 24 hours

THE INSTAGRAM PLAN:

2 weeks of strategic caption and story copy that ran alongside her email campaign.

Monday, July 8 — Problem Awareness (*cart closed*) Reel: "How Instagram holds us back in our health" + 10-slide story set seeding curiosity and polling the audience

Tuesday, July 9 — Values & Origin Story Reel: Bree's holistic health journey + story set building anticipation with a teaser link

Wednesday, July 10 — Problem/Solution + Cart Open Carousel: "I'm not leaving Instagram, but I'm making changes" + story set revealing the membership with an emotional DM story

Thursday, July 11 — Membership Deep Dive Story set only: Avatar identification, pain points, membership benefits, and social proof

Friday, July 12 — Anti-Values / Dream Client Reel: "I actually don't want a quick fix" + story

LAUNCH EMAILS

Bree's emails needed to do two things: reconnect with her subscribers, and sell the click. Her sales page would do the heavy lifting, and her emails would use story-based copy to build connection and curiosity. Did I mention she got 53 new members on an 800 person email list?

EMAIL 1: PRODUCT TEASE

Subject Line: What 6 miscarriages in 12 months taught me

Snippet: I used to think instagram had it all...

Body:

It's been awhile since I sent an email, (name), but I've got big news for my fellow against-the-grain thinkers.

And I'm taking it off the 'gram. Which is what brings me to your inbox.

You may already know this story:

I had 6 miscarriages in 12 months. It shook me to my core, but it also led me to start this account in 2022. Instagram became the place where I shared about how I became my own doctor, how I used food to reclaim my fertility, and how I'm raising a pharmaceutical free child.

But this part you might not know yet:

Ever since starting my Instagram account, so many women have reached out for help. Women feeling unseen by their doctors.

I've had messages from women during painful times.
I mean, actual DMs while they're in the middle of a miscarriage.
Racing to the hospital. It shattered my heart each time.

I knew something had to change. Sharing posts wasn't enough. I saw the gaps and felt the urgent need to do more. So I've been working on something special behind the scenes. Something that goes beyond the bits and pieces of health advice you get from instagram.

This platform gives tidbits of information, fragments of community, and the truth is...

More is needed for the women who want to live ancestrally. And now I can say:
more is coming!

I've never done anything like this before, and I never thought I would, because I thought instagram had it all!

Watch your inbox tomorrow!!!

-Bree

PS: Here's more on the hunt for health advice on instagram, and how it's not working: (link to Monday's reel).

EMAIL 4: NURTURING THE SALE

If you can say what your audience is already thinking in their head, you've got hard hitting sales copy. This email served to recognize the experience of being brushed off by Dr's and to position the membership as a safe space to get guidance that aligns with your values.

Subject: When your doctor just doesn't get it
Snippet: And where to look next

****Hey there,****

Ever felt brushed off by a doctor? You go in hoping for answers but walk out with just a pat on the back and a prescription you didn't really want. Unheard. Issues, shelved.

"Your blood work is normal," "It's just stress," or "Let's try this pill."
It's frustrating and it feels like they aren't listening or seeing you.

I've been there. Misunderstood. Hopeless. After numerous disheartening appointments, I realized a profound truth.

It was up to me.

If I wanted to get my health back the way I defined it, I needed to take the reins.

And I needed to help other women get what they weren't getting from their doctors appointments.

Meet the Ancestral Wellness Membership. This isn't just another health forum. It's a rebellion against the standard "just take this pill" approach. It's about truly being heard.

Want to know how to talk to your doctor, what tests to ask for, or what alternatives to consider before filling that prescription?

Join us. This is a space where nobody rolls your eyes at your food choices, your wellness routines, or your choice to go the long route to wellness.

If you've already joined, I can't wait to connect with you. To dive deep. To celebrate victories and solve puzzles together. If not, consider stepping into a circle that is ready to empower you with resources, research, and community.

Curious? Check out this [\(link\)](#) to see what it means to take back control in your health.

-Bree

EMAIL 5: THE 80/20 PRINCIPLE

The 80/20 email serves to help the reader see that with small changes they can reach their goals. It positions the membership as a small, easy step to take in the right direction.

Subject Line: How I reduced my mental load by half

Snippet: One of the most important lessons I've learned

Now for one of the most important lessons I learned after thousands of hours of health research...

Small changes over time create a bigger impact than huge overhauls in your health.

It's actually got a fancy name - the Pareto Principle, and it says that 20% of your actions create 80% of your results.

Wanna know why this was a game changer for me?

Because after trying to do it all at once, the mental load was insane. My health suddenly felt like a full time job to me.

The truth is: You can do anything, but you can't do everything.

And there's no need to revamp your life overnight.

The Ancestral Wellness Membership helps you develop the baby steps that add up to big health wins.

We're talking tiny tweaks, massive payoff, and no overwhelm. Because overwhelm is like a stick in your bike wheel, and nobody wants that.

For the cost of a few coffees (\$20 a month to be exact), grab our playbook showing you how to know which steps to take first, and how to layer your habits slowly over time.

Curious about the perfect small step to start with? Hit this [\(link\)](#) to learn more.

-Bree

EMAIL 10: CART RE-OPEN 24 HRS

What would an email campaign be without a “cart is reopened” email?! This gives readers one last chance, capitalizes on scarcity, and nudges them to finally make the decision.

Subject: Cart Re-Opening for 24 hours!
Snippet: Here's your shot if you missed it

I got flooded with messages after closing the cart.
“I missed it!” “Can I still sign up?”

Well, here's your chance. I've swung the doors back open for 24 hours only. This is your last chance till (reopening month)!

For those of you who DM'd me in a panic, I didn't want you to miss out on something this extensive.

If you're tired of

- Feeling lonely in your journey
- The limits of mainstream medicine
- Fear-based approaches to health
- Not feeling truly heard by your doctors

You've got till (date, time, time zone) to jump in.

Join us if you want to:

- ➔ Confidently take leadership of you and your family's health
- ➔ Leave behind fear, not being heard, and the limits of mainstream medicine
- ➔ Journey alongside hundreds of other women inside a drama-free, go-to facebook group
- ➔ Develop the wisdom and discernment you need for your wellness

No more feeling unheard by doctors. No more piecing random health advice from the internet and social media. It's all here in one vibrant, supportive community.

This is it. No extensions. After today I'll be switching my focus 100% to the women inside the membership.

You've got until tomorrow at (time, time zone). (Join us now!)

Hope to see you inside!

-Bree

LAUNCH CAPTIONS



How Instagram holds us back in our health ↓

breebrun I had five miscarriages in 12 months, and it shook me to the depths of my core. It led me to start this account in 2022. Instagram became the place where I shared about how I became my own doctor, how I used food to reclaim my fertility, and how I'm raising a pharmaceutical free child.

I've had hundreds of women tell me that I've helped them in their health and fertility journey, and for that I am honoured.

But lately I've been thinking about the ways Instagram holds us back in our health as well.

Let me explain.

I don't just post and ghost - I know what it's like to be on this app. You hear a solid piece of health advice, you read the supporting research articles.

And then, you hop back into Instagram.

We all know what happens next. The moment you scroll further you find a conflicting idea that leaves you feeling confused. Confused women are not empowered women.

We follow hundreds or thousands of accounts, our brain flipping from interior design to politics to parenting, and back to wellness, and we never really get anywhere.

There's another big thing Instagram is missing, for those of us who are looking to make positive shifts in our health: community.

Sure, you can comment, share, and like. But does anyone truly know your health journey here?

The goal with this caption was to plant the seed that Instagram is not a place for research, and that real community is needed.

You get a like or a comment reply, but never from the same person twice.

Some of you crunchy mamas come here looking for solidarity and answers. You scroll, hoping to find an answer that sticks.

But the truth is: Instagram gives you bits and pieces. Tidbits of information, fragments of community. Not exactly a recipe for trusted, consistent guidance.

If you: leave Instagram feeling unsure which health information to follow wish you could actually be real life friends with [@herbalmama91](#) because her comment legit helped you but don't want to turn to the conventional medical system as an alternative

You're not alone. I've been feeling the same, and I've found a solution.

🌟 Tell me in the comments: have you been craving a steady community for health talk? A space where you can meet the same folks every time you visit, without the noise of a billion Instagram posts? 🌟 less

July 8, 2024

LAUNCH CAPTIONS



breebrun Don't get me wrong, I'm not leaving instagram 😊

But I really want more for my fellow low-tox mamas and ladies. I want to fill some of the gaps that I've seen as I've used this app extensively over the years.

A lot of us are on here to: keep up with the latest information on wellness read that post breaking down beef liver, ascorbic acid, or Happy Juice assure ourselves we aren't the only ones who cook from scratch and buy raw milk from the back of a van.

And I see the ways you are trying to take the reins in you and your family's wellness journey. You've been bingeing highlights from multiple accounts

You've been following as many health gurus as possible, listening to all their lives and podcasts You've downloaded every single free pdf you could find in hopes of figuring it all out. But if you still find yourself grasping for answers. Even though I love this app, the truth is, I'm seeing a need for more.

Here's what I mean:

You need to find a way to be 100% confident that you have what it takes to be the leader of your health journey. This means, instead of hopping from one account to another, you need to develop a trust in your intuition and your decision making abilities. You can't do this when you experience a

This caption positions the membership as the answer to "Instagram fatigue" - a very real experience for women seeking for health answers within the app.

You need a real community of women who look at life the same way you do. Women who know that the body is a whole, not parts. Women who desire to address the root cause, not just mask the symptoms. And women who bravely look beyond the walls of allopathic medicine.

You need a centralized hub for wellness information, not a dozen different accounts with a dozen different recommendations. You need a library of resources that has been carefully curated with research and data at the forefront. And you need to take it off this app.

To be clear: I'm staying on instagram. I'm just ready for more. And if you are too, check out the link in my bio to see what I've just built for all of us to enjoy! less

LAUNCH CAPTIONS

How I heal myself without following 72 other health gurus

(read caption)

breebrun In an attempt to reclaim my power over my health, I accidentally gave it away.

I found myself following every possible rabbit hole, every possible health account, and it not only wore me out but, worst of all?

It started to dissolve my confidence in my intuition.

✨ So, PSA:

When it comes to your health journey, you gotta own it. Outsourcing it, even to crunchy influencers, is subtly eroding your self belief.

🚨 And that includes me, I am not the key to your health. 🚨

✨ Here's the deal:

If the research you do and the people you follow do isn't increasing your confidence in your own ability to navigate your journey, you need a better community.

When I talk to other women on here, there are a few signs that show me that they really need to UP their self belief:

Even though she's already bought expensive health programs, she keeps looking for the next one.

Internally she feels like she "needs" the knowledge that overwhelms this space, in order to get healthy

This caption highlights the pain of giving your power away by relying on solo IG research to figure out your health. It draws the ideal audience member in by identifying with the feeling of always needing more information.

Even though she consumes a lot of information, she's still not sure she can do this health thing.

I've seen women go from:

not being sure how to read labels, pick supplements, or ignore fear mongering

to:

owning each and every health decision they make, with full confidence.

And here's the truth:

I KNOW you've got what it takes to take the reins in your wellness journey. You just need a space that fosters that confidence with the perfect balance of information and empowerment.

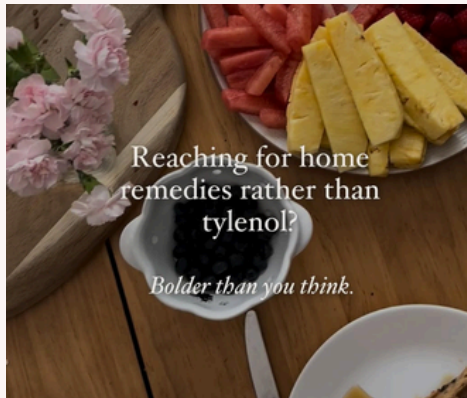
I want women to have the information, empowerment, and community they need to make changes in their health, so they can ditch the fear around healing and confidently navigate their wellness journey.

If you're ready to confidently walk the path less taken, take the reins in your health, and learn that **YOU'VE GOT THIS**, then the Ancestral Wellness Membership is for you.

PSST: It's only \$20/month.

✨ Comment ME for a [link](#) to read about it, doors close next week with limited spots available! ✨

LAUNCH CAPTIONS



Reaching for home remedies rather than tylenol?

Bolder than you think.

Wading through controversial health topics?

Actually pretty brave.

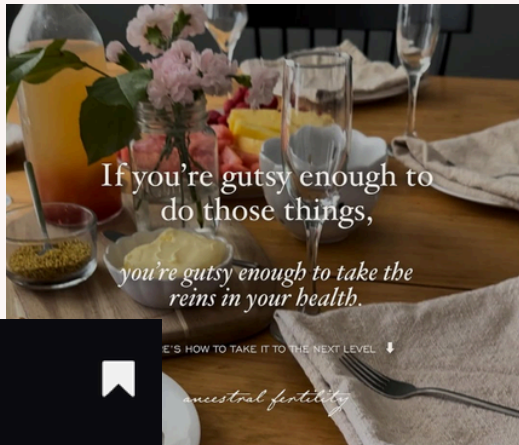


Disagreeing with your doctors first recommendation?

Pretty ballzy.

Buying that homeopathy kit when your peers are buying convenience snacks for their kid's lunches?

You're officially against the grain.



If you're gutsy enough to do those things,

you're gutsy enough to take the reins in your health.

This caption called the ideal audience out as different and "ballzy." I mean, who doesn't want to be those things?

531 7 8

Liked by robyn.oaks and others

breebrun In the beginning of this all, I just wanted to be able to scroll past that reel that was trying to hook me:

"5 things I stopped doing that totally healed my thyroid" it said.

But I couldn't.

I needed to know. I absolutely needed to know those 5 things so I could do them too. So that I could be healthy, right?

Well, fast forward a couple years later, and guess what?

I do scroll past those.

Because I built the confidence and did the foundational work to become my own health leader. I took the reins in my family's health, and I found my boldness and my willingness to go against the grain.

Here's the truth:

We women crave a deeper self belief. You want to lead your own health, lean into your intuition, and nurture yourself and your family. You want to be

IT'S HOW TO TAKE IT TO THE NEXT LEVEL

ancestral fertility

nurture yourself and your family. You want to be ballzy. But sometimes you wonder if you can get through all the research, and sort facts from fear-mongering.

Well sister, you can.

The Ancestral Wellness community exists to help you build your confidence even further, so you can feel assured of your capabilities and prepared to take bold action in the face of resistance.

Because reaching for your home remedies instead of the tylenol IS an act of courage, demonstrating your belief in the body's ability to heal.

And taking the steps to grow your knowledge of counter-culture approaches IS bold.

The fact that you look at wellness through a different lens demonstrates that you DO have the gumption to do things differently.

I have healed so much with ancestral food, alternative therapies, and a whole lot of research. I've condensed that research into an empowering community of like-minded women.

Don't miss it. Doors close July 24th. less