

Email #1 - May XX, 2022

Subject Line: Brett's Go-To Ayurveda School

Hey {name},

Students often ask my advice on what's the next step toward enhancing their yoga practice or continuing their holistic and spiritual studies.

My answer? *Study Ayurveda*. It's yoga's sister science, after all. In fact, yoga and Ayurveda are intimately linked – each sustaining the other to live well mentally, physically and spiritually. Ayurveda can offer a roadmap for becoming a better yogi (such as which type of yoga practice is better for different seasons and different body types).

I always recommend studying Ayurveda with the guidance of an expert, like this incredible gal who leads a [life-changing, women-only Ayurveda course](#).

(Drum roll, please!)

Enter my longtime friend **Katie Silcox of the [Shakti Ayurveda School](#)**. Katie is a world-renowned Ayurveda leader. She is not only an internationally recognized teacher and mentor to women, she's also a *New York Times* bestselling author with a master's degree in Hindu Philosophy and the Ayurveda Sciences.

I'm highlighting her program because I believe in the power of women supporting women. I'm receiving \$0 affiliate kickbacks from this email. I'm sharing because she is a beautiful person and because I want my students to embark on their Ayurvedic journey with a spiritual educator that I trust.

And I *wholeheartedly* trust this lady.

Katie and I both studied within a similar Tantric vinyasa approach, and I've made conscious choices to only align myself with teachers like her, who I know and respect. And *trust me* when I say that Katie's [signature Tantra and Ayurveda course](#) is knock-your-socks-off SPECTACULAR.

Led by the masters of Ayurvedic wisdom, her life-enhancing teachings will guide you to **empower your sacred purpose**, unleash your potential for **abundant health and vitality**, and **thrive as a conscious Ayurveda leader**.



Yeah, honey. It's *that good*.

Look, you may be thinking, “But Brett, I’m a yoga teacher... not a health coach!” And that is exactly why Katie’s course is **SO GREAT!** You don't have to follow a career in Ayurveda to reap the benefits from this program. Upon completion, you will be a certified Ayurvedic Wellness Coach, but this course is for **anyone** who wants to learn how to increase the benefits of their yoga practice and expand their understanding of this healing tradition.

So, let’s be real, with all of the online Ayurveda courses and wellness trainings to choose from – some with insanely low price points – why do I **trust Katie when selecting a [comprehensive Ayurveda course](#)**? That’s easy...

1) Katie’s course goes **way beyond** basic Ayurveda. Her teachings dive deep into Divine Feminine Ayurveda, *plus* weave in her faculty's varied backgrounds in functional medicine, sex, holistic beauty, pregnancy care, fertility, psychology, neuroscience and more.

2) Katie distinctly radiates what she teaches and presents the complexities of ancient wisdom in a practical, life-affirming manner. Knowing that not one size fits all, she unlocks the fun of Ayurveda and makes it accessible for all.

3) Her course takes place 100% online and is super easy to integrate into your life.

✨ Plus, Katie's pioneering work in holistic health is rooted in her passion for yoga. Years ago, after realizing that it was only through yoga and the study of Ayurveda that she found true fulfillment, she walked away from a successful career in corporate America, built The Shakti School and now focuses on changing the lives of regular gals such as yourself!

Katie's yearlong [Ayurveda School](#) program includes:

- 💎 Weekly 3-hour lectures via Zoom with Katie or her faculty. Like me, Katie loves being "live" with students and is passionate about truly connecting with them.
- 💎 Monthly "office hours" via teleconference with a Clinical Ayurvedic Specialist to chat about lectures and get your questions answered
- 💎 Daily access to the Ayurveda classroom — take the classes live/when released, or take them anytime at your convenience
- 💎 Exclusive Community Forum for your class so you can connect with a tribe of passionate women from around the world
- 💎 A beautiful high-resolution PDF of the Shakti training manual you can print at home
- 💎 Plus, discounts on Ayurveda products for you and your clients



If you're ready to live with profound self-love 💖 and enliven your spirit, Katie's one-of-a-kind [Ayurveda School](#) is the next step in evolving yourself. I can't think of a more **powerful** moment in time to commit to living a purpose-driven life or at least [schedule a free coaching call with one of Katie's Shakti Sisters](#) to learn more about it. The best news? Since we're real-life friends, we teamed up to create a special offer for you.

For the month of May ONLY, Shakti School is offering you a **FREE YEAR** of Katie's [Spirit Sessions Subscription](#) when you enroll in her 2023 Ayurveda course.

You'll get a monthly deep-dive LIVE workshop with Katie on the most cutting-edge spirit, mind and body technology, PLUS her **entire recorded compendium** of audio lectures, audio embodiment meditations and nervous-system shifting video practices (that's a \$300+ value!)

Yup — you get all of this absolutely free! And, you can access it anytime, 24/7.

(And don't let the sticker price of the course scare you. Her platform offers amazing payment plans that make her course affordable for most.)

Be the [first to join](#) a community of women committed to radical whole-body, soul health in 2023!

My girl Katie's Ayurveda course will change your life. Trust me!

With love,
Brett

P.S. The best way to ask questions about Katie's yearlong program is to visit her [Shakti School website](#) or direct any inquiries to her team: info@theshaktischool.com.

Email #2 - May xx, 2022

Subject Line: Brett's Favorite Ayurveda Course + Juicy Bonus!

Hi {name},.

Last week I told you all about my friend Katie Silcox and her [life-changing Ayurveda course](#), plus how you can get a FREE YEAR of Katie's [Spirit Sessions Subscription](#) (during the month of May) when you enroll in her 2023 Ayurveda course. Trust me, these super juicy Spirit Sessions unveil the most cutting-edge spirit, mind and body research to help you unleash your inner lover, vixen, mother, yogini, artist, warrior and everything in between. Woot!

I shared how Katie's program will give you the tools to teach you how to live your highest purpose and 💖 love yourself 💖 in a deeper, more tender way than you ever knew possible... while also prioritizing your health and the health of our beloved planet Earth. That is Katie's promise. 🙌🙌

But, you may still be wondering if a [yearlong Ayurveda course](#) is the best next step for you – and if so – if Katie's Shakti School is the best option. 🤔

Truth bomb... there are a ton of Ayurveda programs out there. Anyone with internet access can open an online health coaching school. I urge you to find a teacher whose values you embrace, whose love language is holistic wellness, who is dedicated to helping you unlock 🔑 your FULL radiance and who boasts a raved-about Ayurveda certification. For me, that's Katie. 🙏

And let me tell you something about Katie. You can't hide on the internet, right? If you search for reviews of Shakti School, read her blog, interviews or book, or speak to former students, you'll find all you need to!

(insert photo of Katie)

Here are a few key differentiators of her approach to Ayurveda — and why ANYONE can benefit:

1. 💎 **Katie goes WAYYY beyond Ayurveda.** Shakti School is lady life-school, y'all. It's nature-mama school. It's sex-witchery school (you know, the GOOD kinda' witchery). It's soul school for women who want to tap into nature's cycles and waken their wise woman within. Shakti School gives women a home to heal, feel powerful and connect to their body, sensuality and spiritual purpose. This *AMAZE*-balls course gives you the tools, techniques and space to trust in your OWN body and find balance through your OWN resources. When you are in alignment with your truth, you are unstoppable. Pretty exciting, huh?

2. 🌟 **Big-time benefits to yoga teachers.** Katie started her journey into holistic health and spirituality as a yoga teacher, just like me and you. So she has an *intimate and profound understanding* of how Ayurveda is a natural and intuitive next step for yoga teachers. By adding Ayurvedic skills to your yoga teacher toolkit, you can elevate yourself from “yoga teacher” to “natural counselor” and “healer.” Ayurveda will deepen and complement your knowledge of yoga (such as learning to recognize and respond to the varying constitutions of your students).

3. 🕯️ **In-depth Divine Feminine Ayurveda.** The truth is that some Ayurveda teachers have drifted away from the indispensable women’s wisdom traditions of centuries past. But, the cool part about Katie’s course is that she dives DEEP into the **TRUE Ayurveda** of ancient India, into *feminine form healing arts*, the most creative and nourishing channel of this world. Throughout her program, her collective of visionary change-makers intimately explore traditional pearls of wisdom from our ancestors, from autoimmune disorders and psycho-spiritual healing to womanhood and the profound teachings of Ayurveda Tantra.

4. 🌞 **Ancient principles + modern lifestyles.** Look, we all like to rendezvous with the occasional glass bottle of wine, coffee and decadent treat. Believe me – Katie gets that %100. She understands that Ayurveda’s dogmatic principles can’t always be followed precisely, especially when you’re juggling an exhausting schedule of kids, friends, work, commitments and more. Her course teaches you how to use Ayurveda’s innate wisdoms to be supportive of your health *without* sacrificing the sensual pleasures and rituals that you love (hallelujah to Netflix and pizza nights!).

5. 🤝 **Soul-sister connections.** Some of you want to learn Ayurveda to coach and transformationally serve others. For others, you want to let the most ancient science on the planet inform you so deeply that you can truly HEAR THE VOICE OF YOUR HEART and follow its nudging. Good news, gals – Shakti School is designed for, and open to, ANYONE. We have yoga teachers, stay-at-home mammas and grandmas, health nerds and total newbies, naturopaths, medical doctors... you get the point. Wherever you come from and whatever path you’ve followed, Katie’s program provides the deep, sisterly, lady-love CONNECTIONS and support you need to help you truly transform. Imagine what it would feel like to be uplifted from the collective knowledge and experiences of a global community filled with smart, heart-motivated, spirit ladies? 😊 What if you could kick it for a year and navigate this journey with like-minded Ayurveda BFFs? *Heck, yes!*

6. 💪 **Crush your limiting beliefs = thriving lady boss.** Money matters can be one of those topics that we get flustered and private about. Because when our deep-set, decades-long money beliefs are ingrained, it’s scary to try something new, something that you truly desire. Katie understands that transformation can be really, gosh-darn hard and she’s on a mission to help her students change their mindsets – their *soulsets* – to live in alignment with their dharma. Even if you’re completely new to entrepreneurship, her framework gently guides you in taking proactive steps to realize your full potential with ease, joy and grace (whether that is monetizing your business 💰 or simply inviting more abundance into your life).

So, if you're ready to experience radical self-love, feel more real, more authentic and safer in your own body, and discover your body's built-in intuitions and capacity to heal, I urge you to [start your Ayurvedic path](#) with Katie's course. You've got this!



Don't forget to take advantage of the friendship deal I created with Katie! This is a one-of-a-kind opportunity to get a FREE monthly deep-dive life workshop with Katie, PLUS her **entire recorded compendium** of audio lectures, audio embodiment meditations and nervous-system shifting video practices (that's a \$300+ value!)

In gratitude,
Brett

P.S. The best way to ask questions about Katie's yearlong program is to visit her [Shakti School website](#) or direct any inquiries to her team: info@theshaktischool.com.

Email #3 - May xx, 2022


Subject Line: Ayurveda Doesn't Ask for Perfection – Just Your Truth!

Or

Subject Line: You're SO Close to a More Joyful, Embodied & Connected YOU!



Hi {First Name} –

I know how dedicated you are to transforming your life from a nurturing feminine approach. Whether you have or have yet to graduate from my YTT school, I urge you to further your spiritual practice and fuel your life with Ayurveda – with Katie Silcox as your guide.

What I love, love, LOVE  about [Katie's Ayurveda course](#) is her 520% commitment to her students' expansion and connection to the divine. She **CAN'T WAIT** to share with you the long-lost language of our ancestors so you can harness your incredible goddess energy.

Ok, ok... you might have some questions before shouting **YES!!** to this transformational journey... so let's bust down the doors of some Ayurveda myths:

- **You have to be a vegetarian/vegan.** *Nope.* There is no “one size fits all” approach in Ayurveda. In fact, ghee (clarified butter) is one of Ayurveda's most important foods. Since doshas have different recommendations for meats, eggs and milk products, there are certainly ways to continue eating them.
- **It requires expensive ingredients + exotic herbs.** *Nada.* Following an Ayurvedic diet can actually simplify your kitchen and reduce your grocery bills. Once you know the best foods for your dosha, it's easy to shop in bulk for fresh, whole seasonal produce, grains and must-have herbs at your local supermarket.
- **It's confusing + rigid.** *Nay.* Ayurveda is not meant to be overwhelming or complex. Sure, there's loads of info (it's a 5,000-year-old practice, after all). That's why Katie and her awesome teachers break down each lesson into easy-to-digest tidbits to guide you with a clear sense of direction and build your confidence. Plus, Ayurveda allows you to ebb and flow through the everyday, so you can focus on one thing at a time (like dry brushing or eating more mindfully). Then come back later and expand. The more you learn Ayurvedic teachings, the more they make intuitive sense.

 Real talk – the goal of Ayurveda isn't to reach perfection by having the perfect diet, a perfectly stocked Ayurvedic pantry or a flawless morning routine. 

No, ma'am.

Ayurveda is about finding BALANCE. The goal is to BECOME REAL; that all of you is available, integrated and loved on. The goal is personal GROWTH and empowerment, to take control of your health, nourish your body and your soul, and unequivocally live your life's purpose.

Because – when you are truly, RADIANTLY living your life's purpose, it emanates. You shimmer... your eyes dance... your skin glows... you're simply *magnetic*.

I want this for you.



When you enroll in [Katie's 2023 Shakti School](#) (during May only), you'll get a **FREE YEAR** of her [Spirit Sessions Subscription](#) filled with eye-opening, belly-laughing spiritual nuggets of wisdom, from ancestral healing to shakti embodiment to chakra balancing. Enjoy a monthly deep-dive LIVE workshop with Katie, PLUS her **entire recorded compendium** of audio lectures, audio embodiment meditations and nervous-system shifting video practices.

A lot of us dilly-dally before committing to profound, life-warping decisions – like enrolling in a yearlong course – and that's ok!

But you DO need to act **SOON** to take advantage of this awesome opportunity!

And if you sign up, make sure you tell her I said hi! 🥰🤗

With love,
Brett

P.S. The best way to ask questions about Katie's yearlong program is to visit her [Shakti School website](#) or direct any inquiries to her team: info@theshaktischool.com.