

Autoresponder series for a small Bowen Therapy Clinic.

EMAIL 1

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**Subject: [When did you last feel fantastic?]
 [What's your body trying to tell you?]
 [Does your body deserve better...?]**

Hi [Firstname], Gail here from Sumet Bowen Health Clinic.

I was catching up with a friend recently; I had a gap between clients and wanted to indulge us both with a good coffee from my favourite barista -- I like to think of it as special aromatherapy...

While we chatted, I was watching a young mother nearby, who was obviously having a hard time of it. You know the sort of thing: arms full; the toddler had managed to hurt herself and was now howling; then someone else carelessly bumped into her ... and on it went.

She'd had enough! But what about you - how are you feeling right now? Full of energy, or could be better?

You've had those days, right? The frustration builds, along with the tension, and eventually your dog/cat/partner is giving you wary looks. On top of it all, you finally realise that you ARE tired and grumpy, and what you really need is a break and a cuppa.

Sometimes that's all it takes -- drop everything and take half an hour out to recharge your battery. A fresh hot brew, a slice of your favourite cake, kick off your shoes and put your feet up. Bliss!

But ... maybe you need more than just a cuppa ...

[LINK: GET YOUR BODY -- AND YOUR SPIRIT -- BACK ON TRACK]

How long does that quick break keep you going? A few hours ... end of the day? Then tomorrow, you're feeling the strain again. And you notice the pain in your shoulder. Aaaagh!

And sometimes, despite that coffee, you're just not feeling ready to get back to the routine. If your body's in pain, your spirit's hiding in the corner...

Sounds familiar? It's the sound of your body asking for help. Well, Bowen Therapy could provide that help.

[LINK: HELP YOUR BODY GET BACK INTO BALANCE]

Compared with some other therapies, such as deep tissue massage, Bowen Therapy is painless and effortless for you. As a trained practitioner, I can assess where you're out of balance ... literally feeling what your body is telling me.

And I can guarantee you will enjoy the treatment!

Wait ... enjoy a therapy? Yes!

I'll be honest with you: some therapies are just plain painful. And even afterwards, it can take time for the pain to fade. Not so with Bowen.

This is a gentle therapy, but very effective. Over the course of an hour, you may even feel like falling asleep as I give your body a tune-up.

Does that sound like a therapy you could cope with?

Let me know, and we'll set a time to talk about how I can help you.

[LINK: TAKE THE FIRST STEP TO BALANCING YOUR BODY]

To your better health

Gail

PS One session might be enough to keep you going for six months or more, but I can offer a special discount if you need to book three or more sessions right now.

[LINK: THE LIFE-CHANGING BENEFITS OF BOWEN THERAPY]

EMAIL 2

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Subject: [On a scale from 1 to 10, how sore is it?]

[Has your spark gone...?]

[How many painkillers with your lunch...?]

Hi [Firstname], Gail here from Sumet Bowen Health Clinic.

How are you looking right now? How are you FEELING? As good as you could be? As good as you'd LIKE to be?

Sometimes it's hard to tell, and we need to take a step back; to look at ourselves from the outside -- but that's often easier said than done. So maybe a friend or family member notices something isn't right, and asks you. Thank goodness for those friends -- they're a vital part of our wellbeing.

Are you so busy getting everything done, especially for everyone else around you, that you don't pay enough attention to your own wellbeing? You don't stop for that battery-charging cuppa, but take it on the run -- and then it's probably gone cold. You put up with that aching shoulder or avoid putting pressure on one foot, and barely notice you're doing it.

I'm sure you do ... we all do. "It's just a little ache -- it's nothing." But guess what: it's NOT nothing ... NOT just you that suffers, but your family and friends as well, because your spark has gone, and they miss it.

At some point though, it all gets too much, and you realise you're tense. It becomes a vicious circle: more tension, more aches and pains ... more pain, more tension. Does that sound familiar?

[LINK: LET ME TRACE THE ROOT CAUSE OF THE TENSION]

You don't want it to be this way, do you? Sure, you can take a painkiller. And then another. But that's not fixing the problem, and before you know it, painkillers become a way of life. You have breakfast with a painkiller ... lunch, a painkiller ... dinner, yep, that's right ...

It's no way to live, is it?

So, what's the answer? Well, there might be more than one, but are they all effective?

Maybe you've tried massage and it helped ... for a while. If you have tried it, did the masseur say "this is going to hurt a bit" ...? And then you tried to sink into the massage table, to get away from the pain ... remember that? I'm sure you don't really want to do it again.

Is there an easier way? A better way, that gets right down to the source of the problem, not just the ache that you feel?

That's the thing with Bowen Therapy -- it helps me find the actual problem, which might not be where the pain is. And then it helps me to fix the problem.

[LINK: LET ME FIND THE PROBLEM FOR YOU]

My patients are often amazed to find that their pain is actually caused by a problem in a completely different part of their body. Which means ... that painful massage ISN'T EVEN TREATING THE PROBLEM! It might make the shoulder better for a while, but guess what -- that pain's coming back.

Very often, the fix is so quick and simple, that you wonder it could cause so much pain ... but that just highlights how fragile we are -- and how close you are to being pain-free.

Are you ready for that? Is your family ready to see you smile again?

[LINK: CONTACT ME NOW FOR A PAIN-FREE LIFE]

To a better life for you

Gail

PS Bowen Therapy was developed to get sports players back on the field as soon as possible, treating bodies that take hard physical punishment, week after week. You might not be a champion footballer or athlete, but you might be your family's star player ... if only you could get back on top of your game.

[LINK: RECOVER FROM LIFE'S DAILY HARD KNOCKS]

EMAIL 3

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Subject: [Do you struggle to the finish line?]

[Do you feel like a winner?]

[What does your body know...?]

[Do you listen to your body...?]

Hi [Firstname], Gail here from Sumet Bowen Health Clinic, and I've been watching the Olympics ...

Wow! 9.81 seconds. How much faster can a runner get?

Like most people, I've watched a few events, marvelling at the grace and spirit of world-class athletes. Tumbling records, winning smiles, the joys of reaching the medallists' podium. All that energy ...

Of course, it's easy to watch the Olympics and see just the brief seconds or minutes of effort and triumph, but years of preparation and training lead up to the final success ... athletes getting up at dawn, day after day, and doing the hard work -- even when they don't feel like it -- to reach that peak of perfection.

It takes a special determination to keep pushing yourself again and again, for a chance at gold; you know there's pleasure ahead, but also pain.

It's kinda like your own daily routine -- one that often takes its own toll on your body, with no medal of any sort in sight. In fact, the 'reward' for doing what you have to do is often no reward at all -- just your body, saying it's had enough. There is pleasure to be had in a life well-lived, but too often, there is pain as well. But it doesn't have to be this way ... does it?

[LINK: HOW TO FEEL LIKE A GOLD MEDAL WINNER]

Are you one of those bounce-out-of-bed people, instantly awake and raring to go? Or does your day start reluctantly, when you drag your tired body upright for another day of effort and grind ... knowing that you'll be glad to fall into bed, 16-18 hours later? Just to do it all again the next day ...

With a routine like that, always on the go ... too much to do ... everyone wanting a piece of you ... it's little wonder that you might feel tense and grouchy.

Did you know? The tension is a not-so-subtle hint that your body's out of balance.

In my Bowen Therapy practice, I see many people struggling to get through each day ... out of balance and out of sorts. Can I help you?

[LINK: HELP YOUR BODY TO GET BACK INTO BALANCE]

It takes a lot to be a champion athlete -- to push the limits of human performance, a body must be in peak condition, and professionally cared for between those hard training sessions.

You might not be aiming to break a world record, but your body deserves to be looked after just as much as Usain Bolt's. Bowen Therapy is a non-invasive form of therapy that was developed especially for bodies stressed by sport, but it's become invaluable for everyday champs as well.

Unlike deep tissue massage, there is no 'pain before gain', but the results can be life-changing. Using subtle movements of your muscles and connective tissue, Bowen Therapy can put your body back in the state it should be in. Who wouldn't want that?

[LINK: RECOVER YOUR GRACE AND SPIRIT]

To your better health

Gail

PS One Bowen treatment is sometimes all it takes to make a HUGE difference to my patients' lives, but I can also suggest things you can do at home, to maintain balance between Bowen therapy sessions.

Are you ready to feel like a winner?

[LINK: FEEL LIKE A CHAMP AGAIN!]

EMAIL 4

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Subject: [Do you look after your car better than your body...?]

[Are you ignoring a warning sign...?]

[Is your body squealing?]

Hi [Firstname], Gail here from Sumet Bowen Health Clinic.

I had my car serviced recently, and although I had to part with a few dollars for it, I'm glad I did, because they spotted some things that would have been a problem in a few months. And that got me thinking...

When you last had the car serviced, did they balance the wheels? Did you wonder "What's that all about?" Sure, they could have left the wheels, and you wouldn't know any difference -- until one day you take a look at your tyres, and notice that one is almost worn out.

How did that happen?!

It happened because you didn't pay enough attention to the car's needs. You ignored that slight flutter in the steering wheel when driving the freeway ... you paid no attention to a squealing brake. You didn't check the car over before driving it away on your rushed daily errands. It worked ... so you kept on going.

You ignored the WARNING SIGNS.

Sadly, that's the way we tend to run our bodies -- pushing them to do what we need them to do, just to get to the next appointment.

Like the worn tyres though, your body is giving subtle messages, if you just take the time to notice them. And like the tyres, you can keep making demands of your body, and ignore the warning signs. But one day, you try to stop at a red light ... and the brakes have seized, or the tyres don't grip in the wet. It happens -- but don't let it happen to you!

Are you going to listen to your squealing body, BEFORE you reach that red light?

Or are you going to bring it in for a 'service'?

[LINK: BOOK NOW TO FIX THE PROBLEMS]

I don't know a lot about cars, but I know this: your body works best when it's looked after -- and sometimes that means fixing things you might not have noticed were wrong.

That pain in your arm -- it might actually be caused by a misalignment somewhere else in your body. You could visit a masseur, who might improve things for a few days, maybe a week. Then you need another session ... and another... but it STILL doesn't fix the problem properly.

As a Bowen Therapist, I will treat obvious symptoms, but I will also 'listen' to what your body is telling me. That complex system is full of connections you might not expect. You've maybe talked about having a gut feeling -- well, we know there IS a connection between the stomach and the brain. By using the many neural connections in the body, Bowen Therapy can bring lasting results where other therapies fail.

So, how are you feeling right now? Could be better? Are you ready to say goodbye to that nagging pain -- the one that's been quietly bothering you since last year?

[LINK: YOUR FIRST STEP TO BEING PAIN FREE]

To your improved health

Gail

PS Bowen Therapy is an established treatment regimen, recognised by most health insurers. And, it is COMPLETELY safe for everyone, whether newborn or elderly.

When you call to book a consultation, ask about my current offer on multiple bookings; you may qualify for a generous discount.

[LINK]