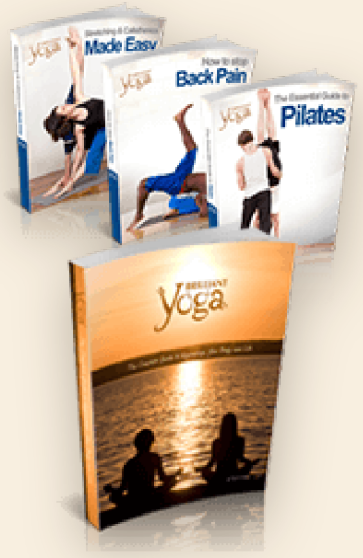


The Brilliant Yoga Affiliate Swipe Pack

Quick start, commission facts, angles, every email swipe, social posts and the rules

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Sarah Sanders' yoga and nutrition program | $47 one payment | 70% commission | ClickBank vendor: brillyoga

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> **Before you copy anything:** every link in this pack contains **affiliate=YourIDHere**. Replace YourIDHere with your ClickBank ID, or copy personalised versions from https://aff.brilliantyoga.com/emails/.

Quick Start

Your first 30 minutes as a Brilliant Yoga affiliate

If you have just joined, this page walks you from a brand new ClickBank account to your first email or post going out, in about half an hour. Do the steps in order and you will finish with a working link, a message that matches what your readers will see, and a way to tell which of your promotions is bringing in the sales.

You do not need a website, and you do not need to write anything from scratch. Everything you send is already written for this program, and the area fills in your link for you.

Your ClickBank ID: Replace YourIDHere with your ClickBank ID, or copy personalised versions from https://aff.brilliantyoga.com/emails/.

5 MINUTES 1. Get your ClickBank ID

ClickBank handles every Brilliant Yoga order and pays every commission, so your ClickBank account is what gets you paid. If you do not have one yet, sign up for free at ClickBank. The nickname you choose when you sign up is your ClickBank ID, also called your affiliate ID, and it is the name you use to log in.

Your ID must be 5 to 10 letters or numbers. Write it down, because you will need it in the next step.

Open a free ClickBank account: https://accounts.clickbank.com/signup/

2 MINUTES 2. Make your hoplink and save it

Go to the Promotion Links page, type in your ClickBank ID and choose a landing page. If you are not sure which one, choose the video sales page, because Sarah's video does the selling for you.

Then press Save My Link. From that moment on, every email, post, banner and article in this area shows your own link instead of the sample, so whatever you copy is ready to use.

Make your hoplink now: https://aff.brilliantyoga.com/links/

1 MINUTE 3. Add a tracking ID, so you know what works

A tracking ID (ClickBank calls it a tid) is a short label of your own that you add to a hoplink, such as email1, fb-group or pinterest. It costs nothing, your readers never notice it, and it lets your ClickBank reports show which email or post each sale came from.

Use a different tracking ID for each place you promote. After a week you will know exactly where to put more effort, which is the difference between guessing and growing. You can add one on the Promotion Links page, right next to your ClickBank ID.

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https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl&tid=email1
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10 MINUTES

4. Watch the first ten minutes of Sarah's video

Your readers will land on Sarah's sales video, so watch the opening yourself before you send anyone there. In the first few minutes she sets out her main idea, that weight loss is not only about calories in and calories out, and why stress and cravings sit at the centre of her program.

The full video is long, so come back and finish it later. Once you know what the page says, your email or post can pick up the same thread, and readers who click feel they have arrived in the right place.

Watch the sales video: https://brilliantyoga.com/

5 MINUTES

5. Pick one place to start

Start with the one place where people already listen to you, and do that well before you add a second one.

- **You have an email list.** Send Day 1 of the 5-Day Launch Sequence today, then one email a day after it. https://aff.brilliantyoga.com/emails/
- **You post on social media.** Copy the story post about Sarah's class with students aged 12 to 90, and add the square picture that goes with it. https://aff.brilliantyoga.com/social/
- **You have a blog or website.** Publish one of the ready articles, or send readers to a presell page that warms them up first. https://aff.brilliantyoga.com/articles/
- **You buy traffic.** Read the Google and Bing rules first and send us your landing page to review, then use a presell page with the keyword lists. https://aff.brilliantyoga.com/rules/#google

3 MINUTES

6. Check the rules before you press send

Brilliant Yoga is a weight loss and well-being program, so the words you use matter. Never promise a set amount of weight lost or results by a certain date, never use before-and-after claims, and never present yourself as Sarah or the owner of the program.

Keep the disclosure line at the end of everything you send, and do not bid on the Brilliant Yoga name in paid ads. Everything in this area already follows these rules, so if you change the words, keep to the same limits.

Read the full rules: https://aff.brilliantyoga.com/rules/

4 MINUTES

7. Test your link, then send your first email or post

Click your hoplink once yourself. It should open Sarah's sales page, and that is all you need to check. Please do not buy through your own link, because ClickBank does not allow affiliates to earn commission on their own purchases.

Now send your first email or publish your first post. Tomorrow, log in to ClickBank and look at your reports, where you will see the clicks on your link, grouped by your tracking IDs.

After your first 30 minutes

Days 2 to 5

Keep the launch sequence going, one email a day, or post one new piece from the social page every couple of days. Use a fresh tracking ID for each.

End of week one

Open your ClickBank reports and compare your tracking IDs. Do more of whatever brought clicks and sales, and drop what did not.

Selling well?

Top affiliates can ask for a commission boost to 90%. Write to Andrew, our affiliate manager, and tell him what you are planning.

Commission and Payments

What you earn, how sales are tracked and how you get paid

Brilliant Yoga sells for one payment of $47, and you keep 70% of every sale you refer. ClickBank processes every order, tracks every sale back to your hoplink and pays your commissions, so you never have to chase anyone for money.

This page explains how that works from the click to the payment, and which link to use.

PRICE
$47
one payment, no subscription needed

YOUR COMMISSION
70%
of every sale you refer

GUARANTEE
60 days
money back (8 weeks on the order page)

PAID BY
ClickBank
vendor ID: brillyoga

What you earn

Each time someone buys Brilliant Yoga through your link, ClickBank credits you with 70% of the sale. The program is a one-time purchase of $47, which is easy for a reader to say yes to, and it comes with a 60-day money-back guarantee that takes the worry out of trying it.

ClickBank works out the exact amount of every commission and shows it beside each sale in your account, so the figure you see there is the one you are paid.

How sales are tracked

1. Someone clicks your hoplink

Your hoplink carries your ClickBank ID. When a reader clicks it, ClickBank records the click as yours and sends them on to the page you chose.

2. They watch the video and buy

If that reader goes on to buy, ClickBank matches the order to your click and credits the sale to your account.

3. The sale appears in your account

You will see the sale and your commission in your ClickBank reports, together with any tracking ID you added, so you can tell which email or post it came from.

4. ClickBank pays you

ClickBank pays your commissions on its own regular payment schedule, by the payment method you choose in your account settings.

Tracking tips

- Always send people through your hoplink. A link straight to brilliantyoga.com carries no ID, so ClickBank cannot credit the sale to you.
- If you use a link shortener or a redirect, click it once and make sure it lands on Sarah's page with your ID still in the address.
- Add a different tracking ID (tid) for each email, post or ad, so your reports tell you what is working.

Which link should you use?

Every hoplink goes to Sarah's sales page, which is the page that converts and protects the brand. Links that point straight to an order form are not offered.

Video sales page

The one link for every kind of traffic: emails, social posts, presell pages, ads and your own site. Sarah's video explains the program and does the selling for you.

Higher commission and big promotions

If you send a good number of sales, or you are planning a big promotion to a large list, write to Andrew. Top affiliates can have their commission raised to 90%.

Andrew can also help with tracking pixels, landing page reviews and anything else that will make your promotion work better.

Refunds and payments

Refunds

Every buyer is covered by the money-back guarantee. If a buyer asks for a refund, ClickBank reverses the commission on that sale. Honest promotion that matches what the program teaches keeps refunds low, which is one more reason to follow the rules.

Testing your link

To test your link, just click it and check that it opens the right page. Please do not buy through your own hoplink: ClickBank does not pay affiliates commission on their own purchases. If you would like to read the program before you promote it, ask Andrew about a review copy.

Your payment details

Payment method, tax details and payment schedule are all set inside your ClickBank account, and ClickBank's own support team answers questions about payments.

The Best Angles

Every strong promotion starts with one idea that grabs one kind of person. These ten angles come straight from Sarah Sanders' sales video and order page, and each one tells you who it speaks to, the idea in a sentence or two, and opening lines you can use as a headline, a subject line or the first line of a post.

Pick the angle that fits your audience, then use the matching emails, posts and articles linked under it.

1. Calories in, calories out is only half the story

Who it is for: People who have counted calories, tracked every meal and tried diet after diet, and are tired of starting again.

The idea: Sarah calls "weight loss is all about calories in versus calories out" the big lie of dieting. Her view is that strict diets and punishing workouts stress the body, and that working with the body's hormones and metabolism through yoga, breathing and good food is the other half of the story.

Opening lines:

- The rule every diet is built on is only half the story.
- If counting calories worked the way we're told, everyone who ever dieted would be slim and happy. So what's missing?
- A yoga teacher and nutrition coach calls "eat less, move more" the biggest lie in dieting.

Do not: Don't say calories don't matter at all, and don't promise weight loss without effort. Never quote the video's "97% of weight gain" stress figure.

2. Stress, cortisol and the cravings that win at night

Who it is for: Busy, stressed people who eat well all day and lose the battle in the evening, and anyone who eats when they're worn out.

The idea: Hard dieting and punishing workouts are stressors. Stress raises cortisol, cortisol brings cravings, and the cravings undo the good work. A whole section of the program deals with stress on a physical and a mental level.

Opening lines:

- There's a reason the cravings get loudest at the end of a hard day, and it has a name.
- What does a stressful week have to do with the biscuits in the cupboard?
- A yoga teacher explains why willpower so often loses to cravings by nine o'clock at night.

Do not: Never use the "97% of all weight gain" figure. Don't promise that yoga lowers cortisol by a set amount or ends cravings.

3. Stop fighting your body

Who it is for: People who have pushed through hard workouts and strict plans and feel worn out by them, and people who have never liked the gym.

The idea: The harder people fight their bodies, the more their bodies seem to fight back. Sarah's answer is to work with the body's own metabolism and its natural set point, using gentle yoga postures, breathing and good nutrition.

Opening lines:

- What if the harder you push, the harder your body pushes back?
- Plenty of people train hard for months and feel no different. A yoga teacher has a theory about why.
- Your body isn't your enemy, so why do so many plans treat it like one?

Do not: Don't tell people to stop exercising or call all exercise harmful (the video goes further than your copy should). Keep the focus on gentle yoga as the better route.

4. Less than 20 minutes a day

Who it is for: Busy parents, people with long working days, and anyone who has started a routine before and let it slide because it took too long.

The idea: The program is built on simple adjustments done in less than 20 minutes a day, at home, with no gym and no hour-long class.

Opening lines:

- What can less than 20 minutes a day on a yoga mat actually change?
- This whole yoga program asks for less than 20 minutes a day.
- Twenty minutes of yoga at home, with no gym membership and no class timetable.

Do not: Never tie a result or a timeframe to the 20 minutes ("20 minutes a day to drop a dress size" is out).

5. Good food you enjoy, not bland diet food

Who it is for: People who love their food, people who have starved themselves on diets before, and anyone who has given up on a plan because the meals were miserable.

The idea: Sarah's nutrition section is built on plenty of good food with no starving, no bland diet food and help with cravings. She says you can ditch the boiled-fish-and-carrot-stick way of eating.

Opening lines:

- A nutrition coach who says you can skip the boiled fish and carrot sticks.
- What would change if you never had to go hungry on a plan again?
- Plenty of good food and no starving: that's the eating side of this yoga program.

Do not: Don't say "eat anything you want and still lose weight" or repeat the video's line about turning high-calorie food into fat-burning fuel. Both promise too much.

6. Yoga for real bodies at any age, from 12 to 90

Who it is for: Older beginners, people who think they're too stiff or too out of practice for yoga, and families who want something they can do together.

The idea: Sarah teaches studio classes of 50 to 100 people, with students from 12 to 90 years old. Her program has step-by-step session plans with instructional photographs and gentle yoga therapy sequences you choose by what you want to work on.

Opening lines:

- The youngest student in her yoga class is 12 and the oldest is 90.
- Think you're too stiff for yoga? This teacher's students range from 12 to 90.
- Yoga isn't only for the young and bendy, and one teacher's class list shows it.

Do not: Don't use pictures of extreme flexibility or "perfect" bodies, and don't claim the program treats any age-related condition. Add "Check with your doctor before starting any new exercise or eating plan."

7. The yoga teacher who is also a nutrition coach

Who it is for: People who have tried yoga apps that only cover movement, or diet plans that only cover food, and want both from one person.

The idea: Sarah Sanders is a professional yoga teacher and a nutrition coach, so the program covers both sides: yoga postures and breathing, and a full nutrition section, plus a section on stress.

Opening lines:

- Most yoga teachers stop at the mat. Sarah Sanders is also a nutrition coach.
- Yoga and nutrition in one plan, from a teacher who coaches both.
- What happens when a yoga teacher writes the eating plan too?

Do not: Don't call Sarah a doctor, dietitian or medical expert, and don't add credentials, years of experience or student numbers that aren't in the facts (classes of 50 to 100, students aged 12 to 90).

8. $47 once, with a 60-day money-back guarantee

Who it is for: Careful buyers, people who have paid for expensive programs before, and readers who are interested but not yet sure. Use this angle to close.

The idea: The whole program is one payment of $47 with a 60-day (8-week) money-back guarantee. In the video Sarah says to just email her for a full refund, with no fine print.

Opening lines:

- $47 once, and 60 days to decide if it's for you.
- If it isn't for you, Sarah says to just email her for a full refund, with no fine print.
- A 234-page yoga ebook and three bonus guides for one payment of $47.

Do not: Say "60-day" or "8-week" guarantee, never longer. Don't present the video's "valued at $107" as a discount, don't quote the price of the optional monthly membership on the order page, and don't promise recurring commissions.

9. The bonus guides: back pain, Pilates and stretching

Who it is for: People with a stiff or aching back, Pilates fans, desk workers who want to move better, and anyone who likes to see real extras with a purchase.

The idea: Three bonus guides come with the program: How To Stop Back Pain (treatment options and simple daily tips), The Essential Guide To Pilates (the Pilates exercises that work best alongside the yoga) and Stretching And Calisthenics Made Easy (including 10 do's and don'ts of working out).

Opening lines:

- A yoga program that comes with a guide called How To Stop Back Pain.
- Back pain, Pilates and stretching: three bonus guides that come with one $47 yoga program.
- If your back aches after a day at a desk, the first bonus in this program is worth a look.

Do not: Don't promise to cure or end back pain. The bonus explains treatment options and simple daily tips, and anyone with serious pain should see their doctor.

10. Twelve questions before the first posture

Who it is for: People who have started health plans before and stopped, and people who know motivation is their real problem.

The idea: Section one of the program prepares your mind for the change. It includes a 12-question "fast-track perspective test" on why you want to change, and explains what changes to expect over the first 30 days.

Opening lines:

- Twelve questions to answer before you start any new health plan.
- Why do you really want to change? This yoga program asks you that before anything else.
- Most plans start with what to eat. This one starts with 12 questions about why.

Do not: Don't turn the 30-day section into a promise of results by day 30. It explains what changes to expect, nothing more.

Email Swipes

Before you send: Replace YourIDHere with your ClickBank ID, or copy personalised versions from https://aff.brilliantyoga.com/emails/. Replace **[Your Name]** with your own name, and swap **{{first_name}}** for your email program's merge tag if it uses a different one.

27 emails for The Brilliant Yoga, grouped into 7 sequences: a five-day launch, a gentle soft sell, a story-led week, a short curiosity series, seasonal emails, short one-idea notes and newsletter blurbs.

Every email has three subject lines, a preheader, a P.S. and a disclosure line. Your hoplink is put in automatically once you have saved your ClickBank ID on the Promotion Links page.

5-Day Launch Sequence

Use it for: Your main promotion for a list that already cares about health, weight or yoga. Each email picks up the thread from the one before, so send them in order, one a day for five days.
Send order: Day 1, Day 2, Day 3, Day 4, Day 5

DAY 1

The rule Sarah calls a lie

SUBJECT LINES (PICK ONE)

CURIOSITY	The weight loss rule Sarah Sanders calls a lie
BENEFIT	Eat well and stop fighting your own body
PERSONAL	Something I wish I had heard years ago

Preheader: Almost everyone has been taught it, and it may be the reason trying harder never seemed to work.

Hi {{first_name}},

There is one rule about weight that most of us have heard so many times that we stopped questioning it a long time ago.

Eat less and move more. Count the calories going in, burn off more than that, and the weight comes off.

Sarah Sanders calls that rule a lie, and she is not shy about saying so.

Sarah is a professional yoga teacher and nutrition coach who teaches studio classes of 50 to 100 people at a time. She has seen what happens when people do exactly what the rule tells them, cutting their food right down and forcing themselves through hard workouts, and she has seen how often they end up tired, hungry and right back where they started.

Her explanation of why that happens is the part that made me stop and think, because it has nothing to do with willpower.

I would rather you heard it from her than from me, so here is her video:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Tomorrow I want to tell you what Sarah says happens inside your body when you diet hard, because it explains an awful lot about cravings.

Talk soon,
[Your Name]

P.S. If you have ever done everything "right" and still felt you were getting nowhere, watch the first few minutes of Sarah's video. She makes a strong case that it was never your fault: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 2

Stress, cortisol and cravings

SUBJECT LINES (PICK ONE)

CURIOSITY	Why the cravings get louder the harder you try
BENEFIT	Work with your body's hormones instead of against them
PERSONAL	{{first_name}}, does this happen to you in the evening?

Preheader: Sarah's explanation of cortisol, cravings and why a strict diet can leave you hungrier than before.

Hi {{first_name}},

Yesterday I told you that Sarah Sanders calls "calories in, calories out" a lie. Today I want to show you why she says it.

Picture someone on a strict diet. They are eating very little, they are doing hard workouts most days, and they are proud of themselves for sticking with it.

Inside their body, Sarah says, something quite different is going on. A strict diet and punishing exercise are both a kind of stress, and your body answers stress by releasing a hormone called cortisol.

Cortisol is the hormone your body relies on when it thinks something is wrong. When it stays high, it pushes up your appetite, turns up the cravings and makes it easier for your body to hang on to fat.

So the harder that person tries, the louder the cravings get. Then one evening they give in, feel terrible about it and decide they simply do not have enough willpower.

Sarah sees it the other way round. Cravings are chemical and hormonal, which means they are your body doing exactly what it was built to do under pressure, and that is why fighting harder so rarely wins.

What she teaches instead is to calm the body down rather than push it harder, using yoga postures, breathing and plenty of good food. She explains it here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Tomorrow I will tell you about Sarah herself, including what really goes on in her classes, because she is not what most people picture when they hear the words "yoga teacher".

[Your Name]

P.S. If you have ever blamed yourself after a late-night trip to the kitchen, Sarah's explanation of cravings is well worth hearing.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 3

Who Sarah is and how she teaches

SUBJECT LINES (PICK ONE)

CURIOSITY	Why some of Sarah's students laugh (or cry) in the middle of a posture
BENEFIT	Yoga at whatever pace suits you, from 12 years old to 90
PERSONAL	The yoga teacher I keep telling people about

Preheader: Her students range from 12 to 90 years old, and she built her program so it fits whoever you are.

Hi {{first_name}},

When most people hear the words "yoga teacher", they picture someone young and bendy who has never once had to worry about their weight or a sore back.

Sarah Sanders teaches studio classes of 50 to 100 people at a time, and the people who come to them are every shape and size you can think of. Her students range from 12 years old to 90.

She says it is not unusual to see a 65-year-old woman holding a posture better than the professional basketball player on the mat next to her.

She also admits that her classes can get intense. Sometimes people start laughing in the middle of a posture, and sometimes they cry, as the body lets go of things the mind has been holding on to for a long time.

Not everyone wants that, and Sarah knows it. So when she put her program together, she chose a wide mix of class types and posture levels, from strong, energetic sessions to slow ones where you spend much of the time lying down, relaxed and smiling. You choose the level that suits you on the day.

She is a nutrition coach as well as a yoga teacher, which is why her program cares about what you eat just as much as how you move.

You can meet her here. She does all the talking in the video, and you will get a feel for her very quickly:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Tomorrow I will walk you through exactly what is inside her program, including the three bonus books that come with it.

[Your Name]

P.S. Near the end of the video, Sarah answers a question she gets all the time: "Isn't yoga just something hippies do?" If you have ever wondered that yourself, stay for that part: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 4

What is inside, and the three bonuses

SUBJECT LINES (PICK ONE)

CURIOSITY	What is inside Sarah's 234-page yoga book
BENEFIT	Good food, gentle yoga and less than 20 minutes a day
PERSONAL	{{first_name}}, here is everything you get for $47

Preheader: A 234-page ebook in three sections, three bonus books and instant download, for one payment of $47.

Hi {{first_name}},

Over the last three days I have told you about the calorie rule Sarah Sanders calls a lie, about stress and cravings, and about Sarah herself. Today is the practical one, because you deserve to know exactly what you would be getting.

The program is called the Brilliant Yoga Weight Loss and Well-Being Success System. At its heart is a 234-page ebook that runs from yoga philosophy all the way to step-by-step session plans, with clear instructional photographs so you can see exactly how each posture should look.

It comes in three sections.

Section 1 is the quick start. It shows you how yoga and weight loss fit together, what to expect over your first 30 days and how to get your mind ready for the change. It also includes Sarah's 12-question "fast-track perspective test", which asks you some very personal questions about why you want to change. That might sound like a small thing, but knowing your real reason is what keeps you going on the days you would rather stay on the sofa.

Section 2 goes deeper into your body's own fat-burning metabolism and what Sarah calls its "natural set point". This is also where you will find the nutrition section, which I think is the part most people will be relieved to read: you eat plenty of good food, you never starve yourself, and there is no bland diet food. There is help with cravings too.

Section 3 deals with stress, in your body and in your mind, and gives you a selection of Sarah's yoga therapy posture sequences. You pick the sequences that fit what you want to work on.

All of it comes down to simple adjustments that take less than 20 minutes a day.

You also get three bonus books:

How To Stop Back Pain, with the treatment options explained and simple daily tips.
The Essential Guide To Pilates, with the Pilates exercises that go best with what you learn in Brilliant

Yoga.
Stretching And Calisthenics Made Easy, which covers stretching, calisthenics, nutrition and lifestyle, including Sarah's 10 do's and don'ts of working out.

Everything comes as instant-download PDFs, so you can start the same day you order. The whole package is one payment of $47.

Here is where to get it:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Tomorrow I will tell you about the part that makes this an easy decision either way, which is Sarah's 60-day guarantee.

[Your Name]

P.S. The session plans come with instructional photographs, so even if you have never done yoga before, you can see exactly what each posture should look like before you try it.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 5

The 60-day guarantee and a final word

SUBJECT LINES (PICK ONE)

CURIOSITY	What happens if Brilliant Yoga is not for you?
BENEFIT	60 days to try it, with nothing to lose
PERSONAL	My last email about Sarah's program

Preheader: Try Brilliant Yoga for a full 60 days, and if it is not for you, one email gets your money back.

Hi {{first_name}},

This is the last email I will send you about Brilliant Yoga, so I want to make it a useful one.

If you have been reading along this week, you know the idea behind Sarah Sanders' program. Hard dieting and punishing workouts put your body under stress, stress turns the cravings up, and the answer is to work with your body using gentle yoga, breathing and good food instead of fighting it.

Maybe that already makes sense to you, and maybe part of you is thinking, "I have heard promises before."

That is exactly why Sarah's guarantee matters. You can try the whole program for a full 60 days, and if you decide it is not for you, you simply email for a full refund. In Sarah's own words, there is no fine print.

So the choice is a fairly easy one. You can carry on with whatever you are doing now, and if it is working for you, that is wonderful. Or you can give a gentler approach less than 20 minutes a day for the next couple of months, knowing your $47 comes back to you if you are not happy.

Everything is instant download, so you could do your first session tonight:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Whatever you decide, thank you for reading my emails this week. I hope at least one idea from them stays with you.

To your health,
[Your Name]

P.S. The $47 also includes the three bonus books: How To Stop Back Pain, The Essential Guide To Pilates and Stretching And Calisthenics Made Easy. Here is the link one more time: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

Gentle Start

Use it for: A soft sell for yoga, wellness, mindfulness and healthy-living lists that do not like a hard push. Each email gives the reader something useful first and mentions Sarah's program lightly.
Send order: Day 1, Day 3, Day 6 (two or three days apart)

DAY 1

Friend or problem?

SUBJECT LINES (PICK ONE)

CURIOSITY	A yoga teacher's question about how you see your body
BENEFIT	A gentler way to look after your weight and your mood
PERSONAL	A note for anyone who is tired of trying so hard

Preheader: No punishing workouts and no starving, just a calmer way to look after yourself.

Hi {{first_name}},

I want to ask you something, and you do not have to answer it out loud.

When you think about your body, does it feel like a friend you are looking after, or a problem you are trying to fix?

For a lot of us it is the second one. We push it through workouts we do not enjoy, we tell it off for being hungry, and then we wonder why it never seems to cooperate.

Sarah Sanders, a professional yoga teacher and nutrition coach, starts from a very different place. Her whole approach is about working with your body instead of fighting it, and she teaches it through gentle yoga, steady breathing and good, satisfying food.

There is no starving in her program and no bland diet food, and the daily practice takes less than 20 minutes.

If you would like to see how she explains it, she has made a video about it:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

There is no rush at all. Watch it when you have a quiet moment, perhaps with a cup of tea.

Warmly,
[Your Name]

P.S. One small thing to try tomorrow: before you get out of bed, take five slow breaths and notice how your shoulders feel afterwards.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 3

Cravings are not a character flaw

SUBJECT LINES (PICK ONE)

CURIOSITY	What your evening cravings may be telling you
BENEFIT	Make peace with cravings instead of fighting them
PERSONAL	{{first_name}}, this one is about the late-night snack

Preheader: Sarah Sanders says cravings are chemical and hormonal, and that changes how you deal with them.

Hi {{first_name}},

Most of us carry a story about cravings around with us. It usually goes something like this: "If I were stronger, I would not want that chocolate."

Sarah Sanders tells a very different story, and I find it a lot kinder.

She is a yoga teacher and nutrition coach, and she says food cravings are chemical and hormonal in nature. When your body is under stress, whether that comes from a hard week or from a strict diet, it releases a hormone called cortisol, and cortisol turns the cravings up.

So a craving is not proof that you are weak. It is a message from a body that is under pressure.

Sarah's answer is to take the pressure off. She uses yoga postures, which she says work on the glands and hormone systems as well as the muscles, together with breathing and plenty of good food, so your body no longer feels it has to fight for every meal.

If that idea speaks to you, Sarah explains it in her own words here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Be gentle with yourself this week.

[Your Name]

P.S. If you decide you would like to go further than the video, her program is one payment of $47 with a 60-day money-back guarantee.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 6

An open invitation

SUBJECT LINES (PICK ONE)

CURIOSITY	Yoga where you are allowed to lie down and smile
BENEFIT	Less than 20 minutes a day, at your own pace
PERSONAL	An invitation, if you would like one

Preheader: Sarah's program lets you choose anything from energetic sessions to slow, restful ones.

Hi {{first_name}},

Over the last week I have shared a couple of ideas from Sarah Sanders, the yoga teacher and nutrition coach whose approach I keep coming back to.

Today I want to tell you how her program feels to use, because so many people are put off yoga by the idea that they need to be flexible or fit before they even start.

Sarah's students range from 12 to 90 years old, and that is exactly why she chose a wide mix of class types and posture levels when she built her program. Some days you might want a strong session that leaves you warm and full of energy. On other days you might want a slow one where you spend much of the time lying down, relaxed and smiling, and that counts just as much.

Her 234-page ebook has step-by-step session plans with instructional photographs, so you always know what to do next, and her yoga therapy sequences let you pick the ones that match what you want to work on.

Alongside the yoga there is a nutrition section built on eating plenty of good food, and a section on handling stress in your body and in your mind. All of it fits into less than 20 minutes a day.

It is one payment of $47, it comes as instant-download PDFs with three bonus books, and Sarah gives you 60 days to decide whether it is right for you. If it is not, one email gets you a full refund.

If you would like to accept the invitation, here it is:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Warmly,
[Your Name]

P.S. One of the three bonus books is How To Stop Back Pain. If your back complains after a long day at a desk, that book alone is worth a look.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

Story-Led Sequence

Use it for: Five emails that each open on a moment your reader will recognise from their own life, such as a Monday-morning fresh start or the kitchen at nine o'clock at night, and then bring in Sarah's idea. They work best on lists that like a personal, chatty email. Add one line of your own story where the yellow tip suggests it.
Send order: Day 1, Day 2, Day 3, Day 4, Day 5

DAY 1

The Monday fresh start

SUBJECT LINES (PICK ONE)

CURIOSITY	Why does the diet always start on a Monday?
BENEFIT	A calmer way to start again, without the Monday diet
PERSONAL	{{first_name}}, I know this Monday feeling well

Preheader: Full of good intentions on Monday, and by Thursday night it has all gone. Sarah Sanders has a reason for that.

Hi {{first_name}},

Have you ever noticed that a diet nearly always starts on a Monday?

On Sunday night the cupboards get cleared, the plan gets written out and the alarm gets set early for a workout. Monday goes beautifully, and so does Tuesday. By Thursday evening you are tired, a bit grumpy and very hungry, and by the weekend the whole thing has quietly fallen apart, so you promise yourself that next Monday will be different.

I lived that loop for longer than I would like to admit, and I always assumed the problem was me.

Sarah Sanders, a professional yoga teacher and nutrition coach, sees it very differently. She says the plan itself is what goes wrong, because eating very little and pushing yourself through hard workouts both put your body under stress, and a stressed body fights back with cravings.

In other words, Thursday night was never a failure of willpower. It was your body doing exactly what bodies do under pressure.

She explains it far better than I can, so here is her video:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Tomorrow I will tell you about the people who turn up to Sarah's yoga classes, because they are not who you would expect.

Talk soon,
[Your Name]

P.S. If you are planning a fresh start next Monday, watch Sarah's video before you do. It may change the plan: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 2

The class nobody expects

SUBJECT LINES (PICK ONE)

CURIOSITY	The 65-year-old who out-held a basketball player
BENEFIT	Yoga that fits your age, your body and your day
PERSONAL	This made me smile, {{first_name}}

Preheader: Sarah Sanders teaches classes of 50 to 100 people aged 12 to 90, and the stories from her studio are wonderful.

Hi {{first_name}},

Yesterday I mentioned Sarah Sanders, the yoga teacher and nutrition coach who calls the Monday diet a trap. Today I want to tell you about her classes, because they say a lot about her.

Sarah teaches studio classes of 50 to 100 people at a time. The youngest students are 12 years old and the oldest are 90, and they come in every shape and size you can think of.

She says she is often surprised to see a 65-year-old woman holding a posture better than the professional basketball player on the next mat. I love that picture, because it turns the usual idea of yoga completely on its head.

A lot of people never try yoga because they think it is for the young and the bendy. Sarah built her program for everyone else as well. It has a wide mix of class types and posture levels, from strong, energetic sessions to slow ones where you spend much of the time lying down, relaxed and smiling, and you choose the level that suits you that day.

The session plans in her book come with instructional photographs, so you can see exactly how each posture should look before you try it.

You can meet Sarah in her video here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Tomorrow I want to share the first thing her program asks you to do, and it is not a yoga posture at all.

[Your Name]

P.S. Sarah's students range from 12 to 90 years old, so whatever age you are, you are in good company: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 3

The question before the first posture

SUBJECT LINES (PICK ONE)

CURIOSITY	The first thing Sarah asks you to do is not yoga
BENEFIT	Find the reason that keeps you going
PERSONAL	A personal question for you, {{first_name}}

Preheader: Before any posture or meal plan, Sarah's program asks you twelve very personal questions about why you want to change.

Hi {{first_name}},

Most health programs start with the doing: the workout on page one, the meal plan on page two.

Sarah Sanders starts somewhere else. The first section of her Brilliant Yoga program includes what she calls the "fast-track perspective test", which is twelve questions about why you really want to change.

They are personal questions, and that is the point. Sarah has taught thousands of people, and she knows that the reason you write down on a good day is the thing that gets you onto the mat on a bad one.

Mine, if I am honest, is [your reason in one sentence].

The same section shows you how yoga and weight loss fit together, what changes to expect over your first 30 days and how to get your mind ready before you change anything else. After that, the program moves on to food, cravings, stress and the yoga sequences themselves.

If you would like to hear Sarah talk about where it all begins, her video is here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Tomorrow's email is about the kitchen at nine o'clock at night, which I suspect you will recognise.

[Your Name]

P.S. You can answer Sarah's twelve questions on the very first evening, because the whole program is an instant download: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 4

Nine o'clock in the kitchen

SUBJECT LINES (PICK ONE)

CURIOSITY	What really happens in the kitchen at 9pm
BENEFIT	Plenty of good food, and help with the cravings
PERSONAL	{{first_name}}, the fridge light moment

Preheader: Good all day, then the fridge door opens at night. Sarah Sanders explains why, and what she does about it.

Hi {{first_name}},

You know the moment. You have eaten carefully all day, you have done everything right, and at nine o'clock at night you find yourself standing in the kitchen with the fridge door open, looking for something you promised yourself you would not have.

Mine is [your snack]. Everyone has one.

Sarah Sanders says food cravings are chemical and hormonal. When your body is under stress, from a hard day or from a strict diet, it releases a hormone called cortisol, and cortisol turns the cravings up. That is why the evening is often the hardest part of the day, and why trying to eat even less can make the evenings worse.

Her answer is to calm the body down instead of fighting it. Her program uses yoga postures and breathing, and its nutrition section is built on plenty of good food, with no starving and no bland diet food. There is a whole part of the program on dealing with stress, in your body and in your mind, and specific help with cravings.

All of it comes down to simple changes that take less than 20 minutes a day.

Here is Sarah's video, where she explains it all:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Tomorrow is my last email about Brilliant Yoga, and I will tell you about the part that makes it an easy decision.

[Your Name]

P.S. The nutrition section is about eating well, not eating less. That was the part that made me trust Sarah's approach: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 5

Two Mondays from now

SUBJECT LINES (PICK ONE)

CURIOSITY	Where will you be two Mondays from now?
BENEFIT	Try it for 60 days, with your $47 safe either way
PERSONAL	My last email about Sarah's program

Preheader: One more fresh start, or something gentler that you can keep up. Either way, the 60-day guarantee has you covered.

Hi {{first_name}},

This week started with the Monday fresh start, so let me finish with a thought about the next one.

Two Mondays from now, you could be starting yet another diet, with the cupboards cleared, the plan written out and the same Thursday-night ending waiting for you.

Or you could be a couple of weeks into something gentler. Less than 20 minutes a day of yoga and breathing, good food on your plate, and a program that treats cravings as something to calm rather than something to fight.

The second one is what Sarah Sanders teaches in Brilliant Yoga. For one payment of $47 you get her 234-page ebook in three sections, with step-by-step session plans and instructional photographs, plus three bonus books: How To Stop Back Pain, The Essential Guide To Pilates and Stretching And Calisthenics Made Easy.

It is all instant download, and it comes with a 60-day money-back guarantee. If it is not for you, you email for a full refund, and in Sarah's words there is no fine print.

Here is the link:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Thank you for reading along this week. Whatever you decide, I hope the next Monday feels a little kinder than the last few.

[Your Name]

P.S. If you are still unsure, watch the first ten minutes of Sarah's video and decide from there. You have 60 days to change your mind: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

Curiosity Sequence

Use it for: Five short emails, each built around one question that Sarah answers in her video. Each one gives the reader enough to wonder about, then sends them to the video for the answer. They suit busy lists, readers who skim, and anyone who has already seen your longer emails.
Send order: Day 1, Day 2, Day 4, Day 6, Day 8 (or slot them between other emails)

DAY 1

The half of the story nobody tells

SUBJECT LINES (PICK ONE)

CURIOSITY	The half of the weight loss story you were never told
BENEFIT	Work with your body instead of counting every calorie
PERSONAL	Something I did not know until this week

Preheader: Calories in, calories out is only half the story, according to one yoga teacher and nutrition coach.

Hi {{first_name}},

We have all been told that weight comes down to calories in and calories out.

Sarah Sanders, a professional yoga teacher and nutrition coach, says that is only half the story, and that the half nobody talks about is the one that explains why so many careful diets end where they started.

She names that missing half in her video, and it has nothing to do with willpower:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. Sarah's program takes less than 20 minutes a day and costs $47 once, with a 60-day money-back guarantee: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 2

Why harder can make it worse

SUBJECT LINES (PICK ONE)

CURIOSITY	Can trying harder actually make it worse?
BENEFIT	Gentle yoga instead of punishing workouts
PERSONAL	{{first_name}}, this surprised me

Preheader: Sarah Sanders says strict diets and hard workouts can work against you, and she explains exactly why.

Hi {{first_name}},

When something is not working, most of us try harder. Fewer calories, longer workouts, more discipline.

Sarah Sanders says that is exactly where it goes wrong. In her view, hard dieting and punishing workouts are both a kind of stress, and the way your body answers that stress is the reason the harder you try, the louder the cravings get.

She explains what happens inside your body, and what she does instead, in her video:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. Her approach uses gentle yoga, breathing and plenty of good food. Have a look: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 4

What is a natural set point?

SUBJECT LINES (PICK ONE)

CURIOSITY	Your body has a "natural set point". Here is what Sarah means
BENEFIT	Work with your metabolism instead of against it
PERSONAL	A phrase I had never heard before

Preheader: One section of Sarah Sanders' program is about the body's own metabolism and what she calls its natural set point.

Hi {{first_name}},

Here is a phrase I had not heard until recently: your body's "natural set point".

Sarah Sanders, a yoga teacher and nutrition coach, gives a whole part of her Brilliant Yoga program to it, along with how the body's own fat-burning metabolism works and why starving yourself works against it.

She introduces the idea in her video, and it makes a lot of sense of the diets that never seemed to stick:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. The same section covers food and cravings: plenty of good food, no starving and no bland diet food: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 6

The question the diet industry avoids

SUBJECT LINES (PICK ONE)

CURIOSITY	The question the diet industry would rather you did not ask
BENEFIT	Something you can keep doing, not another diet
PERSONAL	Have you ever wondered about this, {{first_name}}?

Preheader: If a diet worked for good, would anyone need the next one? Sarah Sanders has strong views on that.

Hi {{first_name}},

Here is a question worth thinking about for a moment.

If one of the big diets really worked for good, why would anyone ever need the next one?

Sarah Sanders has some strong views on that, and she does not hold back in her video. More usefully, she also explains the approach she teaches instead, built on gentle yoga, breathing and good food, which

takes less than 20 minutes a day and is meant to be kept up for life rather than for a few weeks.

You can watch it here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. It is one payment of $47, not a subscription you have to remember to cancel: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

DAY 8

Why a yoga program has a back pain book in it

SUBJECT LINES (PICK ONE)

CURIOSITY	Why is there a back pain book in a yoga program?
BENEFIT	Yoga, plus back pain, Pilates and stretching guides
PERSONAL	The bonus I did not expect

Preheader: Sarah's program comes with three bonus books, and the reason they are there tells you a lot about her approach.

Hi {{first_name}},

When I looked at Sarah Sanders' Brilliant Yoga program, one thing surprised me. Along with her 234-page yoga book, it comes with three bonus books: How To Stop Back Pain, The Essential Guide To Pilates and Stretching And Calisthenics Made Easy.

It makes sense once you know that Sarah is a nutrition coach as well as a yoga teacher. Her program is about looking after your whole body, so it covers your back, the Pilates exercises that go best with her yoga, and stretching, including her 10 do's and don'ts of working out.

Everything comes as an instant download for one payment of $47. Sarah explains the whole program here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. The program comes with a 60-day money-back guarantee, so you can look through all four books before you decide: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

Evergreen and Seasonal

Use it for: Stand-alone emails for the times of year when people most want a fresh start. Send each one on its own at the right moment, or slot it into your regular schedule. They work in any country, so pick the moment that fits your readers.
Send order: Any time: one email at the right moment of the year

FIRST WEEK OF JANUARY

New Year

SUBJECT LINES (PICK ONE)

CURIOSITY	The New Year's resolution Sarah would rather you skipped
BENEFIT	Start the year eating well instead of starving
PERSONAL	My one resolution for this year

Preheader: Instead of a strict diet that fights your body, try less than 20 minutes a day that works with it.

Hi {{first_name}}, and Happy New Year.

This is the week when the gyms fill up and the diet books come down off the shelf. Almost everyone starts with the same plan: eat as little as possible, exercise as hard as possible, and start on Monday.

Sarah Sanders, a professional yoga teacher and nutrition coach, would ask you to think twice about that plan.

Her reason is a simple one. A strict diet and punishing workouts are both stress for the body. Stress raises a hormone called cortisol, cortisol turns up your cravings, and before long the resolution feels like a battle you are losing.

What she teaches instead is a calmer way in, with gentle yoga postures, breathing, plenty of good food and simple changes that take less than 20 minutes a day. It is the kind of resolution you can still be keeping long after the decorations have gone back in their box.

She explains the whole idea in this video:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

If you only make one promise to yourself this year, make it a kind one.

[Your Name]

P.S. The program is one payment of $47 and comes with a 60-day money-back guarantee, so you have two full months to decide whether it is right for you: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

WHEN THE WEATHER WARMS UP WHERE YOUR READERS LIVE

Spring and summer

SUBJECT LINES (PICK ONE)

CURIOSITY	Read this before you try a crash diet this summer
BENEFIT	Feel lighter and calmer as the days get longer
PERSONAL	What I am doing differently this summer

Preheader: Why Sarah Sanders would skip the crash diet, and what she suggests instead.

Hi {{first_name}},

As the days get longer and warmer, a lot of people feel a sudden push to "get in shape" before a holiday, a wedding or simply the first really sunny weekend.

That push usually turns into a crash diet, and if you have ever tried one, you know how it goes. You feel hungry and short-tempered for a few weeks, and the moment it is over, the cravings come roaring back.

Sarah Sanders, a yoga teacher and nutrition coach, explains why that happens. A crash diet is stress for your body, and a stressed body releases cortisol, which turns up your appetite and your cravings. You end up fighting your own body at exactly the time of year when you most want to enjoy yourself.

Her program goes the other way. It is gentle yoga and breathing, plenty of good food and simple changes that take less than 20 minutes a day, so you can spend the sunny months feeling good instead of counting every bite.

One of the three bonus books that come with it, Stretching And Calisthenics Made Easy, is the one Sarah points to when you have an event coming up and want to go a step further.

You can watch her explain it all here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Enjoy the sunshine,
[Your Name]

P.S. It is one payment of $47 with a 60-day money-back guarantee, and you can download it straight away.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

JUST AFTER CHRISTMAS, DIWALI, EID, A HOLIDAY OR ANY BIG CELEBRATION

After the celebrations

SUBJECT LINES (PICK ONE)

CURIOSITY	Read this before you start a punishing "detox"
BENEFIT	Get back on track without starving yourself
PERSONAL	Too much good food over the holidays? Me too

Preheader: Guilt and strict diets make the cravings louder, and Sarah Sanders suggests something kinder.

Hi {{first_name}},

If you ate and drank a little more than usual over the last couple of weeks, welcome to the club. Celebrations are meant to be enjoyed.

The trouble starts afterwards, when the guilt arrives and we decide to make up for it by eating almost nothing and exercising until it hurts.

Sarah Sanders, a professional yoga teacher and nutrition coach, says that is exactly where a lot of people go wrong. Punishing yourself puts your body under stress, stress raises cortisol, and cortisol turns up the very cravings you are trying to get away from.

Her way back is much gentler. You calm the body down with yoga postures and breathing, you eat plenty of good food instead of starving, and you make a few simple changes that take less than 20 minutes a day.

If you want a fresh start that does not feel like a punishment, have a look at her video:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Be kind to yourself,
[Your Name]

P.S. The $47 includes three bonus books, among them The Essential Guide To Pilates, and you have 60 days to ask for your money back if it is not for you.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

FIRST OR SECOND WEEK OF SEPTEMBER

Back to routine in September

SUBJECT LINES (PICK ONE)

CURIOSITY	Why September may be a better time to start than January
BENEFIT	A routine of less than 20 minutes a day that you can keep all year
PERSONAL	Back to normal this week? Me too

Preheader: Routines are coming back, which makes this the easiest time to add one small, kind one.

Hi {{first_name}},

There is something about September. Even if you left school years ago, it can still feel like the start of a new year.

The long break is over, routines come back, and a lot of us quietly decide that this is the season we finally look after ourselves properly.

I think September is a better time to start than January, because nobody expects a September resolution, so there is no pressure and no crowd. You are simply adding one good habit to a routine that is already there.

If you want that habit to be about your health and your weight, I would point you to Sarah Sanders. She is a professional yoga teacher and nutrition coach, and her Brilliant Yoga program is built on simple adjustments that take less than 20 minutes a day. That fits before work or after the house goes quiet in the evening.

What makes her approach different is that it never asks you to starve or punish yourself. She teaches that strict diets and exhausting workouts stress the body and make cravings worse, so her program uses gentle yoga, breathing and plenty of good food instead.

She explains it here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. It is one payment of $47, it downloads straight away, and you have 60 days to try it with a full money-back guarantee: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

Short and Punchy

Use it for: Quick one-idea emails for lists that like short notes, or as extra reminders between your longer emails. Use them any time, but no more than one a day.
Send order: Any order, any time

ANY TIME

One question

SUBJECT LINES (PICK ONE)

CURIOSITY	Has a diet ever made you feel good?
BENEFIT	Eat well and still look after your weight
PERSONAL	Quick question, {{first_name}}

Preheader: If the honest answer is no, Sarah Sanders thinks she knows why.

Hi {{first_name}},

Quick question: when was the last time a diet actually made you feel good?

I do not mean the first few days, when you are full of good intentions. I mean calm, full of energy and not thinking about food all day long.

If the honest answer is "never", Sarah Sanders thinks she knows why, and she explains it in her video:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. Sarah is a professional yoga teacher and nutrition coach, and her answer has nothing to do with willpower.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

ANY TIME

Put down the carrot sticks

SUBJECT LINES (PICK ONE)

CURIOSITY	Put down the carrot sticks for a minute
BENEFIT	Plenty of good food and no starving
PERSONAL	The diet food I will never miss

Preheader: Sarah Sanders built her nutrition section around eating well, not eating less.

Hi {{first_name}},

Boiled fish, a plain salad and a handful of carrot sticks. If that sounds like every diet you have ever tried, I have some good news for you.

Sarah Sanders, a yoga teacher and nutrition coach, built the nutrition section of her program around plenty of good, satisfying food. There is no starving yourself, there is no bland diet food, and there is help with cravings too.

She explains why eating well matters so much in her video:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. It sits alongside gentle yoga session plans that take less than 20 minutes a day.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

ANY TIME

60 days to decide

SUBJECT LINES (PICK ONE)

CURIOSITY	What could you do with 60 days?
BENEFIT	Try it for 60 days, with your money back if it is not for you
PERSONAL	The part that made me happy to recommend this

Preheader: One payment of $47, and a full refund for 60 days if you change your mind.

Hi {{first_name}},

Sarah Sanders, a professional yoga teacher and nutrition coach, makes a very simple offer.

Try her Brilliant Yoga program for a full 60 days. That means gentle yoga, breathing and good food, in less than 20 minutes a day. If it is not for you, email for a full refund, and in Sarah's words there is no fine print.

The price is one payment of $47, and three bonus books come with it.

Have a look here:

https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

[Your Name]

P.S. Everything is instant download, so you could try your first session tonight.

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

Newsletter Mentions

Use it for: Short blurbs to drop into a newsletter you already send, for example under a heading such as "Something I found this week". The P.S. goes at the very end of your newsletter as a second reminder. Subject lines are included in case you send a blurb on its own.
Send order: Inside any newsletter, one blurb per issue

ANY ISSUE

Something worth watching

SUBJECT LINES (PICK ONE)

CURIOSITY	The video I keep telling friends about
BENEFIT	A yoga teacher on eating well without starving
PERSONAL	Something I found this week, {{first_name}}

Preheader: A yoga teacher and nutrition coach on why trying harder at dieting often backfires.

Something worth watching this week

{{first_name}}, if you have ever done everything a diet told you to do and still felt stuck, I think you will find this video eye-opening. Sarah Sanders is a professional yoga teacher and nutrition coach, and she explains why hard dieting and punishing workouts stress the body and turn up cravings, and how she uses gentle yoga, breathing and good food instead. Her program takes less than 20 minutes a day and comes with a 60-day money-back guarantee.

Watch Sarah's video here: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

P.S. Did you catch the yoga video I mentioned above? Here it is again: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

ANY ISSUE

A kinder way to think about cravings

SUBJECT LINES (PICK ONE)

CURIOSITY	What your cravings may be trying to tell you
BENEFIT	Calm the cravings instead of fighting them
PERSONAL	A thought about late-night snacking

Preheader: Sarah Sanders says cravings are chemical and hormonal, and that changes everything about how you deal with them.

A kinder way to think about cravings

{{first_name}}, here is an idea that changed how I see the late-night snack. Sarah Sanders, a yoga teacher and nutrition coach, says food cravings are chemical and hormonal. When the body is stressed, it releases cortisol, and cortisol turns the cravings up, which is why a strict diet can leave you hungrier than before you started. Her Brilliant Yoga program works on calming the body instead, with yoga postures, breathing and plenty of good food, in less than 20 minutes a day.

If that sounds familiar, her video explains it beautifully: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

P.S. The Brilliant Yoga program I mentioned above is one payment of $47 with a 60-day guarantee: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you. Please check with your doctor before starting any new exercise or eating plan.

Social Posts

Every post, ad, caption and script on this page was written from Sarah Sanders' own sales video and order page, so it matches what buyers see when they click. Your saved ClickBank link is already inside every post that carries one.

Press Copy, paste and post. The square picture just below goes with any of them.

Links in these posts contain **affiliate=YourIDHere**. Replace YourIDHere with your ClickBank ID, or copy personalised versions from https://aff.brilliantyoga.com/emails/.

Facebook posts

Story post: the class with students from 12 to 90

Picture a yoga class with somewhere between 50 and 100 people on the mats. The youngest is 12 years old and the oldest is 90.

That's a normal week for Sarah Sanders, who teaches yoga for a living and is also a nutrition coach. Ask her what she sees in the people who walk into her classes and she'll tell you the same thing: the harder they've fought their bodies with strict diets and punishing workouts, the harder their bodies have fought back.

Her reason is stress. Starving yourself and wearing yourself out both put the body under stress, stress brings cravings, and sooner or later the cravings win.

So she wrote down what she teaches instead. It's gentle yoga and breathing, plenty of good food with no starving, and simple changes that take less than 20 minutes a day.

It's called Brilliant Yoga. It's an instant download, it costs $47 once, and it comes with a 60-day money-back guarantee if it isn't for you.

You can see Sarah's video here: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

(I may earn a commission if you buy through my link, at no extra cost to you.)

Simple recommendation post

If you've been meaning to start yoga at home and didn't know where to begin, this is the one I'd point you to.

Brilliant Yoga by Sarah Sanders is a set of instant-download guides. The main one is a 234-page ebook with step-by-step session plans and instructional photographs to follow, and alongside the yoga there's a nutrition section built on plenty of good food, with no starving and no bland diet meals. The whole thing asks for less than 20 minutes a day.

It also comes with three bonus guides: How To Stop Back Pain, The Essential Guide To Pilates, and Stretching And Calisthenics Made Easy.

It's one payment of $47, and there's a 60-day money-back guarantee, so you can try it properly before you decide.

Here's the link: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

(I may earn a commission if you buy through my link, at no extra cost to you.)

Facebook and Instagram ads

Ad 1: calories are only half the story

Instagram captions

Caption 1: ages 12 to 90

Sarah Sanders teaches yoga classes of 50 to 100 people, and the ages on the mats run from 12 all the way to 90.

She put the way she teaches into a home program called Brilliant Yoga. It has gentle postures, breathing, step-by-step session plans with photographs to follow, and a nutrition section with plenty of good food and no starving.

It takes less than 20 minutes a day, and you can start the same day you download it.

The link is in my bio if you'd like a look.

#ad (affiliate link: I earn a commission if you buy)

#yoga #yogaathome #gentleyoga #yogaforeveryone #yogaforbeginners #yogaover50 #healthyhabits #wellbeing

Caption 3: what's inside for $47

What do you get for $47 from a yoga teacher who is also a nutrition coach?

You get a 234-page ebook with step-by-step session plans and instructional photographs, a nutrition section with plenty of good food and help with cravings, and a section on handling stress, with yoga therapy sequences you pick depending on what you want to work on.

Then there are three bonus guides on top: How To Stop Back Pain, The Essential Guide To Pilates, and Stretching And Calisthenics Made Easy.

It's called Brilliant Yoga, it takes less than 20 minutes a day, and it comes with a 60-day money-back guarantee. The link is in my bio.

#ad (affiliate link: I earn a commission if you buy)

#yoga #yogaathome #pilates #stretching #backcare #healthyeating #wellbeing #yogaeveryday

TikTok, Reels and Shorts scripts

Script 1: the rule every diet is built on (about 40 seconds)

OPENING LINE (0 to 3 seconds, to camera):
"Every diet you've ever heard of is built on one rule, and a yoga teacher says it's only half the story."
ON SCREEN: The rule every diet is built on

BEAT 1 (3 to 10 seconds):
"The rule is calories in, calories out. Eat less, move more."
ON SCREEN: Calories in, calories out

BEAT 2 (10 to 22 seconds):
"Sarah Sanders is a yoga teacher and a nutrition coach, and she says strict diets and punishing workouts both stress the body. Stress raises cortisol, and cortisol brings cravings. That's why so many people do everything they're told and still end up back where they started."
ON SCREEN: Stress, then cortisol, then cravings

BEAT 3 (22 to 33 seconds):
"So her program does the opposite. It's gentle yoga, breathing, and plenty of good food with no starving, in less than 20 minutes a day."
ON SCREEN: Gentle yoga + good food, under 20 minutes a day

CALL TO ACTION (33 to 40 seconds):
"It's called Brilliant Yoga. It's $47 with a 60-day money-back guarantee, and the link is in my bio."
ON SCREEN: Link in bio

CAPTION: Calories in, calories out is only half the story. #ad #yoga #yogaathome #nodiet

Pinterest pins

Pin 1: gentle yoga at home

Pin 2: calories are only half the story

X and Threads posts

Post 1

"Eat less, move more" is only half the story. Yoga teacher and nutrition coach Sarah Sanders explains the other half, which is stress, cortisol and cravings: https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&t

ype=vsl #ad

Post 2

A yoga class where the youngest is 12 and the oldest is 90. That's who Sarah Sanders wrote Brilliant Yoga for: gentle postures and good food in under 20 minutes a day. https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl #ad

Newsletter ads

Solo-ad blurb 1: the calorie rule

Subject: The diet rule a yoga teacher calls a lie

Every diet you've ever tried was built on one rule: calories in, calories out.

Sarah Sanders is a professional yoga teacher and nutrition coach, and she says that rule is only half the story. In her view, strict diets and punishing workouts both put the body under stress. Stress raises cortisol, cortisol brings cravings, and the cravings are why so much hard work gets undone.

Her program, Brilliant Yoga, takes the gentler route. It teaches yoga postures and breathing alongside a way of eating with plenty of good food and no starving, and it takes less than 20 minutes a day.

It's an instant download for one payment of $47, and it comes with a 60-day money-back guarantee.

Watch Sarah explain the idea here:
https://hop.clickbank.net/?affiliate=YourIDHere&vendor=brillyoga&type=vsl

(I may earn a commission if you buy through my link, at no extra cost to you.)

More posts, ads, scripts, pins and hashtags: https://aff.brilliantyoga.com/social/

Rules Summary

Brilliant Yoga Promotion Rules

Thank you for your interest in promoting Brilliant Yoga Products.

To keep our refund rates low and to keep our customers happy, please go over the rules for promoting a Brilliant Yoga product.

Google and Bing Advertising. Affiliates will need to undergo a review before you can promote Brilliant Yoga on Google and Bing. Go over these rules for your guidance.

Do Not do Brand Marketing. Affiliates are not allowed to bid any brand keywords like “Brilliant Yoga”, “How To Stop Back Pain”, “The Essential Guide To Pilates”, “Stretching And Calisthenics Made Easy”, etc...

Do Not Use False Representation. As an affiliate, you are not allowed to falsely promote yourself as the owner or creator of any Brilliant Yoga product.

Do Not Use False Negative Marketing. You are not allowed to market using negative strategies. This includes using words like fraud or scam in your ads or in your copy.

Do Not Spam Your Email Lists. Do not Spam your email lists when promoting any Brilliant Yoga product. Do not send unsolicited emails.

Do Be Clear and Upfront. Make it clear to your list or your audience that you are being compensated to promote Brilliant Yoga products. For additional rules and best practices, please go over Clickbank’s Guidelines.

Advertising on Google and Bing

Affiliates are allowed to start promoting our products on Bing and Google.

Below are important rules that you have to follow if you want to start advertising on Bing and Google.

Do Have Quality Websites. Affiliates are required to have quality websites. Do not just create a landing page, fill it with some of the free articles provided in the affiliates area. Instead, create original content and make your website valuable to your visitors. Make your website look good as well.

Do Have Your Website Reviewed. Contact our affiliate manager before you start a Bing or Google Ad Campaign. Your websites need to be reviewed to make sure that you are following the rules. We can also help you with tips on marketing and optimization during the review process.

Do Not Do Brand Keyword Advertising. Affiliates are not allowed to bid any brand keywords like “Brilliant Yoga”, “How To Stop Back Pain”, “The Essential Guide To Pilates”, “Stretching And Calisthenics Made Easy”, etc…

Do Not Use Brand Words in Ad Copy. You are not allowed to use brand words in any copy. Do not list phrases like “Brilliant Yoga”, “How To Stop Back Pain”, “The Essential Guide To Pilates”, “Stretching And Calisthenics Made Easy”, etc…

Do Not Directly Advertise to Any Brilliant Yoga URLs. Affiliates are not allowed to directly advertise to Brilliant Yoga Program URLs and other Brilliant Yoga Products.

Do Not Use Direct Hoplink Advertisement. Do not advertise directly to a Hoplink URL. Use your own website instead. This is poor marketing practice and your ads are likely going to get denied.

Do Follow Our Other Rules. For our other promotion rules. Please check out our General Promotion Guidelines for Brilliant Yoga.

What you can say about Brilliant Yoga

Health products draw close attention from ClickBank, Google and Facebook. Stick to the left column and you will rarely go wrong. If you are unsure about a line, email Andrew before you publish it.

Never say

- Any promise or guarantee that someone will lose weight.
- Numbers of pounds, kilos or dress sizes, or a time frame for results.
- Before and after pictures, or customer stories and results taken from the sales video.
- The "97%" stress figure, or any statistic you cannot point to in the vendor's own material.
- "Lose weight while you sleep" or any claim that it works without effort.
- That it cures, treats or prevents any illness, including back pain, diabetes or high blood pressure.
- Fake scarcity, such as "the price goes up tonight", "only 10 copies left" or timers that reset.
- Posing as Sarah Sanders, the vendor or anyone from Brilliant Yoga, or writing as if you made the program.
- "Scam" or "fraud" headlines used to pull clicks.
- Spam of any kind: unsolicited email, bought lists, or comment and forum spam.

Take care with

- Weight loss in general. Talk about Sarah's method and what is inside, never about the result someone will get.
- Stress, cortisol and cravings. Present these as Sarah's explanation ("as Sarah explains it"), not as proven medical fact.
- Belly fat. You can use it as a topic, but never promise fat loss from one part of the body.
- Ages 12 to 90. This describes Sarah's students. It does not mean the program is right for everyone, so add the medical note.
- "Valued at" figures for the program and bonuses. Quote them only as the vendor's own figures, never as a saving you promise.
- The optional monthly add-on buyers see on the order page. Say it is optional, never quote its price and never promise recurring commissions.
- Your own story. Say you used the program only if you really did, and describe only what really happened to you.
- Speed. Never say how fast anything changes, including cravings or how people feel.

Safe to say

- Brilliant Yoga is a program by Sarah Sanders, a professional yoga teacher and nutrition coach.
- The main guide is a 234-page ebook with step-by-step session plans and instructional photographs.
- It is built around simple daily adjustments that take less than 20 minutes a day.
- The nutrition section is about plenty of good food, with no starving and no bland diet food.
- Sarah explains how strict diets and punishing workouts add stress to the body, and how she links stress, cortisol and cravings.
- It costs one payment of $47 and comes as instant-download PDFs.
- It has a 60-day money-back guarantee (the order page calls it 8 weeks).
- Three bonuses come with it: How To Stop Back Pain, The Essential Guide To Pilates, and Stretching And Calisthenics Made Easy.
- Sarah teaches classes of 50 to 100 people, with students aged 12 to 90.

Disclosure lines ready to paste

Tell people you earn a commission every time you recommend Brilliant Yoga. Put the line where they will see it before they click, not hidden at the bottom.

> **Email:** Just so you know, if you buy through my link I may earn a commission, at no extra cost to you.

The medical note

Add this under every article, review, email or video that talks about exercise, food or weight.

> *This is not medical advice. Check with your doctor before starting any new exercise or eating plan, especially if you have an injury or a health condition.*

Full rules: https://aff.brilliantyoga.com/rules/

Contact

Email Andrew before you publish anything you are unsure about, and before any Google or Bing campaign. He reviews sites and ads and can help you with tips while he does.



Andrew Rusbatch

Affiliate Manager

andrew@unicapublications.com

Affiliate area: https://aff.brilliantyoga.com/

Make your hoplink: https://aff.brilliantyoga.com/links/