

Email Drip Sequence for CPTSD Foundation

EMAIL 1

Subject: Welcome to CPTSD Foundation!

Hello and Happy Tuesday to you.

My name is Athena Moberg and I'm the President and Founder of CPTSD Foundation. I wanted to take a second to say hello and welcome you to the CPTSD family.

On behalf of myself and the entire Foundation Team, I want you to know how excited and grateful we are, that you decided to join us.

One of the main reasons I started this foundation was to provide support for my fellow trauma survivors—to let them know they are not alone in their journey to heal.

But whether you are a survivor, a practitioner in the trauma field, or a loved-one of a survivor, this community is for you.

My prayer for you is that you find comfort and peace among our survivor community as you continue on your unique journey to heal from trauma.

Over the next few weeks, I'll be sending you emails every few days that describe another program or resource we offer here at CPTSD that might provide you with some comfort or insight as you continue on your journey. Things like...

- The Trauma-Informed Tuesday Newsletter, which will land in your inbox every Tuesday and provide a recap of videos, blog posts, and other available resources from the past week.
- Links to some of our most popular blog posts and trauma-informed articles.
- Information about our free support groups and how to join.
- Information about the Daily Encouraging Texts, including how to sign up, and the low monthly membership cost which goes towards our scholarship fund.
- A recap of The Healing Book Club and why it might just be the best book club for you.
- And lastly, detailed information about the Daily Recovery Support Calls and how you can get access to them by becoming a member of CPTSD Foundation.

Now I bet that list of resources seems a bit overwhelming. Sometimes it does to me too.

But just take a deep breath for a moment and know that as part of the CPTSD Family there is no pressure for you to sign up for or participate in anything.

We are here to support you in your journey to heal—in any way we can.

Our team is here to help answer your questions and walk alongside you.

Athena and the Foundation Team

P.S. Follow us on (put live icon links to other social media accounts here)

Unsubscribe wording

Email 2

Subject: CPTSD Weekly Newsletter

Hello (Personalize),

Greetings from Athena, Matt, and the Foundation Team!

We are so grateful you have decided to join us and share in the support our community provides.

Any day now, you'll be receiving your first edition of **Trauma-Informed Tuesday**. This weekly newsletter will hit your inbox every Tuesday with amazing resources to encourage you, validate you, and inspire you to keep healing.

Filled with resources from blog posts, articles, podcasts & videos, our newsletter will provide a recap of topics we explored in depth that week.

You'll want to make sure you don't miss it.

And just to be sure that it doesn't end up in your spam box, you'll want to whitelist our email address. This is just a way of letting your email provider know that you really do want to receive our emails.

To find out how to whitelist our email address, google "Whitelist Instructions" and look for your specific email provider in the list of providers.

Unfortunately, almost all providers have different methods to whitelist email, so we can't just cut and paste the instructions and include them as part of this email.

But once you find your providers' instructions, the actual whitelisting process is relatively easy.

And the good news is you only need to do it once.

We're so glad you've joined our community and we look forward to getting to know you.

Athena and the Foundation Team

P.S. We appreciate you and value your feedback. If you have any suggestions on how we can improve CPTSD Foundation, please contact us here:

<https://cptsdfoundation.org/contact-us/>.

Unsubscribe Information

Email 3

Subject: CPTSD Foundation Blog

Hello (Personalization),

Greetings from Athena, Matt and the Foundation Team!

By now we hope you've had a chance to glance at the latest edition of the weekly newsletter, Trauma-Informed Tuesday and are finding lots of encouraging and helpful resources inside.

As with most things these days, information is only a keyboard click away.

But knowing which experts on the web are real and what information is valid, can be hard.

That's why, at CPTSD Foundation, we have a whole team devoted to researching and vetting the content we feature in our blog posts and on our website.

You can rest easy knowing that the information we provide is the most recent and accurate information available.

We know!

We've checked!

Maybe you just want a better understanding of Complex Post-Traumatic Stress Disorder to make sure you are in the right place for your healing needs.

Then you might want to read the following blog post: "What is Complex Post-Traumatic Stress Disorder (CPTSD)?" <https://cptsdfoundation.org/2019/09/03/what-is-complex-posttraumatic-stress-disorder-cptsd/>.

Or you maybe you want a better understanding of the flashbacks that are intruding into your everyday life. It might help you to read the following article: "The Living Hell of Emotional Flashbacks." <https://cptsdfoundation.org/2019/07/01/the-living-hell-of-emotionalflashbacks/>.

These are just two examples of the helpful and informative articles we have available on our blog.

There are bound to be lots of others that will help you in your healing, too.

And if there's a topic you can't find among all our posts or that you would like us to explore in depth, please let us know by clicking the link below and we'll be certain to consider it. <https://cptsdfoundation.org/contact-us/>.

We appreciate you and value your suggestions.

Athena and the Foundation Team

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Email 4

Subject: CPTSD Free Support Groups

Hello (Personalization),

Greetings from Athena, Matt and the Foundation Team!

We hope you've had a chance to explore all the amazing resources available at CPTSD Foundation.

We know there's a lot of informative and helpful articles to look at, so take your time.

But articles and blog posts are just one kind of resource that's available to you at CPTSD Foundation.

For instance, it's well known that the support of other trauma survivors can have an incredible positive impact on the healing process. No one understands your journey and your fears quite the way other trauma survivors do.

And sometimes just knowing that someone else has walked a similar path to yours is enough to help you muster the strength to keep you on your journey.

That's why CPTSD Foundation is proud to offer safe **Support Groups** for survivors of trauma.

Our free Facebook **Support Groups** provide the opportunity for your voice to be heard, your feelings validated, and for you to get the support you deserve.

But we recognize that some of our survivors will feel more comfortable in groups made up of only women, while other survivors prefer groups that stress equality.

It's why we offer a few different support groups at CPTSD Foundation.

If you feel more comfortable in a women's only group, we have one available, and if you think you will receive more validation and support in a group composed of LGBTQ+ participants, we can provide that too.

So, if you are interested in joining other trauma survivors in our Facebook **Support Groups**, please click here: <https://cptsdfoundation.org/safe-support-groups/>.

And for those of you that might hesitate to join a support group on Facebook, due to privacy or safety concerns, you can rest easy knowing that our Facebook groups are

secret so that they can't be searched for within Facebook nor can anyone see that you are a member.

And if you're still uneasy about revealing your identity, you are welcome to use an alias for your Facebook profile.

These groups provide a private and safe place for your voice to be heard and your feelings validated.

We hope to see you there.

Athena and the Foundation Team

P.S. We appreciate you and value your feedback. If you have any suggestions on how we can improve CPTSD Foundation, please contact us here:

<https://cptsdfoundation.org/contact-us/>

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Email 5

Subject: CPTSD Daily Encouraging Texts

Hello (Personalization),

Greetings from Athena, Matt and the Foundation Team!

We hope you've had a chance to check-out the free support groups we offer on Facebook and are finding them helpful in your journey to heal.

Everything we do here at CPTSD Foundation is in support of your healing journey.

That's why we decided to introduce our **Daily Encouraging Text** program.

Afterall, who couldn't use a little extra dose of encouragement or a few morsels of wisdom in their hectic, stressful life?

So how does it work?

It's simple.

It only requires a mobile phone and a few cents a day and you can begin receiving words of hope and encouragement where-ever you are, each and every day.

The text might contain a quote, a link to a great resource or even a meme, but each text is designed to help you feel supported, encouraged and filled with hope as you navigate your daily life.

So, if you'd like to receive a little extra encouragement and support everyday then click on this link to find out how to enroll in this innovative program:

<https://cptsdfoundation.org/text>.

We are so grateful you are part of our community.

Athena and the Foundation Team

P.S. If you have any questions about the **Daily Encouraging Text Program** or anything else related to CPTSD Foundation, please feel free to contact us:

<https://cptsdfoundation.org/contact-us/>.

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Email 6:

Subject: **The Healing Book Club**

Hello (Personalization),

Greetings from Athena, Matt and the Foundation Team!

We hope you are feeling more comfortable among the CPTSD community and are finding it to be useful as part of your healing journey.

Remember you are free to engage and participate as much or as little as you like in all of our programs.

But if you like to read and you're interested in learning more about trauma recovery then you may want to join **The Healing Book Club**.

For a small monthly fee, you can join other survivors, every Saturday, as we read and discuss trauma-related books from world-renown authors.

It's a chance to increase your knowledge of trauma recovery while interacting in a safe group.

All book club meetings are led by a foundation staff member where your thoughts and insights will always be met with validation and support.

Have to miss a call—no problem.

All book club calls are recorded and saved for later viewing in our members area, so you never have to miss a meeting.

And when it's time to pick the next book for discussion, you'll get to share your input and feedback so the book club can be as valuable as possible.

Now I'm sure you might be wondering why we charge a membership fee.

At CPTSD Foundation we want to make sure that our resources and services are available to **everyone** in need of healing and support. The proceeds from **The Healing Book Club** go to our general scholarship fund, to offset membership fees for those in need of financial support.

Do you want to be a part of one of the most valuable book Clubs ever created? Then join **The Healing Book Club**, today. <https://cptsdfoundation.org/healing-book-club-sign-up/>.

We are so thankful you are part of the CPTSD community.

Athena and the Foundation Team

P.S. If you have questions about the book club or anything else related to CPTSD Foundation, please feel free to contact us: <https://cptsdfoundation.org/contact-us/>.

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Email 7

Subject: **Daily Recovery Support**

Hello (Personalization),

Greetings from Athena, Matt, and the Foundation Team!

We hope you are finding the resources we have at CPTSD Foundation to be helpful.

We work hard here at the Foundation to provide resources, free of charge, that encourage, inform, and validate survivors on their journey to heal from trauma.

But if you are like many trauma survivors, you could use more than a weekly book club meeting or support group on Facebook between therapy appointments.

Heck, most of us could use our own personal therapist 24 hours a day.

But that's not very realistic.

It's probably not affordable, either.

But what if we could offer you the next best thing?

What if, rain or shine, 365 days a year, there was a way for you to connect with other survivors who understand your daily struggles? And not in a Facebook group, either, where it can be hard to get all your thoughts and feelings together in a post.

These are actual **live, interactive**, calls with qualified leaders and other survivors, in a safe and supportive atmosphere.

And there's never any pressure to talk or share or do anything you don't want to—only to be supportive.

Getting started with the program is simple and affordable.

For just \$50 a month you can get the support you deserve, 365 days a year, in a safe and supportive atmosphere, and all in the comfort of your own home.

All you need is a simple internet connection and a device that's capable of connecting to it, and you have everything you need to participate.

You deserve to heal at an exponential rate. Let the **Daily Recovery Support** program give you boost you need.

If you're ready to take your healing to the next level, go here:

<https://cptsdfoundation.org/dailyrecovery-support/>

Athena and the Foundation Team

P.S. If you have questions about the **Daily Recovery Support** program or anything else related to CPTSD Foundation, please feel free to contact us:

<https://cptsdfoundation.org/contact-us/>

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