

Let's build an
Emotionally Intelligent World



EMAIL 1 (sent 7 days before launch):

Subject: Coming Soon! Mygrow: Your Emotional Intelligence Partner

Hello [First Name],

We're thrilled to introduce you to Mygrow, the Emotional Intelligence (EQ) platform that empowers you to unlock your full potential by developing essential EQ skills. With us, you'll embark on a guided journey, discovering insightful daily video clips, practical techniques, and additional resources to:

- **Master emotional awareness:** Understand and manage your own emotions, building self-control and resilience.
- **Strengthen relationships:** Foster empathy, navigate conflict effectively and build stronger connections.
- **Improve performance:** Enhance communication, leadership, and stress management skills for personal and professional success.

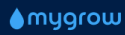
Mygrow's unique approach distills decades of psychology and neuroscience into bite-sized "micro-learning droplets" that seamlessly integrate into your daily routine, like taking your vitamins for emotional well-being.

See how people [transformed](#) their lives with Mygrow.

We can't wait to meet you and embark on this journey together!

Inward and upward.

The Mygrow Team



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EMAIL 2 (sent 5 days before launch):

Subject: Why Even Develop Your EQ?

Hello [First Name],

Are you ready to get better at managing yourself and interacting with others? 🙌

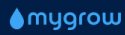
Emotional intelligence (EQ) is the key. It isn't just about understanding your feelings; it's about mastering a powerful set of skills that unlock:

- stronger, more fulfilling relationships;
- high-performing, collaborative teams;
- increased resilience and stress management;
- unleashing your full potential and achieving your goals.

Watch [this inspiring video](#) and imagine the possibilities for your growth.

Inward and upward.

The Mygrow Team



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EMAIL 3 (sent day before launch):

Subject: It's Almost Time for Mygrow Lift-off 🚀

Hello [First Name],

Exciting news! Your Mygrow journey is about to begin! We're thrilled to welcome you to a transformative experience in developing your Emotional Intelligence (EQ).

On launch day, you will:

- receive access to your Mygrow account, packed with resources and tools to enhance your EQ;
- complete an EQ assessment to identify your strengths and areas for growth;
- embark on your learning adventure with the first module, Bootcamp, laying the foundation for your EQ development.

Check your calendar for all launch day details.

You've [never grown like this before!](#)

The Mygrow Team