

**Author:** Selma Papapavlou (on behalf of Shot Of Copy: Nikhil Rughani)

Hi <Name>

I hope you are well? I would like to propose something to you.

How would you like to start living a more balanced and present life?

Where you can lift that debilitating anxiety, exhaustion and fears and feel more centred and focused?

I understand that paralysing feeling. You have reached your limit - exhausted, fatigued, frustrated repeatedly asking that question "when will all of this let up?"

**The hard truth is** - It won't, unless **YOU** do something about it.

Yes, I know, not another thing to add onto your overwhelmingly, neverending to-do list.

But it's important **YOU** address this.

How can I help you?

How does a **FREE** in-depth consultation sound? How would you like to resolve this without any further mental expenditure? Here's what I'm proposing.

This consultation will go for as long as it needs to. Why? Because with any emotional resolution comes a release. Best of all, you don't have to talk about your relationship with your mother, your father, your past traumas or anything, none of that yucky stuff.

What will happen?

1. You will be asked the questions that **need** to be asked. Identify why you're feeling this debilitating anxiety, exhaustion and fears. Understand why you're still feeling stressed and burnt out. You've tried yoga, meditation and personal development - nothing seems to be working for you.
2. You will be in a safe space to let go and be the *real* **YOU**. You're going to let go of all of those negative limiting emotions, be more clearer and more confident in yourself. To have the self-confidence to achieve your goals.
3. You will be introduced to an ongoing program that will help you to start thriving, not just surviving.

I know this can seem full on. You might be afraid it will open up a *can of worms*. I want to reassure you that you are not alone. Here are a few others who have embarked on a similar journey you are about to go on.

"Testimonials or case studies here."

The thing is, I can only offer 5 **FREE** available spots for this month only. It takes time to get through all of those layers.

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I've chosen you because of something you had mentioned during our last catch-up, so I think I might be able to help you.

To begin a fresh chapter; a beginning to the rest of your new life, please respond to this email and I'll work out the rest.

<SIGN OFF>

**Author:** Selma Papapavlou (on behalf of Shot Of Copy: Nikhil Rughani)

**Subject:**<NAME>, are you sick and tired of feeling sick and tired?

Hey <NAME>,

You reached out to us a while back because you had enough. You were at your wits end, reeling in your own overwhelming chaos and were in desperate need to calm that mental storm.

Just wanted to know, are you ok? Can I be that person to pull you back into the present moment?

I've had 5 spaces open up this week for those that are in need to schedule our insightful phone or zoom session. They're specifically for women who are trying to create a work/life balance.

This will be a holistic in-depth assessment to determine the root of what leads us on this path of *burning the candle from both ends*. I'll look for what needs to be addressed that requires a complete overhaul. After the session I will devise an ongoing program that will fit within your tireless schedule.

Together we will discover your reenergised **true** self.

Only 5 available though - schedule your first session today via the Calendly link below.

<https://calendly.com>

<SIGN OFF>

P.S.

If you feel that trying to fit another appointment in your over-booked schedule is overwhelming to bear, please feel reassured that this session will be the beginning of the rest of your new life- a more balanced life. Within a single hour you could have a turning point realisation that you can no longer operate daily with an empty "cup".

If you are interested in learning life-long daily techniques and releasing stagnant energies that are blocking your full potential, schedule your session now!

**Author:** Selma Papapavlou (on behalf of Shot Of Copy: Nikhil Rughani)

Hi <Name>

How have you been? I want to discuss with you about achieving your architectural project goals.

Would you like to create your perfect sanctuary? That ideal space? A home away from home?

You need help to determine if what you want to achieve is possible, what your allowances, restrictions and obligations are, and how best to use your budget to get the maximum benefit.

You need an expert with empathy and experience who can openly advise and guide you through the improvements and changes you wish to make, and show you a clear path to achieve your goals and needs.

You want someone who has the confidence and good relationships with the local government authorities to get your designs approved, and access to a reliable team of builders, consultants and certifiers so that you can ultimately get your home transformed as you desire.

I would love to spend time with you to plan out your perfect ideal home. Let's organise a free in-depth consultation to bring life to your architectural concept.

**Our in-depth consultation will include:**

- Identifying the restrictions in your home with aesthetics, feasibility, and council perspectives in mind, and the impact that these are having upon you and your family.
- Identify what you may have done to make the best use of space, and improve the internal environment in your home to create greater comfort for your lifestyle, and why it's not working for you.
- Show you what options are available for your budget in an open, honest, and empathetic way, and how we can work together with the support with the local council, builders and consultants to achieve your desired goals for your home.

We would like to share with you a few of our happy clients testimonials/case studies:

“Ruth and her team were professional, prompt and courteous every time we interacted with them” Petra Blumkaitis, Private Residential

<Include other residential testimonials/case studies>

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My schedule tends to fill up. So I have 3 available spots for this week.

I would love to schedule you in. Let's tick another goal off your list for the year.

If you would like to schedule a time with me, send through your name and phone number and we will contact you shortly.

<SIGN OFF>

**Author:** Selma Papapavlou (on behalf of Shot Of Copy: Nikhil Rughani)

**Subject:** <Name>, are you ready to create you perfect ideal sanctuary?

Hi, <NAME>,

You contacted us a while back because you were interested in learning more about how to bring life to your unique space.

Whether its to revamp your space or to present modern and sustainable design solutions - we can provide tailored and personalised designs to uplift your beautiful home.

We're just wondering if you're still looking for guidance in this area?

I've had 5 spaces open up this week for our in-depth consultation sessions. This is where we would outline how we could make your architectural vision into a reality.

This will be a collaborative session where we will determine how we can help you transform your architectural vision into a reality.

Our effective concierge approach will have you guided from idea through to final outcome. We address your needs and desires, project brief, inspiration and budget. We not only aim for aesthetic appeal and function but the **feel** of your space.

Only 5 available this week - to take that first step send through your name and number via return email.

<SIGN OFF>

P.S.

I get it, any type of architectural renovation is a significant investment to consider. However, if you want to see how we transform your space from musty and stuffy to a bright and airy sanctuary then check out below how we did this for **Chantelle**.

<include Chantelle's case study/testimonial>

<include any other relevant case study/testimonial>

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You need some direction and guidance on a project that will take over a huge part of your life. You can be rest assured that you will not be alone during this process. All of your questions and concerns will be answered and thoroughly explained.

With my expertise, experience and resources and your vision and drive to make it all happen, together we can move mountains - or reconstruct them.

If you would like to know more, I encourage you to take that next step and schedule a consultation today!

**Author:** Selma Papapavlou (on behalf of Shot Of Copy: Nikhil Rughani)

**Subject:** <NAME>, are you ready to unlock your true potential and discover YOUR meaning and purpose in life?

Hi <NAME>,

You contacted us a while ago because you felt lost. You are someone who has it “all together”. Envious career, wonderful family and social life - yet, deep down, you are navigating through life on a whirlwind of adrenaline and frustration. Just wondering, is this still the case?

You want to live a life of achievement and peace in both your high-powered professional life and your busy family life without sacrificing one for the other.

You want to fulfill the potential that you know you have, without experiencing the burnout, stress and anxiety that currently seems to fill your life.

You want greater engagement in your personal and professional life with absolute clarity, joy, vitality, and feeling fulfilled.

I’m here to tell you that you’re not alone. I’ve been there. I went through the life wringer and somehow came out the the other end. This is why I’m reaching out to you. Having it seemingly altogether yet dealing with your own inner conflicts and struggles will reach its tipping point. The constant rush of life has you feeling depleted, stressed and worried.

Aren’t you sick of dealing with chronic pain, imposter syndrome and overwhelming exhaustion?

It’s time to discover a *new* way of **living**.

I’ve had 5 spaces open up this week for a one-on-one session.

Think of this as an overdue “**me**” time session.

We will hone in on the root cause on why you are feeling the way you do. You will discuss your concerns and I will devise strategies that you can implement so you can instantly start living your best life.

Only 5 available - so send me through your name and phone number via return email and I’ll be in touch with you shortly.

<SIGN OFF>

P.S

I understand that trying to fit in yet another appointment in your hectic schedule feels overwhelming, please know that all you need to do is to contact me. After the initial



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session you will feel certain that this will be an investment towards a complete overhaul on how you are currently living.

**Here are a few testimonials from women just like you:**

I needed help to help me with my constant stress and feeling unhappy and frustrated, although everything seemed fine on the outside.

My life has completely shifted in a different direction, being more present with my kids and family, investing in my passion and still getting promoted at work.

I am really grateful to have tried this program

**- Jun P, Vice President, Technology**

Being a high achiever, I was stressed and constantly chasing goals after goals, this affected my health, and had even thought of quitting my job (This is scary as I was the primary earner in my family).

Going from being burned out to being with great energy and most importantly enjoying moments and being fully present with my family and even with my reports.

My leadership style completely was transformed with more empathy and this led to high performance in my team. I went from being stressed out and anxious to Presence and Inspiration.

**- Alexandria R, Director of Operations**

I had no ideas about setting boundaries, work- life balance and was burned out and exhausted and was planning to quit my job.

I had done many self- development courses, but never connected with any. Then I reached out to Sunitha. Her methodologies have given a new direction to my life

Today I am able to live a better, fulfilled life, spending such quality time with my kids and my family.

I feel like a new person.

**- Melissa, Principal Program Manager**

If you would like to reignite your lost passion, drive and energy, squash self-doubt and silence self-criticism, you need to send through your details now!

Let's rediscover your true, energised, optimum self again.

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Hi <Name>

It has been some time since we've connected. How have you been? No, really, how have **YOU** been?

Do you need a better handling over your exhaustion, burnout and overwhelm? Maybe we could look at your lack of fulfillment or lack of purpose?

Trying to be everything to everyone all of the time is exhausting! It's time to release yourself from your overwhelming commitments and allocate some time for yourself. To work on being the **BEST** version of **YOU!**

The thing is, seemingly having it "*all together*" on the outside when your soul is dying within will eventually unravel. You won't be able to operate at your optimum level and this will affect all aspects of your life.

I'd like for you to stop for moment. I want you consider scheduling a **FREE** face-to-face Masterclass consultation with me.

We will cover:

- The reasons why you're lacking motivation and why your life has lost it's meaning no matter how much success you've achieved, and why, no matter how much more you achieve, you seem to be further and further away from fulfillment.
- Your relationship to success and what you've been doing to fill the emptiness inside of you, to create meaning, and to reignite the spark in your life, and why it's not working for you.
- How to remove the blocks at the emotional and spiritual level, give you access to a life lived in effortless flow, and help you to utilize your creative intelligence and finally live a life of meaning, purpose, joy and bliss and fulfilling on the potential that you know that you have.

I've helped 100's of professional women internationally. Here are a couple of testimonials of those who have not turned back after taking that first step:

"I had no ideas about setting boundaries, work- life balance and was burned out and exhausted and was planning to quit my job.

I had done many self- development courses, but never connected with any. Then I reached out to Sunitha. Her methodologies have given a new direction to my life

Today I am able to live a better, fulfilled life, spending such quality time with my kids and my family.

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- **Melissa, Principal Program Manager**

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I am really grateful to have tried this program

- **Jun P, Vice President, Technology**

My usual Masterclass is via video, but once a year I accept 5 women to do a **FREE** face-to-face session. You can ask questions, vent or simply absorb this life-altering, practical knowledge.

I'm reaching out to you because I know you are in need of this, but it's something that can be hard to admit.

If you are interested, reach out to me via return email.

Let's unleash your true power.

<**SIGNOFF**>

## FELL OFF YOUR “DIET” OVER THE WEEKEND?

Need a “do-over?”

Most people “indulge a little bit too much” over the weekend (who hasn’t?)  
Only to tell themselves, “well, I’ll get back on track on Monday!”

They tell themselves they have worked hard all week and “deserve to eat out and enjoy themselves.”

This same old familiar story happens weekend after weekend.

Anyone whose ever been on a “diet” has fallen off the wagon at some point. It happens. We’re only human.

But wouldn’t you like to stop falling of that wagon? Wouldn’t you like to learn how to achieve your weight loss goals AND still “indulge” over the weekend?

The end of February is fast approaching. Argh!

How much of your New Years weight loss “new year, new me” goal have you accomplished???

How’s “eating less and exercising more” working for you?

I get it, life can get stressful, busy and complicated!

Do you need help from a qualified professional to stay on track with your weight loss goals? Someone who WILL offer you 1:1 support and hold you accountable?

If you want to FINALLY slay your weight loss goals.

DM me to schedule a free chat! 😊

I will GUARANTEE YOU this will be the last weight loss “do-over” you’ll ever do again.

Still need convincing? Check out the testimonials below. Real people, real hurdles - real solutions.

#weightloss #weightlosstips  
#womensweightloss #weightlossmotivation

(Add a before and after picture of a successful client)

Testimonials:

“I FINALLY lost those pesky 30 pounds within 3 months through the amazing support and knowledge from Afshan! Not only did I loose the baby weight that has taken me 3 years to loose since having my little one, but I have now learnt how to eat healthy and balanced foods that fit within my busy schedule. Who knew I could still “indulge” over the weekend without it affecting my weight loss? Thank you Afshan!!!!

“I’ve been told time and time again that because I have PCOS it will be a massive struggle to lose weight. Afshan showed me it was absolutely possible! I lost 22 pounds within 3 months! I’ve gained so much more confidence!