

Email Announcing Creative Workbook Release

#1 - Teaser email (7 days before release)

By Aimee N. Youngs

Subject line: Stressed Out? Creativity Can Help.

Dear Creative Friends,

Did you know that creativity is scientifically proven to help relieve stress? Here are some health benefits of creativity:

- The creative flow state builds **happiness** by increasing dopamine, thus improving **motivation**.
- Creative expression **decreases cortisol** (the stress hormone).
- Creativity helps you manage negative emotions – by releasing them, you can **learn from them**, then **let ‘em go!**
- It has been shown to **boost your immune system**.
- It is also a great distraction to **free your mind** from what ails you, similar to how meditation works.

The Workbook

Those are just a few reasons why I am elated to have created a "work"book of quick-fix creative exercises designed to help manage daily stress, that you can keep nearby.

The book will be available on Amazon within the next 7 days. To give you a little taste of what it's all about, I'm including a few [downloadable exercises here](#). Try them out and see how they help you.

Connect on Facebook

You are also invited to join the [Breathe Creativity Facebook support group](#), to share and discuss your exercises. Just snap a pic of the page, and upload to the group. This step is totally optional, but remember that getting things off your chest can be an extra benefit.

[Check out more about the “work”book here](#) [link to landing page] and stay tuned for its release in just 7 days! Any questions, comments, or thoughts, feel free to hit “reply” to this email.

Just as you breathe, create!

~ Aimee N. Youngs