

Email Announcing Creative Workbook Release

#2 - Teaser email (Book release day)

By Aimee N. Youngs

Subject line: Announcing The Breathe Creativity “Work”book

Hello Creative Souls,

[Insert image of book cover] After a lot of hard work and research, I am excited to share with you the launch of the *Breathe Creativity "work"book* [book title still TBD]. This "work"book is designed to offer quick bites of creative exercises, providing stress relief, self-care, and personal exploration. Toss it in your bag, and write or draw directly in the book anytime you need a stress reliever.

No Work, All Play

You might notice the quotes around the word “work”. I feel like calling it a “workbook” suggests it's work, but it's not – it's play! The exercises engage your right brain and relieve stress... consider it a break from work, actually!

Just a few awesome benefits:

- Exercises are designed to be **quick**, and generally doable in **20 minutes or less**.
- Provide quick and easy **stress relief** – do one exercise on your lunch break, before dinner, bedtime, or whenever...
- Access to a warm Facebook support group to **share** your work and **discuss** your experiences (if you wish).
- **Enhance your creativity**. Creativity is just like a muscle that improves when pumped every now and then!

So... You Think You Aren't Creative?

This "work"book is not just for people who deem themselves "artists". It's for all of us, including those who "don't have a creative bone in their body" (we are *all* creative.... If you're not sure, read my post [So...You Think You Aren't Creative?](#))

Most of us lead stressful lives, so we must remember to take mini-breaks for self-care, or we will burn out, crash, or snap! The good news is that many studies show that creativity can help relieve stress.

Sample Exercises

Have you downloaded the sample exercises yet? These exercises come right from the book. Be sure to give them a try, and join the Breathe Creativity Facebook support group to share your results.

Done the exercises and ready for more?

You can purchase the “work”book right here on Amazon.

I am so excited to finally bring this project to fruition, creatives souls! I can't wait to see your "work" (play) in the Facebook group, and join in your discussions.

You can always hit “reply” to this email with any thoughts or ideas you wish to share.

Just as you breathe, create!

~ Aimee N. Youngs