

## **EMAIL 1: Announcement + Benefit**

### **(subject)**

Introducing Our Newest Postpartum Education Book!

### **(subtext)**

Your all-in-one guide for all things postpartum

**Tired of outdated postpartum educational resources? We are too!**

They're hard to read, filled with old pictures, and not engaging at all.

Worst of all, your clients don't connect with them.

This is a pivotal time in their lives.

You want them to have the best information so they feel comfortable in their new role as parents.

As they navigate each week of their pregnancy, they look to you for answers, especially for those all important postpartum days.

Your client's lives are filled with excitement and anticipation, but they can also house a steady undercurrent of anxiety.

Sound familiar?

We get it, and we've seen a lot of the current postpartum educational materials on the market. In most cases, it takes multiple books to cover all of the topics needed for the postpartum time period.

**At Plumtree Baby, we knew we had to do something to help!**

We're excited to announce that we created a beautiful postpartum educational resource book called **<L>Settling In With Baby</L>** and it covers everything that new families need during this special time in their lives.

- Postpartum Care
- Newborn Care
- Breastfeeding

This **ONE** comprehensive resource covers the important topics in detail. From the physical and mental challenges of postpartum, to caring for their newborn baby and breastfeeding, all in one beautiful and engaging book!

The simplicity of this book enables your clients to quickly find the answers they need in a beautiful, full-color format.

Why is this important?

More answers means less anxiety and more time spent bonding with their new baby and less time worrying over the little details.

**<L>Interested in custom branding for your practice or clinic?</L>**

We've got you covered! We offer customization branding and personalized content on orders of 250 books or more.

If you're ready for a one-stop solution to your postpartum education programs, Settling In With Baby is the answer.

Whether you incorporate it into a class, or give it as a gift for each new client, this book will save you money because of its all-inclusive nature. It will allow you to be seen on the cutting edge of postpartum education because of the current and relevant information we packed into the book.

And for a limited time, **<L>you can receive 15% off of your order!</L>**

I look forward to hearing how this book impacts your practice and helps your families learn as they welcome each new addition!

Cheers,

Julie Olson, Owner  
Plumtree Baby

(subject) **3 Reasons Settling In With Baby is #1**  
(subtext) **A comprehensive guide for all things postpartum**

Hi [NAME],

Have you purchased Settling In With Baby Yet?

**<L>For a limited time, Settling In With Baby is on sale for 15% off!<L/>**

If you haven't done so yet, I strongly encourage you to check out this book.

It's an all-in-one resource for your clients to learn all about postpartum, breastfeeding, and newborn care.

Here are **3 reasons why Settling In With Baby is the ONLY postpartum resource you'll need for your patients:**

#### **REASON #1: Incredible Value**

When it comes to postpartum educational resources, there are many to choose from.

One book for physical recovery, another book to teach new parents how to care for their new baby, and books the size of encyclopedias that teach breastfeeding basics.

It's expensive for you, and it's overwhelming for new parents.

That's why we wrote **Settling In With Baby!**

You can replace three different books with our brand new guide book.

It's simple, compact, and it saves you money by having 3 resources in 1!

**<L> Learn more about Settling In With Baby<L/>**

#### **REASON #2: The Most Current Information Available**

We've learned a lot about postpartum care, breastfeeding, and newborn care over the past 10 years.

Things have changed and best practices have transformed, so why are you using the same materials?

It's time to have postpartum educational materials that line up with the current expert recommendations.

Our Settling In With Baby offers the freshest postpartum care and breastfeeding education available!

**<L>Order now for 15% off - for a limited time only!</L>**

### **REASON #3: Custom Branding Available**

What better way to establish your expertise in the eyes of your patients than with custom branded books?

Whether your company is big or small, custom branding establishes YOU as a trusted resource for your patients.

You can get rid of the generic brochures and booklets because we can custom brand Settling In With Baby with your company's logo, branding, and messaging.

With other companies, custom branding is expensive, time-consuming, and frustrating.

But with PlumTree Baby, it is convenient, affordable, and simple!

**Ready to stock your shelves with the #1 postpartum educational resource available?**

**<L>Check out Settling In With Baby and save 15% on your order TODAY!</L>**

Cheers,

Julie Olson, Owner  
Plumtree Baby

**(Subject) The Unforgettable Mama**  
**(Subtext) Postpartum education for EVERY parent**

Most people would think by the time they had their fourth baby that they would have a good grasp on babies, right?

Not necessarily!

Today, I'm going to share with you the story of Lainey, a mom who found this out the hard way.

Lainey was a nurse and had three other children, yet this time, EVERYTHING was different.

From being in labor and not knowing it, to having a newborn who just wouldn't nurse, **nothing was going as expected.**

It completely rocked her world.

Like with her other children, the days were long, and the nights were longer. But this time, she had so many questions.

Yet she didn't feel like she SHOULD have any questions at all. This was her fourth baby. So she felt like she should already know everything about postpartum, breastfeeding, and newborn care.

**Lainey's healthcare provider hadn't even bothered to provide any educational materials for her this time around.**

She felt utterly alone and in the dark.

As days turned into weeks, Lainey found herself sitting sleepy-eyed in front of Google, trying to figure out what she was doing wrong.

She joined countless Facebook groups, read more mommy blogs than she could count, and eventually found the answers she was searching for.

The world around her gained its color back once again as her life started to right itself.

Although Lainey found her answers, it took her countless hours to find them.

This was precious time she could have spent catching up on sleep, bonding with her new little one, or watching her older children interact with their new sibling.

**Lainey's story happens all the time to new mom's across the country.**

It doesn't matter if it's the first baby or eighth, every pregnancy is different, and most importantly, every baby is different.

It's all too easy to think that parents know what to do because they've taken classes or have other kids at home.

Yet, when a new baby comes along, and something goes a bit sideways, all is forgotten in a rush of panic.

Ensure your families are equipped with the answers they need. Of course, we all know those random questions pop up in the middle of the night, on weekends, and holidays when your office is closed.

**<L>Settling In With Baby</L>** is an invaluable resource for **every** family in your practice.

**It answers all of the common problems new parents face** without having them fall deep into Google.

And hopefully, they'll get more sleep because they'll have fewer questions and more confidence in their role as a new parent.

Whether it's their first baby or their fourth (like in Lainey's case), ALL parents should feel supported and nurtured.

Settling In With Baby is the tool to do just that!

For a limited time, **<L>we're offering 15% off </L>**. So don't miss this opportunity to stock your clinic or practice shelves with our brand new book for all of your clients.

And don't forget Lainey's story.

Every parent should feel supported, no matter how many children are already in the family!

Cheers,

Julie Olson, Owner

Plumtree Baby

P.S. Don't forget that we offer custom branding with low minimum order requirements! For more information, **<L>visit the website</L>**, or reply to this email for more details.

(Subject) Nurses & Educators LOVE it! 💕

(Subtext) Your clients will too

<L>If you haven't ordered **Settling In With Baby** yet, now is the time!</L>

I understand though. This book is brand new. So naturally, with any new product comes some apprehension.

That's why I wanted to send you some of the feedback we've gotten about the book. Of course, these are entirely unsolicited (meaning unpaid) reviews.

Check them out:

"Complete book on the newborn experience! This book **covered all aspects** of bringing baby home and postpartum. **I will order for my clients as a postpartum gift.**"

~Naima B.  
OYA

"Very impressed! I was **really excited to see responsive care for newborns emphasized** again and again! I'm also really excited about having these **three topics in one book.**"

~Johanna T.  
Nested Mama

"Good, reliable information! **Easy for patients to understand.** The pictures were especially helpful. The breastfeeding section is very informative. **The BF positioning pictures are great.**"

~Kara K.  
Nurse

"**A perfect new parent companion!** I love that this is such a complete concise new parent resource, from A to Z. When reviewing common routines at birth, the wording is "procedures/tests offered" - **empowering wording for parents to be actively involved in the decision making regarding their baby's care**, right from the start!"

~Karen S.  
Educator

"An easy read on basic care of the newborn! This is a **very approachable and beautiful book.** The photos are so lovely and the information is presented in a way that is **very easy to read (considerate for the new moms)**. I love some of the visuals...for example, the image of what a baby can see at different ages, that is so nice to help parents understand where things are clearest."

~Danielle

Nurse

Stocking your shelves with this book couldn't be any easier or cost-effective! For a short time longer, we're offering 15% off of your purchase.

**<L>Place your order now<L/>**, and join the ranks of nurses and educators who have fallen in love with *Settling In With Baby*, our newest postpartum education book.

Cheers,

Julie Olson, Owner  
Plumtree Baby

P.S. Once you receive your books, I'd love to hear your thoughts. Just hit reply to this email and let me know what you think!



(Subject) How to Have Raving Patients  
(Subtext) With one small change

Sometimes in life, it's the "small" things that matter.

Some of these actually make a tremendous difference in the lives of those around you.

Especially in the lives of your patients!

Like handing them a book on postpartum education. In the scope of your day, it's a small act, yet one that carries tremendous weight.

Right now, the choice is yours:

Will you add **<L>Settling In with Baby</L>** to your practice?

Or will you stick with the outdated materials you currently use?

Sure, you can keep doing what you've been doing. You can keep the outdated resources on your shelves. You can continue buying individual books or booklets for every topic (postpartum, newborn care, and breastfeeding).

But you know what?

That gets expensive, and it takes up a lot of space!

Plus, handing your patients a handful of reading material is overwhelming. The goal is to REDUCE their anxiety, not add to it!

Imagine putting a beautiful all-in-one postpartum education book into the hands of your clients. They flip through the pages, looking at the gorgeous photographs and the easily digestible information.

In this one book, your patients will learn about:

- Physical recovery after birth
- Handling postpartum emotions and mental health
- Adjusting to parenthood
- Newborn health
- Newborn characteristics & behavior
- Caring for baby
- Breastfeeding

After handing them the book, you see the apprehension leave their face and relief flood their eyes because they don't have a huge stack of books to read.

And in that one split second, **you saved the day.**

On behalf of your future patients, thank you for saving the day!

**<L>Order Settling In with Baby at 15% off before the sale ends,</L>** and give your patients the tool they need to navigate their postpartum time as peacefully as possible.

Cheers,

Julie Olson, Owner  
Plumtree Baby

P.S. Want to elevate your business and your reputation as the premier postpartum resource in your community? If so, you'll want to opt for **<L>Custom branding</L>** for your order of Settling In with Baby books. Orders of 250 and above are eligible.

**(Subject)** 72 Hours Left for 15% Off

**(Subtext)** Settling In With Baby sale ending!

This is just a quick note to let you know that the **<L>Settling In With Baby book Launch Sale</L>** ends in 72 hours!

You've got until \_\_:\_\_PM on \_\_\_\_\_ to place your order, and after that, it's going to be full price.

**Remember:**

Settling In With Baby is a phenomenal resource that combines 3 topics into 1:

- Postpartum Care
- Newborn Care
- Breastfeeding

This means you will:

- Save money by eliminating multiple books on different subjects
- Alleviate your patient's worries by simplifying their postpartum education
- Reduce storage space by switching to an all-in-one resource

So if you want to give your patients the very best resource available, take advantage of this **<L>15% off Launch Sale</L>** before it comes to an end.

Time is ticking!

Cheers,

Julie Olson, Owner

Plumtree Baby

P.S. Don't forget about our **<L>custom branding</L>** options for orders of 250 or more!

#7 Bonus (send when there's 24 hours left in the sale)

(Subject) [LAST DAY] To Get 15% Off

(Subtext) Our Settling In With Baby Launch Sale ENDING

It's the final countdown of our <L>**Settling In With Baby Book Launch sale!**</L>

This is your final reminder, after midnight tonight, the sale will be a wrap!

If you haven't had a chance to make your purchase yet, now is the time.

At 15% off, it's a great time to stock your shelves.

Here are a few ideas for how you can use this book in your business:

- Give it as a new patient gift when they reach their 3rd trimester, or right after delivery
- Offer it in your childbirth and postpartum education classes
- Give it to new moms at lactation appointments
- Pediatricians can give it to parents at the first well-baby visit

You can always purchase the books after midnight tonight, but they'll be up to full price.

It's really one of those no-brainer business decisions.

<L>**Head on over and order your copies now before the sale ends.**</L>

Cheers,

Julie Olson, Owner

Plumtree Baby

