



CAMPAIGN #1: Attend a Pivio Info Session

TARGET AUDIENCE: Potential Pivio Participants

ATTACHMENTS: Attach PDF titled “Pivio Attend Flyer” with the following 3 e-mails

Email #1

Subject Line: Find Your Why with Pivio

Headline: Why Should You Prioritize Your Health?

Body Copy:

Dear <NAME>,

Have you ever thought about what drives you? Take a second now to think about it – what decisions have lead you to where you are in life? Are you content with your current overall health and wellbeing?

Your Motivators

When we think about what motivates us to be healthy, for some it is family members, friends, or individual personal esteem. For others, it may be physical appearance, money, or work/career. Every person has a unique and personal “why!”

Your Health Journey

Now think about your health journey. What is your why?

With Pivio – The Complete Health Improvement Program, you’re invited to embark on an exciting health journey to achieve your goals and keep pushing for (or possibly uncover!) what motivates you.

How Pivio Can Help

Pivio is a program that offers a path to consistency through sustainable and small everyday lifestyle choices. It is not an overwhelming “all at once” process, but rather progresses over 12 weeks. It’s built to help you learn and set healthy habits that you can then carry with you for the rest of your life.

Ready to Learn More?

Join our informational session:

<<Date, Time, Location info here>>

Email #2

Subject Line: Find Your What with Pivio

Headline: What is Holding You Back from Living Your Healthiest Life?

Body Copy:

Dear <NAME>,

You might be curious what Pivio is all about, and what it could mean for you. The first question to consider is what may be holding you back from living your healthiest life. Is it lack of time? Motivation? Needing additional knowledge or support?

With Pivio, you have the opportunity to examine what is truly holding you back. Through the clinically proven program, you can get to the root cause of what is causing unhealthy habits, and learn how to form healthy ones through sustainable behavior change techniques. Here's a bit more information...

Pivio – The Complete Health Improvement Program

- **EXPERIENCE** a complete, whole-person approach to healthy lifestyle transformation
- **LEARN** healthy, lasting habits for long-term results
- **BUILD** a support system with your peers
- **DISCOVER** how lifestyle medicine can be applied to your daily life
- **GAIN** a comprehensive framework to pivot towards a healthier you

As Tonya, a recent Pivio participant says, “After beginning the Pivio program, I feel empowered. I feel like I’ve been given the tools to start my new life. When I’m healthier I feel more confident, can move around better, and can affect other people’s lives more positively.”

Pivio offers you the opportunity to focus on yourself and your complete health journey. By learning how to be healthy in all aspects of life – beyond exercise and nutrition – Pivio empowers you to be the healthiest version of yourself so you can enjoy the things you really love.

Ready to Learn More?

Join our informational session:

<<Date, Time, Location info here>>

Email #3

Subject Line: Find Your Who with Pivio

Headline: Who Inspires You to Be Healthy?

Body Copy:

Dear <NAME>,

You likely have personal reasons for making healthy changes. Is it for yourself? Your kids, pets, or family? Whoever (or whatever!) inspires you, you have the support with the Pivio community to achieve your goals. With Pivio, we believe in the power of community and the transformative impact there can be when we work together.

On the Pivio journey, you can expect to be surrounded by:

- Past Pivio participants
- Pivio expert partners (physicians, coaches, dieticians, nutritionists, etc.)
- Team members from your organization
- Your family, friends, and local community members

Pivio is built to be a supportive and sustainable journey, one that does not end after 12 weeks. As a long-term lifestyle partner, Pivio is by your side each step of the way.

Pivio also offers Pivio Life, an ongoing opportunity to access resources, webinar topics, community forums and more after completing the initial program.

Ready to Learn More and Join the Pivio Community?

Join our informational session:

<<Date, Time, Location info here>>

CAMPAIGN #2: Enrollment in Pivio Program

TARGET AUDIENCE: Info Session Attendees

**ATTACHMENTS: Attach PDF titled “Pivio Enroll Flyer” with the following
3 e-mails**

Email #1

Subject Line: Next Steps with Pivio

Headline: We're Glad You Joined Us

Body Copy:

Dear <NAME>,

Thank you for joining the recent info session to learn more about Pivio. We hope you found the session helpful and informative, as you consider embarking on the Pivio journey to achieve your goals.

We understand that you may have a lot of emotions about considering joining Pivio. Everything from excitement about getting started to anxiety about what's to come, to confusion about what it really means to make sustainable lifestyle changes. **Don't worry! The Pivio team – and your fellow participants – are ready to be your teammates together on the journey.**

Ready to Learn More and Get Started with Pivio?

Check out the flier below for all the details you need to know – including how to enroll!

Email #2

Subject Line: Pivio – Experience the Positive Outcomes

Headline: Start Your Pivio Journey Today

Body Copy:

Dear <NAME>,

It was wonderful to have you at our info session, and now we're here to help you take the next step by enrolling in Pivio. As a reminder, here are some of the ways that Pivio works, including average proven clinical outcomes:

- 17 lbs weight loss
- BMI decrease of 6.7 points
- LDL cholesterol drop of 21 MG/DL
- Total cholesterol drop of 28 MG/DL
- Normalized blood pressure in most cases

Remember, you are not alone on this journey. You have a network of supporters cheering you on each step of the way. Tupotu, a past Pivio participant, shares some of his physical successes since beginning Pivio, "My hands used to feel tight, but I'm not swollen anymore. My body feels different, and I don't have some of the aches I used to. I would absolutely recommend the Pivio program as it teaches whole person health."

Ready to Learn More and Get Started with Pivio?

Check out the flier below for all the details you need to know – including how to enroll!

Email #3

Subject Line: There's Still Time to Enroll in Pivio!

Headline: A Life Changing Opportunity Awaits

Body Copy:

Dear <NAME>,

Life gets busy, and we understand that with the long list of items on your to-do list you may have forgotten to enroll in Pivio. Now is the time to prioritize yourself and your health, and the first step is enrolling with Pivio.

Remember that with Pivio you are gaining access to a lifelong supportive journey to help you make and maintain healthy lifestyle choices. Here is how Pivio joins you each step of the way:

- **FOCUSED** on improved health and wellbeing
- **DESIGNED** for life to promote sustainable, healthy lifestyle choices
- **DEDICATED** to empowering you with hope and positivity for the future

You've taken a great first step by learning more about Pivio. Let's meet the next milestone together as you register for the program.

Ready to See How This Will Change Your Life?

Check out the flier below for all the details you need to know – including how to enroll!