

Project: We recently secured a partnership with the Royal College of Obstetrics (Kate Middleton's Patronage) and we will receive the emails for *every pregnant* woman in the UK. Please draft a sample email that you would send to these women to convince them to subscribe to Expectful.

EMBED SHORT "WELCOME/ INTRO TO EXPECTFUL" VIDEO - TAILORED TO MUMS
(videos boost click through rates in email campaigns and help create connection)

Tears of joy, abundant gratitude and immense happiness, followed by an overwhelming sense of responsibility; that's what rushed through me when I found out I was pregnant.

Can you relate?

I wanted to hold onto the elated, happy feeling, but I soon became anxious and stressed due to the vast amount of pregnancy information and opinions that constantly swirled around me.

Pregnancy Self-Care Made Simple

Thankfully, I found the **Expectful app**.

I discovered that in 5-10 minutes per day, I could reduce the anxiety that was building in my mind around the unknowns of pregnancy and birth. [Expectful](#) offers guided meditation that I could do anywhere; in the car, while cleaning house, cooking dinner or running errands.

(ADD BUTTON: [CLICK FOR SELF-CARE MADE SIMPLE](#))

A New Pregnancy Experience

More Calm	Less Anxiety
Better Sleep	Reduced Pain During Labor
Improved Mental Health	

Did you hear Kate Middleton [share](#) how she used mediation during her three pregnancies? She relied on hypnobirthing techniques to ease morning sickness, anxiety and labor pain.

I learned these same techniques using the [Expectful app](#). With easy to follow meditations specific to each trimester, soothing soundscapes and a library of resources, I became confident and calm heading into birth.

You can cultivate this state of mind, too.

Free 7-day Pregnancy Meditation Trial

Expectful offers a [free 7-day trial](#) where you can experience rest and relaxation on your own terms, anytime, anywhere. Join thousands of women, like me, whose motherhood journey was changed for the better due to guided meditation with Expectful.

(ADD BUTTON: [CLICK FOR AN ANXIETY-FREE PREGNANCY](#))

Expect Calm. Expect Wellness. Trust Expectful to help you create and maintain a relaxed, confident, and anxiety-free pregnancy and birth experience.

Wishing you a peaceful pregnancy,

Nathalie Walton

Expectful User and Expectful CEO

Read more about my personal pregnancy journey with Expectful on the [Expectful blog](#).