### **Welcome Email (Sent Immediately After Download)**

**Subject:** Your 7-Day Challenge is Here!

Hi [First Name],

Welcome to *Transform Your Thinking: A 7-Day Challenge*! I’m so glad you’ve chosen to join us toward healthier thoughts and a renewed mind.

Over the next seven days, you'll uncover practical ways to overcome negative thinking and discover new habits that lead to peace and purpose. I’ve attached the challenge below to help you get started right away!

**What’s Next?**

* Take a few minutes today to look through Day 1.
* Reflect on how your thoughts are shaping your daily life.
* If you have any questions or want to share how things are going, don’t hesitate to reach out!

I’ll follow up in a few days with more ways you can connect with our community and take your journey even further.

Thanks again for downloading this guide—we’re cheering you on!

Joe Castronova  
Lead Pastor, Reality Church

**[Attachment: Transform Your Thinking – A 7-Day Challenge PDF]**

### **7-Day Email (Sent 7 Days After Download)**

**Subject:** What’s Next in Your Journey?

Hi [First Name],

You’ve made it through *Transform Your Thinking: A 7-Day Challenge*! I hope the reflections and actions have helped you break free from negative thoughts and encouraged you toward a healthier mindset.

Here are two ways to keep the momentum going:

1. **Share with a Friend**If this challenge impacted you, why not pass it along to someone else? Simply forward the attached PDF to a friend who could use some encouragement. A small nudge can spark transformation!
2. **Watch More Messages**At the end of the PDF, we’ve listed some of Pastor Joe’s messages that dive deeper into similar topics. Check these out to keep growing:
   * **My Brain Is Being A Jerk. What Do I Do?**
   * **The Heart of the Matter**
   * **Ideal Family?: We All Have One**

We’d love to hear how this challenge has impacted you so far! Feel free to reply and share your experience or ask any questions along the way.

Looking forward to continuing this journey with you.

Joe Castronova

### **14-Day Email (Invitation to Attend a Service)**

**Subject:** An Invitation to Join Us in Person

Hi [First Name],

I wanted to personally invite you to join us for a service at Reality Church! We’d love to meet you and welcome you into a community that’s all about being real, growing spiritually, and supporting one another through life’s ups and downs.

**Our Service Times**

* **Sundays at 9 AM and 11 AM**
* **Locations:**
  + Hempfield Campus: 2301 Harrisburg Pike, Lancaster, PA
  + Lancaster City Campus: 100 N Queen Street, Lancaster, PA

If you’ve enjoyed the 7-day challenge, I think you’ll find our services to be a meaningful next step. You’ll hear practical messages, meet friendly people, and have space to explore faith at your own pace.

Have questions or want to know what to expect? Feel free to reply to this email—I’d be happy to chat with you!

I hope to see you soon. Until then, keep pressing into the new ways of thinking you’ve discovered.

Pastor Joe Castronova