

Hey %FIRSTNAME%,

You recently downloaded my guide, 100 Things to Throw Away. [Here's the link, in case you misplaced it the first time around.](#) (We'll talk about decluttering the old downloads folder later on.)

Allow me to introduce myself. I'm Julia, a decluttering wizard determined to help anyone who suffers from owning too many things. Decluttering feels hard, but it doesn't have to be. My weekly newsletter is full of tips and inspiration to keep you motivated and to remind you to get rid of the things you don't need or want.

I'm going to go out on a limb and guess that you're having some challenges managing your clutter. I feel you. It's hard for me, too. But before we fall into a pit of melancholy let's remember this primal fact of life:

You are fine just the way you are.

You may wish you had fewer gray hairs, or a super-stylish wardrobe, or the kind of house you see on the cover of Dwell. If you want to change things up I fully support you! But I want you to know that you don't have to alter a single thing to be an amazing specimen of humanity.

I already think you're beautiful, accomplished, hilarious and brilliant!

I'm looking forward to getting to know you! Feel free to hit reply and tell me all your woes or brag about your achievements! Or just tell me what I can do to help.

xo,
Julia

p.s. If you ever get tired of hearing from me, you can opt out by hitting the unsubscribe button. No hard feelings.

p.p.s. Here's the kind of thing I'll be sending you: [a meditation \(rant?\) on the concept of productivity](#), [what Dolly Parton taught me about the need to declutter](#), [thoughts on decluttering your relationships](#).