

Product Requirements Document (PRD) – Bloating Myth-Busting Email Course

1. Overview

- **Component:** Bloating Myth-Busting Email Course (part of the Education & Nurture journey in FitNature's Bloating Breakthrough Blueprint ¹).
- **Objective:** Educate subscribers about common bloating myths, build trust through evidence-based content, and gently introduce relevant affiliate products and consultation services.
- **Audience:** Skeptical health seekers and individuals suffering from bloating who value science-backed advice ².
- **Success metrics:** Open rate, click-through rate for educational content, click-through rate for affiliate links, consultation bookings, and course completion rates.

2. Content & Structure

Day	Myth Focus	Key Insights	Soft CTA
1	Probiotics as magic fix	Probiotics have variable effects; they may help or worsen symptoms ³ . Emphasize individualized approach and fundamental habits.	Explore targeted enzymes/probiotics.
2	Eliminating food groups	Total restriction isn't necessary; diverse plant foods support a healthy microbiome ² .	Use a food/symptom diary.
3	Detoxes & cleanses	Cleanses aren't supported by evidence; sustainable habits support natural detoxification ⁴ .	Adopt holistic lifestyle changes.
4	All bloating is bad	Occasional bloating (under 4/10) is normal ¹ ; persistent bloating signals the need for evaluation.	Track severity and consult if needed.
5	Quick fixes like ACV	Apple cider vinegar doesn't relieve bloating and may cause harm ⁵ .	Focus on evidence-based strategies.

3. Functional Requirements

1. **Email delivery:** 5 sequenced emails, one per day after signup, delivered via WordPress email automation. Each email must include subject line, header, body, soft CTA, and footer with disclosure.
2. **Personalization:** Use subscriber's first name and track course progress in the database to ensure the correct email is sent.
3. **Data storage:** Store subscriber records in a MySQL table with fields for user ID, email, course ID, day number, scheduled send date, and sent status. This enables multiple nurture courses on the same system.

4. **Affiliate integration:** Include placeholders for affiliate products and consultation offers. The system should allow easy substitution of product URLs via a configuration file without editing the email content.
5. **GA tracking:** All CTA buttons and affiliate links must include `data-ga4-event` and `data-ga4-param=*` attributes (see GA instructions) to capture interactions. ⁶
6. **Opt-out compliance:** Provide unsubscribe link in every email and ensure compliance with email marketing regulations.

4. Non-Functional Requirements

- **Scalability:** The course template should support additional myth-busting sequences or other nurture courses. Data tables should include course identifiers.
- **Deliverability:** Use a reliable SMTP service (e.g., via WP Mail SMTP) to ensure authenticated email delivery ⁷.
- **Maintainability:** Use templating functions in WordPress/PHP to generate emails. Affiliate links and text should be editable through a settings page or configuration file.

5. User Experience

- **Tone:** Trust-first, science-based, friendly and approachable.
- **Design:** Simple, mobile-friendly email layout with clear headings, short paragraphs, and a visible call-to-action button. Include a brief disclaimer about affiliate links.
- **Accessibility:** Use descriptive link text instead of “click here.” Ensure sufficient color contrast and alt text for images.

6. Analytics & Reporting

- Track open rates (via email provider), click events on CTA buttons and affiliate links (via GA4 events using data attributes ⁶), and course completion.
- Log consultation bookings and product purchases where possible to evaluate revenue per subscriber.

7. Dependencies & Assumptions

- GA4 is already installed on the website. The team will implement data-attribute tracking as outlined in the GA integration guide.
- WordPress with phpMyAdmin is used for database management. The system must have cron capabilities to schedule email sends (see automation guide).
- Affiliate products and consultation offer pages exist and can be linked via placeholders.

8. Future Enhancements

- **A/B testing:** Experiment with different subject lines, myth order, and CTA placements to optimize engagement.
- **Segmentation:** Use quiz results or purchase history to personalize myth emphasis and product recommendations.
- **Multilingual:** Translate the course into additional languages based on subscriber demographics.

By adhering to this PRD, the team can create a reliable, high-value email course that educates users, drives thoughtful product engagement, and lays the foundation for future nurture programs.

1 2 3 4 5 11 Myths About Gut Health: Debunking Common Misconceptions - Fodmap diet Australia Dietitian

<https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/>

6 Tracking Google Analytics 4 Events using Data Attributes - David Vallejo

<https://www.thyngster.com/tracking-google-analytics-4-events-using-data-attributes>

7 How to Send Automated Email in WordPress

<https://wpmailsmtp.com/how-to-send-automated-email-in-wordpress/>