## 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]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Myth%207%3A%20All%20Bloating%20Indicates,Poor%20Gut%20Health)).
* **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]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Eliminating%20entire%20food%20groups%20isn%E2%80%99t,Ditch%20the%20restrictive%20diets).
* **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]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Myth%208%3A%20Everyone%20Should%20Take,Probiotics). 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]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Eliminating%20entire%20food%20groups%20isn%E2%80%99t,Ditch%20the%20restrictive%20diets). | Use a food/symptom diary. |
| 3 | Detoxes & cleanses | Cleanses aren’t supported by evidence; sustainable habits support natural detoxification[[4]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Myth%205%3A%20Detoxes%20and%20Cleanses,Improve%20Gut%20Health). | Adopt holistic lifestyle changes. |
| 4 | All bloating is bad | Occasional bloating (under 4/10) is normal[[1]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Myth%207%3A%20All%20Bloating%20Indicates,Poor%20Gut%20Health); 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]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=While%20apple%20cider%20vinegar%20has,healthy%20lifestyle%20for%20optimal%20digestion). | 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]](https://www.thyngster.com/tracking-google-analytics-4-events-using-data-attributes#:~:text=First%20we%27ll%20need%20a%20data,Selector%20to%20trigger%20our%20tags)
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]](https://wpmailsmtp.com/how-to-send-automated-email-in-wordpress/#:~:text=Configure%20Your%20Website%20for%20Email,Deliverability).
* **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]](https://www.thyngster.com/tracking-google-analytics-4-events-using-data-attributes#:~:text=First%20we%27ll%20need%20a%20data,Selector%20to%20trigger%20our%20tags)), 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]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Myth%207%3A%20All%20Bloating%20Indicates,Poor%20Gut%20Health) [[2]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Eliminating%20entire%20food%20groups%20isn%E2%80%99t,Ditch%20the%20restrictive%20diets) [[3]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Myth%208%3A%20Everyone%20Should%20Take,Probiotics) [[4]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=Myth%205%3A%20Detoxes%20and%20Cleanses,Improve%20Gut%20Health) [[5]](https://everydaynutrition.com.au/2024/01/02/11-myths-about-gut-health-debunking-common-misconceptions/#:~:text=While%20apple%20cider%20vinegar%20has,healthy%20lifestyle%20for%20optimal%20digestion) 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]](https://www.thyngster.com/tracking-google-analytics-4-events-using-data-attributes#:~:text=First%20we%27ll%20need%20a%20data,Selector%20to%20trigger%20our%20tags) Tracking Google Analytics 4 Events using Data Attributes - David Vallejo

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

[[7]](https://wpmailsmtp.com/how-to-send-automated-email-in-wordpress/#:~:text=Configure%20Your%20Website%20for%20Email,Deliverability) How to Send Automated Email in WordPress

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