

Moai Recruitment Letter

Instructions: Use the following letter to recruit friends or family to become a part of your official Moai. A Moai is a small group of individuals committed to the health and wellness of the group. A Moai is a support network. They help you celebrate successes. They help you navigate life's challenges. And, ultimately, they hold each member of the group accountable to living well. Consider modifying the letter below for your own Moai recruitment letter, and invite friends to join you in a commitment to healthier living for the long-term.

Dear <Name>,

I'm taking a free online course called [Staying Alive, Part 2: Live Longer, Better](#). It's the second of a series of courses taught by Dan Buettner, author of *The Blue Zones* and *The Blue Zones Solutions*. You can check them out yourself by going to www.thebigknow.com.

These courses are fun, and they have taught me a lot about the secrets of the world's longest-lived people. I've been learning how I can incorporate lessons from their lives into my own.

One of the nine key's to longevity, according to Buettner, is community – having a connected group of friends who share a common vision of the good life and work together to make sure they entire community lives well.

In the course, he suggests we learn from the longest lived communities in Japan and form what they call a Moai. A Moai is a small group of individuals committed to the health and wellness of the group. A Moai is a support network. They help you celebrate successes. They goof together. They help you navigate life's challenges. And, ultimately, they hold each member of the group accountable to living well.

I think this is a great idea, and I'd like to invite you to become a member of my Moai. If you are interested in learning more and discussing how we can create a small community of like-minded wellness seekers, let me know. I've invited others to join, and I'll arrange a meeting in the near future to discuss how we can bring out Moai to life.

If you want to learn more about the free courses I took, go to www.thebigknow.com. If you're not interested, that's fine, too. I wish you well.

Staying Alive, Part 2: Live Longer, Better

May you live to 100,

<Name>

<Contact Info>