

# **How to Kickstart Your Email List To Grow Your Wellness Business**

## **Why Growing Your Email List is Important to the Success of Your Wellness Business**

Email marketing needs to be a part of every Health Coaching business. Presenting workshops is known to be the best way to create the highest quality in an email list. It is also the best way to find new clients! When we give workshops, they get to know us, and the relationship grows quickly during the workshop – virtual or in person. Always have a registration sign up for every free webinar or in-person workshop so you can add them to your email list.

It is essential to continue to grow your email list in between workshops and promotions for your programs (launches). The most important time we spend in our business is between your launches. Most coaches wait two months in between to launch another paid program, so plenty of time to build your email list. The focus of this strategy is to help build momentum in your Health Coaching business, so that when you launch a paid webinar series or a free webinar leading into a paid health coaching program, your audience is ready to buy. If you are always growing your list, your launches for your paid workshops or programs will be more successful. We gather email addresses to create a larger audience to create more traction in our business. You might be thinking, “When should I start?” The answer is NOW. The sooner you start intentionally growing your email list with potential clients, the faster you will develop your Health Coaching business.

## **Do You Have an Email Service Provider?**

The first step is to sign up for an email service provider (also known as an ESP) if you don't have one already. I use Mailerlite and it is free for your first 1000 subscribers. I highly recommend them since they are easy for non-techy people. The rule-of-thumb is to have at least 250 people on your email list before promoting a paid program at the end of a free webinar or paid workshop. If you do not have an ESP, sign up for a free one today.

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## How to Grow Your Email List with a Lead Magnet

The perfect way to grow your email list is to create an opportunity or a free offer that your ideal client would want. Having someone sign up for your newsletter is not cutting it anymore. People want something of value, a freebie in exchange for their email address.

You may have heard a free offer called an opt-in, a freebie, a gift, a lead magnet, a giveaway, or simply an offer. To be clear, they all mean the same thing. Bottom line, we give a free valuable offer and in exchange, we receive their email address.

A lead magnet can be a cheat sheet, checklist, guide, worksheet, recorded workshop, audio training, challenge, quiz, mini-course, masterclass, training, or live webinar. It is good to start with live webinars to make adjustments, then begin recording your webinars for additional lead magnets. For example, I put a live recorded webinar up as a free Masterclass as a list-builder. Go to <https://courses.workshopsdone.com/p/goals> to see an example, and if you like, sign up for the free mini-course on goal setting and how to set yourself up for success. Excellent engagement here with you, right?

You can offer a free PDF download as your lead magnet that shows a process or something of value for the subscriber. Or they can access something you can teach them, like a recorded short mini-webinar or masterclass. You probably gave me your email address in exchange to attend a free Masterclass and it worked; here you are in the Workshops Done Program! ☺

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## Brainstorm Ideas to Create a Lead Magnet

When it comes to list-building, after getting email addresses from workshops, a close second is an irresistible free PDF guide or checklist that will attract your ideal audience and encourage them to join your email list. Brainstorm your ideas for a PDF that you could give away for free on the space below. Acknowledge and own the fact that you have many ideas and knowledge to create many different free offers. This is simple and something you already have.

What do you know that has provided you or your clients with results that you can share with the world?

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What problems do your clients have and what guide could you quickly pull together to solve that problem? What are your dream clients struggling with or wondering about? Could you create a resource that will solve a problem for them?

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What is the #1 question you get asked all the time? Is it your grocery list? Your go-to family recipes? What are you reading/watching that you could create a list around to inspire or help your future clients? This free offer could save your future clients time, teach them something new, or maybe add joy to their life.

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What does your ideal client need to understand, be aware of, or believe to want or need your paid workshop, coaching program, or health coaching down the road? Align your lead magnets with what you ultimately want to offer to sell them.

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Here are some title ideas to help you brainstorm a lead magnet you may want to create.

PDF Title Examples:

- My top 10 must-have, healthy items I buy at the grocery store each week
- My exact healthy weekly grocery list
- The 3 soup recipes I can't live without over winter
- The 3 beverages I drink to start my day out right, and coffee is not one of them
- A guide to going gluten-free or a list of the best tasting gluten-free snacks
- The 5 stress-reducing activities I can't live without
- My top 5 tips to help my clients out of overwhelm
- My sleep-like-a-baby bedtime routine I teach my clients
- Top 3 secret hikes in \_\_\_\_\_ area
- The three yoga poses that I do every night before bed to ease my mind
- The 5 daily yoga poses I can't live without
- My 5 favorite free meditations on YouTube
- The 5 Podcasts I can't live without
- My 5 healthy recipes I can't live without
- My favorite healthy, go-to quick family dinners
- 5 easy steps to create a winning morning routine
- The ultimate guide to...
- The secret behind...
- What no one told you about...
- My exact list to...

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## The Next Step in Creating & Delivering Your Lead Magnet

Keep your free offers simple. Just start a Microsoft Word document, type away or use tips from the Workshops Done handouts and then save it as a PDF. The message matters more than the medium. You could also use the Sugar Lead Magnet template and exchange it for tips on something else and switch out the photos.

Remember, 'done' is better than perfect, so jump into Microsoft Word right now and get your content on there. B+ work is better than not putting it out in the world at all. Have someone look over your document, then hit "Save As a PDF." You have created a quick free offer and it took less time than you had thought! Continue with action in your business to build your confidence.

After you have your free, quick offer done, upload it to a place like Dropbox, Google Drive or save it as a file on your website. You need to have a link to share with others to access the document with the free information you just created. Get a shareable link to add to your email. I work with a Virtual Assistant (VA) to put my freebies/lead magnets on my website to focus on the message and not have technology slow me down. Don't overthink or stall on this step. Decide today how to write it down ASAP.

Use the Sugar Lead Magnet or use the offer you just created. These free offers can be anything your ideal clients would be interested in. It is ideal to have many lead magnets, so when you offer a link on social media or a DM, it will help someone.

Have a VA create a place for your ideal clients to sign up for your freebie and they will give you their email address. Only ask for their first name and email address. Again, keep it simple. We don't want anyone not to sign up because you are asking for too much information.

If you are interested in doing this yourself, look up a tutorial on how to do this with your email service provider, landing page on your website, pop-up on your website, lead pages, etc. A landing page is a webpage that explains the free offer or has an image of your offer and where they enter their email address. This is typically a stand-alone page. Go to <https://www.workshopsdone.com/10-must-haves-when-giving-webinars> to see an example of a simple landing page on a website.

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Keep your landing page simple, focus on what's most important, that the lead magnet is FREE, it is easy to sign up, and they need it to help them with their transformation. One mistake I see many people make is putting the sign-up field too low and not "above the fold," which is a newspaper term for what you see on that first page of the paper, even when it's folded. In web terms, this translates to what you see in the browser window before you scroll down.

After they sign up, they will receive an automated confirmation email that delivers your offer to them. Give your VA a copy for your first auto-email and they will set up the automation. When people give their email address, they will get an email from you with a link to download your free guide. If you have a stand-alone registration landing page, you will want an automatic thank you page so they know it worked and to check their email.

They are now subscribed to receive future emails from you, so you have more people to invite to your future webinars and workshops.

### How to Promote Your Lead Magnet to Grow Your Email List

Next, promote your offer to get new subscribers. It would be a disservice if you stay small and don't share it, so go big to tell the world what you have to offer.

You probably have a personal Facebook page and a personal Instagram page already, so that is an excellent place to start to share your free offer. Share your passion with your friends. Stories are not only compelling when giving workshops; they also work in your social media posts. Tell them about your sugar struggles or a client's struggles and explain how your offer is tied to your story and they can also solve that problem with your PDF. Be your beautiful self when you write your posts.

The rule of marketing is that it takes 3-7 times to see the same offer before signing up. You are not selling anything here; you are giving something away for free. It sounds crazy but plan to share your freebie at least seven times when you first introduce it. Each time explain what they will get if they sign up for your freebie. "Sign up and you'll get access to my free...". Create a buzz, create excitement for your freebie! You will have this lead magnet for years, so you reintroduce it many times.

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See below for ideas for promoting your lead magnet. Circle the ones that you want to try first!

1. Pop-up box on your website.
2. On your website, think of your business as the sponsor or advertiser of your website. What places does a link seem to fit within your website? I always have a freebie on my homepage.
3. Post to your personal Facebook page and invite them to click on the link and ask them to share your post with their friends. Make your post public for easy sharing.
4. Post to your business Facebook page at least two times in one week.
5. Post to your business Facebook Group at least two times in one week.
6. Do a Facebook Live on the freebie topic and post the link in the feed during the Facebook Live for them to get the freebie.
7. Send personal direct messages to people on your Facebook Business Page and your Facebook Group with a link to sign up for your free guide.
8. Share in your Instagram feed and put the link in your profile.
9. Share it on LinkedIn if you have an account.
10. Send an email to everyone on your current email list to build engagement.
11. Put a link in your email signature, so it is automatically there for all of your emails.
12. Run ads on Facebook, Instagram, Google, etc. (see more below)
13. Ask influential connections to share your free offer (see more below)

Do you have an ads budget? Paid ads are a great strategy to increase your email list. If you are straight-up starting out with list-building, I would recommend allocating funds to grow your list. You don't need to spend a lot to see a good return on your investment. It is advised to spend \$5 a day on Facebook ads to build up engagement and then add more money to your ads 30 days before promoting your webinar. Then, Facebook has learned who is the best ideal client for you and they are warming up to your ads. Ten days before your webinar, you would change the ad to promoting your webinar. You can justify your ad spending to bring you new clients, to show up for your free webinar and buy the coaching program you are promoting.

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Do you have influential connections to help promote your lead magnet? You may have a small audience, but if you are connected with people that share the same ideal customers as you and are willing to promote your free offer, this is a winning opportunity to get in front of your ideal clients. Take five minutes to list all of your connections that would help promote your free guide.

For example, maybe you are friends with your gym owner and discuss your free “5 Ways to Kick the Sugar Habit” guide you created. You ask if they would share it with their followers on their social media platforms. They can post, “Member Lori Kampa put together a free guide to help us...”

Your influential friend does not need a huge following, they may have a small following, but they are highly engaged. Only ask people who are not in competition with you or your free information would not be a conflict to their business. Ask your friends and family to share it on their personal profile pages as well to seek out your ideal clients. The worst-case scenario is they say, “no.” So give it a try.

## Show Up Consistently to Grow Your Email List

I know you are action-based and determined to grow your Health Coaching business. I challenge you to create at least one new freebie each month for the next year. You will then have 12 freebie offers you can cycle through with varying posts for years to come. They can simply be three tips each from your Workshops Done handouts; remember they do not have to be complicated.

The only way these strategies will work is if you commit to showing up consistently. Can you see how growing your email list before you offer your webinars, workshops and programs can benefit your business? Serve your clients like crazy before you start to sell.

Building your email list and nurturing it week by week will help you move your clients with ease to when you have a program for sale.



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Next, write out some welcome emails to have them get to know you and your business. Share your personal story of why you became a health coach. Let them know how often you will be contacting them and what's coming up next. Share your social media accounts with them. Teach something in your first emails to them. This can be a copy from the Workshops Done Academy speaker notes from the Done-For-You sugar workshop. The more they learn from you, the better. Send encouraging emails to let them know they are not alone on their health journey and that you are by their side. Ask them questions and tell them to hit "reply" to build your relationship and get to know them even better.

You are here to make your Health Coaching business a huge success and in it for the long-term. Things will be challenging at times, but you are going to continue to move forward. The most successful way to build trust and connect with your potential clients...is to keep showing up.

Write your emails for the next month in one sitting. It is a lot easier to do batch work than to write a new email each week. Aim to send three-four emails each month to your email list. The goal is to create new freebies monthly, give 1-2 free webinars a month and give free 5–10 minute Facebook Lives weekly. Your list will include emails about all of your activities; these are action-based and ways for them to connect deeper with you. It is best to serve your clients before you ever sell anything to them. Have fun writing your emails and invite them to partner with you on their health journey.

### Questions?

Post in our private members-only Facebook Group at [www.facebook.com/groups/workshopsdone/](https://www.facebook.com/groups/workshopsdone/), and I will get right back to you.

To access the Workshops Done Academy Program, please go to <https://courses.workshopsdone.com/>

*Lori Kampa*

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