

How to Kickstart Your Email List to Grow Your Wellness Business

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

Email marketing needs to be a part of every wellness business. Presenting Wellness Workshops is the best way to create the highest quality email list; it is also the best way to find new paying clients! When we present workshops, they get to know us, and the relationship grows quickly during the live event – virtual or in person. The key is to have a registration sign-up for every free webinar or in-person workshop, so they also get added to your email address list. A healthy email list will be one of the most valuable assets to your business.

If you are on social media, you have probably been frustrated with algorithms that have changed a few times, and your followers did not see your posts. We can get kicked off a social media platform or be censored anytime on social media. Facebook is strict with any health advice, so even though we may mean well with our healthy posts, they may not show up because Facebook doesn't like them. The ideal situation is to have your ideal clients on your email address list AND engage with them on social media. I have found that people who give me their email addresses are more likely to buy from me versus someone only in my Facebook group.

It is essential to continue growing your email list between wellness workshops and promotions for your group coaching programs (launches). The most important time we spend on our business is between our launches for group programs. Most coaches wait two months in between to launch another paid coaching program, so there's plenty of time to build and nurture your email list. The focus of this strategy is to help build momentum in your wellness business so that when you offer a paid webinar series or a free webinar leading into a paid health coaching program, your audience is ready to buy.

If you continually grow 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 develop your Health Coaching business.

How to Kickstart Your Email List to Grow Your Wellness 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. Many ESPs are free when you start your business, giving your emails a more professional look. Your ESP will provide you with the tools you need so people can sign up to be on your distribution list, and they can also unsubscribe safely. The best part of using an ESP is to manage your email list and see who is opening your email and what they are clicking on in your emails. You are also able to tag and segment your list. People will get tagged that they downloaded your freebie. These results and tagging are valuable information to see what content people want from you and help with future marketing efforts.

If you do not have an ESP, sign up for a free one today. It only takes about 10-15 minutes to set it up. I made the mistake and waited too long to sign up with an ESP. I recommend starting with people you know; they can be clients you have worked with, family, friends, co-workers, etc. Create a simple spreadsheet with two columns for their first name and email address. Add them to your spreadsheet if you know they want to be on your list. Or ask them, "Would you like me to put you on my mailing list? For example, you will receive an email with healthy tips twice a month. It is easy to upload this spreadsheet to your ESP.

Please [click here](#) if you want a free trial to done-for-you monthly content for your email newsletter and more. I use the Content Club every month, saving me so much time and money!

When I first started, I used Mailer lite, which 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 group coaching program, but I had around 150-200 when I announced my first detox program and 45 signed up. That is an unusually high conversion, and I believe they were ready to buy because I met them all at free workshops, and they knew me well.

Create Your Free Mailerlite Account Now at: <https://lorikampa.biz/mailerlite>

How to Kickstart Your Email List to Grow Your Wellness Business

How to Grow Your Email List with a Free Gift

The perfect way to grow your email list is to create an opportunity or a free offer your ideal client would want. Having someone just sign up for your email newsletter is not cutting it anymore. Instead, we need to give people an incentive with something of value, a freebie, in exchange for their email addresses. Studies show that offering something free works, and they feel there is no downside to taking you up on your offer.

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

A lead magnet can be a:

- Audio training
- Challenge (usually 3-5 days)
- Cheat sheet
- Checklist
- E-Book
- Email Course
- Live webinar
- Masterclass
- Mini-course
- List
- PDF Guide
- Quiz
- Recipes
- Recorded workshop
- Resources
- Templates
- Training
- Worksheet
- A low-priced offer

You can offer a free PDF download as your lead magnet that shows a process or something of value for your new 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 for attending a free Masterclass, and it worked - because here you are now in this mini-course! ☺

It is good to start with live webinars to adjust, then record your webinars for additional lead magnets. For example, I put a live recorded webinar up as a free Masterclass for health coaches as a list-builder. Click [here](#) to see an example, and if you'd 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?

How to Kickstart Your Email List to Grow Your Wellness Business

Brainstorm Ideas to Create a Free Gift

When it comes to list-building, the best way is from live workshops (virtual or in-person); 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 in the space below. Acknowledge and own the fact that you have many ideas and the knowledge to create various free offers.

Lead magnets are 'free,' but users still have to give you their precious email address. They won't do that for just anything. Your new lead magnet needs to be relevant to your audience and juicy enough that they will want to download it AND give you their email address for it. It is crucial to get inside the minds of your ideal client and provide something they care about and find value in.

Your freebie must link back to your wellness business offerings to convert them to paying clients eventually. Unfortunately, there are a few ways to trip up during this process; the first pitfall to avoid is being too vague with your freebie. For example, an "Be Healthy Guide" does not tell your ideal client what type of person you work with; it's too vague.

What do you know that has provided you or your clients with results that you can share? (i.e., Meal planning and prepping, healthy food swaps, etc.)

How to Kickstart Your Email List to Grow Your Wellness Business

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? What can you provide so they see that you understand them and you can help them solve their problem? (i.e., Sugar addiction, cravings, stress, pain, etc.) Could you create a resource that will solve a problem for them?

Then ask yourself if your ideal future clients care about this topic. Is there value to it for your perfect client in your freebie?

What is the #1 question you get asked the most? Is it your grocery list? Your go-to healthy recipes your family loves? What are you reading/watching that you could create a list to inspire or help your future clients? I get asked about easy soup recipes, so [click here](#) to see my freebie with my top 3 soup recipes. This free offer could save your future clients time, teach them something new, or add joy to their lives. So, brainstorm all ideas; they can all be future lead magnets.

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What does your ideal client need to understand, be aware of, want, or need for your next Wellness Workshop, group coaching, or individual health coaching program? First, align your lead magnets with what you ultimately want to offer to sell them. Then, write your ideas below of what your future client needs to know before they understand how powerful working with you is.

50+ Title Ideas/ Swipe Copy for a Guide Lead Magnet

Lead magnets are a powerful way to increase your sales. It's not enough that you just have them, though – they need to be done right so your future clients click and convert. Therefore, it is imperative to develop an engaging title that turns visitors into subscribers.

Below are over 50 title ideas to help you brainstorm a lead magnet you may want to create. These are great resources to get your creative juices flowing! If you like one of the titles below, go ahead and run with it!

PDF Title Examples/ Titles Available To Use:

- My top 10 must-have, healthy items I buy at the grocery store each week
- My exact healthy weekly grocery list
- My 10 BEST Clean Eating Kitchen Tools for a Healthier & Happier Home
- Top 5 Superfoods Everyone Ought to Know About
- The 3 soup recipes I can't live without over winter
- 5 Easy Healthy Dinner Ideas: Simple and delicious for the Whole Family

How to Kickstart Your Email List to Grow Your Wellness Business

50+ Title Ideas/ Swipe Copy for a Lead Magnet Continued

- 5 Healthy and Delicious Recipes to Feed The Whole Family
- 5 Everyday Healthy Dinner Meals Made Simple Under 30 Minutes - Get Cooking Now
- Healthy Meal Prep: 5 Easy and Healthy Meals to Cook, Prep, and Go
- The Ultimate Healthy Meal Prep Guide - 5 Easy and Healthy Meals to Cook, Prep, and Go
- Meal Prep Guide for Beginners (5 Easy and Healthy Meals to Cook, Prep, and Go)
- 5-Ingredient Clean Eating Guidebook: Simple and Delicious Recipes to Nourish
- 5 SIMPLE Clean Eating Recipes That Will Make You Feel Energized and Satisfied
- 5 Fast and Healthy Recipes You'll Want to Eat
- 5 Healthy, Nutritious Plant-Based Meals You'll Want to Eat
- 5 Quick, Healthy & Easy Sunday Night Suppers
- 5 Top-Rated Healthy Dinner Recipes from Italy
- Clean Eating Meal Prep: 3 Recipes for Ready-to-Go Meals
- 3 Clean Eating Meal Prep Recipes You'll Wish You Started Last Week
- 5 Delicious & Quick Clean Eating Dinner Ideas!
- 5 Healthy Lunches for the Office
- 3 Fun & Easy Delicious Clean Eating Recipes for Your Week [Under 20 Mins!]
- The 3 beverages I drink to start my day out right, and coffee is not one of them
- The 3 Most Important Things to do Before Breakfast to Start Your Day Out Right(And Coffee is not One of Them)
- Top 3 Healthy Alternatives to Coffee in the Morning (& What They Do For Your Health)
- A Complete Guide to Going Gluten-Free
- The Ultimate Guide to Going Gluten-Free
- Going Gluten-Free for Beginners

How to Kickstart Your Email List to Grow Your Wellness Business

50+ Title Ideas/ Swipe Copy for a Lead Magnet Continued

- GLUTEN-FREE EATING HACK GUIDE - The #1 Gluten-Free Guide For Beginners
- My top 5 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 5 Favorite and HEALTHIEST Recipes With BETTER FOR YOU Ingredients (Foodie guide)
- 5 Easy Recipes That Taste DANG GOOD - AND are Good for You Too!
- My Favorite 5 Healthy Recipes to Make In A Hurry!
- My favorite healthy, go-to quick family dinners
- 5 Healthy Quick Family Dinners To Try Now
- 5 Healthy and Quick Dinners for Busy Working Moms
- 5 easy steps to create a winning morning routine
- Building a Winning Morning Routine: 5 Easy Steps to Creating an Amazing, Productive & Powerful Day
- Creating a Winning Morning Routine For Busy Working Moms!
- Morning Routine for Successful Individuals (5 Easy Steps + Meal Plans)
- Here's the TRUTH on how you REALLY can lose weight without dieting!
- The ultimate guide to _____
- The ultimate roadmap to _____
- The secret behind _____
- What no one told you about _____
- My exact list to _____
- How to _____

How to Kickstart Your Email List to Grow Your Wellness Business

50+ Title Ideas/ Swipe Copy for a Lead Magnet Continued

- _____ Mistakes to Avoid _____
- _____ Secrets to Achieve _____
- _____ Steps to Achieve _____
- _____ Step Checklist to _____
- _____ Pitfalls to Avoid _____
- _____ Things You Should Know Before You _____

Your Future Lead Magnet Titles

To brainstorm further, see what your ideal client is paying for already on the subject. Google Amazon Kindle Marketplace or Amazon books and put in the subject to get ideas of what titles people are buying and what has already worked well. Read the reviews to get inside your ideal client's head. Next, put something together like these examples online but somehow different, better, or unique to attract your perfect client.

How to Kickstart Your Email List to Grow Your Wellness Business

The Next Step in Creating & Delivering Your Lead Magnet

Next, validate your new freebie with a simple post or two on your social media or write a blog post about creating and asking for feedback. Getting validation gives you insight into what they want and helps you 'seed' your followers so that your ideal clients are already primed to download it when you offer your freebie.

Keep your free offers simple. 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 this Lead Magnet in this course as a design template, exchange it for tips on something else, and switch out the photos in Canva for additional simple gifts. This is what I do since I love repurposing and saving time!

Remember, 'done is better than perfect,' so jump on your computer right now and get your content on there. B+ work is better than not putting it out in the world at all. Your new freebie can be as simple as 1-3 pages of content. Always use high-quality images quality and avoid any typos. The goal is to get these new subscribers to move on from the freebie and eventually sign up for a paid program with you. So, make sure to have someone look over your document for any errors, then hit "Save As a PDF." You created a quick free offer, which took less time than you 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. Create it once and reuse it over and over again!

How to Kickstart Your Email List to Grow Your Wellness Business

Use the Done-For-You Lead Magnet or use the offer you just created. These free offers can be anything your ideal clients would be interested in. Of course, 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 addresses. Only ask for their first name and email address. Again, please keep it simple. We don't want anyone not to sign up because you are asking for too much information. With every additional form field to fill out, they are less likely to sign up. Please go to <https://www.mindfulhealthwithlori.com/reduce-stress> to see the flow of my Reducing Stress Lead Magnet and <https://www.mindfulhealthwithlori.com/kicksugar> to see the flow of the Kicking Sugar Lead Magnet.

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. For example, if you use mailerlite, check out this tutorial at <https://youtu.be/YzTfhWdxXPUA>.

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. These are typically stand-alone pages. For example, please go to <https://www.workshopsdone.com/webinarguide> to see another example of a simple landing page on a website.

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.

How to Kickstart Your Email List to Grow Your Wellness Business

After they sign up, they will receive an automated confirmation email that will deliver your offer. Give your VA a copy for your first auto-email, and they will set up the automation. When people give their email addresses, 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'll want an automatic thank you page, so they know it worked and reminds them to check their email inbox.

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

I suggest having a couple more emails in your automation to nurture your new subscriber. What do you want them to do next? Do you want your call-to-action to have them join your Facebook Group? Think about the path you want your new subscriber to experience. Most people need to get to know you more before they buy from you, so give them valuable content and freebies to warm them up. Many coaches have missed this step, and very important to let your new subscriber know what they will expect from you and what you want them to do next.

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 sharing your free offer. Share your passion with your friends and family. Stories are not only compelling when giving workshops; they also work in your social media posts. Tell them about your struggles or a client's struggle and explain how your offer is tied to your story, and you can solve that problem with your PDF. Finally, be your beautiful self when you write your posts.

How to Kickstart Your Email List to Grow Your Wellness Business

The rule of marketing is that it takes 3-7 times to see the same offer before signing up. Remember, you are not selling anything here but giving something valuable 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 and create excitement for your freebie! You will have this lead magnet for years to reintroduce it on social media many different times and send it directly to future ideal clients.

If you have a website, you want visitors that convert to future clients, so you need to get their email addresses to start a relationship with them. A freebie could just sweeten the pot at this point for them, providing additional insight on the topic they just googled about to find your website.

20+ Ideas to Promote Your Lead Magnet & Grow Your List

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

1. A pop-up box on your website. When they come to your website, the offer for your free gift will pop up, and they will be invited to enter their first name and email address to receive it. Do not put pop-ups on web pages that already have a call-to-action (CTA). We don't want to confuse your future clients with too many options.
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? For example, 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. Your post may show up more if you include the link in the first comment or ask people to message you if they are interested. Always have a photo or video with your post for attention. Make your post public for easy sharing.

How to Kickstart Your Email List to Grow Your Wellness Business

4. Post to your business Facebook Page at least two times in one week.
5. Post to your business Facebook Group at least twice a week. Give a Facebook Live on the topic with the lead magnet as your CTA. If you do not have a Facebook Group yet, start one this week! This is how your ideal clients can find you. Do not be broad with your group name; focus on your niche to attract the right people.
6. Think about where your ideal client hangs out. Are you a member of a FB Group where you could offer some free content? Always contact the organizer of the Facebook Group and ask to do a FB Live with them and then provide your freebie. They are always looking for new ways to engage with their group, so you are doing them a favor.
7. 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. "If you really liked learning about _____, download my _____ to learn all of my top tips about _____."
8. 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.
9. Share in your Instagram feed and put the link in your profile.
10. Do an Instagram Live/ Reel or/ and IGTV on the freebie topic and direct them to the link in your bio for them to get the freebie. Then, at the end of your video, say something like this: "If you like this video, make sure to go to my bio to download my guide with even more tips and tricks for you to..."
11. Share on your Instagram stories about your freebie and highlight them on your profile.

How to Kickstart Your Email List to Grow Your Wellness Business

12. Search different Instagram hashtags to see where your ideal clients are at on Instagram. Then, use the hashtags that they would search to find you and then be offered your gift.
13. Share posts on LinkedIn to offer your freebie.
14. Share posts on Twitter to offer your freebie.
15. Create a Pinterest business account and use it to drive traffic to your freebie.
16. Upload a live workshop on your freebie's same or similar topic to YouTube and include a link to your freebie in your description as your call-to-action.
17. Send a personal email, text, or direct message to anyone that you think may be interested. This might be your neighbor, a fellow soccer mom, or a co-worker. Write a list of everyone that may find your freebie helpful in solving their problem.
18. Send an email to everyone on your current email list to build engagement and nurture your relationship with them.
19. Put a link in your email signature, so it is automatically there for all of your emails.
20. Have a live event; this could be a workshop or attend a tradeshow. Pass around a clipboard for them to sign up for your freebie.

How to Kickstart Your Email List to Grow Your Wellness Business

21. Ask to be a guest contributor for a print or online publication. Offer your freebie as your call to action on your article. This could be your local newspaper; it could be a blog or a podcast. Think about who is your target market. What blogs are they reading? You need to have a lead magnet on every blog post you write if you have your own blog. This is an excellent opportunity to turn a reader into a subscriber.
22. Ask influential connections to share your free offer. Do you have influential relationships to help promote your lead magnet? For example, you may have a small audience, but if you are connected to 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. Or, could you do a joint venture to help each other? For example, you do a live webinar together and both promote to your smaller lists to grow your lists. 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 the free guide you created. You ask if they would share it with their followers on their social media platforms. They can post, "Fellow Gym Member Lori Kampa put together a free guide to help..."

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 conflict with their business. Ask your friends and family to share it on their personal profile pages to seek out your ideal clients. The worst-case scenario is they say, "No." So, give it a try.

How to Kickstart Your Email List to Grow Your Wellness Business

23. Run ads on Facebook, Instagram, Google, etc. Paid ads are a great strategy to increase your email list. If you are straight-up starting out with list-building, I recommend allocating funds to grow your email address list. You don't need to spend a lot to see a good return on your investment. Organic traffic does seem to convert better to paying clients overall.

It is advised to spend \$5 a day on Facebook ads to build engagement and 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 promote your webinar. Then, you can justify your ad spending to bring you clients to show up for your free webinar and buy the coaching program you are promoting.

Your Marketing/ Promotions Plan

How to Kickstart Your Email List to Grow Your Wellness Business

Show Up Consistently to Grow Your Email List

I know you are action-based and determined to grow your Health Coaching business.

To continue nurturing and growing your email list, I challenge you to create one new freebie each month for the following 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 Wellness Workshops handouts. Remember, they do not have to be complicated.

Send weekly, bi-weekly, or monthly emails to your email address list consistently. So, for example, if you send out an email once a month promoting your new freebie, you can send it all to people who did not open that email for a second email two weeks later; you don't need to change the email, just the subject line.

Be concise with your emails and only have one topic. Writing a newsletter with multiple topics is old school and does not work anymore. Instead, give them a recipe, tell a funny story, think about what they want to hear. You want them to get to know you and that you are giving information to help them. Only have one call-to-action for each email. And, of course, when you have an opening for health coaching or a new program, they need to know about it!

If you create a new freebie each month, you repurpose that message in your emails and all of your social media for that month to promote it. There are multiple ways to use your freebie.

Decide how you are going to show up to your ideal clients each week. Will you be emailing them about your weekly live training, podcast, TikTok or blog? Those are all opportunities to give them the freebie and engage with them further.

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

How to Kickstart Your Email List to Grow Your Wellness Business

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

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 to 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 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.

Additional Notes/ Insights

[illegible]

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