

# The Fit Pro VA



- **Why email**
- **Importance of a welcome sequence**
- **Legal requirements for an email list**

# The Fit Pro VA



## Why email??

- An email list gives you a direct line of communication with not only your current, but potential clients and customers too.
- It allows you the opportunity to build valuable relationships with your audience so they can get to know, like and trust you.
- It provides you with the opportunity to share your knowledge, passion and business with people who are truly interested.
- A regular email campaign, whether that is weekly, fortnightly or monthly, makes you visible to the right people.



# The Fit Pro VA



- Your audience will always see your message and be able to read it when it is convenient rather than 'maybe' seeing it on social media if you post when it's convenient for their algorithm.
- You can use your emails to share tips, hacks, updates, offers and exclusive discounts or just to deliver friendly motivation to keep you and your business in the forefront of your audience's mind.

# The Fit Pro VA



People buy from people  
they know, like and trust.

That's why an email welcome sequence is crucial



# The Fit Pro VA

## Importance of an email welcome sequence



- Trust needs to be built up and earned and when a new subscriber joins your list, their interest is arguably the highest it will ever be.
- You probably won't have a very strong relationship with your subscribers when they first join your list.
- If your new subscribers have come via a freebie they may be brand new to your world and know little to nothing about you.
- These people probably won't be ready to take action yet but by building connection from the first few emails, you're growing your know, like and trust factor.

# The Fit Pro VA



- Very few people will be ready to even book a call or take any meaningful action if they don't know you very well or at all.
- Builds a strong relationship from the off and lays the groundwork for working together further down the line



# The Fit Pro VA



## **CONNECTION**

Building strong relationships from the very beginning, especially with subscribers who may know little to nothing about you, grows your know, like and trust factor.

## **AUTHORITY/CREDIBILITY**

If subscribers are new to your world, they may be wondering why they should trust YOU above others in your niche and if you can get them real results.



## **STORY/MISSION**

If you have a story that will resonate with potential clients and help to build connection and credibility, it needs to be in your welcome sequence. That is the foundation of your connection and credibility

# The Fit Pro VA



## The legal bits

- Every email has to have a valid physical address, **by law**. If you work from home and don't want to share your home address or don't have a physical address then you can use an alternative address - as long as it's somewhere that you can collect mail. You can register for a PO Box address too.
- A privacy statement is a legal requirement you are not permitted to obtain client names or email addresses without one





# The Fit Pro VA

