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- **How to build an email list - step by step** (no tech just steps to take)
- **Building multiple opt ins** (sign up freebies)
- **How to manage one email list for multi offering businesses** (i.e face to face community classes and online programmes).

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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.



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- 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.

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Email platforms

There are plenty of email platform options. The most popular include:

- ActiveCampaign
- Aweber
- Convert Kit
- Mailchimp
- MailerLite

Mailchimp is widely used and one of the most popular platforms. It is a great option for those that want to scale their email marketing campaigns but is expensive if you have a large list.

MailerLite is best for beginners and most small businesses on a budget. It's easy to use and their free plan is among the best.

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Email platforms

Mailchimp

- Free Plan > 500 contacts, 1 Audience - no automation
- Essentials Plan - \$13/month > 500 contacts, 3 Audiences - 4 automation points
- Standard > \$20 > 500 contacts, 5 Audiences - 200 automation points
- Pricing varies on number of contacts
- Can't take payments through landing pages anymore but can integrate Zapier

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Email platforms

MailerLite

- Free Plan > 1000 contacts, unlimited audiences - 100 automation points
- Growing Business Plan - \$9/month > 500 contacts, unlimited audiences - 100 automation points
- Advanced > \$18 > 500 contacts, unlimited audiences - 100 automation points
- Pricing varies on number of contacts (1000 > \$13.50 / \$27)
- **Can** take payments through landing pages on the Growing Business Plan and above

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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



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- Pick your platform
- Create your account
- Create your audience
- Build your opt in page
- Create welcome sequence automation
- Send regular emails and make your audience fall in love with you

People buy from people they know, like and trust.

I can do this for you!! It's the main service I offer

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Building Multiple Opt In's

Potential clients and customers don't always know they need your services and so are looking for something different.

*Sell them what they want
then give them what they need*



You can promote the same "freebie" in multiple ways using the same email landing page / sign up form.

You can create different multiple "freebies" using the same platform but different landing pages

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Same landing page

Create your freebie

- **Free 15 Minute Lift Lean Workout**

Build landing page -

- **Get my FREE 15 Minute Lift Lean Workout**
- **Name:**
- **Email:**
- **I want my free workout**



Add tags / groups

- **OPT IN**

Create an automation sequence

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Promote it across social media with different hooks:

- **Are you concerned about osteoporosis or muscle decline?**
- **Are you curious about adding weights into your workout but don't know where to start?**
- **Do you want to build tone / strength...**
 1. **Who wants my FREE Lift Lean home workout?**

Share the same landing page link for each of these

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Ready to kickstart
your fitness
journey?

Grab my **FREE** 17-minute dynamic dance fitness workout

Email Address

First Name

I need this workout

By signing up for this workout you will also receive my occasional newsletter about all things dance fitness, including products and services I think you might like. You can unsubscribe any time and I will

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Different landing pages



Create your freebies

- **Free 15 Minute Lift Lean Workout**
- **Fitness Pilates for Bad Knees**
- **Crunchless Core**
- **Five essential exercises for women in the menopause**

Build landing page for **each one**



Add tags / groups

- **LIFT**
- **FP KNEES**
- **CRUNCHLESS**
- **MENO PFD**

Create an automation sequence for each one

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Brenda signs up for - Crunchless Core freebie

Tagged on email list - CRUNCHLESS

Email sequence with Crunchless Core workout is triggered and she receives the 3 / 4 welcome emails



Brenda can now be contacted as a Crunchless Core subscriber and / or main audience subscriber

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How to manage one email list for multi offering businesses

(i.e face to face community classes and online programmes.)

- The Tags / Groups function is the key to managing your multiple offerings
- Those that sign up for a freebie or an online programme will be automatically tagged in your email audience
- Usually face to face customers will have to be added manually - **make sure your privacy policy allows you to do that or that you have an opt in / out box on manual par q's / booking systems**
- Add contact with a tag - **F2F, St John's, Buggy,**



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- When you send a campaign you can then choose if it goes to your whole audience, face to face classes or just one specific class.

FBA
Edit name

To
Who are you sending this email to?

Audience: **Choose an audience** ▾

From
Who is sending this email?

Feedback

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FBA
Edit name

To
Who are you sending this email to?

Audience: Victoria Jones Wellbeing ▾

Send to

All subscribers in audience ▾

Do not send to (optional)

Choose a segment or tag to exclude ▾

Personalize the "Send To" field
Add merge tags to display your recipient's name to make it more personal and help avoid spam filters.
For example, *|FNAME|* *|LNAME|* will show as "To: Bob Smith" instead of "To: bob@example.com."

Save **Cancel**

Feedback

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FBA
Edit name

TAGS

- VJ Collection
- Reignite
- W4W
- MenoFit**
- FP Summer School
- BPHC MenoFit

All subscribers in audience

Do not send to (optional)

Choose a segment or tag to exclude

Personalize the "Send To" field
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