

The Fit Pro VA



Email marketing basics

- Setting up your Basic Email List
- How to Set Up A Simple Lead Magnet
- What to give away for free in your first lead magnet
- Newsletter basics



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Setting up your Basic Email List

Pick your platform

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

- ActiveCampaign
- Aweber
- Convert Kit
- Mailchimp
- MailerLite



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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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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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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.

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How to Set Up A Simple Lead Magnet

- Decide what to give away
- Keep it simple and effective but go for the long game.
- What is your business and what is your main product / service?



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Video

Guide

Checklist

Tracker

Top Tips for...

Recipe ebook

Mini Course



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Build a landing page on your email host platform or create a sign up form to embed in your website.



The screenshot shows a website landing page with a pink header. The main content area has a pink background with the title "Six Steps to Happy Hormones" and a sign-up form. The form includes fields for "First Name", "Last Name", and "Email", and a "Send me my Six Steps to Happy Hormones guide" button. The footer contains navigation links for "Terms and Conditions", "Privacy", "VA Victoria", and "The Fit Pro VA", along with social media icons and the text "Designed by Elegant Themes | Powered by WordPress".

The graphic features a pink and white design. At the top, it says "Free Guide! Six Steps to Happy Hormones" with a "download now" button. Below this is a testimonial: "Are you secretly struggling with wellbeing niggles that you're blaming on your hormones? Normalising or brushing off the poor sleep, exhaustion or muscle aches and pains? Hormones influence EVERYTHING that happens in your body – your mood, sleep, weight and energy are all controlled by your hormones AND they are for life, NOT just the menopause." A call to action reads: "Grab my free six step guide and discover today how to keep your hormones happy, wellbeing niggles at bay and your energy levels high - no matter your age or hormonal stage." The sign-up form includes fields for "Email Address" and "First Name", a "Victoria Jones Wellbeing" disclaimer, a "Sign me up!" checkbox, and a "Send me my six steps guide!" button. A privacy notice at the bottom states: "I will never share your information and you can unsubscribe at any time by clicking the link in the footer of my emails. Information about my privacy practices can be found in the footer of my website." A small logo for "We" is also visible.

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On the sign up form, whether you are using a landing page or embedded form, add a TAG / GROUP (Opt In / Freebie)

Set up an automation that when this tag is added the email is sent with the freebie embedded in the email

Ideally then create an automated Welcome Sequence

- 1 - 2 days after... I hope you've had a chance to watch / read / complete if not you can watch / download it here.
- 2 - 3 days after that another email that lays a stepping stone to another offering or service



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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.

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Newsletter basics

Use TAGS / GROUPS in your audience

Create a template

Make sure any social media icons have links embedded

If you use MERGE TAGS make sure they are a required field on your sign up form.

Send regular email campaigns on the same time each week / month / quarter



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Why email regularly?

- 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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