

# The Fit Pro VA



- **September email marketing**
- **Ideas for campaigns**
- **Nurture sequences**



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## September email marketing

- Back to school
- Time for you
- Re-setting a routine

BUT....

**Are you face to face or online??**



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What is the purpose of your REGULAR email campaign?



- tags / groups
- demonstrate your expertise
- give value - nurture



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## Ideas for Campaigns

- What are you running now?
- What are you planning to run in the next 4 months??
- What do you run regularly?
- What do you have evergreen?





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## Nurturing Sequences

- Lift Lean - face to face and online
- Don't just mention the time and venue of the class UNLESS you're using tags / groups
- Share the benefit of Lift Lean and then mention the options



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## **What happened in class**

If you've ever been to one of my Fitness Pilates classes (at ..... ) then you'll know I love to challenge balance during my flows and will always add in some single leg work, alongside glute activation 🍑 This often leads to the conversations after class that include phrases such as 'my balance is terrible' or 'I just can't balance'.



## **Share your expertise**

Balance is a complex conversation..... Here are some of my favourite ways to train your feet and stimulate those small nerves:



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## **Share details to join you in class**

If you're local and would like to join me in class next week you can secure one of the remaining places [HERE](#).

## **Share details to join you online**

Alternatively if would like to join me online for a Fitness Pilates workout then check out next weeks timetable below.





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## **What happened in class**

Yesterday I held my Fitness Pilates for bad knees workshop at ..... and one of the deepest conversations was around the fear of kneeling down

## **Share your expertise**

Why modern day living and posture impacts knees and fear causes inactivity and worsens knee discomfort.

## **Share details to join you online**

Here is a short knee friendly workout taken from my online membership / 14 day MenoFit programme



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## Going back to campaign ideas

- What are you planning to run in the next 4 months??
- What do you run regularly?
- What do you have evergreen?
- What free opt in can you offer to get people on your list to nurture them into these offerings?
- What content can you add into your campaigns to nurture them into these offerings?





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## Why regular email campaigns matter



- 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.
- 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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**Video**

**Guide**

**Checklist**

**Tracker**

**# Top Tips for...**

**Recipe ebook**

*Keep it simple and valuable but go for the long game*

[victoriajones.co.uk](http://victoriajones.co.uk)

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## E-mail Marketing Get It Done Week

I'm running a 'Get It Done Week' for my brand-new E-mail Marketing Basics course.

I challenge those that buy the course to implement and actually DO what I teach in the course over 7 days.

And because this new course is short and with real-time walk-through steps, this is totally possible.

The reward? You get access to me for the week to answer your direct MailChimp and MailerLite questions and accountability to get it done!

 **Monday 2nd - Sunday 8th September 2024**

[victoriajones.co.uk](http://victoriajones.co.uk)





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What you'll get:

- ✓ Lifetime access to the main course from 1st September
- ✓ Invite to popup "Get It Done Week" Facebook group to connect with other people doing the thing, ask your questions, and celebrate your wins.
- ✓ Direct access to me during Get It Done Week to ask your MailChimp and MailerLite questions and get personalised help with your set up.

The course (£49) includes:

- Creating your opt in – Canva Basics
- Creating your opt in – Video Embedding Basics
- Step by step guidance videos for Mailchimp AND MailerLite to:
- Build your landing page
- Automate your welcome sequence
- Create a template

Plus, Newsletter basics (includes adding links, content blocks, columns and more)





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