

EMAIL WORKSHEET



Practice Building
BOOT CAMP



ACTION ITEMS

- Complete the Promotional Email worksheet
- Write your emails (or use some of the sample emails)
- Write your customer service emails (if applicable)

WHAT IS A PROMOTIONAL EMAIL?

Ideally, the promotional email is going to provide a more conversational description of your program, frequently asked questions, calls to action (i.e. click here / sign up), and any other information your prospective patients need to know so they can buy your program. Each email can direct them to your landing page (if you have one) or to the order form. Use the information from your sales landing page to create these emails (note we've provided some sample emails).

Before we get started, let's talk about how you'd use these emails.

1. If you have an email list, you can send these in order (one per day or one every other day) until you've acquired the number of patients you want or your program starts.
2. If you don't have an email list, you can send these "manually" to friends, family, and current patients.
3. If you're not comfortable with either of those, create social posts or use these as scripts to make phone calls.

The elements flow in a similar pattern to the sales landing page. This should be familiar to you.

What you need: your completed Sales Landing Page worksheet.

EMAIL WRITING TIPS

- Remember, emails should be a conversation.
- Write to one person, not to several people (unless there are 50 reading the email together as a group).
- Read your email out loud and make sure it sounds like you talk.
- Use contractions. We speak in contractions (i.e. use don't, not "do not") unless you have to emphasize something.

EMAIL STRUCTURE

SECTION 1: GREETING. TELL A STORY

Your objective is to connect and to develop a rapport. Use a conversational greeting. An email isn't a letter. It's a conversation. Use greetings like Hi, Hello, Good morning... greetings that you would use with someone in person.

These people may or may not have seen your landing page. You want to make sure that your emails "connect" to your landing page. The information on your landing page is going to be threaded through your emails. Your reader will recognize these connections. It makes them feel safe and it makes sense to them. No, they don't get upset that the information is repeated. They need this repetition.

Your story illustrates the reader's problem so that they're thinking "Yes, that's right! That's my problem." You also prompt them to learn more (this is a call to action). And you direct them to the landing page (to learn more) or to the order form (to buy now).

Refer to your Web Page Worksheet: what problem does your program solve?

Write out a story that describes their problem.

SECTION 2: THE PROBLEM EXPLAINED

Reassure your reader that what they're going through isn't their fault and explain why. It could be misinformation. It could be that they didn't know what they didn't know.

Describe how their problem isn't their fault:

Next, tell them that you have the solution that's going to take them from "Problem" to "Better," and all they have to do is sign up and join the program (this is another call to action).

Describe the transformation:

SECTION 3: THE BENEFITS OF PARTICIPATING

Describe the benefits of your program (not the features) "At the end of the program, you'll feel..."

List the benefits:

And then ASK them how that sounds? Is that something they want to feel?

SECTION 4: THE FEATURES OF YOUR PROGRAM

How are they going to get that amazing transformation? What steps are involved in the program? And then ASK them how that sounds? Is that something they CAN COMMIT TO?

Refer to the program features you mapped out using the program worksheet. Include the most important "things" participants will "get" like live classes, free recordings, pratinionering sessions, complete nutrition plan and supplements, and convenient mobile app. etc.

List the detailed features: (again — you're going to know your program so well!)

ILLUSTRATE THE IMPROVEMENT

Next you may provide them with a small example of something they may already be doing in their life that's sabotaging any progress in their health, and if they substitute THIS for THAT, they'll be on the road to feeling the BENEFITS you listed above.

OVERCOME THE OBJECTIONS (TIME & COST)

What small TIME COMMITMENT substitution could the patient make to get on this path? For example maybe it's about the time spent watching Netflix? Or is it about 30 minutes of social media that could be put to better use?

What MONEY substitutions can the patients make to create a sense of affordability with your program? Calculate the daily price and come up with some creative things that they might be spending that money on currently.

LIST PRICE

For all that, it's just one low price of: \$ _____

CALL TO ACTION (CTA)

Add a call to action to sign up now.

SECTION 5: TESTIMONIALS AND SOCIAL PROOF

If you have reviews or testimonials, this is a great place to list them. This provides proof that you, as a practitioner, know what you're doing, that you've helped other people just like them, and that you're amazing.

If we get really picky here, ideally these reviews will overcome any objection that someone would have in signing up (like the time commitment or the price — the two reasons that people will say "not right now.")

List some of your best reviews/testimonials:

If you don't have any, what would you WANT someone to say? (refer to the program worksheet, when you wrote your 5-star review about your program)

SECTION 6: ADD URGENCY & FOMO

If they think, "not right now," what is the worst thing that could happen to them? If they continue not hiring you, how will their lives deteriorate? Circle back to the opening section where you described their problem. How will that get worse?

Don't let that happen to you, sign up today.

List what TRAGIC LOSS your patient would incur by NOT signing up with you today? Go ahead and be a little dramatic, have fun with it :)

ENVISION THE TRANSFORMATION

Describe the transformation again. Ask the patient to truly see themselves living their new life AFTER your program.

List details of how a patient's new life after your program looks:

LIST PRICE

For all that, it's just one low price of: \$ _____

FINAL CALL TO ACTION (CTA)

Include a button to sign up now!

EMAIL SEQUENCING

In each email, you may want to include shorter teasers of information. The reader can learn more on the landing page. Follow the outline above from the worksheet for the general content of the emails.

Email 1: Lighter in tone. Bring in these specific elements: Introduce the problem and provide a solution. Invite them to learn more. Call to action: direct to the landing page. This isn't a hard-sale email. Leave them with a question to think about. Let them know that you're going to check in with them again and when that will be (i.e. tomorrow or in a couple of days).

Email 2: Refer back to the question that you asked in the first email. Repeat the important information from email 1 (and tell them you're repeating it, i.e. "remember what we said yesterday..."). Add a testimonial (if you have one) of someone who went through the program. Add two calls to action, one to learn more on the landing page and one to buy now to the order form.

Email 3: Give them a quick win — a simple tip that they can take right now and apply to their life. Share that they have a unique gift that it's perfect for the group, that they're wanted, that they're special. Add a testimonial (if you have one) of someone who went through the program. Add three calls to action, one to learn more on the landing page and two to buy now to the order form.

Email 4: Start adding urgency. Remind them that they need to make a decision because the group is starting soon. Keep this email shorter. The call to action is to buy now.

Email 5: Final day to sign up. Repeat everything about the program. Give them a deadline. Two to three calls to action, buy now, directing to the order form. You may want to include how many people are already enrolled. Remind them that the others are "waiting" for them.

WHAT IS A CUSTOMER SERVICE EMAIL?

You'll want to draft some emails to send to your new paying customers when they've taken action or when something has changed.

1. **Draft an email thanking them for their purchase.** Outline the next steps they need to take, noting any dates they need to be aware of.
 - They need to watch for the app invitation or login if they already have it.
 - Do they need to join a Facebook group (this is dependent upon what you're doing in your program)?
 - How do they get in touch if they have a question? Outline it, with emails, phone numbers, and/or how to reach you via the app.
 - Anything else that will make their experience better.
2. **Draft a "countdown to start email"** (if applicable). Get them excited about their new program. Repeat any notes you made in the "thank you for purchase" email.
3. **Draft a "your supplements have been ordered" email.** This builds trust that you've fulfilled your end. Let them know what to expect around their order (watch for a tracking email, etc.)
4. **Draft a "how are your supplements" email** for later in the program, so you can check in with them and make sure that they received them ok.
5. **Draft a "sorry you've canceled" email,** just in case your new patient isn't a good fit. Hopefully, this email will never be used.