

Email Marketing For Beginners

**How Holistic Practitioners Can
Connect With More People**



Beverly Taylor

Email Marketing For Beginners

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Connect With More People**

**Welcome to the
Easy Key to Life™
by Beverly Taylor**

Email Marketing for Holistic Practitioners

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I. Introduction to Email Marketing

A. What Is Email Marketing?

Email marketing is when you directly market a message, product, or service to a group of potential or current customers using an email medium. Emails may be informational or be selling something. Basically, every email that is sent to a prospective or current customer could be considered email marketing. For holistic practitioners, use email marketing to communicate with people, whether or not you use it for selling.

In order to comply with the US CAN-SPAM Act, businesses must have its customers or potential customers opt-in to receive emails from the business. To put it simply, your customer must tell your business that they want to receive promotional emails from you. Otherwise, it is considered SPAM and is illegal. Canada has its own spam laws too.

Email marketing is an extremely effective form of marketing. This is because it is both; non intrusive and effective. Everyone checks their emails. Nowadays, people even check their email on their mobile devices. In fact, two out of five Internet searches are now completed on a mobile device. This means that you have more chances of connecting with a potential customer or current customer. The more forms of contact you have with a customer, the better. **It has been shown that a customer takes around 6 points of contact in order to make a sale.** This means that email marketing can give you a number of these contacts.

Email marketing is extremely effective because it has a very high open rate. Another reason for its effectiveness is because it is extremely cheap. In fact, **it is one of the cheapest forms of marketing available to business owners.** The average price of email marketing is about \$15-20 per month (ranging from free to hundreds per month – see the Comparison Chart in this document). This allows a business to connect with hundreds of potential or current customers.

Most businesses use email marketing in order to increase their customer base, and increase the times a current customer purchases from them. For example, if you are selling home fitness equipment, you can get people to sign up to receive promotional offers

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from you. This will allow you to market each time you are running a special promotion and will likely increase the amount of sales you make during the promotion.

You can create different types of email marketing campaigns. One of the unique benefits of email marketing is that you can personalize email marketing campaigns to improve the effectiveness. It is replacing direct mail marketing because of its cost efficiency in comparison. Businesses are tired of spending so much money on direct mail. Plus, consumers are asking for businesses to switch to email. A lot of consumers prefer to receive promotions via email instead of snail mail.

B. Why Holistic Practitioners Should Use Email Marketing

Are you currently in the profession of providing life coaching? Perhaps you are a hypnotist, and your goal is to help change people's lives. Both of these professions are focused upon improving the quality of an individual's perception of the world around them.

A person might have had a bad experience, and need the motivation to move forward in life. By using hypnotism, you can affect the subconscious of an individual, creating a positive change. By providing motivational speeches and information, a life coach can do the same within the conscious mind of most individuals.

In this, we will show you why email marketing is probably one of the best ways for you to improve your ability to help people, and show you how to generate thousands of visitors that will definitely appreciate what you have to offer.

1. Hypnotism And Emails

Although a hypnotist may serve other purposes, such as helping people sleep better at night, or improve certain aspects of their life, they are also used in regard to improving the way people feel about themselves and the life that they are living today. By using email marketing, you can find thousands of potential clients that are searching the web for this type of help. Although they may not be looking for a hypnotist, per se, they are looking for a way to change their lives for the better.

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By providing an email autoresponder course for free that people can download after providing their email, you can quickly get access to individuals that will be more than willing to pay you for your help with sessions.

2. Life Coaching and Emails

The reason that life coaching is so popular is because people need to be motivated. Although there are rare people that can do this on the road, depending upon how difficult your life actually is at the moment, having someone tell you that everything is okay, on a regular basis, might be something that you need.

By providing an email course that motivates people on a regular basis, allows them to feel better about their lives, you can quickly get people to sign up for the free course that you have. As an added benefit, you can add your link to the bottom of every email that you send out. By doing this, it will put you into contact with people that will be more than willing to purchase the products and services that you have in order to help them feel better.

As you can see, the professions of hypnotism and life coaching are very necessary for many people. They allow individuals to improve their lives in many ways. Using modern technology, and email auto responders, you will be able to find hundreds or even thousands of additional clients by offering something for free on your website that will provide definite help. Hopefully these tips on why holistic practitioners should use email marketing will motivate you to create one today.

C. How Holistic Practitioners Can Benefit From Email Marketing

If you are a hypnotist, or a life coach and you are thinking about improving the amount of money that you make every week, one of the easiest ways to do this is through email marketing. Although traditional advertising is typically utilized by people in these professions, if you are able to incorporate email marketing into your advertising, you can actually increase your income manyfold.

Here we will look at a variety of ways for you to use this type of marketing to improve your business, and also cement yourself as an expert in your particular field.

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Hypnotists are experts at a state of hypnosis. Hypnosis is an ability that many professionals have a specific psychological state in which they can help motivate people to make positive changes in their life. You have probably seen a hypnotist at a carnival, someone that causes people to see things that aren't actually there. By interacting directly with their subconscious, they are able to affect a change in their perceptions. By using email marketing, you can actually drive people to your business by offering a free report and a series of emails in regard to how you will be able to help them improve their lives.

People that are life coaches are usually motivational speakers. They are able to help people change their lives by the words that they say, providing products and services to move them toward a better way of life. Unlike hypnotists, they actually use words that affect the conscious mind. They are able to motivate people in a variety of ways, with the full intention of allowing them to improve upon their current circumstances. If they are able to incorporate email marketing into what they do, they can have constant contact with people that are interested in making a positive change, and doing so with the services and products that they have for sale.

Although many people today are using email marketing to improve their bottom line, the professions of hypnotherapy, and those that do life coaching, are not fully integrated into email marketing at all.

However, by using an autoresponder that can deliver a series of messages, along with a free report to potential customers, you can improve your overall sales every month, something that many online marketers have been doing for many years. Hopefully, if you are a holistic practitioner, you'll find someone that can help you implement this type of marketing in the near future.

D. Ways To Use Email Marketing Effectively

Regardless of the type of profession that you have, you are always going to try to find a way to make more money. If you are self-employed, this is even more imperative, simply because you are not being paid for simply showing up at your job. If you are currently a holistic practitioner by profession, such as a life coach, massage therapist or a hypnotist, you more than likely make a certain amount of money.

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But it is important to always find new and innovative ways to bring more clients and sales your way so that you can earn more money month after month. Here we will look at a few ways to use email marketing effectively to improve your overall financial situation to gain additional clients this year.

1. What Is Email Marketing?

Email marketing is a strategy that is used in an attempt to have constant contact with potential clients. In most cases, they will use something called an **autoresponder**, which will deliver emails to prospective clients every couple days. **In these emails, you can post either useful information, or put links to offers for products and services that you have for sale.** As a result of doing this, many people actually make the majority of money off of their email list. This is also something that hypnotists and life coaches can also do if you use the following methods.

2. Life Coaches And Email Marketing

One of the first ways that you can improve your business as a life coach is to use email marketing with a website that you put online representing your business. Most people put a subscribe box, allowing visitors to enter their name and email either to either get a free report, or to gain access to a series of emails showing them how to improve their lives. You can either create this series of emails by yourself, or have someone write them for you. The more prospective clients that you get to sign up, the more sales you will make as you send offers on a regular basis.

3. Hypnotists And Email Marketing

People that are hypnotists can improve their overall income by incorporating email marketing as well. If people are having difficulty dealing with certain situations, and they believe that hypnotism can help them, you should create a website that represents the services that you offer. You can provide a week long course on how to improve their lives. You can then add a link to your website, allowing them to schedule an appointment with you at a significant discount. By sending regular emails, and providing useful content, you can quickly build your client base using this simple email marketing strategy.

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Although Internet marketing is traditionally associated with anyone that uses auto responders and email marketing, it is now being used by thousands of businesses today. Most people are unaware of how lucrative it can be to provide a free product for download, or a series of emails, for prospective clients that simply sign-up using their email address. By being in constant contact with these potential buyers, you can quickly escalate your income by contacting new clients every day using this strategy.

E. The Benefits Of Using Email Marketing For Holistic Practitioners Today

As technology continues to improve as the years progress, it is important to keep up with the different ways of marketing, especially in regard to the Internet. The World Wide Web has changed many aspects of business today.

No matter what type of profession you're in, you can always find a positive way to incorporate online marketing to improve your overall business. One of the best ways to tap into the millions of people that search the web everyday is to use email marketing.

By setting up a website that represents the business you are in, and providing them with access to a free report or email series, you can gather potential clients all over the web, making this type of marketing very essential. In regard to holistic practitioners today, it is definitely an underutilized form of marketing by these professions. Here we will show you how to incorporate email marketing into your business to bring additional clients into your fold, in addition to selling products if you wish.

1. Why Email Marketing Works

Email marketing is probably the easiest way to keep in constant contact with people that may become lifelong customers. People that are trained in the profession of hypnotism are always looking for additional clientele. Likewise, life coaches need to have new people year after year, individuals that can benefit from their expertise, and that will buy their products and services.

By using email marketing effectively, **you can alert people to the different sessions you are having, the type of help you can provide, and even the products that you create**

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that you have put up for sale. By sending an email to their inbox every few days with useful material and a link to your website, it will be hard for these individuals to forget that you are there. And as a result of this constant contact, you can be virtually guaranteed of increased sales for your products and services without having to use traditional advertising.

2. Ideas for Email Content

- **Helpful information**
- **An article you or someone else wrote**
- **Announcement of a new blog post with a link to it**
- **A link to Third Party Edification: a published video or article about you**
- **A free gift of an ebook, audio or video (as an attachment or a link to it)**
- **Announcements for classes or new products**
- **Explanation of your services**
- **Coupons, Offers or Sales of your services or products**
- **An email introducing yourself**
- **Links to your social media**
- **A link to a charity you support**
- **Debunk myths about and explain your type of service**

3. How Holistic Practitioners Can Benefit

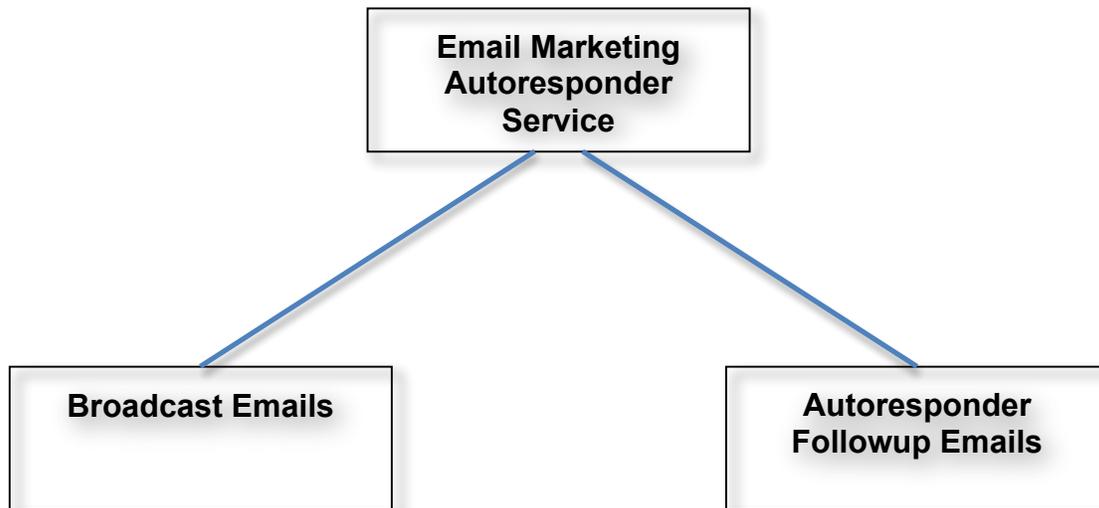
In order to improve your ability to gain additional clientele from your fields of interest, holistic practitioners need to create email autoresponder messages that directly target their main market.

Once you are able to offer something of value to these people, you will be able to generate a sizable income as a result of your efforts. This is especially true if you have a Facebook and/or Google+ page or link where people can share your free offer with all of their friends. This will increase the amount of money that you make, but only if you provide something of value that people find worth sharing.

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Hopefully this information on how email marketing can benefit holistic practitioners will allow you to generate leads on the Internet, and eventually convert them to paying customers for your particular business.

II. About Email Autoresponders



- **Broadcast emails are sent out immediately or at a specific time.**
- **Broadcast emails are what you do when you email to a number of people.**
- **Autoresponder emails are a type of automated email that you don't have available to you with a normal email service (such as Gmail or Yahoo).**
- **Autoresponder emails are a powerful way to communicate with people.**
- **Autoresponder emails are sent out one at a time, based on how many days after the last email was sent.**
- **Some autoresponder services require sending an email immediately.**

A. The Ins and Outs of Email Autoresponders

For a business, sending e-mails to current and prospective clients is essential in order to maintain a positive link. Yet, it can become cumbersome to communicate to each person individually. Not to mention, it becomes difficult to get these e-mails out in a timely fashion. This is where an e-mail autoresponder kicks into action as an established method of quickly and efficiently sending e-mails to current and prospective clients.

1. Virtual Communication and Follow Up

In many businesses, they will check in after the purchase of a product and/or service to ensure the client is satisfied. E-mail autoresponders are the virtual version of this same method. They are built to ensure all purchases are followed by prompt e-mails signifying the company's warranties and other related information to help the client.

2. Automatic Connecting

Many businesses have specific reasons for having an e-mail autoresponder set up. These reasons can vary with matters such as following up after a purchase, talking about new sales, and providing information after a new person signs up. The intricacies and nuances can vary depending on the business and its particular features, but the idea is the same. The e-mail autoresponder sends a pre-designed message to the client on behalf of the business immediately. There is minimal delay in the process and this is why it is such a heralded process.

3. Timed Communications

Wanting to get e-mails out in time, but unsure of how to do it? No one wants to sit around at a specific time of the day and start sending out e-mails to clients of the business. It can become frustrating in a hurry and is unfeasible for larger businesses.

The solution in this case is to go with a timed solution through e-mail autoresponders. This system is implemented in a manner that enables businesses to get in contact with clients in a matter of minutes. It does not get easier than this in terms of maintaining contact and keeping clients up to date with proceedings.

4. Autoresponder Solutions

E-mail autoresponders are a simple, easy to use solution for those interested in reaching their clients quickly and without hassle. The days of struggling over e-mails and sending them personally are long gone.

This process has become mechanical and it is time for businesses to jump in and reap the rewards from this competitive edge. The time spent on e-mails in the past can than be pushed to other aspects of the business in order to increase that profit margin.

B. Autoresponder vs Broadcast Emails - Which Are Better?

If you do any Internet marketing at all, or if you have a regular brick-and-mortar business, you might have an auto responder service that delivers emails to your clients and subscribers on a regular basis. Many people set up autoresponders in advance to deliver messages for many months. The reason they do this is to potentially earn additional sales when people click on links to the products and services that they sell.

There is a feature on most autoresponders which allows you to send what is called a broadcast. A broadcast will deliver a specific message to your email followers, alerting them of either an additional product or service that you are selling, or providing them with additional content that they can use. There is a controversy surrounding whether or not using an autoresponder with regular emails is more effective in regard to sales, or sending email broadcasts from time to time. Here we will present information that will clearly show you which one is more effective.

1. Sending Out Regular Emails With Your Auto Responder

If you do have an autoresponder series set up and people are regularly receiving emails on a continual basis, you might be better off never sending a broadcast to your list. In most cases, people do not want to receive a random email promoting some type of product or service that is out of sync with the regular emails that they receive. Subscriber expectation is also upset. Instead of receiving an email once a week, or every couple days, this random email could disrupt this pattern, causing them to unsubscribe. Therefore, sending regular

emails is probably the best way to go, but there are benefits to sending an occasional broadcast.

2. Why Email Broadcasts Work

The benefit to sending an email broadcast is that it might be something that is time sensitive. If you have created an autoresponder that only addresses certain issues, they will definitely not be addressing products or services that you may have just put out, or that you have just become aware of. Your subscribers will appreciate the fact that you are alerting them to this new information, even if it is an article that you have written that can help them out in some way. By breaking the pattern, you might motivate them to see why the email is so important, thus motivating them to buy what you are promoting.

Although you could argue back and forth for many days on this issue, it seems that a combination of regular emails, with an occasional email broadcast, is the best balance. Depending upon what niche you are targeting, and the type of relationship that you have with your subscribers, an email broadcast will definitely be very welcome.

III. The Psychology of Email Marketing

A. The Best Ways To Create Trust Via Email Marketing

Email marketing is a very effective way to either increase trust or destroy trust.

Email marketing can be one of the most powerful tools in your arsenal, but it can also easily be abused. You have undoubtedly heard horror stories about businesses that lost a lot of customers by sending out too many emails. You may have received unwanted marketing emails and spam yourself. How can you avoid these problems and build trust with your customers?

The most important thing that you need to remember is to never send emails to anyone who has not already consented to receiving them. Just because you have someone's email address does not mean that you should start contacting them. Unless they have explicitly consented to letting you send them emails, you should not.

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When you ask your customers for their email addresses, you should therefore also **explicitly ask for their permission for you to contact them**. Do not assume that just because someone has given you their email address, that they also want to hear from you. Ask separately and be clear about what you are asking.

You also need to **give your clients an easy way to opt-out from receiving your emails**. It should be a simple procedure to unsubscribe from your email list. Many business owners are reluctant to let anyone opt-out from their email lists because they do not want to lose a customer. However, making it difficult or impossible to unsubscribe is going to lose you a customer anyway.

Never sell or share your email lists with other businesses without permission. When someone gives you their email address and their permission for you to contact them, they are not assuming that you will give their information to other businesses. They will not be expecting to be contacted by other people, and if they learn that you shared their information without permission, they will be unhappy with you.

You also need to **be clear with your customers about how frequently you will be contacting them**. Be upfront with this information so that they can decide whether or not they want to subscribe to your list. If you are going to change the frequency with which you send out messages, give your subscribers some advance warning so that they will have time to opt-out if they so choose.

It is important to build and maintain trust with your customers. Following these guidelines in your email marketing campaign will help you do so.

B. How To Create Credibility With Email Marketing Today

If you have an email list, and you would like to create a level of credibility with these individuals to influence their buying decisions, there are several things that you can do.

The last thing that a person wants to have in their inbox is a series of emails telling people that they need to buy something from you. Most **people will purchase, but only if they trust you**. In order to gain their trust, there are certain things you must do. Here we will

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discuss how to create credibility with email marketing, making your freebie list into a potential buying list.

The first thing you need to do with your email list is to set up an autoresponder series in advance. It should follow a certain pattern so that the people on your list begin to believe in what you have to say. You should not just give free information. By doing this, they will consider any email that you send that is offering or promoting a product to be offensive. On the other hand, you cannot simply send promotional emails, or they will probably unsubscribe. You must **find a balance in between providing good content, and also selling products and services** to these individuals. You are doing Internet marketing, or any other type of business with your email in order to make money. Therefore, it must be structured in the following manner.

- The initial few emails should welcome them to your list and provide them with a little bit of useful content. These could be articles or blog posts.
- After the second email, you can send a small promotion. The people that buy will begin to trust you because you were only promoting something that is relatively inexpensive. Regardless if they buy or not, you will then send a couple of videos, audios or an ebook. These could be something that you shot on Camtasia, or perhaps a link to a useful video or two on the web.
- After that is done, another promotional email should be sent. And then two pieces of content. This should be followed up with a large ticket item and then a couple more videos.

Although there are different ways that you can structure the dispersal of your content through your autoresponder, this is just a general idea of how to balance sending free information and sending promotional items.

By having this type of balance, it will begin to build credibility and trust between you and the subscribers. They will realize that you are not simply there to provide them with free information. They will also realize that you are there to help them by providing excellent content as well. Only the people that follow this system will have success with their email list, and is how to create credibility with email marketing.

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Having a list can really change your life. As long as you treat them properly, and build credibility, you can probably have money coming in every day of the week as a result of promoting in this way.

Remember to **send a balance of both content and promotions**. This will condition your subscribers to look for both. Hopefully this information on how to create credibility with email marketing will take you far, allowing you to start generating more money online as a result of your hard work.

C. Email Marketing With Integrity For Holistic Businesses Today

If you currently own and operate a holistic business, and you are trying to build rapport with your clients, one of the easiest ways to do this is with an email list. Many businesses today use email to keep in contact with their clients. They may also offer free things like recordings, ebooks, videos, or consultations in order to garner additional business.

Hypnosis is a very important career in that it is able to help some people get through very difficult times in their life that drugs prescribed by a doctor cannot help with. We will discuss the benefits of using email marketing to show that your holistic business is all about integrity, a quality and honest business that is built upon moral principles.

Hypnotherapy is the use of hypnosis by a certified practitioner, that is able to provide therapy for individuals that are trying to cope with different situations in their life. When people ask about hypnotherapy, they are often curious about what this profession entails, and also how it can help them in their lives. In essence, the hypnotherapist is able to tap into the subconscious mind of a person, and using the power of suggestion, help them to make a beneficial change. The purpose of the hypnotherapist is to provide positive suggestions that can deeply affect the way a person is acting and processing his or her life, helping them to move forward in a more productive manner.

In order to show your email list that you are a reputable business, one that is built upon integrity, and is sincerely concerned about their well-being, you should offer them something in return for their email that they will genuinely appreciate. One of the best ways to promote your business in hypnotherapy is to offer a free guided meditation recording, consultation or even a brief clinical session. It might only be for 15 minutes, but

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it will provide a nice segue into getting these people the help that they need. Once they realize how honest you are, and how much you want to actually help them out, it will build the trust between you and your potential client, creating a positive situation for everyone involved.

After they have subscribed to your email list, you then need to send them an occasional email providing them with helpful information. Remember to not only send free information, but an occasional reminder that they should come in for an appointment or buy products on your website.

By conditioning people to receive both free and promotional materials, this can ensure that they will stay on your list, and potentially take you up on your offer to get the help that they need. In a way, email marketing is very similar to hypnotherapy. You are using simple psychological techniques to not only gain their trust, but to build your business at the same time.

The profession of hypnotherapy is often misunderstood, especially for how useful it can be for those that need this type of help. They can provide people with positive suggestions that they need to help change their life. If you are a hypnotherapist, and you want to use email marketing to improve your business, use the tips here to help you build trust with your email list and show that your company is definitely one based upon integrity.

D. Myths about Email Marketing

Here is great information from an email I received. I am posting it here with permission.

How many myths are they propagating that I can prove to be false?

Turns out, quite a few. (I think these guys are in some kind of time warp).

Let's go over a few:

Myth #1: "Long gone are the days of long emails. Long emails are a sure way to increase unsubscribe rates".

Yep, some dude from a well known email company actually said that. He's obviously Dan Kennedy's arch rival. ;) But, like these guys always do, he failed to mention any data to back up his claim. I, on the other hand, keep track of the unsubscribe rates of every email I send. NEVER has a long email ever had an

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unsubscribe rate higher than average. My guess is that this email will again prove that point.

Myth #2: "Tuesdays and Thursdays are the best days to send email".

Each year MarketingSherpa publishes a massive report on email trends, stats, etc. The masses read this report and immediately start mailing according to what the report suggests. The problem is, that immediately turns things around. So, if MarketingSherpa publishes the fact that email open rates are better on Tuesday and Thursday, watch out! Everyone else is going to start sending on those days. And every market is different. You need to test what's best for your list. For me, I know from testing, that when I send emails at 5am Pacific time, the open rate is far better than any other time. I've also seen emails perform very well on weekends. But that data is only for my list. You need to track and figure out what works for you.

Myth #3: "Including the first name in the subject increases opens"

Perry Belcher actually showed data that proves that this just isn't true. Think about it....do you put your best friend's name in the subject line when you email him/her? No! It's not natural. Yet, people continue to teach these myths as gospel.

Myth #4: "Using the word FREE will get your email filtered out by ISPs"

Just not true! If you're reading this email, then you know that this myth is false because you got the email. Either that or I'm a marketing ninja that somehow figured out how to beat the system. I'm happy for you to believe that myth. ;)

Myth #5: "It's a good idea to put your opt-out link in small print WAY at the bottom of your emails"

Again, not a good idea. If someone has trouble finding the opt-out link, they're likely to mark your email as spam once they do find it. If someone wants to opt-out, they're very UNLIKELY to buy something from you. So, why worry about them leaving? Feel free to put the opt-out link at the top of your emails and let them leave easily if they're not getting value.

Myth #6: "40% open rate is a good open rate"

Open rates are largely misunderstood - kind of like women (or men if you're a woman). :) When you're driving down the highway and your wife says "Honey, are you thirsty?" really she means "I WANT A DRINK - NOW!" Open rates are the same. They don't tell you exactly what's going on. They infer trends. Use them to know if you're getting more or less engagement than the last email. But you shouldn't necessarily compare them to other people's rates. Good is relative within your own list only.

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Myth #7: "I should make more money if I send more email. The DMA study shows for every \$1 spent on email, \$40.56 is earned"

Ok, the statistic is true. But don't misunderstand its meaning. It is not about how much email you send. It's about the amount of money spent. Now, I don't have a degree in statistics, but I did get "causal relationships" pounded into my head while earning my Zoology degree and working with medical researchers for over 5 years. If there was a direct cause and effect relationship, I'd ditch my Infusionsoft account and go buy Eloqua asap. But you and I both know that wouldn't increase my revenues one smidgen.

Now, here's the real test.....I wrote a long email. Did my unsubscribe rate go up? I'll have to tell you later.

BUT, if you read all the way to this point, **PLEASE send me a personal reply** to let me know you got to the end and you didn't unsubscribe.

Truthfully, I'd love to hear from you personally. Let me know what's going on in your business. Let me know if you have marketing, sales, or Infusionsoft questions.

I'm here to help.

Tyler
tyler@tylergarns.com

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I did reply to him and he responded. It is very important to respond to people who email you.

E. Email Marketing Rules – CAN SPAM Act

Do you use email marketing to promote your products or services? If yes, it is very important to make sure you follow certain guidelines. Keep reading to learn about the CAN SPAM Act and how it affects your email marketing campaign.

The CAN SPAM Act is a United States law that was passed in 2003 to protect consumers and reduce the amount of spammy emails. While it is a US law, most people need to follow it as most people send emails to people in the US. The act clearly defines what spam is and includes some guidelines you need to follow anytime you send emails to your customers or clients. The guidelines apply to bulk emails as well as individual messages.

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The emails you send should be clearly identified as ads. There are many ways to do this and you will not get in trouble as long as you do not try to be deceptive and conceal the fact your email is of a commercial nature.

1. Email Subject

The CAN SPAM Act states that you should not use deceptive subject lines or header information. In other words, the email address you use, the routing information, your name and the name of your recipient should be accurate. Your subject line should reflect the content of the email. Do not use deceptive techniques to get people to open your emails and you will be fine.

2. Emails Must Show Your Name and Address

Your recipients should also know who you are and where you are located. Add a section that includes the name of your company and your physical address.

3. Unsubscribe Link

Don't forget to add a link recipients can use to opt out from your mailing list and make sure you honor their request (this is handled automatically by an autoresponder service). In other words, you should not email someone who did not give you the permission to do so and should stop emailing them if they wish to unsubscribe.

Following these guidelines is very simple and will keep you out of trouble. Remember that hiring a third party company to manage your email marketing means you need to monitor what they do on your behalf because you will be held responsible.

IV. How to Choose Email Marketing Software

A. Holistic Practitioners - How To Choose An Autoresponder

Holistic medicine is a very unique form of healing that involves looking at the person as a whole. Instead of considering only the health problems that we endure, holistic practitioners will always consider the body, emotions, mind and spirit of the person as well. Holistic practitioners look any human being as the sum total of all of these parts. They are

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all interconnected, and if one is out of balance, the others will follow suit. Therefore, to become a healthier person, it is important to make sure that you are aware of your mental state, the emotions that you feel, your physical body, and the way that you process a spiritual way. Here we will show you a couple different options when it comes to holistic practitioners trying to use Internet marketing to improve their overall business, and show you which autoresponders you ought to choose.

1. AWeber

One of the most popular autoresponders on the Internet is AWeber. They have been in business for several years, providing autoresponders for millions of clients. Their ability to send an email, and have it end up in the inbox, instead of the junk folder, is legendary. This ability to get your email to potential buyers on a regular basis has made them one of the most popular autoresponder providers on the web today.

2. Get Response

Another very reputable email marketing platform that millions of people use is Get Response. They offer many of the same features that AWeber does including an intuitive design editor, list management tools, social media tools, unlimited autoresponder packages, and developer support. Although the pricing for both companies is very similar, the interface is very different. It simply depends upon which one is easier for you to use.

Although there are many other alternatives for holistic practitioners looking for an autoresponder, AWeber and Get Response represent two of the best companies when it comes to email deliverability and features, making both of these excellent choices for any holistic practitioner that wants to create an email list for their business. Of course, you will have to create your own autoresponder series to send your potential clientele. You will also have to create a separate list for buyers. However, there are tutorials that are provided by each company, taking it very easy for you to integrate an autoresponder into your business starting today.

B. Autoresponder Services

Click the links below to check out the autoresponder software websites too.

NOTE: Comparison chart was created based on available information and features are subject to change.

Aweber:

<http://marketersmojo.aweber.com>

ArpReach (\$195 or \$395 one time charge, no monthly):

<http://www.arpreach.com>

Constant Contact:

<http://www.constantcontact.com>

Get Response:

<http://www.getresponse.com>

iContact:

<http://www.icontact.com>

InfusionSoft:

<http://www.infusionsoft.com>

MailChimp:

<http://www.mailchimp.com>

1ShoppingCart:

<http://www.marketersmojo.com/recommends/1shoppingcart>

Some free auto-responders:

<http://www.listwire.com/>

<http://www.freeautobot.com/>

<http://www.sendfree.com/>

<http://www.freefollowup.com/>

MailChimp above is free up to 2,000

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C. Autoresponder Service Comparison Chart

	AWeber	ArpReach	Constant Contact	Get Response	iContact	InfusionSoft	MailChimp	1Shopping Cart
Monthly Fee	YES	NO	YES	YES	YES	YES	NO/YES	YES
Free Trial	\$1 for 30 days	No	60 days	60 days	15 days up to 250 contacts		<2,000 subs free, 12k emails / mo	
Pricing	\$19/mo to <500 subs \$29 to 2,500, \$49 to 5,000, \$69 to 10,000 ...	\$195 for 1 install or \$395 for 5 installs	\$15/mo to <500 subs \$30 to 2,500, \$50 to 5,000, \$75 to 10,000...	\$9.95/mo to <250, \$109 15,000 to 25,000	\$9.95/mo to <250, \$109 15,000 to 25,000	\$199/mo to 5,000 subs. \$299 for 5,000 to 20,000. Note: Includes add'l features like shopping cart, billing, affiliates	\$10/mo to <500 subs \$15 to 1,000... \$25 to 1,150 \$30 to 2,500... \$75 to 10,000... \$150 to 25,000	\$29 - \$79/mo
Mail Templates	Y >600		Y	Y	Y	Y	Y	Y
Autoresponder	Y	Y	Only for new subs	Y	Y	Y	Not in free version	Y
Schedule Email	Y	Y	Y	Y	Y	Y	Y	Y
Message Personalization	Y		Y	Y	Y	Y	Y	Y
Email Attachments	Y			Y				
Chk Spam Score	Y			Y				Y
Segmentation	Y – by lists*		Y, by interest	Y	Y	Y	Y, by groups, etc. (Great!) Relational	Y
Sign Up Form	Y, hosted and embed			Y		Y	Y, hosted and embed	Y
Social Media Integration	Y	Y	Y	Y	Y	?	Y	?
Blog Posts by Email	Y			Y			Y	

* Creates duplication of email addresses (contacts) on different lists (not relational)

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	AWeber	ArpReach	Constant Contact	Get Response	iContact	InfusionSoft	MailChimp	1Shopping Cart
Custom Thank You Pages	Y			Y				Y
Link Tracking	Y		Y	Y	Y	Y	Y	Y
Campaign Stats	Y		Y	Y	Y	Y	Y	Y
Available API	Y		Y	Y	Y	Y	Y	Y
Apps (PayPal...)	Y, PayPal, many more						Y, PayPal, Google Analytics	
Split Testing	Y	Y	Manual	Y			Y	
HTML/Text	Y	Y	Y	Y	Y	Y	Y	Y
WYSIWYG	Y	Y	Y	Y	Y	Y	Y	Y
iPhone App	Partial		Y	Y	Y Android also		Y	
Hosting	Web	Install on server	Web	Web	Web	Web	Web	Web
Import/Export	Yes, imports 2000 at a time, must confirm	Y	Y	Yes, imports 2500/day, must confirm	Y	Y	Y, will auto verify newly imported	?
Customer Support	Phone, Email, live chat, video, knowledgebase. Live support available 8AM-8PM ET Mon-Fri and 9AM-5PM ET Sat-Sun	Live 24/7 help desk	Phone, email and live chat	Phone, email and community support	Phone, email and live chat	Phone, interactive support community and your "Success Coach"	Email, live chat, video, knowledgebase.	Online ticket system only, unless you pay \$34/mo or one-time phone support for \$10/incident
Other Notable Features		Event planning		Email to speech / Video email		Advanced segmentation. Direct mail integration, send letters, postcards, pre-recorded voicemail and faxes	Sophisticated social media integration	

V. How to Do Email Marketing

A. Holistic Practitioners - Ways To Do Email Marketing

If you are a holistic health practitioner, who is a career professional that realizes the interconnection between body, mind and spirit, you might be wondering if there are ways to use email marketing to expand your practice.

You could be a naturopathic doctor that would like to help your patients in ways outside of traditional medicine, allowing them to realize that many health conditions that can be treated in holistic ways. In order to provide them with the information that you have, which might include products and services that you offer, you will want to create an email list using an autoresponder. In this, we will provide a couple different strategies that you can consider, techniques that use email marketing to help you expand your credibility, and also will help you begin to sell your products and services.

1. Basics Of Email Marketing

Email marketing involves three core principles. First of all, you want to have an autoresponder. This is a service that is usually provided by a website by which you can send emails to subscribers on your list.

Second, you will want to have a series of emails that are in your autoresponder, emails that will be sent to your subscribers over a period of time every couple days.

Third, you will want to have products and services that are strategically marketed via your emails, allowing your subscribers to potentially become your customers.

2. How To Capture Subscribers

The reason that people will subscribe to your list is that they will either know you personally, and will go to your website where they can subscribe to your email list, or they may find you on the Internet and subscribe after clicking on a link that goes directly to your website. There should be a subscribe box to the right, an area where they can enter in their name and email to subscribe to your list. However, people are not simply going to subscribe. You have to offer them something of value.

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What most people do to capture subscribers is to offer a free report on a topic that the visitors will be interested in. It can also be a series of emails in the form of a special report divided up into a seven-day series. Regardless of what you are giving away, the prospect of getting something of value for free is what motivates the visitors to subscribe. And if what you are offering is valuable, this will play a large role in whether or not they trust you enough to become a customer.

3. How To Setup Your Emails

If you are offering a free report, this is something that subscribers should be able to download immediately after subscribing. You will provide a download link for the free report, or simply send a welcome email telling them that the first installment of the free seven-day series will be on its way. The key to making sales with your autoresponder and emails is to give your subscribers a mixture of quality content and offers.

The first couple emails should only provide content that they will enjoy. The third (or fourth) email should offer a product or service that you sell, something that can help them, and that is related to what you have been discussing. The fourth and fifth email should be content oriented, perhaps including a couple videos for them to watch. An offer to purchase something should be in the sixth email and seventh email that you send. By creating a balance of content and offers, staggered in this manner, it will give you the best chance of defining yourself as an expert, and also making regular sales.

Hopefully this information will help holistic practitioners use email marketing to market their business. If you are a holistic practitioner, it should allow you to capture subscribers, solidify yourself as an expert in your field, and garner the trust of your subscribers, so much so, that they become your customers.

VI. How to Use Email Marketing

A. Get the Most out of Your Holistic Practice

Holistic practitioners are growing in popularity and demand. If you are wondering how to increase your holistic practice business, there are a few strategies that you can employ to increase the people interested in hearing about your work.

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You should have a website that explains exactly what you do. Make certain that you have a professional web designer work with you. This will be one of the first introductions that many will have to your work.

On your site, have a place where guests can sign up to receive emails from you. You may want to consider links to your Twitter and Facebook if you market through those avenues as well.

Your emails should come out on a regular schedule. Once or maybe twice each week. You want guests to remember you but, not feel overwhelmed by the messages in their inbox.

The emails should have a professional appearance and feature the same logo you employed on your site. This will instantly connect the two in the minds of you receivers. Make the title of the email short and interesting. It should catch their eye immediately, causing them to want to open it.

The content of your email must be interesting. Give some background information about your specialty. Perhaps describe how it has helped others. You may also consider offering a special discount to email subscribers. This makes them feel special and will keep them opening your emails to see what offers may be available.

You also need to give them an easy way to opt out. Though nobody likes to think about customers leaving their list, you do not want your emails going to someone who is not interested in your services. The opt out should be a clickable link near the bottom of your email.

You can also provide your customers the opportunity to share with others. Have it set up so that your initial email to these people will mention who suggested them and give the new person the opportunity to make up their own mind.

If you employ each of these tactics, you will increase your holistic practice through email marketing. You will find that more people are finding you, perhaps even in other locations. If that happens, you may consider making special events in those regions where you have a large following of people who have discovered you via the Internet.

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B. How to use Email Marketing To Grow Your Holistic Practice

Holistic medicine is an amazing form of healing therapy, the crazy thing is, very few people are aware of what holistic services actually are, and how it can help them. Email marketing is a great way to spread the word in your community about holistic services, its benefits, uses and advantages and through it, grow your business.

Many people automatically think of spam when they think of email marketing, but this is hardly the case. Although a small portion of email marketing could be considered spam, a much larger percentage is helpful and useful information that users respond well to and drive businesses. A successful email marketing campaign is met well by recipients, doesn't fill up their inbox with daily emails and promotions, and offers real value and information.

The first rule of running a successful email marketing campaign for a holistic practitioner is to make sure your messages contain useful information about what you do. Because of the chronic lack of knowledge most people have about holistic services, educating them on why they need your services is very important. Make sure your emails are brief, informative and well designed.

Compile a list of prospect and client emails to let them know about specials, new services and treatments that you provide. Another way to get new emails of potential clients is to add a sign up form to your website to allow interested parties to get more information on your practice and provide more marketing opportunities. A website or blog can also serve as an information hub and virtual storefront for your practice, so it's important to have a solid biography, list of services, blog, testimonials and sign up form on your site to build your email list.

When using email marketing, it's important to provide regular update and info, but not too much. Stick to a weekly or bi-weekly email with information, updates, specials, or freebies to bring in new clients. Feature testimonials from other clients to help build confidence in your knowledge and value as a holistic health professional.

Marketing a holistic practice can be tricky, and it is important to make sure the time you spend on marketing isn't time wasted. Email marketing is one of the most effective ways of building your practice, and is also, one of the cheapest forms of marketing. By targeting

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individuals who are interested in holistic services and offering real value you can grow your practice easily and painlessly.

C. How to Use Email Marketing with PLR Products

1. Terms

Squeeze Page: Also called Landing Page. A web page whose only purpose is to gather the person's email address and name.

Sales Page: A web page that has information about a product or service and has a PayPal button for people to purchase.

Download Page: Also called Thank You page. The web page that has the product on it for people to download after purchase. The product (or a link to it) may also be sent via email if it is small enough.

Autoresponder Email: This is a type of email that is sent by an Autoresponder Email service. An autoresponder email messages are sent out by the number of days after they sign up or the previous email. Normal emails go out to one or many people at one time and these are called **Broadcast** or Blast emails.

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2. Full System Using Email with PLR Products



Notice that this creates a relationship building system by using autoresponder emails.

D. How To Use PLR eBooks With Email Marketing

If you know how to use them, private label rights (PRL) ebooks are really an incredible way to make money online. One of the reasons is that they are really easy to work with. Another advantage is that nowadays more and more people are using ebooks than ever, which means that there are a lot of potential customers out there.

PRL ebooks are quickly becoming an extremely popular way to boost almost any business that has an online presence. It can even be a great way to open up an online presence for an existing business, or the use of PRL books can even be a reason to open up a new online business. There is an almost endless array of ways that you can use and market PRL ebooks, however, we will concentrate on email marketing in this article.

One effective way to use email marketing with PRL ebooks is by putting together a free giveaway. It may not seem very productive or lucrative in the beginning, however, the long term results can make it well worth it. It can be a way to attract new clients who potentially could make you a lot of money in the future.

Free giveaways can be effective mostly because getting the attention of the most people possible is very important. After all one of the main reasons that the internet is so great for marketing is that it opens up such a great volume of potential customers.

Another great thing about PRL ebooks is that the information in them can be broken down and used separately. This is great if you want to start a newsletter group in which you regularly send out new emails. You can simply take an idea or a page from the PRL ebook out and use it as an email.

Using parts of a PRL ebook in this way can save you a lot of time and energy. After all not many of us have the time, energy, and endless ideas that it takes to keep a newsletter going.

Along the same lines is the idea of using parts of the PRL ebooks as content for your website. Depending on your business you usually can find really good content for your homepage and beyond in PRL ebooks.

In conclusion, PRL ebooks are well worth the time that you put into purchasing them, especially for email marketing!

E. How to Write an Email Newsletter – Broadcast/Email Blast

If you are a holistic practitioner, you are probably looking for different ways to reach customers. You may have considered email newsletters but, be uncertain about the best way to construct them. Here are a few suggestions to get you started.

If you have a webpage, allow people to sign up for your newsletters from it. Keep the same graphics for your logo and icon. This will help people to remember you.

Your email title should be concise and catchy. Often, the entire title of an email is not visible. Because of this, some people will scroll past or discard ones they cannot see all of. You want a catchy phrase that will make the person want to open the email. Use action words.

Open the email by sharing some valuable or interesting information. It may be about the history of holistic medicine or a modern news story that you heard about. It should be brief, no more than a paragraph.

Then you can begin to discuss what is going on with your practice. If you tour to different regions and your services will be available, make that information known. Praise those who help to make these outings possible.

Offer a valuable tip that the person can apply to their lives. It may be a simple stretch or your favorite essential oil. Make it special and vary the theme each time.

Do not make your email newsletter too long. People have a short attention span, especially on the Internet. All of your written content should be concise.

At this point, you may consider offering some type of special that only newsletter recipients get. It may be a percentage off or whatever you believe will entice them.

At the bottom of the page, you may ask if they know anyone who might be interested in your newsletter. If so, send these people a follow up contact asking for permission to contact them further. Send the email address of the person who recommended them.

You should also have a place for people to opt out of your mailing list. It should be a simple process for them.

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By using this simple formula and having your newsletters come out at the same time each week, you are certain to notice an increase in interest in your business. Just keep practicing and note what changes are most effective.

VII. Specific Email Examples

A. Autoresponder Emails

1. First Message : Giveaway Link

Your first message will give a link to your giveaway. Even though they may have already been sent to this page, something may have happened such as the person accidentally closed the page. Or perhaps they didn't download it immediately, and then their software crashed. So you send this email immediately after subscribing. This helps minimize the emails you may get asking for the download again.

Subject: {!firstname_fix}, here is your free ebook!

Dear {!firstname_fix},

Here is a link to your copy of "Article Writing Fast and Easy"
I hope it will be of assistance to you in your internet marketing.
<http://www.ezkey2life.com/aim/giveartebook.htm>

The "Article Writing Fast and Easy" is a wonderful way to make it easy to begin with the outstanding article marketing method of internet marketing.

Please feel free to send me any questions you have about your internet marketing situation.

I do answer my emails personally, so don't hesitate to ask if you need something.

Warm wishes,
Beverly K. Taylor
Easy Key to Life
www.easykeytointernetmarketing.com

2. Asking for Input Messages/"I Need Your Help" Emails

These are great emails to send out every so often to find out what people need. It also creates rapport and trust as you are reaching out to them.

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Here are some examples of “I Need Your Help” emails. They are used to get better information for creating your products and also to enhance your relationship with your subscribers.

Subject: {!firstname_fix}, I need your help

Dear {!firstname_fix},

I need your help! I want to make absolutely sure that I am offering you the absolutely best material and recommendations possible.

What is your biggest question in xxxxxxxxxxxx?

What is your biggest problem in xxxxxxxxxxxx?

Please just hit 'reply' and send me your answers.

Thanks,

xxxxxxxxxx

www.xxxxxxxxx.com

Subject: {!firstname_fix}, Some questions for you...

Dear {!firstname_fix},

Hi, I hope you enjoyed the free ebook I sent you, "xxxxxxxxxx".

To make sure that I tailor my future emails and offerings to your needs, I have a few questions for you:

- 1) What is your greatest challenge with xxxxxxxxxxxx?
- 2) What do you want to learn next about xxxxxxxxxxxx?
- 3) What is the hardest thing about xxxxxxxxxxxx for you?

Please just hit 'reply' to answer these questions.

Thank you in advance!

Take care,
Beverly Taylor

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Subject: {!firstname_fix} - I need your help

Dear {!firstname_fix},

I need your help.

What is the one thing you want to know more about regarding
xxxxxxxxxxxxxxxxxxxxxxxx?

And what is the hardest thing you have found in xxxxxxxxxxxxxxxx?

Just hit 'reply' to this email to send me your questions.

Thanks in advance for your help.

Beverly K. Taylor
Easy Key to Life
www.easykeytointernetmarketing.com

Dear {!firstname_fix},

I need your help.

I am in the process of putting the final touches
on my by-invitation-only xxxxxxxxxx Program,
and I want to make sure I am going to teach you exactly
what you need to know to build your online business to the exact
financial level you desire....so here's where you come in:

What is your biggest challenge in xxxxxxxxxxxxxxxx

Exactly how much money do you want
to make online each month?

What would it mean for you personally to make
that kind of money online?

Please just hit reply to answer these questions...

Thanks a bunch in advance for helping me
make this the best coaching program on earth!

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Dear {!firstname_fix},

Due to popular demand, I am in the process of creating some new services, and to make sure I design them exactly the way that will help you the most, I need your help in designing them...

To help me, just complete the survey I have created here:

<http://www.xxxxxxxxxxxx.com/survey/newservices.htm>

Thanks in advance!

Dear {!firstname_fix},

I need your help...I have prepared a short survey regarding xxxxxx...

<http://www.surveymonkey.com/xxxxx>

Thanks in advance!

What are you missing?

Do you ever think, if only I had...(fill in the blank)...

Or

If only I knew.....

Or

If only I had access to.....

Then you would be able to take your xxxxxxxx business to the next level and experience success?

What is it?

What is the one thing you are missing that would make all the difference in your online achievement and income?

3. 'I Need Your Help' Email Responses

Another great way to increase the relationship with subscribers is to show that you heard them. Even if they didn't respond to your original email, they see that you listened to other subscribers and responded. In addition, everyone's curious and interested in what the others' questions or issues were.

First, reply to each person who emails you, if possible within 24 hours. In your reply, thank them for their input and give a few short answers to any questions. Do not sell them anything in this email. If you have a giveaway ebook or mp3 that will help them, then attach that to your response or if you have written an article that would help, then either paste it into the response or include the link to the posted article.

Subject: Re: {!firstname_fix}, I need your help

Dear {!firstname_fix},

In response to a lot of the questions I have received the last few days, I have written a letter I'd like you to read:

<http://www.xxxxxxxxxxxxxx.com/letter.htm>

To your success,

Dear {!firstname_fix},

Recently I sent out an email asking for your help in making sure I include everything you want when I release my brand new xxxxxxx program soon, and several of you helped me out...(and if you did, you should have already received a thank you note and a gift...)...

Anyhow, I figured you might like to see what everyone else is looking for in a xxxxxxx program, so I compiled some of the answers and responses together and posted them here:

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<http://www.xxxxxxx.com/xxxxxxx/WhatPeopleWantinxxxxxxxxx.htm>

Over the last few months, I have been asked repeatedly to create a xxxxxxxx program that includes live and personal interaction with me, and that helps you make your xxxxxxxx dreams a reality, and I am finally very close to launching it for you.

To test things out, recently I launched a beta version of the xxxxxxxx program, and have had incredible feedback from the charter members... one of the things I have incorporated is xxxxxxxx, and that has drastically increased the results of the xxxxxxxx.

So...if you are thinking that you could use xxxxxxxx, (benefits) xxxxxxxx, xxxxxxxx, xxxxxxxx... keep your eyes open for this newest xxxxxxxx program with me....

4. Informational Content Followup Messages

These can be easy emails to just link to an article of yours in ezinearticles or on your website or blog. Here are some samples.

Dear {!firstname_fix},

I have written an article I think may be useful to you:

<include article or link here>

<your name>

Dear {!firstname_fix},

To read this article, click on this link.

<put the abstract from ezinearticles here, then the link to the article>

I hope this will be informative to you.

Please feel free to send me any questions you have about article marketing.

Email Marketing for Holistic Practitioners

I do answer my emails personally, so please ask if you need something.

Take care,
Beverly Taylor

If you would like coaching on doing Internet Marketing Fast and Easy:
<http://www.ezkey2life.com/aim/coach/coachindex.htm>

To learn how to write ebooks Fast and Easy:
<http://www.ezkey2life.com/aim/ebooks/>

5. Sales Messages

You can send sales emails as followup rather than broadcast, especially if you are selling something to first-time subscribers.

If you use the Broadcast messages, it's best to send these emails on Tuesdays and Thursdays at 8am ET. Saturday mornings can also be good. Broadcast messages are scheduled. In addition, you can omit lists of people who have already purchased the same item (as long as you have had people register in a list to track this).

It's always best to analyze which emails work better than others, but in general, let the sales page do the selling with the buy now button there. So don't necessarily put all of your sales text in your email. This also makes you life easier! So you can actually create a sales email that's as short as the first one. But also consider your niche: this short one is fine in a business niche, but you might want it more gentle or personal in a more personal niche.

{!firstname_fix}- How to do xxxxxxxxxxxxxx

{!firstname_fix},

How to do xxxxxxxxxxxxxx:

<http://www.xxxxxxxxxxxxxxxxxxxxxx.com>

To your success,
<your name>

Email Marketing for Holistic Practitioners

{!firstname_fix}- My Complete Home Study Course

{!firstname_fix},

My complete home study course:

<http://xxxxxxxxxxxxxxxxxxxx.com/CompleteHomeStudyCourse/>

By the way -- As a special bonus, if you decide to purchase my complete homestudy course this weekend, I will give you one free website evaluation - I will personally evaluate your website and give you a strategy to change or tweak your website to increase your sales so that you can make more money online faster. As you know, I normally charge \$2000 per hour for website consultation, but want to offer this as a special bonus for purchasing my complete home study course this weekend, to give you an extra advantage in getting the step by step proven information I have loaded into it to get your web business up and running fast.

<your name>

P.S. How would your life be different if you knew exactly what to do and how to do it to xxxxxxxx xxxxxxxxxxxxxxxx and build it right - no more trial and error, but literally knowing my exact formula for xxxxxxxxxxxxxxxx success?

Don't lose out - purchase my complete home study course now:

<http://xxxxxxxxxxxxxxxxxxxx.com/CompleteHomeStudyCourse/>

Beverly I look forward to personally evaluating your website and assisting you to making your dream xxxxxxxxxxxxxxxx in 20XX.

Talk soon,
<your name>

Email Marketing for Holistic Practitioners

Subject: {!firstname_fix}- - Today Only - Buy One Get One Free

{!firstname_fix},
Today only:
Buy my xxxxxxxxxxxxxx today:
<http://www.xxxxxxxxxxxxxx.htm>

Get these step by step videos free:
<http://www.xxxxxxxxxxxxxx/salesletter/index.htm>

Just send me your receipt today for the xxxxxxxxxxxxxx
and I will send you the xxxxxxxx.

<your name>

6. Product Registration Followup Message

In your registration list, create one followup message that will be sent immediately when people purchase a product.

Subject: {!firstname_fix}, Thank you for your purchase of <product name> ebook

Dear {!firstname_fix},

Here is a link to your copy of "product name"

<http://www.xxxxxxxxxxxxxx.htm> (link for **registration, not download**)

Please feel free to send me any question
you have about your <niche> needs.

I do answer my emails personally, so
don't hesitate to ask if you need something.

To your success,

<your name>

Email Marketing for Holistic Practitioners

7. Offering a Free Consulting Session

Subject: {!firstname_fix} - how's business?

{!firstname_fix},

Was thinking about you today...

How are things going for you?

How have things grown (or not) in the last 3-6 months?

Let's talk soon...

<your name>

<http://www.yoursqueezepage.com>

B. Checklists

1. Follow-up Email Planning Checklist for Content Lists

You can use this to help you keep track of what needs to be done and what you have done. Feedback is a “I need your help” type of email. You may want to have this as your second or third email. Change this list according to what’s best for you and your niche. In the Description area, you can also put how many days it will be sent after the last email.

List Name:

Email #	Email Type	Description
1	Gift (Thx, Your download)	
2	Content (free info)	
3	Feedback (+ confirm gift)	
4	Free Gift	
5	Affiliate sales email	
6	Free Gift	
7	Content (free info)	
8	Offer to your product	
9	Free Gift	
10	Content (free info)	
11	Affiliate sales email	
12	Free Gift	
13	Content (free info)	
14	Offer to your product	
15	Free Gift	
16	Content (free info)	
17	Affiliate sales email	
18	Feedback	
19	Content (free info)	
20	Free Gift	

2. Follow-up Email Planning Checklist for Sales Lists

You can use this to help you keep track of what needs to be done and what you have done. Change this list according to what’s best for you and your niche.

List Name:

Email #	Email Type	Description
1	Gift (Thx, Free Gift)	
2	Sales email #1	
3	Sales email #2	
4	Sales email #3	
5	Sales email #4	

VIII. Summary

As you can see, the holistic professions such as hypnotism and life coaching are very necessary for many people. They allow individuals to improve their lives in many ways. Using modern technology and email auto responders, you will be able to find hundreds or even thousands of additional clients by offering something for free on your website that will provide definite help. Hopefully these tips on why holistic practitioners should use email marketing will motivate you to create one today.

Do You Want to Know More?

What are the Next Steps?

Get a FREE ebook here!

<http://www.holistic-hub.com>

By Beverly Taylor

Email Marketing for Beginners

How Holistic Practitioners Can Connect with More People



Beverly Taylor is a speaker, author, teacher, Certified Hypnotherapist, CEO of the Easy Key to Life™ Institute, founder of the Holistic Hub and author of numerous products. Prior to hypnotism, she spent 18 years in corporations implementing large computer systems for sales and marketing. Beverly is dedicated to empowering practitioners so they can effectively serve more people. She is a guest on TV and radio shows and is an honored member of the *Cambridge Who's Who*.

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