



# Email Marketing Cheat Sheet

A QUICK GUIDE FROM

**productivetherapist**

*Here are our best, quick tips for your email marketing. Condensed for your convenience!*

**THIS IS A SUPER BRIEF, BUT ACTIONABLE CHEAT SHEET FOR AN EFFECTIVE EMAIL MARKETING STRATEGY FOR YOUR PRIVATE PRACTICE.**

### **What's the best strategy?**

*Email marketing can be super simple. Just focus on these four things.*

- Give people a compelling reason to sign up
- Send them useful information with interesting subject lines
- Stick to a regular publishing schedule (consistency is key!)
- Occasionally promote your services directly

### **What software should I use?**

- Simple & free - MailChimp
- Low cost with all the features to grow - ActiveCampaign
- Others: MailerLite, Drip, ConvertKit, Constant Contact

### **Choose your opt-in style: (I like embedded, slide in and after post)**

- Pop up - self explanatory :)
- Embedded - right on the web page
- Slide in - moves in from the right or left
- Welcome mat - takes up the full screen
- After post - shows up after a blog post



# *Here are a few important questions . . .*

## **How do I get some actual subscribers?**

The number of subscribers is less important than their engagement, i.e. opening and reading your emails. It's ok to build your list slow over time.

- Put check box on your intake form
- Add one or more opt-in forms on your website
- Display sign up info in your waiting room - sign or TV
- Add a sign-up link to your professional email signature
- Share on your personal and/or professional social media
- Run Google and/or FB ads (if you want to build your list faster)
- Do a giveaway using kingsumo.com
- Offer a webinar or workshop relevant to your ideal client
- Put opt-in info on print materials

## **What should I send my list?**

Just remember, everyone is busy and we all get a lot of email. Keep it short and focused. Offer value and stick to your publishing schedule.

- Blog post written by you or one of your therapists
- Relevant article from a reputable blog or website
- Short YouTube video from your channel or someone else's channel
- Book recommendations from you or one of your therapists
- Local resources your subscribers might benefit from
- Info about your therapy groups or workshops
- Inspirational quotes, just not too many LOL!
- Personal encouragement
- Info about your counseling services



## And a few more ideas on what to send!

- Quick tips (no links) about mental health or relationships
- Counseling success case study
- Highlight a therapist in your office & their specialties
- An interest survey (what type of content do your subscribers like/want?)

### **How often should I email my list?**

*It is generally better to send too many emails than too few. You don't want people to forget about you and your services. However, you also don't want to make your subscribers angry with too many messages.*

It is pretty safe to follow these simple guidelines.

Minimum - once per month

Maximum - once per week

### **How do I get people to open my emails?**

*The subject line of your email is super important. If it is not interesting or compelling, no one will open your emails and get the good stuff inside.*

### **Every successful email subject line falls into one of 4 categories...**

1. Blind or Curiosity - "This could help improve your teen's mood"
2. Direct or Benefit - "11 tips on listening so your teenager will talk"
3. Urgency or Scarcity - "Only three spots left in our teen support group"
4. Results or Credibility - "The best solutions for overcoming depression"



*Are you ready to learn more about email marketing?*

**If so, I have some good news for you.**

The Zero 2 Email Marketing course was designed to take you from no email marketing to a fully implemented & effective email marketing strategy in a short amount of time.

This course is ideal for you if you are not currently doing any email marketing for your practice or if you are just getting started.

The concepts are simple and the results are powerful.

**Check out the full online course right here --> Zero 2 Email Marketing**

Feel free to get in touch if you have any questions.

*Uriah Guilford*

