

HOW TO CREATE AN E-NEWSLETTER



Almost every business, brand, and company you interact with sends a weekly (if not daily!) newsletter. While it's true that social media and online advertising can generate business, email marketing is an effective way to gain more clients and boost your revenue. If you're looking to grow and expand your health coaching practice, creating an e-newsletter is a critical step in the process.

While we'll go into more detail about how this fits into your marketing in Module 20 of the Advanced Business Course, our goal is to see you get clients and gain income as soon as possible.

HERE ARE A FEW STEPS TO HELP YOU PLAN, CREATE, AND EXECUTE AN E-NEWSLETTER!

1 Define your goal.

- Before you can think about how you're going to send your first e-newsletter, you need to know the "why" and the "who." Maybe you know exactly what you're going to write about and how it fits into your health coaching practice. Maybe you already have friends and family who subscribe to your mailing list. Either way, you need to start by thinking about the email campaign as a whole.

2 Choose a dedicated platform for your newsletter.

- Using the right tool to send your newsletters will help them look more professional, polished, and organized. MailChimp allows you to import your mailing list, build your template, and track your data.
- Check out [Getting Started with MailChimp](#) to learn more!
- We'll provide additional platform options in Module 20, so stay tuned!

3 Create your template newsletter.

- Once you define your goal, you can plan and outline your first newsletter. We recommend creating a master newsletter and using it as a template. This is when it'll start to feel real! Make sure your template stays on brand with your business. It may take multiple attempts before you feel confident in the template that you've built.

4 Add content.

- It's important to stay on top of trending topics to gain inspiration for what to include in your newsletter. Check out the [IIN blog](#) or articles by successful IIN graduates like [Elizabeth Rider](#) and [Robyn Youkilis](#).
- You can also reference IIN's Dietary Theory Library, which you gained access to in the HCTP. You'll find hundreds of diets that you can speak to in greater detail since many of your subscribers will be interested in learning more about diet dos and don'ts.
- You don't always have to feature original content – share TED Talks or articles directly in your newsletter if you think it's interesting and relevant to your subscribers. Just remember to reference the author and source.
- Try thinking of FAQs your target market might have since Q&As are a fun and exciting format.
- Once you get started in the Advanced Business Course, we'll provide you with a package of done-for-you blog posts that you can use as your own!

5 Include your photo and contact information.

- It's always nice when people can see exactly who's behind a brand. If you don't have a professional headshot, ask someone to take a photo of you against a white backdrop.
- Make sure to add your phone number and email address.
- If you already have a website, include it. If not, that's okay, too! We include an in-depth overview on websites in the course.

6 Send!

- The moment you've been waiting for. Hit send and watch your stats roll in!