

## FBA: Week #1 Email Marketing

If you don't have an email collection method set up, then I recommend signing up with [Aweber](#). It's the one I use and the one I am most familiar with.

[Join Aweber here.](#)

Watch the tutorial for FBA Week 10, [here](#).

In the tutorial, I go through how to do the following, in detail:

- Set up your first email list, make it a “general” list with no freebie associated with it
- Create your first follow up message welcoming people to your email and sharing with them what they can expect to get from you, and how often (I recommend emailing your list every 7-10 days with tools, tips, strategies and stories from your own life!)
- Ask for them to “Click reply right now and share with me the #1 struggle you have when it comes to your health and fitness. Can be around consistency, know-how, mindset, nutrition, ANYTHING! There's no right answer! I'll be using your feedback to create useful content moving forward. Thank you, your response means so much!”
  - These responses will be sparse (normally 1 every 25-50 subscribers) but it will provide market research and also start some potential conversations that might turn into sales convos eventually
- Create your first sign-up form in Aweber so that Aweber can house it on their own URL and you can place it in your bio on IG or whenever you want people to sign up for the newsletter

Once you have this set up, begin announcing your email newsletter on social media!

Tell people you are “going to be sending out high-quality content on nutrition, training and mindset—all my BEST stuff!—to my email subscribers every 7-14 days. It's completely free! My email subscribers get all the juiciest insights, tools and ahem, stories from my own life!”

Or something like that.

Make it curiosity-piquing. Promise value. Make it seem (and it is) like your email subscribers get the best treatment, and all the most coveted info (they do).

So right now, our call-to-action on social media will be a general ask.

In the coming weeks, I'm going to be sharing how to create a “lead magnet” or freebie, to entice people to sign up. This might be an e-course, a downloadable PDF, a free challenge or a webinar training.

These are free values that you announce and ask for an email address in return. It's called a "lead magnet" because your email subscribers are also called "leads." They're people, obv, but they are going to be some of your most trusting fans and followers. They're our warmest leads, they already know you and like you. And you will continue to build trust with them via free weekly/bi-weekly content via newsletters.

Start emailing your subscribers—yes, even if you only have a handful! Everyone starts with a single subscriber!—every 7-14 days. The content of the emails can be tools and strategies that you use with clients. It can be your own stories. It can be answering FAQs.

The content will be similar to your social media posts (and it's actually okay to have a good amount of overlap), but maybe with some additional meat or stories from you.

Your emails should be no longer than 750 words, but try to get them to 500 or less (a single page on a Word document).

You always want to include a single call-to-action (CTA) in your emails. This is a hyperlink to something for your readers to do. Send them to your social media platforms, ask for feedback and responses, tell them to check out your latest post or video, tell them to join your closed FB group, share a podcast you were recently on, whatever.

This is called "training the click" and gets people used to clicking on the links in your emails and doing stuff, so that when you eventually decide to sell something, they're more likely to interact.

So right now, you are collecting emails via a general ask.

Next week, we're going to be creating our first lead magnet, and in the coming weeks, we'll be creating a landing page (sign-up page), learning more about how to write compelling copy, and then promoting the lead magnet on social media.

Xo, Jill