



# - AUTOMATING - YOUR PRACTICE



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



## AUTOMATING YOUR PRACTICE

There are many types of automation you can use for your business including:

- A Freebie download email
- A welcome sequence for new subscribers –designed to build trust and authority
- A welcome sequence for those who have purchased your product
- Educational sequence or email course
- Satisfaction survey emails
- Recommendations based off purchase history
- Emails to send for birthday or anniversary
- Reactivation sequences for those who have not engaged with your emails lately
- Emails for when shopping carts are abandoned
- Course or product launch email sequences
- Webinar and product launch email sequences

### Why use email automations?

Building your email list is the top strategy that allows you to build trust with your audience and get people to eventually buy your online products and services.

1. **They allow your marketing to work on auto-pilot.** It takes time upfront to develop these emails but in the long run automating the delivery processes will save you a ton of time!
2. **They nurture your leads and build brand awareness.** Consistently showing up in your audience's email box is of critical importance. If they hear from you infrequently (such as once per month) they'll likely forget about you. Setting up email automations is a way to make sure you are staying in the forefront of your subscriber's minds. By keeping in contact with them, they will think of you more often (aka brand awareness) and begin to build trust with you and your message (aka nurturing).
3. **They increase sales.** People buy from people they trust. Because you will have put in the work to gain their trust by consistent contact, people will be more likely to buy your products and services. Not to mention, there are specific



sales automations that you can put in place to make sure that you are giving your audience every opportunity to buy from you (in a non-pushy way).

Here are the basic steps to set up your automations:

Step #1: Choose your email service provider.

Step #2: Choose the goal for your automation.

Step #3: Outline your email or sequence.

Step #4: Write the emails.

Step #5: Set up the automation within your email service provider.

### **Step #1: Choose your email service provider**

Here are a few options to help you get started with your email platform of choice. It's more important to focus your time and energy on quality content creation and messaging versus obsessing over the nuances of each of the email providers so I suggest you pick one that seems like a good choice and move forward with it.

<https://www.help.convertkit.com/article/586-getting-started-guide>

<https://www.mailchimp.com/getting-started-with-mailchimp>

<https://www.activecampaign.com/learn/manuals/getting-started-with-activecampaign/mailchimp.com/help/getting-started-with-mailchimp>

### **Step #2: Choose the goal for your automation**

You'll need to define the goal for the email automation that you are setting up. For instance:

- Do you simply want to welcome them to your list?
- Do you want to set up an email sequence that eventually introduces them to a product?



- Do you want to create a few emails to “nurture” them and get them accustomed with your brand and some of your free content?

### Here are 3 Common Types of Automation Email Sequences:

1. **The After-Signup Email** - This email delivers the free download that they signed up for. It gives value first.
2. **The Transition Email and Nurture Sequence** - This email is delivered after the “After Signup Email” and gives them more information about you, your company, and what they can expect from being a subscriber on your list. You may want to include a total of 3 subsequent nurture emails after the sign-up email to warm up your audience and entice them to take that next step with you!
3. **The Sales Follow Up Sequence** - This is a series of emails that are sent after you do a special presentation or teaching, like a live webinar, in order to remind your subscribers of a special offer that you want to encourage them to purchase.

### Step #3: Outline your email or sequence

Here’s what an outline might look like for the “after they signup email” automation:

1. Person goes to opt-in page and enters name and email
2. They are directed to a “thank you” page that says they will receive an email with their download
3. They are sent the After-Signup Email with their free download.

### The Transition Email and Nurture Sequence Outline

This email is delivered after the “After Signup Email”. It will give the subscriber more information about you, your business, and what they can expect from being a subscriber on your list. The whole idea is to “warm them up” to who you are and what your business is all about.



Here's what an outline might look like for this automation:

1. Subscriber receives the "After Signup Email"
2. One day later, they automatically receive the "Transition Email"

A transition nurture sequence is a series of emails that warm up your audience. You provide value to them, without trying to offer or sell anything. The whole goal is to give - give - and give some more. It shows your new subscriber that you know your stuff and that they can trust you to provide great info to them.

Here's a sample 5-part nurture sequence:

1. Transition Email
2. Brand Story Email (why you do what you do) + Big Value & Actionable Tip
3. Pain Point Email (could mix it up by sending video email) - discuss the #1 strategy to solve one of their pain points. Also invite to your FB group or other social media platform.
4. Success Story Email (mess to success story) - highlight a success story by discussing what things were like before she worked with you, a sneak peek into what she did that lead to her success, what things are like now. You could also link to a few of your best blog posts to learn more.
5. Free Extra Value Email: If you want to send a fifth email it could be another high value PDF (different than the one they signed up for) as a gift (no opt in required). It could be a cheat sheet, checklist, e-book, or video.

Once the subscriber has gone through the entire nurture sequence (10 days) you can add them to your regular email list to receive your newsletters and other emails.

## The Sales Follow Up Sequence

This is a series of emails that are sent to your subscriber after you do a special presentation or teaching, like a live webinar. The goal of this sequence is to remind your subscribers of a special offer that you want to encourage them to purchase.



Here's what it can look like:

1. Subscriber attends webinar and does not purchase the product or service that you offer at the end.
2. Webinar Replay First Chance Email (sent the evening after the event): Send them the replay of the webinar and remind them how long they can access the replay for.
3. Pitch Product Email (sent the morning after the event): Remind them of the replay that is expiring and the offer (with any bonuses) that are expiring as well.
4. Morning Day of Close Email (sent two days after the event, in the morning): Share with them a success story from the product /service you are offering and remind them that the offer goes away later that day.
5. Last Call Email (sent one hour before your offer expires): Give them one more chance to purchase your offer and remind them that it won't be available again. It's also good to share another success story in this email.

Now it's time to block off time in your calendar to write your emails and to upload them into your email platform.