



Email Welcome Series

Email 1: Introducing yourself + your movement

Subject line: You don't need a PhD to become a highly sought-after professional.

Hey <first name>,

You're here because you want to run a sustainable business, become profitable, and help more people. And you want to make it happen in months instead of years.

But right now you're stuck between a rock and a hard place.

You're grinding through your single-session clients, putting in 10 hours a day, and still not making anywhere near enough revenue to pay you a decent salary. Or you've tried to get clients to do programs or packages but it hasn't worked out.

So you work harder.

Confused and overwhelmed, you keep trying different things. Your to-do list is filled with do-do-doing and you recently heard that you should be posting 10 times a day on Instagram Stories now.

But no one's buying what you're selling. Or at least not enough to make a living.

Wait!

Before you run back to university to get your PhD thinking that's the path to being a highly sought-after Integrative and Functional Nutrition professional, chiropractor, RDN or coach, I'm here to tell you that unless your goal is research or academia or personal, getting a PhD is the wrong kind of education.

The truth is that you can help people and make money with the degrees you've got hanging on your wall right now.

The missing piece is entrepreneurial education.

And no, you don't have to go get your MBA because I already did.



Hey, I'm Lesli MBA (Global Business), BS (Dietetics), BAA (Health Promotion), RDN, LDN and I'm a business strategist and coach for Integrative and Functional Nutrition professionals and RDNs.

I'm here to help you to overcome the confusion and overwhelm associated with the business side of running a successful practice.

Pulling from a variety of leading-edge strategies, I'll teach you the necessary tools and techniques to attract your ideal clients and successfully enroll them into your programs and online courses.

The end result? A thriving and profitable business.

And right now I'm opening my calendar to speak to health professionals who're ready to finally break the glass ceiling of their private practice.

Click here and let's have a quick chat to see if we're a match >>

Once you click the link, you'll be taken to a short application form. When you've filled that out, you'll be redirected to my calendar to book your call with me.

Lesli

Email 2: Tell a story of what their future could look like.

Subject line: Got time for lunch? Not a working lunch. A real lunch.

Hey <first name>,

Imagine your first online group call starts in 15 minutes. You're cool, calm, collected.

The course material is A+ and your students haven't stopped emailing you about how excited they are to take the class and that it feels like you created it just for them.

After class, you open your emails.

The ping ping ping of cash payments received is something you still have to get used to. You're consistently bringing in \$7k+ months from leveraged income.

The course you created is exactly what your ideal clients have been waiting for and they've turned into obsessed raving fans.



You've got time for lunch now. And not the working lunch kind.

A leisurely lunch. A lunchtime yoga session. Whatever you want.

You've got two high-ticket private clients after lunch before picking up the kids and then you're done for the day.

Your business model works. You've created your very own system that means clients are magnetically drawn to you, selling feels like serving, and the overwhelm you once felt for showing up every day is gone.

No more back-to-back 1:1 clients draining the life out of you slowly.

It's the perfect balance of high-ticket 1:1 clients, group programs, and products that sell while you sleep.

Your business is open to an unlimited supply of ideal clients across the globe.

You did it.

A successful private practice that blends high-ticket with the one-to-many model, and a digital presence that positions you as an expert in your field.

You're also in current talks with our association. They've seen the impact you have and want to hire you for a paid speaking gig at their next conference.

This is not a pipedream.

This is possible for you when you have the right support: business support from a strategist who has successfully turned her own private practice into leveraged income.

Get the blueprint. Get the exact steps. Get the profitable thriving business you've always dreamed of in months instead of years.

You can have it all.

Right now, I'm opening my calendar up to a few new clients. If you're interested, fill out this application form and we'll get on a quick coffee chat to make sure we're the right fit.

Lesli



Email 3: Showcasing clients via a story

Subject line: Can you relate to Ashley?

Hey <first name>,

Have you met Ashley Hurst? She's a registered dietitian and Functional Medicine practitioner in the Houston area.

Ashley was the definition of stuck between a rock and a hard place.

Before she found Lesli, Ashley was putting in 10-15 hours a day but wasn't making enough revenue to hire anyone.

She was in a constant state of stress not knowing where the money was going to come from month in, month out.

After another one-off client session that Ashley knew wasn't going to get results, she was done running her business like this.

Ashley wanted a business strategist who understood not just business strategy but what it means to be a dietitian and Functional Medicine practitioner, and the unique obstacles she faced in her niche.

That's when Ashley met Lesli.

Ashley and Lesli began working together to create a signature program that meant she could deliver long-lasting results to clients. This gave Ashley the confidence to enroll 25 people into her program in months instead of years.

The result? An increase in revenue of about 400% compared to the previous year.

Ashley was able to move into selling her 6-month signature program, which brought in about \$75,000 in revenue.

By increasing her revenue and working less, Ashley was able to hire an administrative specialist, which was a huge stress relief.

Ashley is now able to focus on the parts of her business that she loves, like seeing clients, and outsource the parts she doesn't like so much.



She's also enjoyed traveling more and having time to take a week or two off for writing, her other passion.

If you can relate to Ashley, then I've got a spot on my calendar with your name on it.

Time and time again, I see dietitians and Integrative and Functional Nutrition professionals working themselves to the bone without enough revenue to buy their time back.

There is another way.

When I work with my clients, we develop not just your signature program that dream clients actually want to buy, but your entire business model so you're running a profitable private practice.

Right now, I'm taking on a few new clients. If you're interested, fill out this application form and we'll get on a quick coffee chat to make sure we're the right fit.

Lesli

Email 4: The Truth Bomb

Subject line: Your marketing is the problem and the solution.

Hey <first name>,

Does your marketing look like this?

Slapping up a program that looks good because you saw someone else do it.

Posting on social media 3 times a day because the social media calendar you downloaded for free said so.

Moving on to the next shiny new object because the first one didn't work.

Letting tech issues get in the way of showing up.

Using all your time to fill up random one-off sessions with clients so you have no time for anything else.



Spending a ton of money creating marketing funnels and using ads to get leads but not converting them into paying clients.

Sorry to burst your bubble but that's not strategic marketing. That's just a list of tasks you hate doing.

That's the kind of busy work that keeps you exactly where you are.

Stuck. Unsustainable. And wondering where your next paycheck is.

Instead of spending approximately 24 hours a day thinking of all the different marketing tricks and hacks, let's get strategic.

Let's build a solid business foundation in months instead of years.

Your business model, your paying clients, your signature program, your message, and your marketing strategy is your business foundation that will have clients whipping out their credit cards, ready to pay you.

Contrary to your fears, your people want what you've got.

They want long-lasting results. They want to be supported. They want your help.

You just need to learn how to set up your business around these facts so you can seal the deal over and over and over again.

And that's exactly what I do with my clients.

We tighten up your entire business model, including your marketing strategy, so you know exactly what to do and how to do it to get results.

And right now, I'm taking a few new clients. If you're interested, fill out this application form and we'll get on a quick coffee chat to make sure we're the right fit.

Lesli



Email 5: Party Invitation

Subject line: Me and you. Brainstorm.

Hey <first name>,

The difference between a dietitian and an Integrative and Functional Nutrition professional who makes \$100k+ a year and someone making peanuts isn't anything to do with not being good at their profession. They're just not great at running a business.

Here's what I see happen all the time:

You're reluctant to raise prices and offer packages and programs because you're afraid you'll lose people, so you settle for session by session. But you feel defeated because you know you can't help clients like that.

The real kicker is you can't run a profitable business like that either.

I promise being a dietitian or an Integrative and Functional Nutrition professional is the best job in the world. You just need to learn the business of running a private practice.

Imagine:

Selling your signature program that gets lasting results for your clients, and leaves money in your bank.

Releasing courses online and reaching people who don't need individualized support. You've opened your business up to an unlimited supply of ideal clients across the globe.

Creating programs and courses that make money while you sleep. Or take the kids to hockey. Or spend time on self-care. It's about setting up a work-life balance... finally!

Running a successful practice with the combination of high-ticket 1:1 clients, group classes, and an online presence that positions you as an expert in your field.

A growing, scalable practice where you can serve a larger audience.

It's all available for you. With the right support and education.

Working with me is all about setting you up to run a fully functional and wildly profitable private practice in months instead of years.



Build an in-demand private practice and become the dietitian or Integrative and Functional Nutrition professional everyone wants to work with.

Right now, I'm taking a few new clients. If you're interested, fill out this application form and we'll get on a quick coffee chat to make sure we're the right fit.

Lesli