



Email List Checklist

10 TIPS TO BUILD AN EMAIL LIST

Below are 10 tips to help you get started in building your email list for your therapy practice.

1. Sign up to an email provider (eg. Mailchimp)
2. Create a sign up form
3. Display the sign up form on various areas of your website to collect emails
4. Create free offer to subscribers to entice them to sign up
5. Set up your automated email sequences that every subscriber receives:
6. Set up your email template for regular broadcasting eg weekly, monthly etc
7. Promote your email list offer on social media, free directory listings, and in your office if suitable.
8. Maintain your list and prune any inactive email addresses
9. Analyze your email campaign statistics and make changes to improve engagement
10. Remain in contact with your readers

EMAIL STRATEGY

A strategy is listed below covering the 3 most important aspects of communicating with your email list.

INITIAL EMAIL SIGNUP

- Signup form with confirmation the subscription is successful
- Welcome email explaining your website and business
- Farewell email when your reader unsubscribes from your list

REGULAR CONTACT

- Monthly wrap up
- Announcements
- Introducing new product/service

EDUCATION AND AUTOMATED SERIES

- Welcome series - this can be expanded from the original welcome message mentioned above
- Topic series - an educational series covering a specific topic that you think your readers are interested in.
The information should refer to your skills as a therapist and how you can help your potential client or reader
- Product/service series - an educational series explaining your products and services and the benefits they can provide to your client.