

Nick Mistretta Copywriting Presents

The #1 Marketing Tool to Grow Your Wellness Business or Health Practice

Updated for 2021



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Preface

If you're reading this, chances are you're in the health and wellness industry. Maybe you're a fitness or yoga instructor. Maybe you own a supplement company or manage a vitamin store. Or perhaps you're a wellness professional like my chiropractor friend Thomas, who not that long ago was having trouble finding ways to improve communication with his patients. And his "future patients," as he likes to say.

Thomas realized that communication was the key to his success. The methods he had been using weren't getting his message in front of the same people consistently enough. It always seemed, to him, to be too "hit or miss". And he knew that it was this inconsistency in his communication that he needed to improve upon.

Not only that, but Thomas also knew two other things: First, for chiropractic care to be effective, it had to become a regular practice. After all, we don't eat just one healthy meal, or go to the gym just one time, and expect results. And two, that getting this important message out would not only greatly improve the health of his patients, and "future patients," but it would also greatly increase his repeat business and his revenue.

But to get this message across consistently and repeatedly, Thomas had to find a better way of communicating with his target audience. He needed a way of reaching them whenever he wanted. A way of making sure his message was getting through to the people he wanted to reach.

Well, I'm happy to say that Thomas found a solution to his problem and that our story has a happy ending. I'm also happy to say that the solution was a pretty simple one. Not to mention, an efficient one. Because not only did Thomas's new method of communication grow his practice, but it also allowed him to save money on marketing. Thomas spent less. And made more.

Introduction

This free guide should be beneficial to any small business owner looking for a low-cost way to market their business that outperforms most (and usually all) other types of marketing. But it will be especially beneficial if you're a health professional - chiropractor, massage therapist, acupuncturist, nutritionist, herbalist, or general health practitioner. Or if you have a business that caters to health-conscious individuals, such as yoga studios, fitness centers, organic groceries, vitamin stores, or similar types of businesses.

In this guide, I'm going to share with you an extremely effective and efficient way to grow your business or health practice by:

1. Finding and engaging better with potential patients and customers.
2. Building better relationships with current customers and patients.
3. Marketing your services to both groups each week in a fun and informative way.

The Money is in the List

Perhaps you've heard or read this before: The money is in the list. Meaning the way to get more clients, patients, customers, and repeat business and referrals, is by having and growing an email list. So, let's examine some reasons why this is true.

- Your patients and customers are your greatest asset, and your list is the best way to communicate with them.
- Email is by far the preferred method of communication for nearly everyone.
- Email dramatically outperforms social media when it comes to your messages getting seen.

- Email is the best way to build relationships in an intimate way. After all, your customers' email inboxes are where they also receive messages from family and friends.
- Email is how you nurture your audience and drive new and repeat business.
- None of this can be accomplished without an email list.

Furthermore, people rarely, upon visiting a website for the first time, make an important buying decision. And studies have shown that more times than not, they never return to that website again.

They will, however, given the proper incentive, gladly offer up an email address. And once you have that, you have their attention; not to mention, their permission.

Well-timed slide-in or pop-up opt-in boxes are perfect for this. According to Forrester Research, 90 percent of emails get delivered to the intended recipient's inbox, whereas only 2 percent of your Facebook fans see your posts in their News Feed. And according to ChoozOn, 57 percent of email subscribers spend 10-60 minutes browsing marketing emails during the week.

Email ensures that your marketing messages are getting to the right people and to people who will take the time to read and digest those messages. Your email list is your greatest follow-up tool and keep-in-touch strategy. It has the potential to turn cold contacts warm, and warm contacts warmer. And it gives you a method of selling to the same people over and over again; people who have permitted you to market to them and are already anxious to hear from you.

And you know that for your services or products to be truly effective, they must become part of a regular practice, and what better way to get that message out.

Permission Marketing – Your Ticket to Business Growth

Permission marketing occurs when someone opts in to receive promotional materials from a business and often via email. These people give you permission to receive these messages, usually in exchange for an offer of some kind, or to get information they wouldn't otherwise get (like this free guide), or sometimes both.

Permission marketing turns strangers into friends, friends into customers, and customers into loyal customers. And email marketing is the greatest nurturing tool in the history of marketing, and the one marketing channel with the highest ROI by a mile.

The beauty of permission-based email marketing, aside from the “permission” aspect, is that email delivers frequency for free. With traditional marketing, two ads in print, radio, or television usually cost about twice what one ad would cost. And the same can be said for most other types of digital marketing.

However, because email marketing is free (or nearly free), you can increase frequency without increasing costs. And why is this important?

Selling is a process that rarely hits the mark on the first attempt. We consumers generally prefer to be courted. We prefer some level of comfort that can only be established over time. In short, frequency produces trust, and trust produces revenue. Remember, your email list is comprised of people who have given you permission to market to them. These are folks who are genuinely interested in what you have to offer.

However, misuse of that permission will result in opt-outs and unread emails. As well as the loss of future revenue.

Give Them Something of Value

The solution is simple. Send emails that people actually want to receive and look forward to reading. Give more. And sell less.

We all love buying things, but we hate being sold to. Just consider the universal perception of the lowly used car salesman, and how the idea of someone selling to you makes you feel. Seth Godin, the author of *Permission Marketing*, recommends providing something anticipated, personal, and relevant. Email marketing is built on reputation. If it's too promotional or too impersonal, it simply won't work.

That's where the email newsletter comes into play. In this case, you provide helpful information on health, something your customers or patients are most likely interested in, in exchange for one or two promotional messages in each issue.

A high-quality newsletter is terrific at branding and building trust and credibility, but it's also an effective soft-sell device. You give your readers a lot of quality content that they want, but you also give them a reason to come in and see you – a new special service or product, a coupon deal too good to pass up, or a great new customer testimonial that's likely to sway one or two newbies.

These little sellers are extremely effective, particularly when surrounded by high-quality content.

Advantages of Having a Dynamic Email Newsletter

A weekly or monthly email newsletter is as versatile as it is efficient and effective. An attractive newsletter with high-quality content will help you:

- Build your brand and reputation.
- Position yourself as an authority on all things health related.
- Establish credibility and trust, while inspiring loyalty and appreciation.

- Engage with current customers and patients, and “future customers and patients.”
- Stand out from competitors.
- Utilize the most cost-effective marketing available with the highest ROI.
- Reduce other, less effective forms of advertising.
- Highlight new products or services.
- Stay top-of-mind with your target audience.
- Increase your social media following, which you can use to build your email list... round and round your business GROWS.

A high-quality health newsletter will allow you to reach more prospective patients or customers and engage better with current patients or customers. It will help you build a relationship with all of them by providing value. And it will keep them coming back for more.

List Building Tips for Your Monthly Newsletter

When asking people to sign up for your newsletter, you might want to offer them something in return. A special introductory deal, a coupon, or an information product like a health-related ebook. Make it enticing, but it doesn't need to be anything astronomical.

Include the offer (Sign up to receive our health newsletter and get _____) in your pop-up, side-in, and stationary opt-in boxes. However, please don't take the route of many business owners with the under-whelming, “Join our mailing list”, which is often doubly useless as it's hiding out of sight.

You should always be building your list. End of story.

Make it the most important marketing activity you engage in. Think about it this way: You own your list. Facebook can go out of business (not likely), Google can update its algorithm and destroy your SEO (more likely), but as long as you have your email list, you have the best marketing tool available and the one that easily crushes all others. And think about how much revenue every new patient or customer brings into your practice or business on average per year, and how much your revenue increases with regular, repeat business.

5 Ways to Build Your List

1. Website sign-ups from all your opt-in forms.
2. In person when patients or customers come to your place of business. Simply ask them if they'd like to receive your totally awesome health newsletter. And mention that opt-in incentive if you have one.
3. Ask all personal contacts like family and friends if they'd like to receive your newsletter. In time, some of their contacts will become exposed to it and sign up themselves. And on and on. Such is the Internet. Everyone's connected.
4. Social Media – Your newsletter should have several different sections that can and should be shared throughout each week on your social media channels. And include a link to your signup page with every post!
5. Create a simple email signup page that you can link to in your social media posts, your email signature, and in each newsletter issue for those who receive a forwarded copy. Include that link in all marketing materials and every online connection. And watch your list grow!

You're building your email list so you can reach your patients/customers and prospective patients/customers whenever you want and know that your messages will get seen. You don't want to abuse it, obviously, but this means that you can reach out to them in-between newsletter issues with something

important, timely, or relevant. It can be an announcement, an offer, or some information on new products or services.

According to the Database Marketing Institute, open rates are highest when companies send at least two emails per month. Once a month isn't enough. Once a day is too frequent, as your audience will begin to tune you out. The sweet spot is once or twice per week.

Some Thoughts on Social Media

The more you post on social media, the more backlinks you create, and the more Google decides to rank you higher when someone searches for your products or services in your city. You don't even need to post anything substantial. A simple shout-out to someone, a thank you message, anything, can and should include a link back to your newsletter signup page. And links from social media sites carry some decent SEO (Search Engine Optimization) weight with Google.

Also, let's say you stumble upon a great piece of content you want to share with the world, even if you didn't write it. Create a post linking to it, but also include a link to your email newsletter signup page. Yes, I keep repeating this because it IS that important. Follow this rule and your business or practice will be more successful than you ever thought possible:

Step 1: Build an email list.

Step 2: Nurture those list members until they become loyal customers or patients.

How's that for keeping it simple?

This is an example of a typical post by me on social media:

Are you a chocolate addict? Here are 5 healthy reasons why that's a good thing. If you'd like to receive more great content like this, sign up for our health newsletter – It's Only Natural.

Then include links to both under the post content. Link to the article first and that social media site will pull the feature image for that article, rather than pulling something random and less attractive from your signup page. That's what we call a **Pro Tip!**

People who read and like the article are much more likely to follow the signup link and... well, sign up! There are dozens of spectacular email statistics that support how vital of a marketing channel it is, but here are just two:

1. 40 percent of marketers say that email newsletters are critical to their marketing success. (While nearly 60 percent share regrets over not having one.)
2. 73 percent of Millennials prefer communications from businesses via email marketing.

Joining some relevant groups is another excellent way to connect with people who share similar interests. LinkedIn is a great source for finding and joining relevant groups. Facebook, too. And you will quickly become an authoritative voice in these groups and be seen as trustworthy.

People in your groups are more likely to share your content, if it's good, thus creating more backlinks and more opt-ins to your email list. Make social media a daily exercise. It doesn't have to be time-consuming (as little as 10 minutes a day will yield great results), but it should be consistent.

Link-building and list-building are your goals here, much more so than selling your services. Once they're on your site (through link building), push your email newsletter and get them onto your email list. Once they're on your list, then it's time to nurture and sell.

Chances are that you already use social media to promote your business. I'd be willing to bet that you use some combination of Facebook, Instagram, Twitter, and LinkedIn, and maybe even a few others. But did you know, according to a

recent study done by McKinsey, that email is 40 times more effective at acquiring new customers than Facebook and Twitter?

I'm not saying you shouldn't be using social media to market your business. But I am saying there's a better way to use it.

Your email campaigns should be the focus. However, social media is a great way to support your email marketing. And an excellent way to get people to opt-in to your list, especially if you're offering them an opt-in incentive, also called a lead magnet, and a helpful and attractive weekly or monthly email newsletter.

Attributes of a Successful Email Newsletter

Before getting into how to use your monthly newsletter to market your business, let's go over some elements that make up a successful email newsletter. Your monthly newsletter should have the following:

- A good title and header image.
- A short introduction that changes for each issue.
- A clickable table of contents; indispensable for sharing each article separately from your archive.
- A variety of sections that remain the same each week; people love consistency.
- Links to your social media accounts.
- High-quality photos to accompany your well-written articles.
- A promotional section for your coupons, customer testimonials, etc.
- A way for your readers to share and forward it.

- An About Us section with contact info and links to your website.

Another **Pro Tip**: Just because you're a chiropractor, this doesn't mean that your audience wants to read about chiropractic medicine in every one of your articles. Yes, it may seem counter intuitive. But the goal here is to create content that your audience wants and is excited about reading every week. When deciding on content for your newsletter, remember that it's not about your business; **it's about your audience.** (If your audience is chiropractic professionals, then that would be different.)

Tips for Using Your Email Newsletter

Your weekly or monthly newsletter is a great marketing tool, but only if you use it properly and promote it. People aren't going to flock to it if they don't know about it. You must promote it and you must distribute it. This goes for all your content, including blog content. Create. Distribute. Promote. If you don't do all three, there's no point in doing any.

- Share every single piece of its content on social media. And share the newsletter as a whole. The links will go to your newsletter archive.
- Repackage/re-content sections of past issues on social media after they've been archived for a few months. You can, and should, get more mileage out of that content than a single posting. And post it on every one of your social media accounts and in every group you belong to.
- Include at least one CTA (Call to Action) in every newsletter issue. This could be a new product or service, special promotion, or anything you can think of. You can include a new customer testimonial that emphasizes the service or product you want to promote. And, of course, your digital coupons.

- And remember to solicit more opt-ins by posting a link to your newsletter signup page each time you post a piece of the newsletter on social media.

There's more to social media and list building than what I've covered here, however, this is a good place to begin and fairly comprehensive on its own.

Do all these things, and you'll see your email list, website traffic, and business or practice all grow. And it will continue to grow while practically on autopilot, plus audience growth online happens exponentially.

Using Your Newsletter to Find “Future Patients or Customers”

I want to make this very clear because finding more potential customers or patients is perhaps the greatest stumbling block for most of you. There are a variety of ways that incorporating permission-based email marketing, combined with an awesome newsletter, can help you reach more “future patients or customers.”

You produce good (and useful) content in your newsletter and remind people that they can forward it. Health content is some of the most shared online today. We all know someone who might benefit from good health information.

You include links to your signup page everywhere – social media posts, email signatures, and all other promotional materials, and you ask every customer or patient in person if they would like to sign up. Once again, I'm stressing this because list building should always be your first marketing goal. After all, you can't catch a fish until it's on the hook.

By including links back to your site on every social media post, you improve SEO, which improves your Google ranking for your services in your city, which gets more people to your site, and thus more people onto your email list. Once you have their email address, it's time to convert them into loyal customers or patients.

And then there's the fact that most people won't "buy" immediately when they land on your site. But if you provide an attractive incentive, and make sure that it's visible, they will probably give you an email address. Get them onto your list, nurture them until they become a customer or patient, then stay top-of-mind each week to inspire repeat business. It's a winning formula!

Analytics: Measuring Your Newsletter's Effectiveness

Six attributes make a quality newsletter such an effective marketing tool. You'll want to make sure that your newsletter is fully optimized by being:

1. Customizable
2. Linkable
3. Forwardable
4. Shareable
5. Archivable
6. Measurable

The last one (measurable) is particularly unique to email marketing, as it provides nearly instantaneous feedback on how well your newsletter campaigns are performing. This allows you to test and tweak until you find the perfect tone, the perfect CTAs, the perfect promotions, etc.

Open rates, click-through rates, and conversion rates are all part of analyzing your newsletter's effectiveness. And whatever email marketing service you choose, they will provide the necessary (and simple) tools to measure these.

We use MailChimp for all our email marketing campaigns and newsletter delivery, because (in my opinion) they're the best of the bunch and free unless you have more than 2000 subscribers or send more than 12,000 emails a month. For most health practices and small businesses, this is more than adequate.

The Future is Now

We tend to do business with people we know, trust, and like. So don't discount the tremendous influence your newsletter will have on your readers when it comes to building trust, authority, credibility, and likability.

Online businesses have been growing email lists for years because they know it works. Eventually, all businesses, even those constructed of brick and mortar, will do so as well.

Shameless Promotional Pitch

If you're interested in having a weekly health newsletter for your practice or business but don't want to spend 10 hours each week producing one, It's Only Natural can help. I've been a natural health fanatic for 20 years, and a health and wellness copywriter for more than 10.

If you're looking for a fun, effective, low-cost method to get more customers or patients, help more people, and grow your business or practice, check out It's Only Natural.

For just \$249 per month (or \$57 per week), you can have a health and wellness newsletter that includes two short articles, one tip, and one healthy keto-friendly recipe. Plus, It's Only Natural is completely customized for your business or practice, so it looks like it's yours alone and coming directly from you. This means that even if you hired me to create a newsletter just for you, it wouldn't include any more customization, but it would cost 10 times what this service costs.

That's pretty good value! Click the link below and check out the video introduction to [It's Only Natural](#). Thanks for reading. I sincerely hope this guide was of some benefit to you.

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