

Why Your Health Business Needs to Use Email Marketing (And How to Do It Right!)

Tips for Writing Compelling Health and Wellness Email Copy That Converts



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About the Author

I'm Sally, and I write marketing emails, sales letters, landing pages, web copy, blog posts, video scripts, lead magnets and social media posts for health and wellness businesses.

I'm here to help your health business to make an emotional connection with current and future customers/clients and increase sales/bookings.

I've written copy for a wide range of health and wellness businesses:

- Nootropics brands
- Hypnotherapists
- Psychotherapists
- Dietitians
- Holistic health coaches
- Chiro offices
- Healthy meal prep companies
- Physicians
- Wellness retreats
- Health/fitness apps

I'll take care of your copywriting needs so you can concentrate on running your business. You'll have time and freedom to do what you do best: helping more people to get healthier and stay that way!

I'll help you to create marketing copy that does this, without you needing to write any of it yourself!

As a ghostwriter, I can write in your voice so you can get your name and brand out there, even if you don't have the time or energy to write your own content.

Find out more about my copywriting services at www.sallyaquire.com.

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What Is So Great About Email Marketing?

Before I give you those all-important tips for creating email copy that will help your health/wellness business to grow, let's talk a little bit about why email marketing should be a key part of your marketing.

And more crucially, what you're missing out on if you're not sending regular emails to your customers or clients.

Greater trust and loyalty

If you're sending out regular emails that are packed full of content that your customers or clients want to read, you'll keep yourself on their radar.

They may not need your products or services right now but that can easily change. And when it does, they'll think of you.

Why? **Because you're showing up in their inbox and not just to bombarding them with sales emails.**

Creating informative, engaging content that is designed to help your audience tells your subscribers that you care about their needs and you're not just trying to sell to them.

Chances are, your competitors are mostly using email to do the latter (if they're using it at all) and getting your own strategy right can give you the edge on them.

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Of course, you *can* use emails to promote your products and services.

You'll build stronger trust and loyalty with your subscribers if you look to create informative content in the majority of your emails.

Think of email marketing as being much closer to a content marketing tactic than a direct marketing/sales tactic.

Showcase Your Expertise and Authority

You know your area of health/wellness inside out and regular emails are a great opportunity to demonstrate this to your audience.

You can share blog posts to reach people who don't visit your blog regularly or follow you on social media.

And you can also create unique expert content just for your email list.

This gives people an incentive to sign up for your emails, even if they're already interacting with you via other marketing channels.

A Cost Effective Marketing Option

Compared to advertising options, email is a low cost way to stay in front of your audience.

Sure, there are some costs involved. You need the right email marketing tools, for example. And the time and in house knowledge for the emails to be designed and written (or the funds to hire a copywriter who can create effective emails for you).

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Even with these factors in mind, email marketing is a relatively cost effective way to connect with your audience.

How to Create Effective Emails

So, how do you tap into these benefits through your email content?

Give a Reason to Sign Up

How do you get people to sign up for your email list in the first place?

A lead magnet can be perfect for this as subscribers know that they are getting something in return for giving you their details.

The trick here is to make sure that what you're offering is high quality and informative.

Whether you offer an eBook, special report, cheat sheet, white paper or free guide, it needs to be offering big value to your audience.

If it doesn't, there's a good chance that they'll feel cheated. Rather than increasing trust and loyalty, it can have the opposite effect.

It takes a bit of time and effort to put together a lead magnet that works but when it's done right, it can be very effective for helping you to build your email list.

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Lead magnets aren't your only option for encouraging sign-ups. Offering discounts on future purchases, free product samples or a free consultation can work well too.

Keep the Subject Line Tight And Concise

Getting your emails opened is a major battle and it's one that many businesses don't win. Why? **It's often because they don't give a lot of thought to the subject lines they use in their emails.**

Personalized emails can help with this, especially if you use software that includes the first names of your subscribers in the subject line.

These days, a lot of email is opened on mobiles and tablets and that can be important for nailing your subject line.

Keeping your subject line to a maximum of 50 characters means that the whole thing can be read at a glance.

Ideally, your subject line will give your subscribers a good idea of what to expect when they open the email.

It's always tempting to keep an eye of mystery and tease your subscribers with a vague subject line but there's also a big chance that they'll hit delete without even opening.

Don't push for the sale right from the subject line.

Instead, look at your subject lines as a way to get your subscribers to open the email. It doesn't need to do double duty and trying too hard on that front can discourage your list from opening at all.

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Using some urgency in your subject line can encourage higher open rates but it's easy to overdo it and come across as spammy.

According to stats from CoSchedule, almost 70% of people will flag emails as spam based on the subject line alone. And you definitely don't want that to happen!

Coming up with a good subject line can be time consuming but it can make a huge amount of difference. Get it wrong and your email is likely to be binned without being read. Get it right and you've cleared that all important first hurdle - getting your email opened in the first place.

A few examples of subject lines that work:

- Get a FREE [product/consultation] - first [select number of people] only!
- The Mind Blowing Secret to ...
- The #1 Reason Why ... or The #1 Cause Of ...
- How to ... or Why ...
- How to Stop ...
- X Ways to
- The Best ... or The Worst ...
- The Incredible Truth About
- Avoid THIS ...
- Do THIS to ... (lose weight, get fitter etc)
- Why You're Probably ...

Making it obvious that you'll be helping to solve a problem and piquing curiosity in your subject lines can improve your open rates.

Power words are highly persuasive and are perfect for capturing imagination. They can also paint pictures and encourage your subscribers to take action and open your email.

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A few examples of power words that can be very effective in email subject lines:

- Astonishing
- Amazing
- Incredible
- Mind blowing
- Unbelievable
- Eye opening
- Hidden
- Hilarious
- Secret
- Shocking
- Proven
- Scientifically proven
- Effortless
- In under X minutes
- Dangerous
- Frightening
- Mistake

Nail the Opening Line of Your Email

It's not just the subject line of your email that is important for encouraging your subscribers to open your emails.

With many email clients, the opening line or two is often visible too.

Even if you've nailed the subject line, your subscribers may still decide not to open the email and read the rest if they're not drawn in by the introduction.

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Create Informative, Engaging Content

A lot of businesses use email marketing solely to promote their products.

Email can be a great way to make subscribers aware of new products or services and encourage more sales but going all in on sales can be a very shortsighted way to approach email marketing.

And it's highly likely to turn your subscribers off.

As a health and wellness expert, you're used to helping your customers or clients to improve their wellbeing and that expertise should come through in your emails too.

Nurturing your list with content that informs, engages and has a positive effect on their health and wellbeing is much more of a long game but it can pay off big time as part of the bigger picture.

Your subscribers will have a lot more trust in your business.

When it makes sense to sell to them, they're more likely to be receptive to it because they already trust you and feel some loyalty towards you.

Not sure what kind of content you can create on a regular basis?

Take advantage of health and wellness trends, share health related stories from your personal life (if you feel comfortable with doing this and it's something your audience can learn from too) and general advice about health and wellness.

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Target Specific Segments of Your Audience

Sending out the exact same email to everyone on your list is an easy way to let your subscribers know about new products/services and any offers you currently have but it's not always the most effective option.

Chances are, it's not going to be relevant to some of your subscribers and if they're suffering from inbox burnout, they may quickly hit the delete button. Or they may unsubscribe completely.

Targeting specific segments of your audience can lead to better conversions, especially when you're promoting products/services.

If you've already sold a specific health/wellness product or service to a particular subscriber, you know that they have a vested interest in this area.

And that means they'll probably enjoy reading content that is relevant to it or be interested in buying products/services that are strongly linked to it.

In return, your subscribers will trust that you know their needs.

From a business perspective, targeted emails are more likely to result in sales and ROI ... much more so than blanket emails that go out to everyone.

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Email Your List Regularly (But Not Too Much!)

When you're busy running your health/wellness business, sending out regular emails can fall to the bottom of your to-do list or be forgotten about completely.

This can mean that your subscribers hear from you very little or sometimes, not at all.

And guess what? They forget about you and when they're ready to buy what you're offering, they look elsewhere.

Sending regular emails takes away this scenario and keeps you in front of your audience.

Over time, they'll come to expect your emails and look forward to them.

This is huge for building engagement with your health/wellness business and turning subscribers into customers/clients.

Whether you decide to blog weekly, fortnightly or monthly, keep to this schedule as much as you can.

If you don't have the resources for this in-house, a copywriter can offer support on a regular or ad-hoc basis, and can write in your brand voice so no-one will know the difference.

Don't send too many emails though.

Bombarding your subscribers with a steady stream of emails is a big reason for being reported as spam, especially if you're not targeting your emails or sending out tons of sales emails.

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Include a Good Call to Action

How you close your emails is also important.

It's not always easy to transition into an effective call-to-action (CTA) that compels your subscribers to take a specific action.

This is why it's so crucial to have a goal in mind before you write any email.

This avoids confusing your audience by trying to get them to do multiple things off the back of one email.

Make sure that every email only has **one CTA** and that you're explicitly clear what action you want your subscribers to take once they get there.

If that goal is to encourage people to book a consultation, focus your CTA on that and save anything else for another email.

Don't assume that your subscribers will automatically read between the lines and know what you want them to do.

If they're not sure what you're asking of them, they'll tend to do nothing.

When you're sending an email with a specific purpose in mind, this is a missed opportunity.

With a goal already in mind, it's a lot easier to write your CTA and theme the rest of your email around it.

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Always include some form of call-to-action at the end of your emails, even if that's just asking your audience to hit reply or ask a question.

This can get your audience into the habit of taking action and can warm them up for a response when you really need it.

If it doesn't feel natural to include more of a hard sell call-to-action, don't shoehorn it in.

Depending on your reason for sending a particular email, your CTA may just be a button that subscribers can click on to take action.

You've probably seen these "Buy Now" or "Book Now" type of CTAs in emails that you've received.

It won't always make sense to include a visual CTA but it can be very effective.