



CHECKLIST: Build Email List



10 TIPS TO BUILD AN EMAIL LIST

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

1. Sign up to an email provider to manage your email list (eg. Mailchimp)
2. Create a sign up form for new subscribers
3. Display the sign up form on different areas of your website
4. Create a free offer to entice subscribers to sign up to your email list
5. Set up automated email sequences that every subscriber receives
6. Set up an email template for regular sending. eg weekly, monthly etc
7. Promote your email list sign up offer on social media, free directory listings, and in your office if suitable.
8. Regularly review your list and remove any inactive email addresses
9. Analyze your 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 to confirm the subscription is successful
- ☐ Welcome email explaining your Reiki practice and how to navigate your website
- ☐ Farewell email if a reader unsubscribes from your list

REGULAR CONTACT

- ☐ Monthly summary of your Reiki practice activities
- ☐ Announcements about your Reiki practice
- ☐ Introducing new products/services that you offer

EDUCATION AND AUTOMATED SERIES

- ☐ Welcome series - expanded upon your original welcome message to explain more about your practice
- ☐ Topic series - information emails about a specific topic your readers are interested in. The information should refer to your skills as a therapist and how you can help your clients
- ☐ Product/service series - information email series explaining your products and services and the benefits for your clients