

TESSA YOGA'S BUSINESS SKILLS

WELCOME EMAIL TEMPLATE

'You can't save time.
You can only spend it
foolishly or wisely.'
Benjamin Hoff

Hello!

Welcome to your bonus.

It took me many years to start understanding the value of nurturing my new clients AND how to make it easy.

I would always follow up with a new client. First, at the end of class to ask them how they felt and if it's what they expected. Second, with an email to invite them to join my mailing list for class updates and announcements.

Often, I would type the email out manually. Talk about reinventing the wheel each time! Then I got wise and created a template that I could copy and paste. I might adjust it slightly depending on what they told me verbally at the end of the class so I could personalise it...

Components of email (to link info here with the template follow the circled numbers)

1

You can **personalise the template** to match your own voice and experience. Pregnancy Yoga is really my favourite class to teach, and so the subject line of 'You made my day!' is genuine. It's good to use a subject line that uses 'You' and is a bit different. 'Pregnancy Yoga' is functional but a bit boring.

2

People love to know something about their teacher, so **share something of your own journey or story**. Perhaps you started teaching yoga AFTER experiencing pregnancy yoga. Now that's a testament to how wonderful it is. Even as you talk about yourself though, think about how you can share the benefits of your classes.

3

Introduce the Birth Preparation for Couples workshops early in your contact with a new client. They may already have booked NCT classes, but the sooner you tell them about your practical workshop and the benefits, the more likely it is that they will budget for it. Talking about it during class is great, but sending the information with a link to find out more reminds them that you offer this service.

4

Use bold to break up the text. And lots of white space.

5

This sounds obvious, but **put a link to the information** on your website and invite them to click on it. The harder you make it for people to access the information, the less likely they'll engage. (And when you get a reply saying that they are interested in the next workshop - RESULT! - keep an Excel spreadsheet of their name, contact info, how many weeks pregnant etc.)

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Components of email (cont.)

6

To encourage engagement, always put a **call to action (CTA)** at the sign off. Here I've put an offer to answer questions AND a question about what they enjoyed about the class. If you have a mailing list or some free resources that you can give them access to, include a link for how they sign up.

You want to be able to continue the conversation and nurture your relationship. This doesn't have to be a long email with life changing content. Even a little check in works well.

7

My **#1 tip** for you is to write as if you're writing to a good friend, rather than all of your pregnant clients. Make it more personal and, yes, informal. Use things like 'Hey', 'Hi' and abbreviations (can't, don't). This one email can nurture a trusting relationship and mean that you're the person they'll go to for birth preparation.

AUTOMATION: You can automate Welcome emails or create customer journeys with multiple emails if you want to use a platform like Mailchimp or Mailerlite to manage your emails. Both have free accounts up to a certain number of subscribers. Personally, I think Mailerlite is more user-friendly.

Generally, I recommend that you learn how to do something yourself before getting someone else to do it, so you know your business from the inside out. However, you can hire a **Virtual Assistant (VA)** for a one-off task like setting up automated emails. They currently charge about £25 to 35 ph in the UK, but will be much quicker than you in completing the task. I would ask them to walk you through how they set it up though so that you can change the email content if your services or links change.

Remember, **you can keep it simple**. Having a template like the one overleaf in a Word doc and Copying and Pasting it into an email is an excellent start. It will nurture the relationship with your client and tell them about your services.

Good luck (and remember a little time on this now, will save a lot later)

Tessa x

PS I provide mentoring for yoga teachers and other wellness professionals. Whether it's a whole marketing strategy or getting feedback on your emails, I'm here to help. (Book a free Clarity Call at hello@tessayoga.co.uk now)

PPS Did you see? I just took my own advice and put a Call To Action haha.

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'Master your time and
master your life'
Alan Lakein

Example welcome email

1 *Email subject line:* You made my day!
Hey [name]

Thank you so much for coming to my class. I hope you really enjoyed it.

Pregnancy yoga is my favourite class to teach. This is because there is so much potential for someone to totally change their mindset from anxiety to... calm and centred.

2 How I got into teaching pregnancy yoga

In my general classes, I found that my clients who became pregnant didn't get the full value of the yoga. I'd have to modify a lot of the yoga for them, and there was no practices connecting to their baby.

During my own pregnancies with my daughters, I would look forward to the pregnancy yoga class all week because that's when I'd feel most comfortable in my body and really be able to switch off and relax.

3 I love teaching **Birth Preparation for Couples workshops**. Your birth partner gets a chance to see why you come back from yoga looking relaxed! They also understand why the yoga helps during labour and how they can be the best support for you. From skeptical to confident in 3 hours of workshop!!

4 **10/10** *"The workshop gave me more confidence about my ability to make choices and have our own views heard. It gave me a lot of useful information about the role of the birth partner during the birth, to help maintain calm and act as an advocate."* Alan

In the workshops, we explore things like how yoga can support different stages of the birthing journey, try out different massage techniques and rebozo for baby's positioning.

5 >>[Check out my Birth Preparation for Couples workshop here](#)<< [LINK to your webpage]

6 I look forward to seeing you in Pregnancy Yoga next time. I'd love to hear what your favourite part was.

Take care

Tessa x

7 PS If you have any questions, don't hesitate to get in touch.

PPS [Here](#) is a link to a relaxation track so you can practice between classes. Click now to listen.