



**EMAIL MARKETING**  
*What Dietitians Need to Know*

October 16, 2019 | 2-3 PM EDT

PRESENTED BY  
Alissa Rumsey, MS, RD, CDN, CSCS

LearningLibrary  
TODAY'S DIETITIAN

The slide features a teal background with various icons: a laptop with an email icon, a magnifying glass over a document, a smartphone, a calculator, a pen, a green apple, and a notebook. The LearningLibrary logo is in the bottom right corner.

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**Learning Objectives**

- 1 Describe**  
how email marketing can grow your business.
- 2 Detail**  
email marketing best practices including client attraction, calls-to-action, and nurture marketing.
- 3 Identify**  
at least three ways to get more people to subscribe to your list.
- 4 Create**  
two irresistible lead magnet ideas for your audience.

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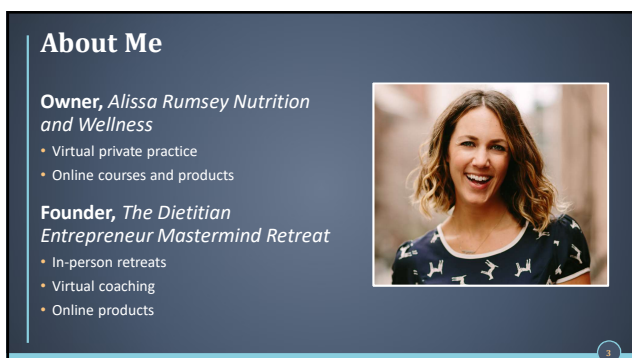
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**About Me**

**Owner, Alissa Rumsey Nutrition and Wellness**

- Virtual private practice
- Online courses and products

**Founder, The Dietitian Entrepreneur Mastermind Retreat**

- In-person retreats
- Virtual coaching
- Online products



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## Why Email List Building is So Important

“The money is in the list!”

- Email vs. social media
- How do people want to be marketed to?
- Highest ROI
  - Engagement rate
  - Conversion rate



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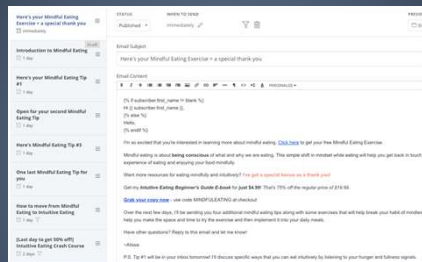
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## Newsletters vs. Email Marketing

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## STEP 1

### Define Your Target Audience

*Getting Clear on Who You Serve*

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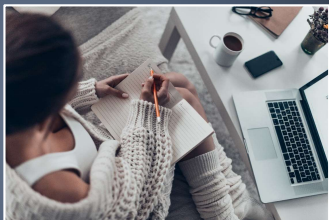
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## Who Do You Serve?

- What is your niche?
- Who do you help?
- What problem are you solving?
- Do market research
- Create an avatar



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## STEP 2 Getting Your Email List Started

*How to Begin Your List-Building Efforts*

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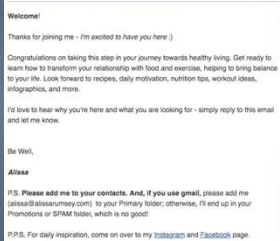
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## Steps to Starting An Email List

1. Sign up with a CRM service
2. Connect it to your website
3. Create an opt-in form
4. Put the form on your site
5. Write a welcome email
6. Start collecting!



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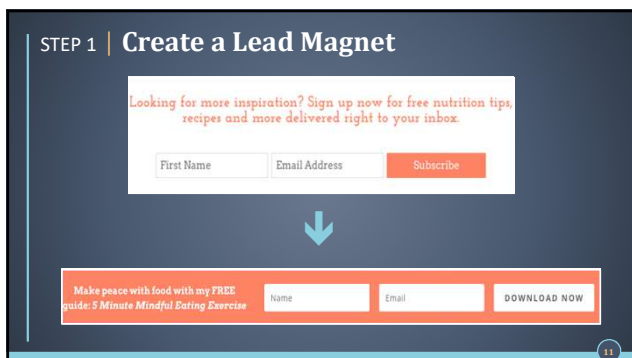
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### Lead Magnet Ideas

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### STEP 2 | Get It In Front of Your Audience

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### Get It In Front of Your Audience

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### Get It In Front of Your Audience

Talking about mindset shift from scarcity to abundance - topic: snacking at work!

Snacking: if you have lots of urges, cravings, esp with work stress

What rules are still lingering? Can you write yourself a permission slip?

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### Get It In Front of Your Audience

**NUTRITION**

WHAT GOES IN & ON YOUR BODY MOST OFTEN

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**YOUR HEALTH**

TEXT ORGANIC123 TO 44222 FOR MORE A FREE GUIDE

Source: Ashley Koff, RD - thebetternutritionprogram.com

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### STEP 3 | Build a Landing Page

**GET MY FREE 7 DAY DIABETES MEAL PLAN!**

Want to eat healthier and lower your blood sugar without all the guesswork?

This all-inclusive meal by meal menu + grocery list gives you an easy to follow, step-by-step strategy for lowering your blood sugar in one week!

**BONUS:** Deliciously simple recipes included to take the headache out of what and when to eat.

(Not a member it's completely free!)

**YES! GIVE ME A COPY**

100% privacy guaranteed. No spamming.

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STEP 4

## Nurture Your Email List

*Turn Subscribers Into Buyers*

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### Nurturing Your Email List

- Goal: transform subscribers into customers
- Best practices:
  - Consistent, *quality* content
  - Give more than you ask
  - Ensure what you give has a high value

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### Strategies to Nurture Your List

1. Give a warm welcome
2. Segment your list
3. Automate
4. Consistently show up
5. Don't be too sales-y
6. Ask for feedback
7. Test, test, test!

Tags

- Alissa Rumsey Nutrition and Wellness 3,291 SUBSCRIBERS
- Aspiring Entrepreneurs - Mastermind Retreat Fall 2018 13 SUBSCRIBERS
- Aspiring Mastermind Retreat - Fall 2019 17 SUBSCRIBERS
- Aspiring retreat spring 2019 - WAITLIST 8 SUBSCRIBERS
- Blenderized Diet 2 SUBSCRIBERS
- click discovery call DTD 0 SUBSCRIBERS
- click IE black friday sale 54 SUBSCRIBERS
- clicked buy link 6 SUBSCRIBERS
- clicked coaching link in FB group funnel 3 SUBSCRIBERS
- clicked coaching link in Mindful Eating funnel 7 SUBSCRIBERS
- clicked course link in FB group funnel 16 SUBSCRIBERS
- clicked course link in Mindful Eating funnel 15 SUBSCRIBERS
- clicked crash course link in FB funnel 0 SUBSCRIBERS

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### Email Marketing Best Practices

1. Double opt-in
2. A/B test email subject lines
3. Be authentic and conversational
4. Doesn't have to be "pretty"
5. Personalize greeting
6. Use storytelling to make a connection
7. Encourage replies
8. Send a test email
9. Track metrics



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### STEP 5

## Create an Automated Sales Funnel

*Automate and Generate More Sales*



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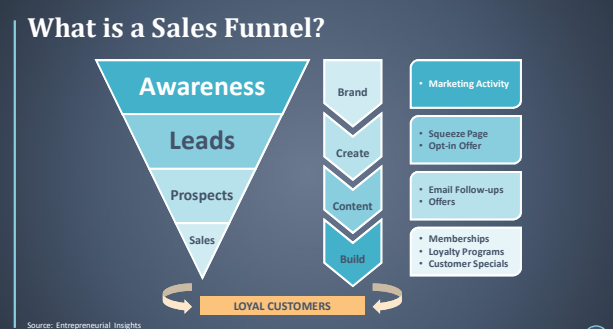
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### What is a Sales Funnel?



Source: Entrepreneurial Insights

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### Creating a Sales Funnel

- Step 1 – Landing page
- Step 2 – Signed up for free offer
- Step 3 – Confirmation/thank you page
  - Tripwire offer (optional)
- Step 4 – Automated email marketing sequence
- Step 5 – Sale

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### Sales Funnel Example: *Ditch the Diet E-Course*



Are you ready to get off the diet roller coaster for good?  
The FREE Ditch The Diet Challenge Starts In:

Thank you for joining the Ditch the Diet Waitlist!

Intuitive Eating Crash Course

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### Sales Funnel Example: *Rachel Paul Nutrition*



FREE 1-WEEK MEAL PLAN

One last thing! Only available for 10 minutes...

150+ Recipes (free)

\$34 (75% off) for the next 10 minutes!

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### Sales Funnel Example: *Plant Based Juniors*

The screenshot shows a multi-step sales funnel. It starts with a lead magnet titled 'Ready to get your FREE guide?' with a 'GET THE GUIDE' button. This leads to an email sequence with subject lines like 'How to get your FREE guide' and 'Your FREE guide is on its way'. The final step is a product page for 'Introducing: The Predominantly Plant-Based Pregnancy Guide' priced at \$29.99.

Source: Alexandra Caspero, RD

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### Sales Funnel Example: *Colleen Christensen*

The diagram illustrates a three-stage sales funnel. Stage 1 is 'ULTIMATE 5 STEP GUIDE to food freedom'. Stage 2 is a '3 days' course. Stage 3 is a 'Featured Course' titled 'No Food Rules in 30 Days' by Colleen Christensen, RD.

Source: Colleen Christensen, RD

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### Putting It Into Practice

- 1 Start NOW
- 2 KNOW your target audience
- 3 Create an IRRESISTABLE lead magnet
- 4 ALWAYS be collecting
- 5 NURTURE your list

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### Recommended Resources

- **Amy Porterfield Podcast**  
*Online Marketing Made Easy*  
(amyporterfield.com)
- **Hubspot**  
*Leading marketing growth platform*  
(blog.hubspot.com)
- **Neil Patel**  
*Getting started with marketing*  
(neilpatel.com)
- **Read: Launch**, by Jeff Walker  
*How to start an online business*

- **Email Systems:**
  - Mailchimp
  - ConvertKit
  - Constant Contact
  - Drip
  - AWeber
  - Kajabi
  - Kartra

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### Questions?

**Alissa Rumsey, MS, RD, CDN, CSCS**  
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[@alissarumseyRD](https://twitter.com/alissarumseyRD)  
[/alissarumseyRD](https://www.facebook.com/alissarumseyRD)



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### Credit Claiming

*You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 1 year; you do not have to complete it today.*

**CREDIT CLAIMING INSTRUCTIONS:**

1. Go to [www.CE.TodaysDietitian.com](http://www.CE.TodaysDietitian.com)
2. Go to "My Courses" and click on the webinar title.
3. Click "Take Course" on the webinar description page.
4. Select "Start/Resume" Course to complete and submit the evaluation.
5. Download and print your certificate.

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