

EMPOWER YOUR  
COACHING BUSINESS:

A GUIDE  
TO EMAIL  
MARKETING  
SUCCESS

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SHAWN BROOKS

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# INTRODUCTION

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Welcome, coaches and consultants! You have to understand that email marketing remains a powerful tool for building relationships, establishing yourself as an authority, and ultimately attracting new clients. This guide dives deep into how you can leverage email marketing to nurture leads, build trust, and convert them into paying clients.



# THE POWER OF EMAIL MARKETING

*Email marketing allows you to connect with potential and existing clients directly. Unlike social media algorithms that can limit your reach, emails land directly in their inboxes, fostering a more personal connection. Here's how email marketing empowers your business:*



## **Automated nurturing**

Imagine a nurturing system that automatically engages website visitors after they leave. This is the magic of email sequences! You can provide valuable content, answer their questions, and showcase your expertise – all on autopilot.



## **Building trust**

Consistent and valuable email communication establishes you as a thought leader. Sharing industry insights, success stories, and helpful tips builds trust and positions you as the go-to expert in your field.



## **Boosting conversions**

Targeted email campaigns are a perfect platform to promote your services, upcoming events, and special offers. By gently nudging potential clients towards valuable resources and clear calls to action, you can convert them into paying clients.



# Actionable Strategies for Coaches and Consultants

# 1. BUILDING RELATIONSHIPS WITH AUTOMATED NURTURING

Imagine a potential client downloads your free guide on overcoming limiting beliefs. Wouldn't it be great to automatically follow up with a series of personalized emails to keep them engaged? This is where welcome sequences and drip campaigns come in.

Here's how to create powerful nurturing sequences:

- ✓ **Segment your audience**  
Categorize your subscribers based on their interests and needs. Someone downloading a guide on limiting beliefs likely has different challenges than someone interested in time management.
- ✓ **Craft targeted content**  
Tailor your emails to address the specific needs of each segment.
- ✓ **Welcome Wagon Sequence**  
This is your first impression via email. Design a warm welcome email thanking them for subscribing and briefly introduce yourself and your services.
- ✓ **Drip Campaign**  
This is a series of automated emails delivered over time. Offer valuable content related to their downloaded guide, answer common questions, and share success stories of clients who overcame similar challenges.

## Action Step:

- ✓ Choose an email marketing platform (ConvertKit, Mailerlite, or FluentCRM) that allows for automation.
- ✓ Develop a welcome email template and a short (3-4 email) drip campaign for a specific segment of your audience (e.g., those who downloaded a particular guide).

# 2 • BECOMING A THOUGHT LEADER: CONTENT IS KING

People do business with those they trust and respect. Email marketing allows you to establish yourself as an authority in your field by consistently providing valuable content.

Here are some content ideas to showcase your expertise:

- ✓ **Cheat Sheets & Checklists**  
Offer downloadable resources that summarize key insights or steps in a process relevant to your audience.
- ✓ **Engaging Newsletters**  
Craft regular newsletters with industry trends, actionable advice, and inspiring stories of client transformations.
- ✓ **Behind-the-Scenes Glimpses**  
Connect with your audience on a personal level by sharing short videos or anecdotes about your approach to coaching or consulting.

## Action Step:

- ✓ Brainstorm 3 valuable content ideas (cheat sheets, newsletter topics, video themes) that cater to your ideal client's needs.
- ✓ Create a content calendar to plan your email schedule and ensure consistent communication.

# 3 • CONVERTING LEADS WITH GENTLE NUDGES

Email marketing allows you to subtly nudge potential clients towards working with you. Here's how to use email marketing to convert leads into clients:

- ✓ **Exclusive Resources**  
Offer in-depth guides, case studies, or exclusive webinars in exchange for their email address. This builds your email list and positions you as a valuable resource.
- ✓ **Promote Upcoming Events**  
Hosting a free workshop or Q&A session? Announce it through email campaigns with clear calls to action for registration.
- ✓ **Limited-time Offers**  
Provide a special discount or complimentary consultation to incentivize them to book their first coaching session.

## Action Step:

- ✓ Craft an email promoting a high-value offer (free consultation, discount on coaching package) with a clear call to action for booking a session.
- ✓ Consider offering a limited-time bonus or incentive to increase the urgency to act.

# CONCLUSION

By implementing these email marketing strategies, you'll be well on your way to fostering relationships, building trust, and attracting new clients. Remember, consistency is key! Regularly provide valuable content and offers to keep your audience engaged and moving them closer to working with you.



## BONUS TIP

Track your email marketing results! Most email marketing platforms offer analytics that show you open rates, click-through rates, and other valuable metrics. Use this data to understand what resonates with your audience and refine your email marketing strategy for even better results.





# READY TO TAKE ACTION?

Now that you're equipped with the knowledge to leverage email marketing for your coaching or consulting business, I can help you implement these strategies and take your email marketing to the next level!

Here are some ways I can assist you:

## ✔ **Email Marketing Setup Call (60 minutes):**

- ▲ We'll discuss your specific email marketing goals and explore popular platforms like Convertkit, Mailerlite, or FluentCRM to find the best fit for you.
- ▲ In just one hour, you'll walk away with a recommended platform, a basic account setup, and a high-converting opt-in form template to start building your list.

## ✔ **Email Marketing Strategy Deep Dive (90 minutes call):**

- ▲ This package builds upon the initial consultation. We'll design a personalized email marketing strategy with a sample welcome email sequence to nurture new leads.
- ▲ You'll also explore basic email automation options and learn how to integrate your email marketing platform with your website forms (optional) for a seamless subscriber experience.

## ✔ **Done-For-You Email Marketing Package:**

- ▲ Looking for a complete solution? I can handle everything for you! This package includes platform setup, strategy development, email copywriting, automation setup, and ongoing management of your email marketing campaigns.

**Whichever option you choose, you'll be well on your way to reaping the benefits of powerful email marketing.**

**Schedule your FREE Consultation today to discuss your email marketing needs!**

*(Include your contact information or a link to your booking system here.)*

**CLICK HERE**

