

The Wellness Entrepreneur's Guide to Building a Newsletter That Attracts Patients, Clients, and Buyers

Create a newsletter that *converts*—not
one that *collects* dust.



From the strategists behind some of the most recognized
newsletters online.



Learn from the Go-To Team for the Health and Wellness Industry

Because we don't just talk the talk—we build the businesses behind some of the biggest names in health and wellness.

At **Digital Wellness Marketing**, we've spent over a decade doing the real work behind the scenes:

- ✓ **Executing rapid-growth newsletter strategies** for top experts and brands that perform far beyond industry benchmark standards
- ✓ **Managing millions of email sends per month** across campaigns that nurture, convert, and inspire
- ✓ **Overseeing hundreds of thousands of dollars in monthly ad spend** to grow lists and launch offers at scale
- ✓ **Building monetization systems** that generate consistent, sustainable revenue—without burnout

We've spent years inside the digital trenches—running media companies, optimizing launches, writing conversion copy, and scaling newsletters from scratch.

This guide isn't theoretical. It's built from proven frameworks and battle-tested strategies we've refined across:

- Thought leaders in brain health
- Hormone specialists and integrative MDs
- Coaches and creators with powerful missions
- Functional brands looking to grow with integrity

Whether you're just starting out or scaling to your next revenue level, **this is the exact roadmap we use to help our clients turn content into cash—ethically, effectively, and with purpose.**

Let's build your newsletter the right way.

Why Email is Your Most Powerful Tool—And Why a Newsletter Is the Smartest Move You Can Make to Increase Revenue

You might have noticed that it's pretty noisy out there. For doctors, clinicians, health coaches, and wellness experts aiming to build an online presence, you're at the mercy of constantly shifting social media algorithms. Not to mention competing voices that crowd out the message you want to share with your community.

The solution: An email list.

Your email list gives you direct access to the people you're here to help. It's more than just a marketing tool. It's a space you own, where your voice isn't drowned out by trends or distractions.

When you build and nurture your email list the right way, you get:

- ✓ Full ownership of your audience (it's the difference between building on land you own vs land you're borrowing)
- ✓ Long-term stability outside of social media algorithm changes (or an entire platform disappearing after you've invested time, money, and energy to grow them)
- ✓ A trusted channel to build real relationships (88% of people check their email daily, with many doing so multiple times a day)

Research is showing that people interested in health and wellness are becoming exhausted by influencer noise. They're actively searching for grounded, expert-led support from practitioners and authorities they can trust—doctors, nutritionists, dieticians, mental health counselors, coaches, and specialists who actually understand their needs.

That's where you come in.

Email lets you speak directly to your audience with clarity and care. It builds a bridge of trust, nurtures loyalty, and helps you stand out as a true authority in your field. If you want to grow your impact *and* income while staying aligned with your values, email is the best place to start.

Social Media Isn't Enough Anymore

Many health and wellness experts falsely believe that a large social media following is the key to success. If you're observing others in your field who have massive followings and multiple brand partnerships, then it seems to make sense.

Sure, watching your follower count climb can feel exciting—but does it actually lead to more clients and consistent income? For many health and wellness entrepreneurs, the honest answer is no. That's because social media comes with serious trade-offs.

To start, any given day, less than 6% of your followers actually see your posts.

You're stuck on a content treadmill, constantly creating just to stay visible. Even then, the algorithm decides who sees your work, often prioritizing trends over expertise. And let's not forget the looming uncertainty—platforms can change, decline, or even disappear altogether (hello, MySpace... and now maybe TikTok?).

Here's the hardest truth of all: you don't own your followers.

Your social media audience belongs to the platform. If your account is hacked, flagged, or shadowbanned, your access to those people—and your ability to serve them—can vanish instantly. But your email list? That's yours. It's a direct line to your community. A space where you don't have to compete with noise.

If you want to grow a resilient wellness business that truly supports your clients and your income, you need more than followers. You need ownership—and email gives you exactly that.

Emails = Profits

Email is deeply personal. A thoughtful newsletter feels like a trusted note arriving in a private space—not just another post lost in a crowded feed that everyone can comment on and get into arguments over.

That personal touch builds connection, credibility, and loyalty—key ingredients for long-term business growth.

It's not just about connection, though. It's about conversion. Across industries, email consistently outperforms every other channel when it comes to sales, sign-ups, and client engagement. For health and wellness entrepreneurs offering programs, products, or 1:1 services, **this is gold**.

Plus, email gives you insights no other channel can. With metrics like open rates, click-throughs, segment and behavioral data, you can see exactly what your audience cares about and tailor your offers accordingly.

A well-nurtured email list becomes your customer database, your content engine, and your community hub—all in one place. If you want sustainable, values-aligned growth in 2025, don't just chase followers. Build an email list that fuels your mission.

A Newsletter Transforms How You Show Up for Your Health Business, Clinic, or Practice

This guide isn't just about collecting emails. It's about creating a **newsletter**—a living, breathing, valuable presence in your reader's life.

Your newsletter is:

- A way to educate, inspire, and guide people toward becoming the healthiest possible version of themselves.
- A revenue (and lead) generating system that converts quietly and ethically
- A platform you own, that grows with you—not against you

It's not just marketing. It's movement-building.

Inside This Guide, You'll Learn How To:

- ✓ Clarify your niche and message so that you're positioned to build your email list
- ✓ Set up your tech infrastructure to support monetization of your newsletter
- ✓ Create a newsletter that runs like a well-oiled machine (so you don't have to)
- ✓ Develop a monetization system so that you can begin generating revenue from your first send

You don't need to be a tech wizard.

You don't need a giant audience.

You just need a clear plan—and the courage to start.

Let's build your email ecosystem.
Let's grow your health and wellness business
with more clarity, ownership, and ease.

Part 1:

Build the Foundation

In this section, you'll learn how to zero in on the niche you want to serve, and how to develop some basic digital business fundamentals to support your business operations so that your newsletter can be as successful as possible.

If you're already familiar with how to build the foundational parts of your business, don't worry!

We get into more advanced tactics specific to newsletter building in the next section. We still recommend everyone reads this section no matter where you are in your business, just to ensure you've got your foundation set up the right way. (You'd be shocked at what we've discovered hiding in the closets of brands that have been in business for years—time and money isn't necessarily an indication of doing things the right way.)

Nail Your Niche

The clearer your niche and your promise, the easier it becomes to attract the right newsletter subscribers, sell aligned offers, and land dream sponsorships.

You've probably heard the phrase: "The riches are in the niches." And in the health and wellness space, this couldn't be more true.

In a crowded market full of general advice and lifestyle fluff, being hyper-specific makes you unforgettable. It shows you deeply understand your audience—and have something tailored to offer.

Niching down allows you to:

- Speak directly to your reader's most urgent pain point
- Stand out from competitors (even those with bigger audiences)
- Build trust faster—because you "get it"
- Attract premium, aligned sponsors who are excited to reach your specific audience
- Develop programs and products your audience is more likely to buy

Real-World Niche Examples

Each one includes a target audience, a core problem, and possible business models to build from.

Niche: *PCOS support for postpartum moms → Clearer than “hormone balance”*

Why it works: Focuses on a specific hormone condition, tied to a life stage with strong emotional resonance

Business opportunities: 1:1 coaching, digital guides, supplement partnerships, postpartum course, podcast sponsorship

Niche: *Inflammation reduction for high-performing female entrepreneurs → Sharper than “anti-inflammatory wellness”*

Why it works: Targets a values-based identity (ambition + health), with a clear pain point

Business opportunities: Workplace wellness newsletters, performance-focused product collabs, burnout prevention workshops

Niche: *Gut repair for women healing from binge eating → More meaningful than “digestive health”*

Why it works: Combines emotional recovery with physiological healing—unique and deeply needed

Business opportunities: Trauma-informed nutrition programs, affiliate partnerships for gut health products, membership communities

Niche: *Blood sugar regulation for perimenopausal women → More urgent than “women’s metabolic health”*

Why it works: Speaks to a hidden struggle in an underserved group

Business opportunities: Digital courses, sponsor partnerships with CGM tools, midlife wellness coaching

Niche: *Sleep optimization for busy working moms with toddlers → More specific than “natural sleep”*

Why it works: Taps into the real-life chaos that makes restful sleep feel impossible

Business opportunities: Sleep coaching, bedtime supplement partners, toddler sleep webinars or toolkits

Your niche isn't about limiting you—it's a starting point.

It's about becoming the one person someone trusts for this one problem. It also enables you to choose related niches when you're further established in the newsletter space, and open up even more revenue streams because you're already a trusted resource.

Think of your niche like the doorway into your world. Make it clear and compelling, and the right people will walk through it.

Niching gives you
clarity, credibility, and momentum

because your message becomes laser-focused and deeply resonant.

Don't overthink it: you can always evolve, expand, or pivot later. But in the beginning, a clear niche helps you cut through the noise, attract the right people, and build a foundation that lasts.

Worksheet: Nail Your Niche

Clarify your audience, the problem you solve, and the business model it supports.

Step 1: Define *Who You Help*

Be specific. Consider identity, life stage, health condition, or value system.

Prompt: Who are you uniquely positioned to help?

Examples:

- Postpartum moms with PCOS
- High-performing women with burnout
- Perimenopausal women with insulin resistance
- Women healing from binge eating
- Working moms with sleep struggles

Your Answer:

I help: _____

Step 2: Define the *Problem You Help Them Solve*

Focus on a tangible, relevant, emotional issue they *care* about fixing.

Prompt: What's keeping them stuck, frustrated, or feeling unwell?

Examples:

- "I can't lose weight no matter what I try."
- "My digestion is wrecked and I feel bloated all the time."
- "I wake up exhausted and can't fall asleep at night."
- "I want to balance my hormones naturally."

Your Answer:

I help them solve: _____

Step 3: Craft Your Niche Statement

Combine your answers into one clear, benefit-driven statement.

Template: I help [audience] solve [specific problem] so they can [core goal or result].

Example:

- I help postpartum moms with PCOS balance their hormones naturally so they can restore their energy and feel like themselves again.

Your Statement:

I help: _____

Step 4: Brainstorm Business Models That Fit Your Niche

Circle or highlight the options that could align with your audience and problem.

Possible Content & Offer Types:

- 1:1 Services, Coaching or Consulting
- Digital Course or Program
- Paid Newsletter
- Ebooks, Guides, or Checklists
- Affiliate Products (supplements, trackers, etc.)
- Podcast or Sponsored Content
- Retreats or Group Programs
- Physical Products (journals, kits, etc.)
- Workshops or Masterclasses

My Potential Offers/Paths:

Step 5: Sanity Check

- ☐ Is your niche specific enough that someone could say, “That’s for me”?
- ☐ Is the problem urgent and emotionally resonant?
- ☐ Can you confidently create content, offers, and partnerships around it?
- ☐ Does this align with your experience, passion, or values?

Final Reminder:

Start narrow to go deep. You can always evolve later. But clarity now = connection later.

Still not **100%** you’ve nailed your niche?

If you’re still unclear on your niche, this is the one step you can’t skip. The amount of revenue you generate is in direct proportion to how well you understand your market and the people you’re selling to.

Without clarity, your messaging misses the mark, your offers fall flat, and growth stays stuck.

The Purpose-Driven Niche Workbook helps you get crystal clear on who you serve, what to sell them, how to sell it, and when—simply and strategically.

- Define your ideal client and the problem you solve
- Uncover what your audience actually needs—and when they’re ready for it
- Align your unique value and story so your offers stand out (without feeling salesy)

If you’re not confident in your niche yet, this is your next right step.

GET INSTANT ACCESS TO THE WORKBOOK

Define the Problem You Are Uniquely Positioned to Solve

A great newsletter doesn't start with a product. It starts with a **problem**—one your audience feels deeply and wants help solving.

Your newsletter is a service. It exists to make someone's life better, easier, or more aligned with their values. When you define a clear, tangible problem that your content helps solve, your newsletter becomes magnetic. People feel like it was *made* for them.

Think of Your Newsletter Like a Wellness Product

Whether you're writing tips, stories, or guides, your newsletter should function like a well-designed product:

- It helps someone feel better
- It solves a problem they care about
- It moves them toward a transformation they want

When your content does that consistently, your list doesn't just grow—it becomes the engine that powers your entire business.

The Problem You Solve Should Be:

- **Simple to understand** (Reminder: simple to understand ≠ easy to solve. Simplicity builds clarity, not shallowness.)
- **Tangible** (Not vague like "well-being"—more like "low energy," "bloating," "hot flashes," or "unexplained weight gain.")
- **Emotionally resonant** (They feel it in their body, their day, their confidence—not just on a checklist.)
- **Aligned with your niche** (It should feel like a natural, urgent challenge that your ideal audience is *already* trying to overcome.)

Examples of Problems You Might Solve

These are the types of statements your ideal subscriber might say out loud—or think quietly when they’re alone:

- “I want to regulate my hormones naturally without birth control.”
- “I feel foggy and exhausted and need to restore my energy.”
- “I want to lose weight after 40 without counting calories.”
- “I’m bloated all the time and can’t figure out what’s triggering it.”
- “I can’t sleep without supplements, and I want to reset my circadian rhythm.”
- “My anxiety spikes during my cycle, and I want to feel more balanced.”

Each of these statements points to a clear, personal, solvable issue—the kind that a newsletter can address consistently, with value, credibility, and care.

The more clearly you define your niches, the easier it becomes to consistently write content, grow your list, and turn the needs and interests of the people on your list into products, programs, and partnerships that you can monetize.

Problem Test Checklist

Before you build your newsletter around a “problem,” use this quick test to make sure it’s the *right* one.

Question	Why It Matters
Is it specific enough to be clearly understood?	Avoids vague “wellness” talk—makes the benefit obvious.
Is it urgent or emotionally felt?	You want a problem that causes friction in your reader’s life—something they’re already searching for help with.
Is it solvable through content, tools, or offers?	You’re not trying to solve everything—just give real, useful help in one area.
Is it relevant to your niche and your expertise?	Your audience will trust you more if the solution feels grounded in your experience or passion.

If you check all four boxes—you’ve got a winner. If not, keep narrowing or clarifying.

Why Defining the Problem Makes Everything Easier

Once you know the core problem you're solving, you unlock:

- **Content ideas** that speak directly to your audience's lived experience
- **Subject lines** that get clicks—because they reflect real emotions
- **Offers** that sell—because they're tied to a specific outcome
- **Sponsors** who want access to a targeted, solution-seeking audience

You stop writing generic wellness content... and start building a platform of trust, action, and transformation.

Your Turn: Define the Problem You Solve

Prompt: What is the core problem your newsletter exists to help people overcome?

Write it like your ideal reader would say it:

"I want to _____"

"I'm struggling with _____"

The more clearly you define your niches, the easier it becomes to consistently write content, grow your list, and turn the needs and interests of the people on your list into products, programs, and partnerships that you can monetize.

Clarify Your Brand vs. Your Newsletter

This is one of the most overlooked—but most important—steps in building a scalable newsletter-based business.

Your brand and your newsletter are *not* the same thing—but they should work together.

When they work together strategically, they become a powerful growth engine.

Here's the simplest way to think about it:

Your **brand** is the *umbrella*—it includes your story, values, tone, broader mission, and the full range of offers, products, or services you provide across platforms.

Your **newsletter** is the *sharpest tool in the shed*—it delivers consistent value around a specific promise to a specific person, week after week.

This means your **brand can cast a wider net** (wellness, gut health, brain health, motherhood, nervous system healing, holistic living...)

But your **newsletter should stay tight and clear** (e.g. “Weekly guidance for women healing hormone imbalances naturally” or “Family friendly gut health tactics”).

When people subscribe, they're opting into *one clear promise*. The more specific it is, the more likely they are to stay and the more likely they are to become buyers.

Your Brand: Broad, Story-Driven, Multi-Channel

Your brand is what people associate with *you or your business* as a whole. It shows up across your website, social media, offers, and collaborations.

Your brand can explore broader themes like:

- Gut health, nervous system regulation, perimenopause, motherhood
- Whole-person wellness, behavior change, plant-based living
- Mind-body healing, integrative nutrition, functional fitness

It can evolve with you as your expertise grows, your offers expand, or your audience shifts.

Your Newsletter: Focused, Consistent, Results-Oriented

Your newsletter is your most direct channel. It should have:

- A clearly defined audience
- A specific problem it helps solve
- A consistent format or voice
- A recurring promise your audience looks forward to receiving

When someone opts in, they're saying: **"Yes, I want support with this problem from you—regularly."**

The tighter your newsletter focus, the more trust you build—and the easier it is to create content, offers, and partnerships that convert.

Real-World Examples: How Brand and Newsletter Work Together

Let's say your brand is about **root-cause healing for women 40+**. You talk about hormones, nutrition, gut health, sleep, and lifestyle medicine on your website and Instagram.

Your newsletter, however, might be called:

The Hormone Fix Weekly: Simple, science-backed strategies for balancing hormones naturally in midlife.

It focuses on:

- One audience (women 40+)
- One problem (hormonal imbalance)
- One consistent value (trusted, practical hormone support)

Example 2: Let's say your brand is all about holistic living for modern moms. You share stories about postpartum healing, non-toxic products, and gentle parenting on Instagram. Your website has resources for stress, digestion, and emotional health. You're working on a course about hormone health.

Your newsletter might be called:

The Rooted Reset: Weekly tips to help moms rebalance hormones naturally.

That newsletter:

- Delivers one clear result
- Attracts a high-intent subscriber
- Builds a segmented list you can later sell hormone-related offers to
- Still *lives* inside your wider brand world—but it does one job very well

Your brand still covers everything—but your newsletter becomes the go-to resource for that one, high-impact issue.

The Two Brand Structure Options

You'll need to decide whether your brand and newsletter share the same name (personal brand) or operate separately (standalone brand).

You don't have to overthink this—but you do want to choose a structure that supports your future goals.

Option 1: Personal Brand

Use your name (or a variation of it) to build trust and authority.

Examples: Dr. Jade Wellness, The Holistic Doula, Rachel Heals

Best for: Practitioners, coaches, educators, and thought leaders building a reputation; those offering 1:1 services, high-touch programs, or future books/podcasts

Pros: Builds personal authority and trust; flexible across topics; easy to pivot without rebranding

Watch out for: May be harder to sell or license later; can feel overly dependent on you as the face of the business

Option 2: Standalone Brand

Create a separate name for your newsletter or company.

Examples: The Rooted Reset, Hormone School, Inflammation-Free Life

Best for: Media-style businesses, product lines, or newsletters that could scale beyond yourself and potentially sell if you choose to do that.

Pros: Clear positioning, easier to build partnerships and sponsorships, more scalable and systemized

Watch out for: May require more initial explanation or audience-building, can feel less personal unless intentionally humanized

Brand + Newsletter Alignment Across Platforms

Once you choose your direction, make sure everything feels cohesive—no matter where someone finds you.

Platform	How It Supports the Brand	How It Reinforces the Newsletter
Instagram Bio	“Helping women heal hormones and feel at home in their bodies”	Link to newsletter opt-in with clear benefit
Website Homepage	About your approach and transformation you offer	Feature the newsletter prominently above the fold
Podcast or YouTube	Covers broader brand topics	End each episode with “Subscribe to [Newsletter Name] for weekly tools to go deeper”
Lead Magnet	Bonus resource aligned with brand values	Shares the same core problem your newsletter helps solve

Consistency builds trust. Trust builds conversions.
Clarity builds credibility. Credibility builds loyalty.

Check Your Tech: Is Your Setup Ready to Power a Newsletter?

If you already have a website, a domain, and maybe even an email platform—you're not starting from scratch.

But that doesn't mean your current tech is optimized to support the next phase of your business: a high-performing, revenue-generating newsletter.

This is where your newsletter shifts from idea to an integrated part of your business infrastructure—a system that runs, grows, and pays off over time.

Let's make sure your current tools can keep up.

The Most Critical Tool in Your Stack: Your Email Platform

Your email platform is where the real work of your newsletter happens.

It's how you:

- Collect and organize new subscribers
- Send engaging broadcasts (with branded, mobile-friendly design)
- Automate follow-ups and sequences
- Track performance and optimize for growth
- (Eventually) monetize your audience through offers or sponsorships

Even if you're already using a platform, now is the time to make sure it's the right one for where you're going—not just where you started.

Choose Your Email Marketing Platform

We recommend two best-in-class options—each suited for a different kind of newsletter business.



ActiveCampaign

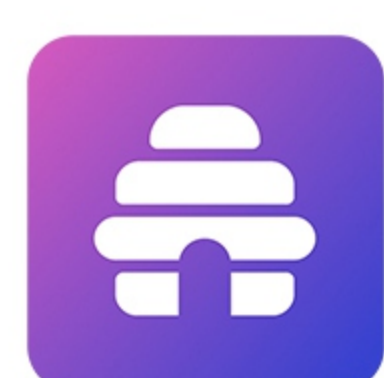
Robust, powerful, and ideal for service-based or product-driven businesses.

Choose this if you plan to:

- Sell digital courses, coaching, or memberships
- Book clients or offer services
- Build automated funnels or nurture sequences
- Create segmented, behavior-based campaigns
- Run a business beyond just the newsletter itself

ActiveCampaign is a CRM-style (Customer Relationship Management) platform built for business growth. It offers advanced automation, performance tracking, and full design control—perfect if you want to scale offers, not just send content.

You can design beautiful emails, match your brand guidelines, and create a consistent visual identity—just like you would in **beehiiv**, which we'll tell you about below. But **ActiveCampaign** goes further: it's built for conversion, client pipelines, and long-term customer journeys.



beehiiv

Simple, beautiful, and built for creators and content-led brands.

Choose this if your main focus is:

- Publishing a newsletter
- Building an audience through valuable, high-quality content
- Monetizing with sponsorships, referrals, or paid subscriptions

beehiiv is intuitive and elegant, with design templates that make writing and sending easy. It also gives you access to a built-in **sponsorship marketplace**, so you can start earning from your list earlier—even with modest subscriber numbers.

beehiiv doesn't have all the CRM capabilities of **ActiveCampaign**, but it shines for content-first creators who want to write, grow, and monetize without managing complex automations or backend tech.

Still not sure?

If you plan to sell digital courses, book clients, offer services, or grow any kind of business beyond a newsletter, **ActiveCampaign** is your best bet. It's a robust CRM-style platform built for business growth—offering advanced automation, segmentation, performance tracking, and the ability to fully brand your emails.

If your main focus is publishing a newsletter and growing an audience, **beehiiv** makes it beautifully simple. It's designed for writers and creators, with an intuitive editor, clean design templates, and a built-in sponsorship marketplace that makes it easy to start monetizing your list right away.

Ask yourself:

Are you building a content brand—or a business?

Your answer will help you choose the platform that's built for where you're going.

Important Note:

Thinking of Using Mailchimp, Kit, or another low-cost solution? Read This First.

As an agency, we've worked behind the scenes with dozens of businesses, and here's what we've experienced and tell all of our clients: *Mailchimp, Kit, and other low-cost platforms are easy to start with, but rarely the right platform to grow with.*

Mailchimp and Kit are popular, familiar, and fine for the basics. But once you're ready to build a serious business—one that sells products, books clients, runs automations, or attracts sponsors—they can become a major bottleneck.

Here are the four main reasons we usually recommend moving off of them or skipping it altogether:

- 1. Limited automations:** Not ideal for building out nurture sequences, evergreen funnels, or more advanced list segmentation.
- 2. Clunky user experience:** Especially when trying to design visually appealing emails or manage complex tags and campaigns.
- 3. Less flexible integrations:** You may run into roadblocks as your tech stack expands.
- 4. Limited data collection:** We're all about gut feelings, but we highly encourage letting data lead the way. With these platforms, the data you have access to is very limited and often leaves you desiring a lot more.
- 5. Paying for inactive subscribers:** Mailchimp counts every contact—even if they've unsubscribed or never open your emails.

Bottom line: Without a platform that can scale with you, you'll waste time, lose money, and potentially miss opportunities to grow your business.

Already on another platform and ready to grow? Now is the time to switch.

If you're:

- Frustrated by clunky workarounds
- Planning to launch a product, hire help, or run ads
- Losing track of segmentation or automation flows
- Wasting hours designing emails that don't match your brand

Then now is the perfect moment to upgrade your platform and future-proof your list.

Our top recommendations for scaling your newsletter:



Smart automations + CRM tools =
perfect for course creators, coaches, and practitioners



Clean UX + content-first tools =
perfect for writers, creators, and sponsored newsletters

**If you're not sure which platform is best for your business model,
we're always happy to help point you in the right direction.**

Email hello@digitalwellnessmarketing.com to ask us your questions.

So, what should you use instead? Here's a side-by-side comparison of the top platforms we recommend—and the ones we suggest skipping—based on where you want your business to go.

Feature / Platform	ActiveCampaign	beehiiv	Mailchimp	Kit	MailerLite	Flodesk
Best for	Coaches, course creators, service-based businesses	Content creators, newsletter-led brands	Beginners who want “simple”	Creators selling digital products	Beginners on a tight budget	Visual-first brands and lifestyle businesses
Main Strength	CRM + automation powerhouse	Clean design + built-in monetization	Easy to start + familiar interface	Visual automations + ecommerce tools	Affordable + intuitive	Beautiful templates + unlimited subscribers
Newsletter Design	Flexible drag-and-drop + brand control	Simple, clean, modern layouts	Basic, sometimes clunky	Minimal but functional	Good visual templates	Stunning templates, highly visual layouts
Automations	Advanced (conditional logic, scoring, tags)	Very limited	Basic (triggers & delays)	Robust and easy to use	Decent for entry-level	Basic but improving
Segmentation	Excellent—behavior, tags, lead scoring	Basic	Clunky, often confusing	Good tagging system	Functional but simple	Minimal segmentation options
Monetization Tools	High (for product funnels, upsells, etc.)	Sponsorship network, paid subs	Low	Integrated digital product checkout	Basic e-commerce (upgrade required)	Basic integrations; no built-in checkout
Deliverability	Very strong (if list hygiene is maintained)	High for creators with consistent cadence	Declining in recent years	Good (with list management)	Decent for price point	Historically weaker; not always inbox-optimized
Integrations	Excellent with CRMs, Stripe, course platforms	Growing—Zapier, Stripe, etc.	Many, but limited flexibility	Works with most creator tools	Decent, more limited	Limited; relies heavily on Zapier or workarounds
Ease of Use	Moderate (powerful but learning curve)	Very easy for content creators	Easy for beginners, clunky for scaling	Creator-friendly UX	Beginner-friendly	Extremely user-friendly for design-first users
Pricing	\$\$\$ (but worth it for business-building)	\$\$ (free for under 2,500 subs)	\$\$ (but charges for unsubscribed)	\$\$ (free tier + affordable plans)	\$ (very affordable with decent features)	\$\$ flat rate (but may lack features for scale)
Scalability	High—built for business	Yes—especially for sponsored newsletters	No—outgrown quickly	Moderate—can get clunky as you grow	Basic—may need to migrate later	Low—design-forward, not built for complex businesses
Recommended For	Anyone building a serious wellness business with offers	Writers, media-style brands, thought leaders	Newbies still validating their idea	Solopreneurs selling digital goods	Early-stage list builders with no budget	Coaches, creators, and lifestyle brands focused on aesthetic appeal

Why are we spending so much time discussing this?

Let us tell you a true story...

A multi-7-figure brand (as in, over \$5 million a year) brought us in to audit their email performance because leadership realized they had no real clarity on what was actually happening inside their business (yep, this happens). Naturally, we were thrilled—hello, data nerds!—and excited to dig in.

But what we found? Not so thrilling.

They had scaled on an email platform that gave them almost no insight into how subscribers were behaving—no meaningful click data, no segment-level engagement, no conversion visibility. We even reached out to the platform's dev team ourselves, only to be told (verbatim) that they didn't natively collect that data and it would take weeks to try to retrieve it manually.

So what was our very first recommendation? **Migrate off that platform—immediately.** That was followed by very honest conversations about how time-consuming and costly a project it was going to be to move their business onto better, scalable platforms, without sacrificing a dollar of revenue or a smidge of deliverability (their business depended on emails landing in the inbox to meet their revenue goals).

If you're planning to grow, measure, and monetize... you need data. The right platform gives you that. The wrong one leaves you flying blind.

Advanced Tip: Start Tagging Early to Unlock Powerful Segmentation Later

Here's something most people don't think about when launching their newsletter—but it can completely transform how you grow, engage, and sell over time:

Start tagging and segmenting your list from the beginning.

Even if you're just getting started, using basic tags and tracking what your subscribers engage with—what they click, open, download, or ignore—gives you *insight you can use forever*.

Most platforms let you tag subscribers based on:


- Which freebie they opted into
- What links they click
- What topics they engage with
- Whether they've purchased or booked with you
- How often (or rarely) they open emails

Once you have this data, you can:

- Personalize your subject lines, email headers, and CTAs
- Send different versions of your newsletter based on interest (e.g., one for gut health, one for stress relief)
- Deliver targeted offers to people who are actually *ready* to buy
- Re-engage low-open segments with softer touchpoints or new entry points

And the best part? **This works even if you’ve already launched.**

You can start tagging now, retroactively apply tags to past behavior, or run simple segmentation surveys to invite subscribers to self-identify their interests.

 **Pro Tip:**

Even basic segmentation (like tagging people by freebie or quiz result) can dramatically increase open rates and conversions—because the message feels more relevant.

Easy Tagging Ideas to Start With

If you’re new to segmentation, start simple. Here are quick-win tags you can implement in most email platforms:

Tag Category	Example Tags
Entry Point	joined_from_cortisol_guide, quiz_optin_fatigue, signed_up_from_webinar
Engagement	clicked_gut_health, opened_sleep_series, never_opened_last_5
Content Interest	interested_in_hormones, clicked_bloat_remedies, engaged_with_recipes
Buyer Status	purchased_course, webinar_attendee, client_prospect, warm_lead
Offer Awareness	saw_reset_offer, interested_in_membership, clicked_offer_link

You don't need to use them all—just start with 2-3 that map back to your most important content or offers.

Remember:

Every tag is a data point that helps you serve your audience better.

More relevance = more opens, more trust, more conversions.

Once your platform is set, there's one more piece that's often overlooked—but it can make all the difference in turning new subscribers into loyal readers (and future buyers): your indoctrination email series.

If you already have one, this is your chance to revisit and refine it. If not, don't worry—it's never too late to create one that sets the tone, builds trust, and gets people genuinely excited to hear from you.

The Indoctrination Series: Your Secret to Subscriber Loyalty

You only get one chance to make a first impression.

And when it comes to your newsletter, that first impression happens **the moment someone signs up for your list.**

That's where your **indoctrination sequence** comes in.

Also called a **welcome sequence**, this is an automated set of emails your new subscriber starts to receive right after joining your list.

It's not just a "hey, thanks for subscribing" email—think of it as a guided tour for new subscribers. It's a 3-5 email sequence that goes out automatically after someone joins your list—designed to:

- Warm them up to your voice and values
- Reassure them they're in the right place
- Highlight the transformation you help people achieve
- Invite them to take the next step (whether it's consuming more content, booking a call, or exploring an offer)

Think of it as your onboarding process. You're not just saying hello—you're teaching your reader what to expect and why they should stick around.

Why You Need an Indoctrination Series—Even If You’ve Already Launched

Most email lists experience their highest engagement during the first 7 days after someone signs up.

If you’re not showing up in that window with clarity, warmth, and value, you’re missing your best opportunity to turn casual interest into lasting connection.

Even if your newsletter has been running for a while, adding an indoctrination sequence can:

- Improve open and click rates long-term
- Reduce unsubscribes
- Help segment your list early based on interest or behavior
- Guide new subscribers toward your most important content or offers

What to Include in Your Indoctrination Emails

A solid sequence usually includes 3–5 emails, each with a clear purpose:

- 1. Welcome + What to Expect:** Reaffirm why they signed up, share how often you'll write, and set the tone for what's ahead.
- 2. Your Story + Their Problem:** Share a short, focused version of your story that relates to the reader's struggle—and positions you as someone who gets it.
- 3. Quick Win or Valuable Tip:** Offer something helpful right away: a tip, insight, or recommendation that shows your expertise and builds trust.
- 4. Guide to Your Best Resources:** Link to your top blog posts, podcast episodes, free tools, or social content so they can dive deeper.
- 5. Soft Offer or CTA:** Invite them to explore your paid offer, book a session, or take a quiz. Keep the tone low-pressure but clear.



Pro Tip:

This is also a great place to include a short 1-question survey asking what they're struggling with most—so you can tag, segment, and serve more intentionally going forward.

Timing Your Indoctrination Sequence (Even If They Joined for Something Else)

One of the biggest mistakes we see?

Waiting too long to introduce new subscribers to your brand—especially if they signed up for a lead magnet, webinar, or freebie instead of your newsletter directly.

Here's the fix: **Start your indoctrination series as soon as someone joins your list—no matter how they got there.**

Whether they opted in for:

- A quiz
- A webinar
- A PDF guide
- A free challenge
- A waitlist for an offer

...you want them to get the same level of warmth and onboarding as someone who signed up for your newsletter directly.

Your indoctrination sequence can come after the delivery of the lead magnet or confirmation of the event. Just make sure it follows naturally and doesn't leave them hanging.

How It Can Work in Practice

Let's say someone joins your list by downloading your free "Hormone-Friendly Grocery List."

Here's what their early experience might look like:

- Email 1: Delivery Email:** "Here's your grocery list!" → Include what to expect next ("You'll also get a few quick emails to help you get the most out of it.")
- Email 2: Start of Indoctrination Series:** "Welcome! Here's what I do + why it matters to you." → Gently shift from the freebie to your larger mission or promise.
- Email 3-5:** Continue the Indoctrination Sequence → Build trust, offer value, introduce your newsletter rhythm, and point toward next steps (free content or paid offers).

What About People Already On Your List?

If you haven't been using an indoctrination series, don't worry—it's not too late.

You can tag new subscribers moving forward and send them through the sequence, while occasionally sending a **reintroduction email** to your existing list to remind them who you are and what you stand for.

The goal is always the same: **Help your subscribers feel seen, supported, and excited to keep opening your emails.**

So what about the new people joining your list every day? That's where a well-timed indoctrination sequence comes in—helping you make a strong first impression, deliver early value, and guide new subscribers into your world with intention.

Sample Indoctrination Email Sequence Flow (With Timing)

Step 1: Subscriber Opts In

Trigger: Someone joins your list via a freebie, quiz, webinar, or sign-up form.



Delivery Email - Send Immediately

- Deliver the freebie or confirm registration
- Set expectations: "You'll get a few short emails over the next few days to help you get the most out of this resource—and introduce what I do."



Welcome + Brand Introduction – Send 1 Day Later

- Reintroduce yourself and what you help with
- Share what kind of content they'll receive, how often, and why it matters
- Set the tone for your brand voice



Quick Win or Valuable Tip – Send 1-2 Days Later

- Share a tip, insight, or myth-busting idea that's helpful and relevant
- Keep it short and solution-focused
- This builds trust by delivering early value



Best-of Resource Guide – Send 2 Days Later

- Link to 2-4 of your best blogs, podcast episodes, Instagram posts, or case studies
- This helps deepen their connection with your brand and gets them to spend more time with your content



Soft Offer or Invitation – Send 2-3 Days Later

- Invite them to take a next step:
 - Explore your paid offer
 - Book a session
 - Join your community
 - Take a quiz
- Use warm, clear language—no pressure, just a natural next move

Total Duration: About 7-10 Days

This pace keeps your name fresh in their inbox without overwhelming them. It also ensures they feel supported and informed before you ask for anything in return.

After this sequence ends, you can roll them seamlessly into your regular weekly or bi-weekly newsletter rhythm.

Build Your Newsletter Template

(So You're Not Starting from Scratch Every Time)

If you've ever stared at a blank email wondering what to say—or how to structure it—you're not alone. That's why one of the best investments you can make in your email workflow is building a **reusable newsletter template**.

This isn't just a time-saver. It's a **strategy** for showing up consistently, building trust through brand familiarity, and helping your content feel clean, professional, and easy to engage with.

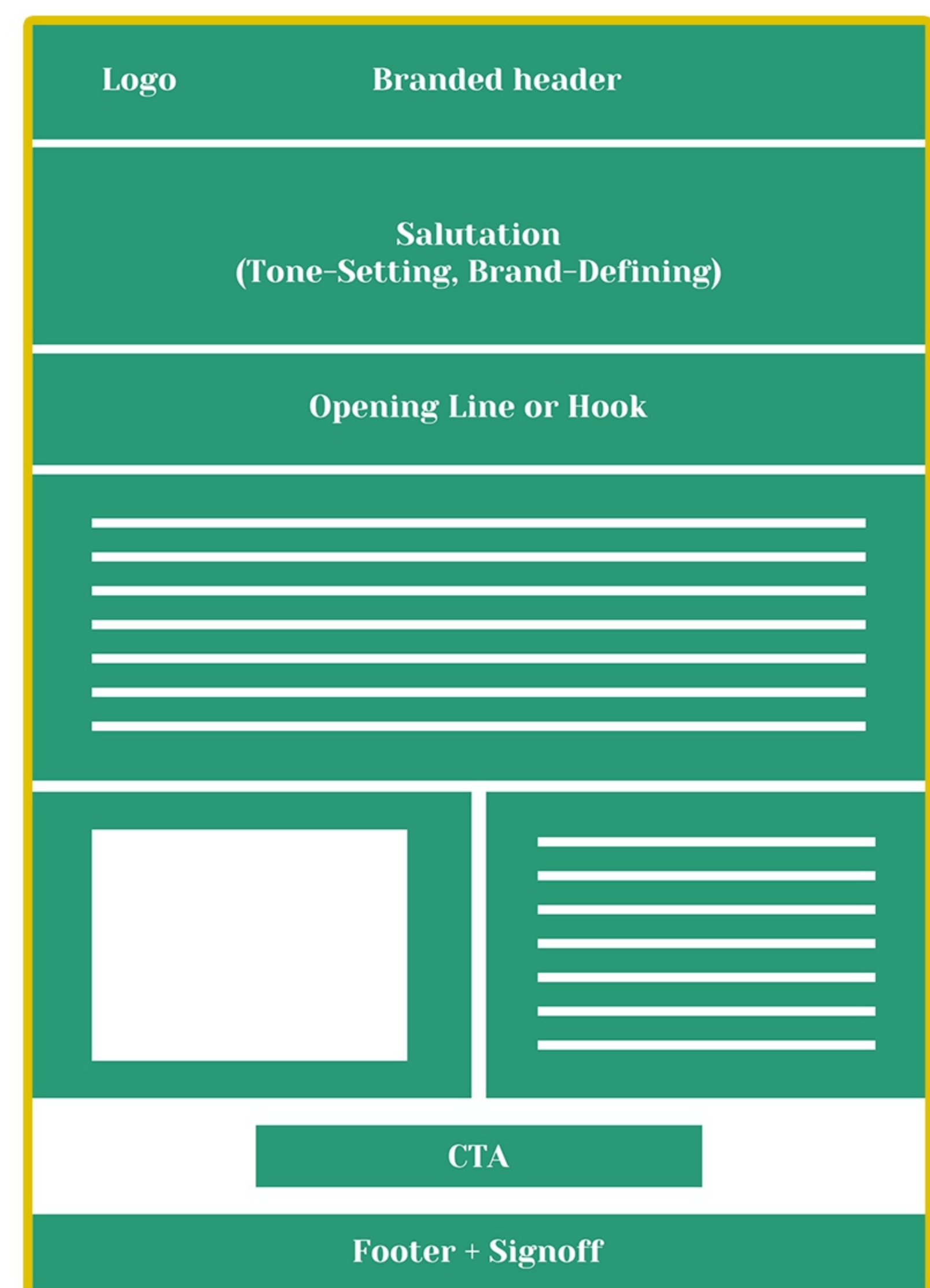
A template becomes your home base. Instead of reinventing the wheel every week, you get to focus on what really matters: the message you want to deliver.

Why Templates Work

When your readers open your emails and immediately recognize your layout, tone, and structure, it builds subconscious trust. They know what to expect—and that familiarity makes them more likely to open, read, and take action.

Your template doesn't need to be fancy. In fact, the best-performing newsletters are usually simple, skimmable, and aligned with a few consistent building blocks.

Let's break those blocks down.



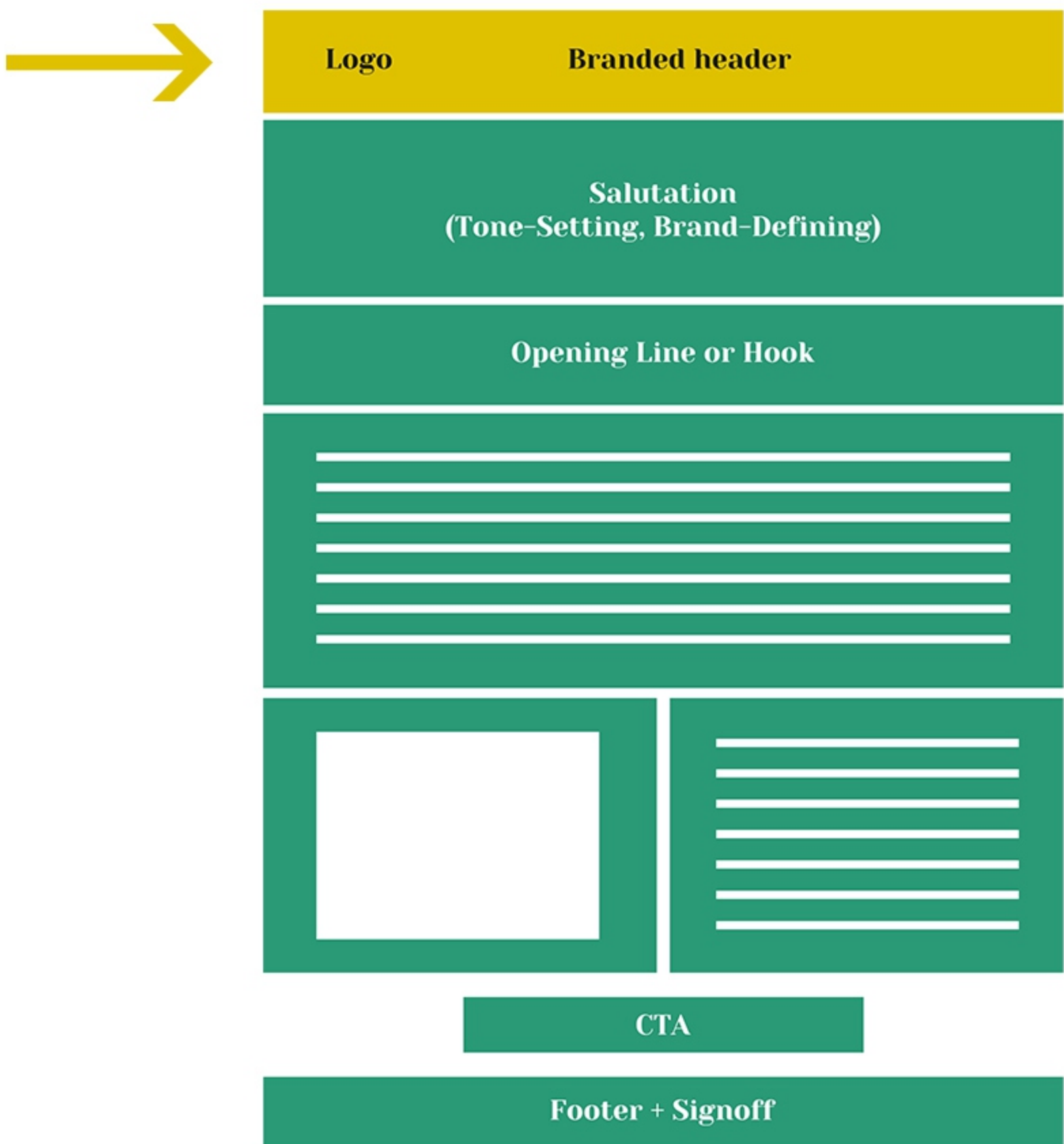
The Core Elements of a High-Impact Newsletter Template

1. A Branded Header

This could be your name, your logo, or even just a consistent line of text or image that introduces your newsletter every time.

Why it matters: Recognition. Repetition builds brand trust.

Example: “The Cortisol Reset Dispatch” with a calming color bar across the top.



2. Salutation (Tone-Setting, Brand-Defining)

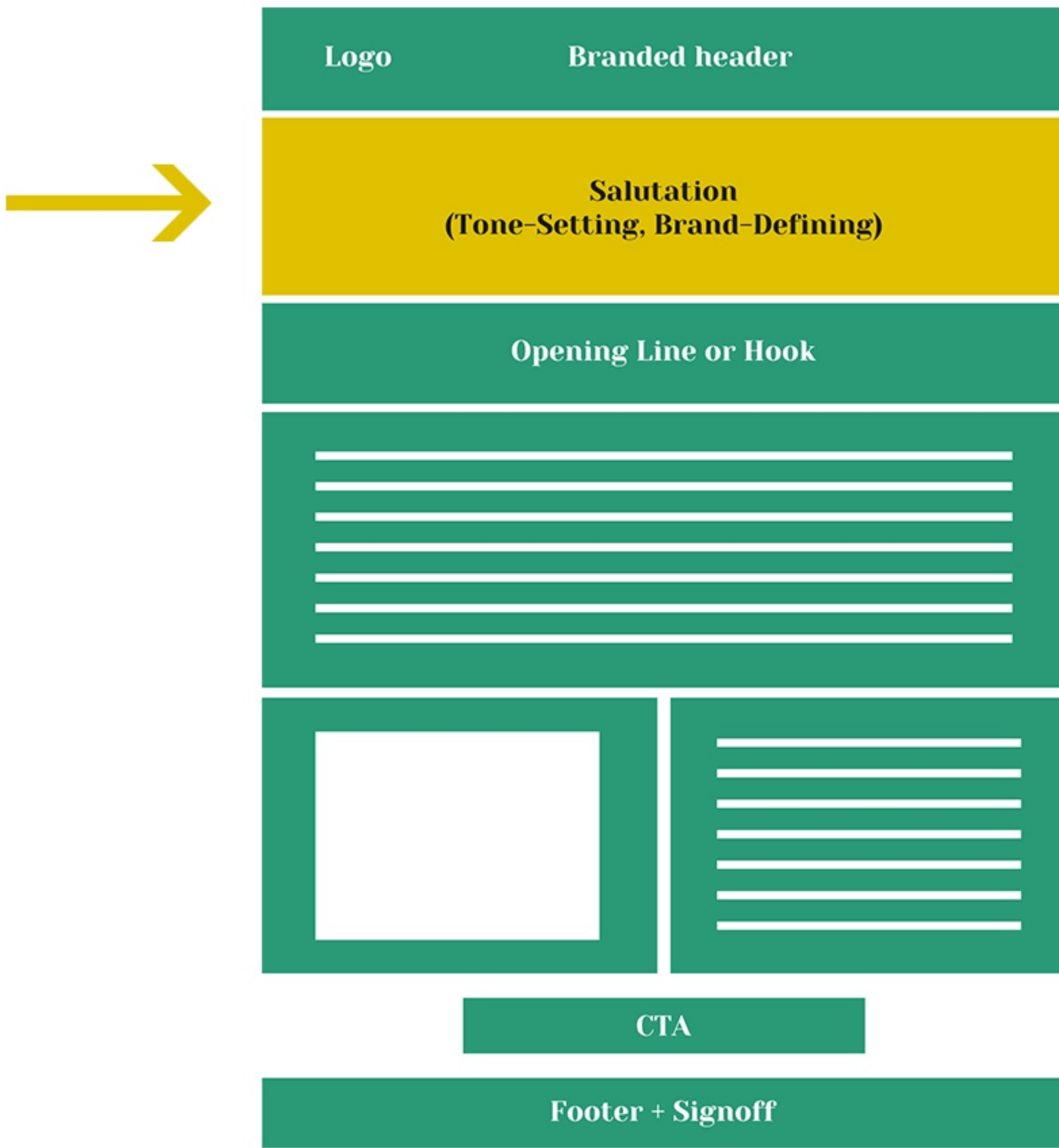
This is how you greet your readers and it sets the tone for everything that follows. Are you using their first name? A shared identity? A branded term of endearment? The right salutation builds connection. The wrong one? It makes you feel like a stranger in their inbox.

Why it matters: Before they even get to your content, your reader decides: *Is this for me? Do I feel seen?* The salutation is where you start building trust, belonging, and tone... all in a single line.

Examples of effective salutations:

- **Personalized:** “Hi Jessica,” (if you’ve collected first names and want a friendly 1:1 feel)
- **Branded voice:** “Hello Lifers,” (if your brand uses a term your audience identifies with, like “Good Lifers” or “Wellness Insiders”)
- **Shared identity:** “Fellow plant-based eater,” “Busy mama,” “Health pro,” (if you want to signal tribe belonging)

Choose the one that best reflects your relationship with your audience—and be consistent.

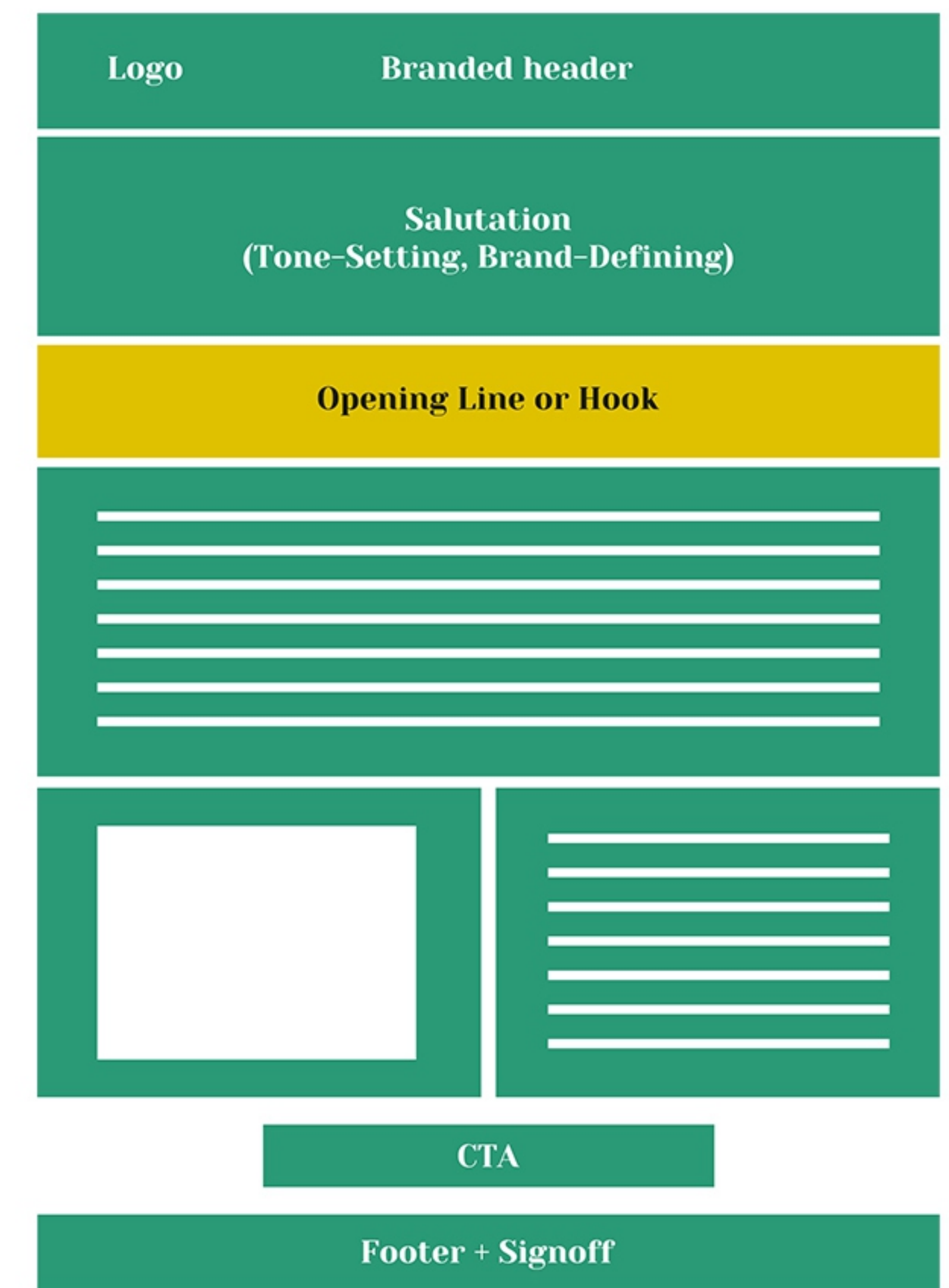


3. Opening Line or Hook

This could be a friendly greeting or a bold statement. Choose something that fits your voice and primes your reader for what's coming.

Why it matters: Your hook helps overcome inertia. Readers are always scanning—your intro needs to give them a reason to keep going.

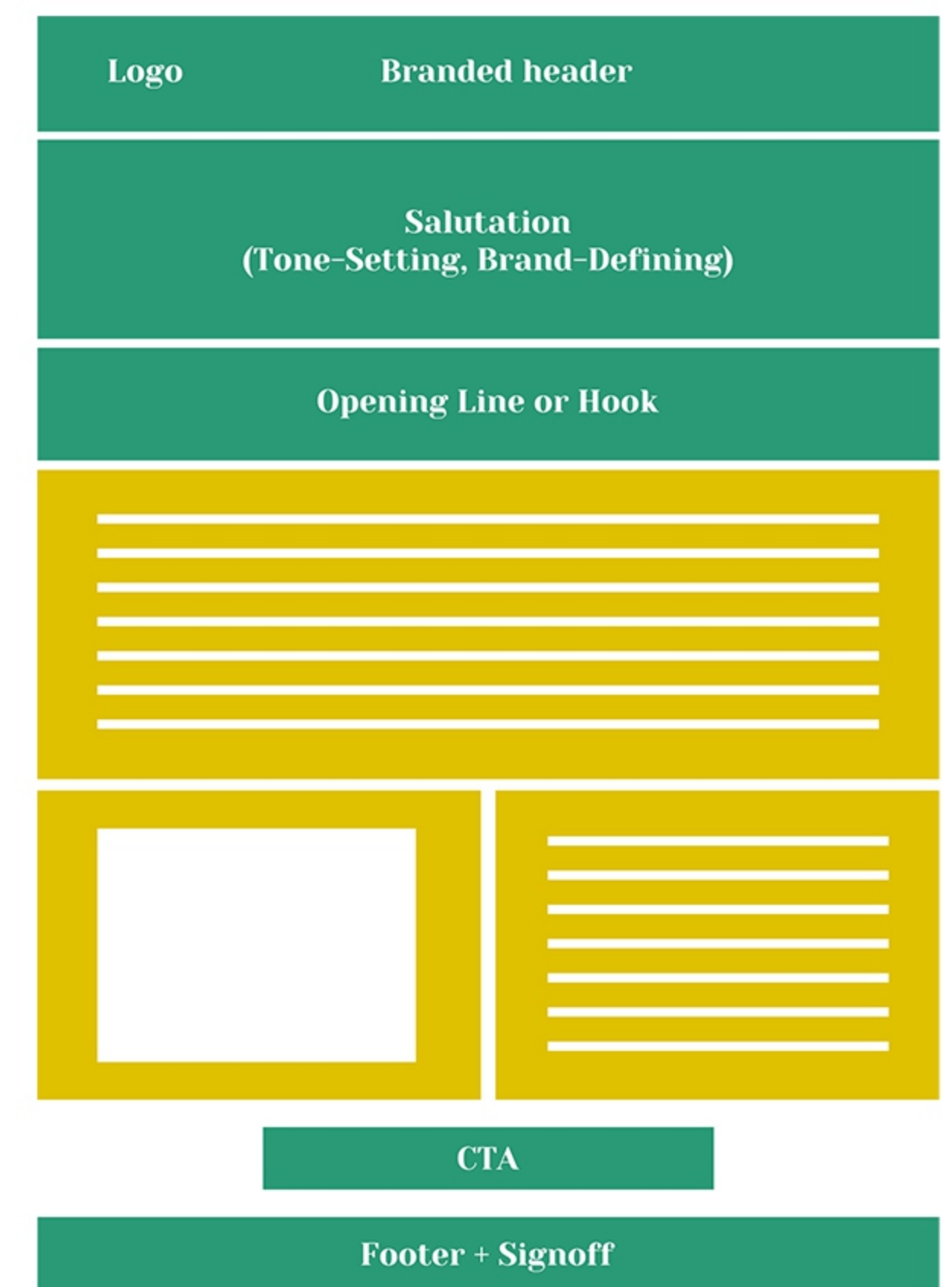
Example: “A client told me this week she’s waking up more tired than when she went to bed. Here’s what we uncovered...”



4. Content Block(s)

This is where your main message lives. Your content block could be a quick tip, a short story, a curated list, or a visual tool. Whether you write briefs, roundups, or deep dives, you want to use a consistent structure each week.

Why it matters: Structure helps both you and your reader. It makes your email easier to write and easier to digest.



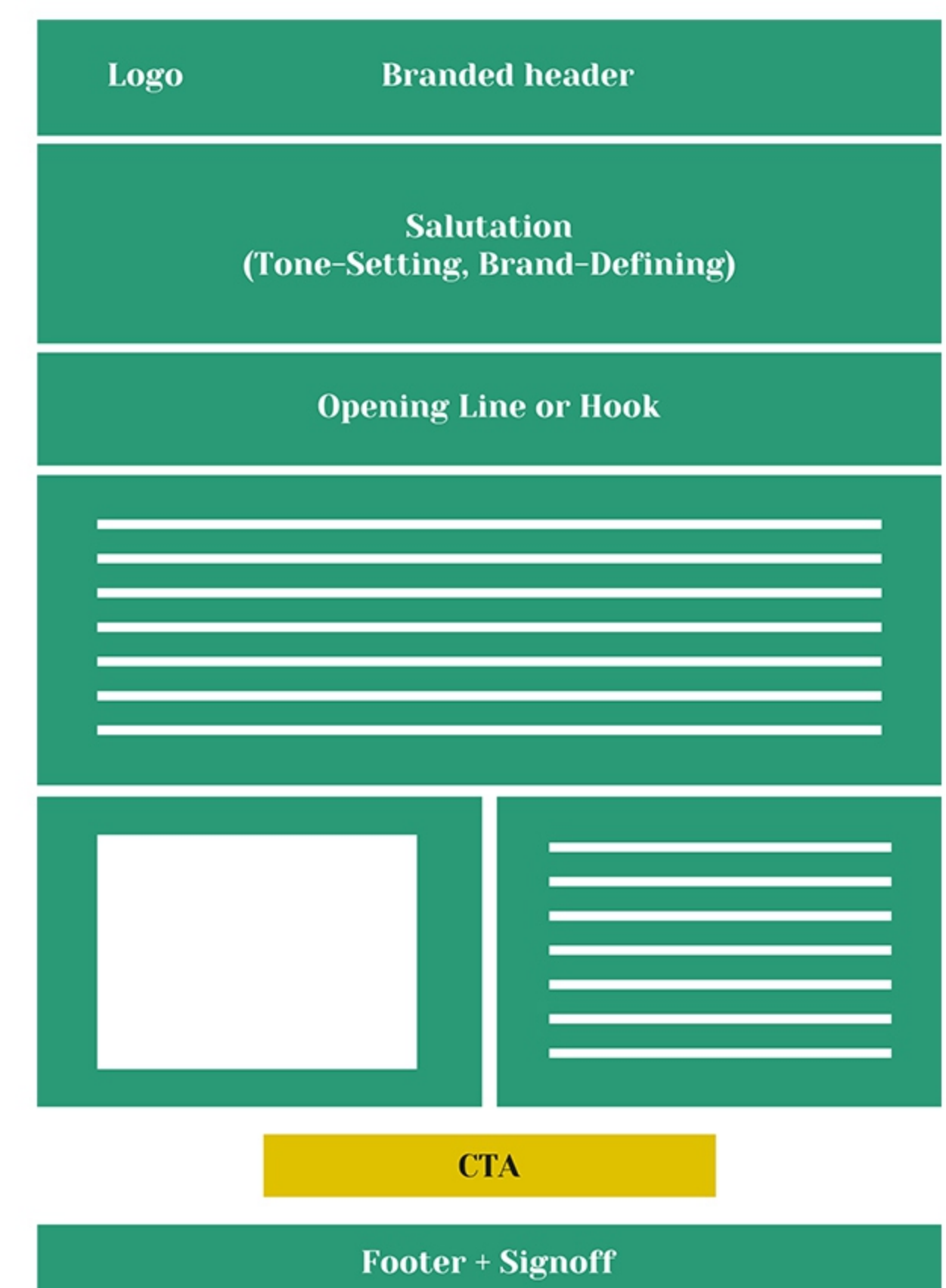
5. Call to Action (CTA)

Your CTA tells the reader what to do next. Even if it's simple—like “Reply if this resonates”—you always want to include one clear ask or invitation.

Why it matters: Emails that don't invite action often get read and forgotten. A good CTA gives your content momentum.

Example CTAs:

- “Try this trick and let me know how it goes.”
- “Download the full guide here.”
- “Book your free hormone clarity call.”



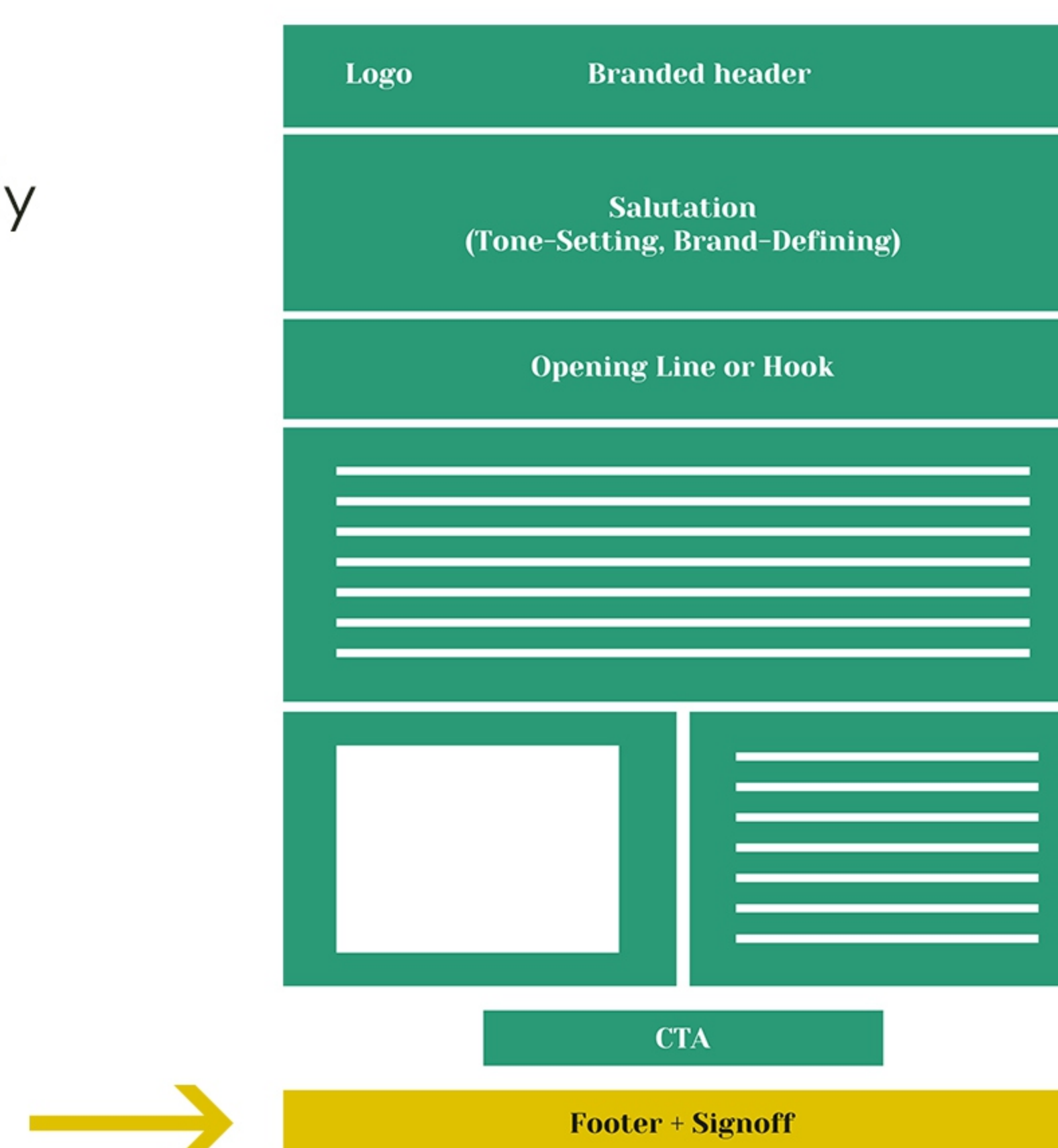
6. Footer + Signoff

End with a warm goodbye and a consistent footer. This usually includes your name or brand, required contact info, and unsubscribe link. Some people add social media links or a “forward this to a friend” CTA here, too.

Why it matters: A professional footer builds trust and complies with email laws. A personal signoff humanizes your brand.

Example Signoffs:

- “To your health.”
- “See you at 100!”
- “To a better and brighter future...”



Bonus:

Use Template Variations for Different Newsletter Types

If you plan to send different styles of emails—like promos, list-building roundups, or educational lessons—consider building variant templates for each. The core layout can stay the same, but change up the colors, intro line, or content blocks to match the purpose.

Example:

- “Educational Weekly” template
- “Offer Spotlight” template
- “Affiliate Roundup” template

This helps you stay visually consistent while adapting to different goals.

Now that you understand the core elements of a high-performing newsletter template, here’s a simple checklist you can use to build (or refine) your own—so you’re never starting from scratch on send day.

Newsletter Template Builder Checklist

Use this to build (or refine) a template that's easy to reuse, aligned with your brand, and designed to drive engagement.

Visual & Brand Elements

- ☐ Branded header (logo, name, or visual cue)
- ☐ Brand fonts and color palette reflected in layout
- ☐ Clean, mobile-friendly structure
- ☐ Consistent layout with clear section breaks

Copy & Content Structure

- ☐ Placeholder for **subject line**
- ☐ Placeholder for **preview text**
- ☐ Opening line that hooks attention
- ☐ Room for 1–2 content blocks (story, tip, roundup, etc.)
- ☐ Space for **one main CTA** (button, link, or reply prompt)
- ☐ Optional secondary section (resource, link, product)

Footer Essentials

- ☐ Friendly signoff or closing message
- ☐ Mailing address + unsubscribe link (required by law)
- ☐ Optional: social media links or “forward to a friend” line

Platform Setup

- Saved as a reusable template in your platform
- Sent to yourself as a test (check desktop & mobile)
- Variant templates created for other email types (e.g., promos, digests, launches)
- On-brand design elements (icons, emojis, images—used sparingly)



Pro Tip:

Think of your template as your email “canvas.” The more consistent it feels to your reader, the more likely they are to open, trust, and take action.

Optimize Your Website to Support and Scale Your Newsletter

If you already have a website, domain, and online presence—great. You’re not starting from scratch.

But now’s the time to step back and ask:

Is your existing website *set up* to support a high-performing newsletter that grows your business?

It’s not just about having a homepage or a blog. It’s about whether your current site structure, integrations, and calls-to-action are actively helping you collect emails, build relationships, and convert readers into buyers.

This quick infrastructure audit will help you ensure your site is ready to support your newsletter as a key business asset—not just an afterthought.

Start with Your Website Foundation

We recommend most wellness entrepreneurs host their website on WordPress.org for maximum control, flexibility, and integration. If you're already on another platform, you can still run a successful newsletter—but you may run into friction as you grow.

Use this checklist to evaluate your current platform setup:

Must-Have Feature	Why It Matters
Fast, secure hosting (like WP Engine)	Prevents downtime and ensures performance when traffic spikes
Drag-and-drop builder (like Elementor)	Saves time and allows visual updates without needing a developer
Full access to add code/scripts (like Facebook Pixel, Google Tag Manager, etc.)	Essential for tracking, retargeting, and ad campaigns
Email form integrations with your platform (e.g., beehiiv, ActiveCampaign)	Ensures leads go directly into your list with proper tagging
Mobile-responsive design	Your newsletter sign-up page must look good on mobile

If your site can't support these features—or makes them overly complex—you're likely leaking subscribers and missing conversions.

Before you move on...

If you're tempted to skip this section because your tech stack has been "working just fine" — we get it. But here's what that mindset can cost you:

We once onboarded a client who was adamant about sticking with the platforms their previous team had set up. During our initial audit, we discovered over **8,000 leads**—yep, eight thousand—that had signed up for a lead magnet but never got tagged, never made it into the email platform, and never received what they asked for. **Zero follow-up. Zero nurture. Zero conversion.**

When we crunched the numbers on what that lapse had cost them in lost revenue... let's just say it was not a small number—and not a fun conversation.

Moral of the story? **Your tech stack isn't the place to cut corners.**

If you're not 100% confident everything is flowing where it should, send us a note at hello@digitalwellnessmarketing.com and we'll help you get it sorted.

Critical Website Pages That Power Your Newsletter

Even if your site is "done," make sure these **core pages** are optimized to turn visitors into subscribers and subscribers into customers.

Homepage

This is your front door. It should:

- Quickly communicate who you are and what you help with
- Link clearly to your newsletter sign-up page or lead magnet
- Feature a newsletter CTA high on the page (above the fold)

Need to Have

- ☐ Strong headline ("Helping women balance hormones naturally")
- ☐ One-sentence pitch about your expertise or approach
- ☐ CTA to join your newsletter, quiz, or free resource

Newsletter Sign-Up Page

This is one of the **most important pages** on your site. It should:

- Clearly state the value of subscribing
- Include a simple, distraction-free opt-in form
- Optionally offer a bonus freebie (guide, checklist, quiz, video)

Need to Have

- ☐ Headline that speaks to the transformation (“Weekly tools to reduce inflammation + boost energy”)
- ☐ Form that connects directly to your email platform
- ☐ Optional: free download, bonus gift, or lead magnet

Start Here or About Page

This is where people decide if they trust you. It should:

- Tell your story (but make it about the reader’s problem)
- Share credentials or why you do what you do
- Reinforce the value of your email list, community, or signature offer

Need to Have

- ☐ Personal yet purposeful story
- ☐ CTA to join your list or explore your program
- ☐ Clear next step (“Start with my free weekly email here”)

Blog or Newsletter Archive (Optional)

If you’re ready to publish content regularly, consider adding a blog or archive where past newsletters live.

This gives new visitors something to explore and helps with SEO over time.

Need to Have

- ☐ Helpful, niche-focused content
- ☐ Links back to join your list or purchase offers
- ☐ Posts that align with the problem your newsletter helps solve

Why We Don't Recommend Most All-In-One Platforms

Kajabi/Teachable/Circle, Showit, Wix, and Squarespace all look great—but they often lack the backend flexibility you need to **track performance, run funnels, or integrate advanced tools as your business scales.**

Common issues we've seen with all-in-one platforms:

- Limited support for advanced analytics and retargeting pixels
- Design limitations that affect mobile experience and CRO
- Poor integration with high-level email automation tools
- Workarounds required for things like popups, lead routing, and tracking

Even many 6- and 7-figure brands on Showit or Kajabi still run their checkouts, funnels, or tracking through WordPress—because that's where the growth tools actually work.

Why We Recommend WordPress + WP Engine + Elementor

Feature	Benefit
Full ownership and control	No platform limitations or surprise changes
Deep integration with tools like ActiveCampaign, Stripe, Google Analytics	Makes your email and ad strategy smoother and smarter
Superior tracking and SEO capabilities	Critical if you're running any kind of campaign, funnel, or paid traffic
Future-proof and scalable	You can grow without switching platforms later
Full ownership and control	No platform limitations or surprise changes

Your newsletter is your growth engine. Your website is the home that powers it.

Make sure your site supports both where you are now *and* where you want your business to go.

Tech Audit Checklist: Is Your Business Newsletter-Ready?

Use this checklist to confirm whether your existing website, email platform, and backend infrastructure are set up to support a newsletter that builds relationships *and* drives revenue.

Website & Platform Setup

- ☐ My website loads quickly and is mobile-friendly
- ☐ I can easily update pages or add sections without a developer
- ☐ I'm using WordPress.org (not WordPress.com) or a platform that gives me full design and integration control
- ☐ I have reliable, secure hosting (e.g., **WP Engine**, **SiteGround**)
- ☐ I can add custom tracking scripts (Google Analytics, Facebook Pixel, etc.)
- ☐ I have Google Analytics connected to my site and tracking visitors

Essential Website Pages

- ☐ Homepage clearly communicates who I help and how
- ☐ I have a dedicated newsletter sign-up page (with a clear benefit and embedded opt-in form)
- ☐ I offer a freebie, quiz, or incentive to encourage sign-ups
- ☐ I have a compelling About or Start Here page that builds trust
- ☐ (Optional) I have a blog or archive to house past newsletters or content

Email Platform & List Management

- ☐ I'm using a platform that allows for email automation, tagging, and segmentation
- ☐ My platform integrates directly with my website sign-up forms
- ☐ I can send broadcasts, build sequences, and track engagement
- ☐ My platform allows me to design branded emails that reflect my business
- ☐ I can segment or tag subscribers based on actions or interests
- ☐ I've reviewed how my platform handles unsubscribed/inactive contacts (and I'm not overpaying)

Analytics & Conversion Support

- ☐ I can track email sign-ups from each traffic source (e.g., social, podcast, ads)
- ☐ I can track form submissions, clicks, and conversions on my site
- ☐ I have goals or events set up in Google Analytics (or I know how to)
- ☐ My platform allows me to A/B test subject lines, content, or CTAs
- ☐ I know my current email open rates, click-through rates, and unsubscribes

Future-Proofing

- ☐ My tech stack can support paid digital products, coaching offers, or courses
- ☐ My platform supports sponsorships, affiliate links, or partnerships (if applicable)
- ☐ I can grow without needing a major platform switch
- ☐ I know who to contact (or where to go) if I need support, upgrades, or help integrating tools

Final Score

Items Checked	Your Readiness
18-22	You're ready to scale. Your infrastructure is solid—just keep refining and optimizing.
12-17	You're in a good spot, but may need a few upgrades to avoid friction.
0-11	Time for a tune-up. Focus on the most important systems first: email platform + sign-up page.

Part 2:

How to Create Content That Converts Subscribers into Loyal Buyers

Your newsletter isn't just an announcement—it's an act of service.

Every time you hit "send," you're showing up for your reader as someone they can trust. Someone who helps them think more clearly, act more confidently, or feel a little better than they did five minutes ago.

That's the power of a good email.

And when your content consistently helps your reader move toward the transformation they seek? That's when trust turns into loyalty—and loyalty turns into sales.

Whether your style is more hands-on or high-level, **your job is to consistently offer value that supports the specific problem you're here to solve.**

That's how you build loyalty. That's how you earn trust.

And that's how your email list becomes a powerful business asset—not just another thing on your to-do list.

Think of Your Newsletter Like a Wellness Prescription

Just like your approach to client care, there's no one-size-fits-all. But most high-performing newsletters fall into one of these three styles:

Practitioner Style (The Creator)

You teach directly from your own expertise. You bring original insight and thought leadership to the table, often infused with personal experience or case studies.

Example topics:

- "Why your cortisol is crashing—and how to reset it without more supplements."
- "What I tell every client struggling with bloat after 2 p.m."
- "The exact morning routine I recommend for hormone balance."

How to use it:

- Include a brief story or clinical insight
- Follow with a simple explanation
- End with a practical takeaway or tip
- CTA: invite them to work with you, read more, or reply with questions

Health Editor Style (The Curator)

You become the filter that saves your readers from overwhelm. You pull the most valuable insights from research, trends, tools, and thought leaders—so they don't have to.

Example topics:

- "3 new gut health studies worth knowing about this week"
- "5 calming products that actually work—according to science" can
- "Best podcasts on metabolic health (and one to skip)"

How to use it:

- Write a quick intro: why this matters now
- Present 3–5 curated items (each with a blurb)
- Add links or resources
- CTA: ask which one they'll try—or send them to your IG for more picks

Holistic Guide Style (Hybrid)

You blend your own voice with curated insights or resources—balancing expert POV with practical support and discovery.

Example topics:

- A hormone-balancing recipe + your favorite seed cycling blend
- A reflection on stress + a tool that helps your clients sleep better
- A personal story about burnout + 3 resources for navigating it

How to use it:

- Start with a story, insight, or trend
- Include a curated roundup or tool recommendation
- Close with a personal note or takeaway
- CTA: drive to your course, client work, or community



Pro Tip:

Can't decide? Try them all. You'll quickly discover what feels easiest to write—and what your audience clicks with most.

There's no one right formula—only the one that fits your voice, your audience's needs, and your ability to be consistent.

The real question isn't: “Am I doing this the right way?”

It's: “Does this content help solve the problem my reader came here to fix?”

If the answer is yes, you're already doing it right.

Choose Your Cadence: Why Frequency and Consistency Matter

When it comes to email, how often you send isn't just a tactical decision—it's a trust-building one. Every newsletter you send is a small promise kept. And every promise kept moves you one step closer to a loyal audience that sees you not just as a sender, but as a steady, trusted guide.

Why Cadence Isn't Just a Scheduling Choice

Let's clear something up: the biggest threat to your email success *isn't* sending too often. It's disappearing.

When subscribers sign up, they're expressing a moment of trust and interest. If weeks go by with no communication—or if they only hear from you when you're selling something—that trust starts to erode. They forget who you are, why they signed up, or what you do. And when that happens? They stop opening... or worse, they unsubscribe.

But cadence matters beyond just human psychology—it also affects your email deliverability.

What Is Deliverability, and Why Should You Care?

Deliverability is the technical term for whether your emails actually land in someone's inbox—or get filtered to spam or promotions tabs where they're never seen.

Here's the deal: Inbox providers (like Gmail and Yahoo) monitor your sending behavior. They look at things like:

- How often you send
- How many people open, click, or delete your emails
- How frequently you bounce or land in spam

When you send consistently and get solid engagement (opens, clicks, replies), inboxes see you as *reliable*. Your emails are more likely to go straight to the inbox.

But if you ghost your audience and then suddenly send a blast email to everyone on your list? That looks suspicious—and it's more likely to get flagged or filtered.

Consistent cadence helps your emails stay visible and trusted by both readers *and* email platforms.

So... How Often Should You Send Your Newsletter?

There's no one-size-fits-all answer, but here's a simple starting point if you don't have any data or feedback to guide your decision:

Start weekly.

Weekly is frequent enough to stay relevant and it allows you to build a habit of writing. It gives you regular feedback on what content works and it trains your audience to expect and look forward to your emails.

And from a business perspective, a weekly cadence gives you space to educate, nurture, and sell—without feeling like you're pushing too hard or vanishing in between launches.

Or, start bi-weekly (every other week).

If weekly feels like too much—because of your bandwidth, your business model, or your content load—start with every other week.

That still gives you a regular rhythm without overwhelming you or your list.

The goal is sustainability.

It's better to send one solid email every two weeks than to burn out trying to hit a pace you can't maintain.

If you're tempted to go daily...

Daily newsletters *can* work—but they're the exception, not the rule.

Before you consider a daily cadence, ask yourself:

- Do I have the content to support daily sends?
- Does my audience want this frequency—or will it annoy them?
- Am I offering something structured and skimmable (like news briefs or micro-tips)?

If your emails are educational, story-driven, or longer-form, daily is more likely to fatigue your readers than help them.

Most health and wellness brands thrive with weekly or bi-weekly sends. That gives you space to offer value, track what works, and keep your writing life in balance.

Final Takeaway: Cadence = Commitment

Email marketing works best when you treat it like a relationship.

You wouldn't ghost someone you just met and expect them to be excited when you finally show up, right?

The same goes for your subscribers.

How to Decide Your Cadence

The “perfect” cadence depends on three things:

- **Your bandwidth** (how much time/energy you can realistically commit)
- **Your audience's appetite** (do they want frequent updates, or do they need more space?)
- **Your content model** (are you curating quick tips or writing long-form insights?)

Ask yourself:

- Can I keep this up for at least 90 days?
- Can I consistently deliver value at this pace?
- Will this cadence support—or stretch—my business and life?

Where to Start (Even if You Have No Data)

Pick a rhythm you can stick with, and stick with it.

- Weekly if you can.
- Bi-weekly if you need to.
- Daily only if your content is designed for it.

Start small, stay consistent, and grow your cadence when the time is right. That's how you build not just an email list—but a long-term, trust-based ecosystem of people who are truly ready to work with you.

Use Proven Content Formats

There's no need to reinvent the wheel every week.

The best newsletters aren't always the most original—they're the most consistent, clear, and tailored to their audience's needs. That means choosing a format (or set of formats) that matches your voice, supports your business model, and builds trust over time.

Below are the most common newsletter content types—and how they perform in different wellness business contexts.



Pro Tip:

Use Canva as a free option for infographic style posts or to help with any other graphics you may need.

Briefs (a.k.a. Short Lessons or Micro-Education)

What it is: A short, focused breakdown of one topic—usually 300–500 words.

Best for:

- Health coaches, nutritionists, wellness educators
- Building thought leadership and simplifying complex ideas
- Delivering quick wins that build trust

Example:

Subject Line: “The 2 p.m. Cortisol Crash—What’s Really Going On?”

- Quick explanation of why it happens
- One action step to try today
- CTA to read more or book a session

Audience response: These work well for time-strapped readers who want actionable content in one scroll. Ideal for audiences with low attention spans or those who are earlier in their wellness journey.

Bullets (a.k.a. Curated Lists or Weekly Roundups)

What it is: A scan-friendly format with 3-5 bullets—each highlighting a tip, resource, study, or product.

Best for:

- Functional medicine practices
- Online creators or product reviewers
- Anyone building affiliate or sponsorship revenue

Example:

Subject Line: “This Week’s Hormone-Support Picks”

- 🧬 New study on seed cycling
- 🥤 Favorite adaptogen blends
- 🎧 Podcast on women’s hormone health
- 💡 Reader Q&A: “Do I need hormone testing?”

Audience response: Audiences love these for speed and variety. They’re more likely to save or forward these emails. Great for building trust *and* monetization.



Pro Tip:

Emails with an emoji at the beginning of the subject line can boost open rates by up to 56%—but only if your audience resonates with that style. If emojis feel off-brand or out of sync with your reader, skip them. Relevance always beats trendiness.

Deep Dives (a.k.a. Essays or Story-Based Education)

What it is: A longer-form piece (600-1,000+ words) exploring a single concept, story, or insight in depth.

Best for:

- High-ticket service providers or course creators
- Thought leaders or practitioners with strong opinions
- Building emotional resonance and authority

Example:

Subject Line: “What Burnout Feels Like in Your Body”

- Personal anecdote or patient story
- Deeper science-backed explanation
- Gentle guidance or invitation to take action

Audience response: Ideal for warm audiences who know, like, and trust you—or for emotionally resonant topics. These build connection but take more time to create and consume.

Hybrids (a.k.a. Mixed Format Emails)

What it is: A blend of sections—often including a quick story, a resource, a product, and a CTA.

Best for:

- Wellness businesses with multiple offers
- Newsletters that publish regularly and want to serve skimmers *and* deep readers
- Brands that want to educate *and* promote

Example:

Subject Line: “Feeling Wired + Tired? This Might Help.”

- Quick intro about the stress/energy paradox
- Your personal tip or tool
- A curated podcast or article
- CTA to join your course or workshop

Audience response: Great for engaging different reading styles. Works well for building a relationship and naturally promoting offers without being salesy.

The Segment Rotation Model (a.k.a. Newsletter-as-a-Show)

What it is: You establish a set of recurring “segments” (or newsletter themes) and rotate them week to week.

Best for:

- Solo wellness brands that want structure + creativity
- Teams managing content at scale
- Anyone looking to reduce creative fatigue and train readers what to expect

How it works:

Week	Segment	Description
Week 1	Education	A brief or deep dive on a health concept you teach
Week 2	Tools of the Trade	Favorite products, routines, or client-recommended resources
Week 3	Mindset Shift	A reframing story, quote, or reflection
Week 4	Offer Spotlight	Showcase a client story, offer a promo, or highlight a course/service

You can label each one clearly in the subject line or just keep the rhythm behind-the-scenes.

Why it works:

- Makes planning easier
- Trains your audience to anticipate and engage
- Keeps your voice fresh while avoiding content burnout

Audience response: Highly engaged readers love this. It balances routine with novelty—and gives variety without confusion.

Pro Design Tips to Support Any Format

Whether you’re sending a 200-word note or a full-length article, how your newsletter looks influences whether it gets read.

- Use bolded subheads to guide the eye
- Keep paragraphs short (1-3 lines)
- Add white space to prevent overwhelm
- Use emojis or icons as visual cues
- Preview your newsletter on mobile before hitting send



Use Canva to create branded headers, infographics, or section dividers. If you’re on [beehiiv](#), their visual editor lets you embed images and callouts easily. On [ActiveCampaign](#), use content blocks to structure hybrids and roundups.

How to Use CTAs That Convert

Bullets (a.k.a. Curated Lists or Weekly Roundups)

Every email needs a purpose—and that purpose lives in your CTA (Call-to-Action).

A CTA is what you ask your reader to do next. It’s what turns a passive reader into an active participant.

Over time, the actions they take—clicking, replying, booking—are what move them closer to becoming a loyal client, customer, or buyer.

But here’s the key: **Not all CTAs need to sell something.** In fact, most of the time, your CTA should match the intent of the email—not just your sales goal.

Common CTA Goals (and When to Use Them)

Email Type	Best CTA Examples
Educational (Brief/Deep Dive)	“Reply and tell me if this resonates.” “Try this strategy this week and let me know how it goes.”
Promotional or Launch	“Join the program now.” “Save your spot before enrollment closes.”
Community-Building / Relationship	“Tell me your biggest challenge with X.” “Forward this to a friend who needs to hear this.”
Content Discovery / Traffic	“Read the full post here.” “Watch the full video on my site.”
Product or Affiliate Highlight	“Shop my favorites here.” “This is the blend I use—here’s the link.”



Pro Tip:

One Email = One CTA. Emails that try to do too much often confuse the reader—and confused readers do nothing.

Even if your email includes multiple tips or resources, try to **focus on one primary action** you want readers to take. That could be a reply, a click, a download, or a purchase.

CTA Language That Feels Natural

Your CTA should sound like you. Avoid generic “Click here” buttons when you can personalize or add curiosity.

Here are some CTA phrases that convert without feeling pushy:

- “Try this and let me know what happens.”
- “I’d love to hear your thoughts—just reply.”
- “Need support with this? Book a free discovery call.”
- “Here’s the blend I recommend (affiliate link).”
- “Save this for later—or forward to someone who needs it.”

The goal is to create a sense of next-step momentum—not pressure.

Metrics to Track Format + Cadence Success

Once your newsletter is up and running, how do you know if it's *working*?

Success isn't always measured by sales alone—especially early on. Instead, pay attention to the key metrics that tell you how your audience is *engaging* with your content, and whether your format and cadence are helping or hurting that connection.

The 4 Core Metrics to Watch

Metric	What It Tells You	What to Look For
Open Rate	Are your subject lines and sender name compelling?	Aim for 30-50%. If it's low, test subject lines, preheaders, and timing.
Click-to-Open Rate (CTOR)	Are readers taking action on your CTA? Are they interested in the content you're driving them to?	2-5% is strong for health/wellness. Test button placement, link clarity, and CTA relevance.
Reply Rate	Are you sparking conversation or trust?	High replies often indicate connection and value. (Tip: ask a question at the end of your email!)
Unsubscribe Rate	Are people opting out because of content or frequency?	<0.5% is healthy. Higher? Review cadence, tone, or audience targeting.
Forward Rate	Are readers sharing your content with others?	A high forward rate signals value, trust, and shareability—track via ESPs with “forward to a friend” links or shares from plain text.

How to Use These Metrics

- **Low open rates?** → Try more curiosity-driven or benefits-based subject lines. Make sure your “From” name is recognizable.
- **Low click rates?** → Clarify your CTA. Make sure it matches the intent of the email and is easy to spot.
- **High unsubscribes?** → Check if you’ve suddenly changed tone, frequency, or audience expectations.
- **No replies or engagement?** → Try being more personal. Ask a question. Share a short story. Use plain-text formatting to feel more human.

Test + Tweak by Format

Use your formats (briefs, bullets, deep dives, hybrids) as mini-experiments.

For example...

- Did your “Bullet” format get more clicks than last week’s “Deep Dive”?
- Did your “Segment Rotation” series increase replies in Week 3?

Track one metric at a time, make a small change, and review the difference after 2-3 sends. Over time, this builds *data-backed confidence* in your content strategy.



Pro Tip:

You don’t need to track everything at once. Pick 1-2 metrics to monitor over the next 30-60 days. Watch for patterns, then tweak your format or cadence accordingly.

Using AI to Create Newsletters

(Without Losing Your Voice or Credibility)

AI can be an incredible support system for newsletter creation—but only if you understand its role.

Think of **AI as a co-pilot, not the driver**. It can help you write faster, brainstorm more creatively, and stay consistent with your send schedule. But it can't replace the trust you've built, the authority you hold, or the responsibility you have as a health and wellness professional.

When used thoughtfully, **AI can save hours of work each month while helping you stay focused on your message, your mission, and your clients.**

Let's break down how.

What AI *Can* and *Can't* Do

What it *can* do:

- Generate headlines, hooks, and subject lines
- Create first-draft newsletter content in your chosen format (brief, list, hybrid, etc.)
- Repurpose blog posts, transcripts, or social content into email-ready copy
- Summarize long-form research or articles into digestible blurbs
- Translate your key points into different tones or reading levels (e.g., from clinical to conversational)
- Suggest newsletter topics based on trends, questions, or pain points

What it *can't* do:

- Fact-check health data, nutritional science, or research findings
- Tell a personal story or use your unique lived experience
- Interpret nuance in clinical language or real-world case studies
- Sound *exactly* like you—without some editing
- Know what's ethically, legally, or medically appropriate to say

Bottom line: AI writes the draft. You write the message.

Why AI is Especially Powerful for Health & Wellness Pros

You're juggling a lot—clients, certifications, content, and often a growing business. AI helps relieve the "blank page pressure" and gets you to a starting point faster. More importantly, it can help you stay consistent with your email cadence—which builds trust and improves deliverability.

Inconsistent sending = reduced engagement

Reduced engagement = lower open rates

Lower open rates = emails landing in spam or promo tabs

AI helps solve the consistency problem. But your **authenticity**, **accuracy**, and **voice** are what keep readers coming back—and converting.

How to Integrate AI Into Your Workflow

Here's a simple process you can follow each week or month:

1. Start with your goal

Decide what your email needs to do: Educate? Build trust? Drive traffic? Promote a course?

2. Use AI to draft your format

Prompt it to create content in a proven format:

- Brief: "Write a 300-word email about 3 hidden causes of cortisol imbalance."
- Bullets: "Give me a 5-bullet roundup on new gut health findings."
- Deep dive: "Summarize the link between stress and sleep, written for women 40+."
- Hybrid: "Give me an intro story + 2 tips + 1 curated tool for hormone balance."

You can also ask:

- "Suggest 5 newsletter topics related to digestive health for women over 50."
- "Turn this Instagram caption into a 3-part email series."
- "Rewrite this email in a more compassionate, warm tone."

3. Layer in your brand voice + story

- Add a personal anecdote, a client insight, or a favorite quote
- Adjust phrasing to sound like you—friendly, grounded, clean
- Use vocabulary your audience knows and trusts (ditch the AI-isms like "empowerment" if they're not in your regular language)

4. Fact-check thoroughly

- Cross-reference any medical or scientific claims
- Replace generic AI statements with sourced links or insights
- Use AI to summarize studies, but *never* assume its summaries are accurate

Example: AI might say “Ashwagandha lowers cortisol,” but omit dosage, context, or safety info.

5. Edit for flow and formatting

- Break content into scannable chunks
- Add headers, bolded lines, or bullets
- Insert a CTA (Call to Action): “Reply if this resonates” / “Try this strategy and let me know how it goes”

Platforms That Integrate AI for Newsletter Creation

Here’s how popular platforms make AI accessible for business owners:



ActiveCampaign’s AI features are built into the email editor. You can:

- Auto-generate headlines, subject lines, and body content
- Adjust tone (e.g., friendly, professional, bold)
- Use AI templates for follow-up sequences and workflows
- Personalize content based on contact data

This is great for service providers, course creators, and coaches who want to scale their email automation while staying on brand.



beehiiv’s AI assistant is designed for content-first creators. It helps with:

- Newsletter intros, summaries, and headlines
- Expanding or shortening drafts
- Rewriting blurbs for clarity or tone
- Discovering trending topics

This is ideal for writers, wellness creators, and brands that lead with content and want to monetize through sponsorships



Canva (Magic Write)

Canva's AI tools help create both visuals and written content:

- Generate newsletter headlines or graphic copy
- Write blurbs for infographics or downloadables
- Translate newsletter copy into social posts
- Brainstorm creative hooks for lead magnets

This is perfect for creating branded visual content that complements your email copy.

A Word of Caution: Accuracy Matters in Health

AI is a helpful assistant—but it doesn't carry your liability. If you're writing about anything related to:

- Health conditions
- Supplement recommendations
- Clinical protocols
- Mental health practices
- Nutritional advice

...it's **your job** to review and verify every claim. Misinformation can damage your credibility—or worse, your client's trust.

Always cite sources, use AI to support, not replace, your voice, and default to clarity over cleverness—especially in wellness copy.

Not sure how to actually *use* AI in your business? **This will change that.**

If AI still feels confusing, robotic, or built for someone else—you're not alone. But used the right way, it can help you create better content, offers, and connection with more of the right people.

The AI Playbook for the Modern Wellness Marketer gives you the exact prompts and frameworks our agency uses with globally recognized health and wellness brands, so you can start using AI with more clarity, less overwhelm, and zero compromise on your voice or authenticity.

- Train AI to sound like you
- Streamline content, emails, offers, and more
- Includes 50+ proven prompts, frameworks, and real-world case studies

If you're ready to stop guessing and start using AI with purpose, this is your guide.

START USING AI THE *RIGHT* WAY

How to Use Surveys to Create Content and Offers Your Subscribers Actually Want

Your newsletter isn't just a place to share insights—it's your most direct line to understanding what your audience truly needs.

And when you know what they need?

You can create content that earns trust, and offers that *sell*.

Surveys are one of the most valuable tools in your business—because they replace guesswork with real insight. Instead of asking, “What should I write about this week?” or “Would anyone even buy this?” you can let your subscribers guide you.

Done well, a short survey can reveal:

- What your audience is struggling with most
- What topics and formats they care about
- What language they use to describe their problems
- What kind of content or product would be a “yes” before you even create it

This insight fuels everything: your weekly emails, your lead magnets, your offers, and your messaging.

Why Surveys Build Better Relationships—and Better Sales

When someone joins your list, they're signaling trust. A survey deepens that trust by asking, “What do you need help with right now?”

It tells your audience:

*I'm listening.
This is for you.
Your voice matters.*

That feeling of being seen and supported is what builds loyalty—and loyalty is what drives conversions.

So even before you sell a product or service, you're offering value by letting them help shape what comes next.

When to Survey Your List

Use surveys *strategically*—not constantly. Think of them as checkpoints for relevance and relationship-building.

- **Right after onboarding** – Include a few questions at the end of your welcome sequence to find out what your new subscribers need help with.
- **Quarterly content planning** – Use a short survey to choose which topics, tools, or stories to focus on for the next 3 months.
- **Before launching an offer** – Validate your idea by asking if they'd buy it—and what would make it irresistible.
- **After engagement drops** – Ask what they want more (or less) of, and use their words to rebuild connection.

Even one well-timed survey a few times per year can reshape how—and what—you sell.

How to Send the Survey (and Get Responses)

To maximize responses, keep it simple and low-pressure:

- Send a dedicated email:
Subject Line: "Can I ask you 3 quick questions?"
In the body, explain that you're shaping future content around what matters most—and their input makes it better.

- Include a P.S. in a regular newsletter:
“P.S. I’m planning upcoming content—got 2 minutes to tell me what you want more of?”
- Use social media (especially Instagram Stories) to share a link
- Add it to your **welcome sequence** as part of onboarding
“Tell me what you’re hoping to learn or improve—I’ll send you more of that.”


Use Typeform, Google Forms, [beehiiv](#), or [ActiveCampaign’s](#) survey tools to create a clean experience.

How to Write Survey Questions That Get Meaningful Responses

A good survey is short, focused, and easy to complete. Aim for 5-7 questions max—and make sure every question has a clear purpose.

Include a mix of question types:

Type	Purpose	Example
Multiple Choice	Easy to complete and easy to analyze	“Which topics would you most like to read about?” (Choose up to 3)
Ranking	Shows priorities	“Rank these topics from most to least important to you.”
Open-Ended	Reveals deeper insights in your reader’s own words	“What’s one wellness challenge you’d love more guidance on?”
Yes/No	Great for quick validation	“Would you be interested in a short weekly email with 3 tips?”

 **Pro Tip:**

Use plain, conversational language in your survey. Make it feel like a check-in, not a quiz.

What to Ask Your Readers

Here are some high-impact questions to consider including:

1. **What wellness topics are most relevant to you right now?** *(This question helps you align your content calendar with real-time concerns—and shift when priorities change (e.g., from gut health to perimenopause).)*
(☐ Gut health, ☐ Hormones, ☐ Energy, ☐ Sleep, ☐ Weight loss, ☐ Stress, etc.)
2. **What kind of content do you prefer?** *(This tells you whether to double down on short tips, deep dives, product reviews, or personal stories—and guides your format choices.)*
(☐ Quick tips, ☐ Personal stories, ☐ Product recommendations, ☐ Scientific deep dives)
3. **How often would you like to receive emails from me?** *(A great way to sanity-check your cadence before burnout (yours or theirs) sets in.)*
(☐ Once a week, ☐ Every other week, ☐ Only when I have something new to offer)
4. **What's one problem you're currently facing that I might be able to help with?** *(This gives you gold—language you can use in subject lines, offers, and CTAs.)*
(Open-ended)
5. **If I offered a free resource, what would be most helpful to you?** *(You can use this data to create high-converting lead magnets or opt-ins.)*
(☐ Recipes, ☐ Workbooks, ☐ Shopping guides, ☐ Video tutorials, etc.)
6. **How would you describe your biggest wellness goal right now?** *(This helps you map your content to outcomes—not just interests.)*
(Open-ended)

You don't have to include all of these—but even 3–4 well-placed questions can deliver valuable insights.

Every question should help you:

- Identify the **pain points** your offer can solve
- Find the **language** your readers use (so you can mirror it in your messaging)
- Understand the **format and frequency** they'll actually engage with

Here are a few powerful examples:

Purpose	Smart Survey Question
Find their core problem	"What's one health or wellness challenge you're trying to solve right now?"
Understand their goals	"If I could help you achieve one result this month, what would it be?"
Discover content preferences	"What kind of emails do you enjoy most? (Offer them a checkbox of options like quick tips, deep dives, product picks, personal stores, etc.)"
Validate an offer	"Would you be interested in a [X] that helps with [Y]?"
Spot purchase motivation	"What would make you feel ready to invest in solving this?"



Pro Tip:

Open-ended responses are gold. They give you emotional language you can repurpose in subject lines, sales copy, or even product names.

How to Evaluate and Leverage Feedback

Once you've collected responses, organize them by themes:

- Which **topics** are most requested?
- Which **formats** or send frequencies feel most aligned?
- What **language** do your readers use to describe their struggles?

Pay close attention to **repeated phrases** in open-ended answers—these can become:

- Email subject lines
- Calls to action
- Names of new segments or products
- Language for your landing page or sales copy

If you get 25+ responses, you likely have enough to spot meaningful patterns. If you get fewer than that, lean more heavily on open-ended responses to guide next steps.

Then what?

Use what you learn to:

- Refine your content calendar
- Adjust your cadence or structure
- Create new lead magnets or products
- Segment your list for more personalized content

For example: If 40% of your audience wants help with perimenopause and 60% prefers bullet-style emails, you might introduce a weekly “Hormone Headlines” roundup focused on curated tips, tools, and studies.

How to Use Responses to Create What They’ll Buy

Once the responses are in, don’t just scan for topic votes—look for *buying signals*:

- What are they stuck on? → That’s your next offer.
- What words do they use repeatedly? → That’s your messaging.
- What formats do they say they love? → That’s your content structure.
- What resource do they ask for most? → That’s your next lead magnet.

You can also segment based on responses. For example:

- People who say they struggle with hormones get a hormone-focused nurture sequence.
- People who say they want meal plans get an offer that includes recipes and prep guides.

The more aligned your content and offers are with what they’ve told you, the more naturally they’ll convert.

When you write content and build offers based on real data—not assumptions—you stop selling at your audience and start solving problems with them.

Let Them See the Impact

Now this is where you take your relationship with your subscribers a step further, fostering transparency, honesty, and even more trust. After the survey, follow up. Let your audience know what you learned—and how you're applying it. This shows you're not just collecting data... you're listening, adapting, and showing up to serve.

"Thanks to your feedback, I'm shifting the newsletter to include more bite-sized tips on stress and energy—and I've got a free guide coming your way next week. Stay tuned."

This kind of follow-through makes your newsletter feel like a true two-way relationship.

A survey isn't just a research tool. It's a relationship builder. And when your readers feel heard, your newsletter becomes more than an email.

It becomes a conversation—and conversations lead to conversions.

Part 3:

Grow with Intention & Integrity for Greater Profitability

With your newsletter up and running—with your cadence dialed in, your format locked, and your onboarding sequence in place—it's time to grow your list. But not just for the sake of numbers.

You're not building a general list. You're building a newsletter-powered business asset: a curated, engaged audience of people who trust your voice, value your insights, and are more likely to buy your offers, share your content, and stick around for the long term.

There are two primary ways to grow your newsletter:

- **Organic:** free, slower, but rooted in trust and relationships
- **Paid:** faster, scalable, and driven by clarity + targeting

The most successful brands use both—but the growth strategy only works when it's tied to your content and business model.

First, Define What Growth Means to You

Before you run ads or swap newsletters, ask: why are you growing?

- Do you want 500 deeply engaged subscribers—or 10,000 who never open?
- Do you want more course buyers, client leads, or sponsors?
- Do you need a larger audience to support a launch—or to raise your ad revenue?

Growth without strategy leads to inflated numbers and underwhelming results. But growth with purpose becomes a catalyst for aligned profit.

Set a goal that's outcome-focused:

- Reach 5,000 subscribers with a 40%+ open rate
- Add 1,000 new leads for an upcoming launch
- Hit the minimum for a sponsor deal (many require 10k+ subscribers)

When your growth goal is tied to your outcomes—not your ego—you'll make smarter, more sustainable decisions.

Understand Your Growth Engine

Your newsletter doesn't grow because you post on social or throw money at ads. It grows because you've built a *system*—a reliable flywheel that attracts the right people and turns them into loyal subscribers and buyers.

Here's how that growth engine works:

1. **Attract** new subscribers (organically or through ads)
2. **Welcome** them with a strong indoctrination sequence
3. **Nurture** them with valuable, consistent emails
4. **Convert** them into buyers, advocates, and referrers

Your job isn't to grow endlessly—it's to **build a self-sustaining growth loop** that brings in the right people and turns them into long-term community members.

Real-World Growth = Real-World Revenue

If you're wondering whether a newsletter is worth growing—consider this: Some of the most successful wellness, business, and local brands today didn't start as massive companies. They started with consistent email content, a clear point of view, and a newsletter that people looked forward to. What they built wasn't just an audience—it was an asset.

Here's what that looks like in real numbers:

- **Agora**, a network of 200+ health and finance newsletters, generates **\$1B+ annually**
- **1440**, a general news digest, brings in **\$20M/year** with a team of just 20 people
- **MarketWise** (financial newsletters) earns over **\$400M/year**
- **Charlotte Agenda**, a local newsletter, sold for **\$5M**
- **Industry Dive** (B2B niche newsletters) was acquired for **\$525M**
- **MarketBeat** (investing news) earns **\$40M+/year**

- **The Peak**, a Canadian daily, sold for **\$3.75M**
- **6AM City** (local lifestyle newsletters) does **\$8M+/year**
- **Finimize**, a financial newsletter, was acquired for **\$111M**
- **Axios**, known for politics and policy, sold for **\$525M**

These aren't traditional media empires—they're businesses built around an email list.

And while not every newsletter will become a 9-figure business, the lesson holds true across the board: **An engaged subscriber base is one of the highest-ROI assets you can build.**

It's direct. It's monetizable. And unlike social media, you own the relationship.

Whether you're a practitioner serving 1:1 clients or a content brand exploring scale, growing your newsletter is growing your leverage.

Organic Growth: Build a Loyal, Aligned Audience

Organic growth is how most successful newsletters begin. It builds credibility and resonance. And when done well, it creates a foundation of readers who genuinely *want* what you're offering.

Grow from Within: Referral Loops

Your current readers are your best source of new readers. These subscribers trust you—and many are more than willing to forward your emails, share your signup link, or mention your content on social... if you make it easy.

How to build a simple referral loop:

- Add a "PS: Forward this to a friend" to every email
- Occasionally run a low-lift share campaign: "Invite 3 friends and I'll send you a bonus PDF"
- Include a direct share link on your thank-you or confirmation page

Real-world examples:

- **Morning Brew**: Built their business on referrals—every signup email includes a count of how many friends you've referred and what you unlock next
- **James Clear**: Encourages readers to forward his 3-2-1 Thursday newsletter and shares screenshots of reader praise
- **Wellness creators**: Often use email-exclusive bonuses to reward those who bring in new readers

Turn Social Content into Newsletter Growth

Everything you post on social media should gently reinforce the value of your newsletter.

- Turn your most popular email tips into carousels, reels, or threads
- End posts with: “Want more like this, straight to your inbox? Subscribe here.”
- Pin your newsletter signup post to your grid or feed

Optimize Your Website and Blog for Discovery

- Add signup forms to top blog posts and service pages
- Publish SEO-friendly articles with newsletter tie-ins
- Highlight recent newsletters in a blog-style archive

Increase Visibility via Partnerships

- Mention your newsletter on podcasts, panels, or webinars
- Swap newsletter shoutouts with aligned brands or creators
- Collaborate on a lead magnet that drives to both lists

Re-Engage the List You Already Have

- Run a 2-email sequence to revive cold subscribers
- Give them a reason to stay (like a “best of” roundup or mini-series)
- Clean your list quarterly to boost deliverability and open rates

Organic growth isn't just about list size— it's about building a consistent, content-driven reputation that earns trust (and clicks) every time you hit send.

Paid Growth: Accelerate What's Already Working

Once your newsletter is converting subscribers and delivering value consistently, paid growth can help you scale. But it only works if your foundation is already solid.

When You're Ready for Paid Growth

Make sure:

- You have a newsletter format that's tested and loved
- You've validated your opt-in rate organically (aim for 30%+)
- You're emailing consistently (at least bi-weekly)
- Your newsletter includes CTAs to paid offers, services, or next steps

Paid ads should point directly to your newsletter sign-up—not just a general lead magnet. Your newsletter is the asset. Promote it that way.

Meta Ads (Facebook + Instagram)

Best for: getting new subscribers at scale

- Promote your newsletter as the value: "Weekly hormone tips for women over 40"
- Use benefit-forward creative (short video or static image)
- Track cost per lead (CPL), landing page opt-in %, and list engagement over time

Sponsor Other Newsletters

Best for: warm lead acquisition via aligned audiences

- Find newsletters your ideal reader already trusts
- Buy a spot to promote your newsletter (not just a freebie)
- Always use UTM links to track sign-ups and engagement

Run Cross-Promotions & List Swaps

Best for: growing both reach and credibility

- Partner with brands, practitioners, or creators who serve a similar audience
- Co-author a newsletter, swap shoutouts, or collaborate on an exclusive email

Paid growth is not a shortcut—it's an accelerator. It only works when the system behind your newsletter is strong, clear, and ready to convert attention into action.

Common Growth Mistakes to Avoid

- Prioritizing list size over list quality
- Promoting freebies without linking them clearly to your newsletter
- Paying for cold leads without a warm-up or follow-up sequence
- Using general lead magnets that don't directly align with your newsletter content

Don't Forget: Your Newsletter Itself Can Drive Growth

Every email is a chance to grow your list—without needing a new campaign.

- Add a “forward to a friend” CTA to every issue
- Include a soft referral ask (“Know someone who needs this? Send it to them.”)
- Create a dedicated referral issue (or bonus gift) every few months

What Metrics to Watch

Metric	Target	Why It Matters
Open Rate	30-40%	Signals landing page clarity and alignment
Cost per subscriber (CPL)	Under \$5	Keeps paid growth scalable and efficient
Referral rate	10-20% of new subscribers	Tells you how shareable and valuable your content is
Open rate	Within 10% of core list	Gauges quality of new subscribers and onboarding

Plan Seasonal Growth Sprints

Growth doesn't need to be constant. Focus your energy with 90-day sprints.

Quarter	Growth Idea
Q1	Cross-promotion or podcast swaps
Q2	Paid ads test to newsletter signup page
Q3	Relaunch a top-performing lead magnet
Q4	Run a seasonal challenge or bonus issue

Each sprint should align with your list goals, content plan, or revenue focus.

Build Your Quarterly Growth Plan

Use these prompts to plan your next sprint:

- What's your subscriber growth goal this quarter?
- What's your newsletter's primary promise or hook?
- Which 2-3 organic strategies will you test or double down on?
- Are you ready for paid ads? If not, what needs to happen first?
- How will you measure success—opens, clicks, sales, or referrals?

Revisit this plan every quarter to stay aligned, intentional, and momentum-driven.

BONUS: Hiring a Media Buyer? Ask These Questions First

When you're ready to invest in paid ads, hiring a seasoned media buyer can make all the difference. But not all media buyers are created equal—especially in regulated industries like health and wellness.

A good media buyer will:

- Understand the compliance landscape
- Know how to write ad copy that gets approved
- Optimize campaigns for list-building and long-term value—not just clicks

A bad media buyer? They'll cost you money, time, and possibly your ad account.

Before hiring, ask these questions:

- Do you charge a percentage of ad spend or a flat fee?
- How do you report results, and how often? (Look for weekly reporting.)
- How many years have you been buying media professionally?
- Which platforms do you specialize in? (Meta, Google, TikTok, etc.)
- Can you walk me through a recent campaign you managed—from strategy to results?
- Have you worked with health and wellness brands specifically?
- What's the average monthly ad spend you manage across clients?
- Do you require your clients to have a minimum monthly spend?
- Do you have a dedicated representative on any of the platforms in case we need assistance?
- What's your team structure and support look like—will you be my point of contact or do you have a full team to support my business?

- How do you approach audience targeting and segmentation?
- What's your process for testing and optimizing creative?
- How do you define and measure success beyond ROAS?
- What do you do when a campaign isn't performing?
- Have you managed campaigns in compliance-heavy industries?
- Can you share client references or case studies?

A story of caution: We worked with a client to build their Meta ad account from scratch—over several years, they invested hundreds of thousands in advertising, we generated millions in revenue for them, and developed a high-performing library of campaigns, social proof, and rich behavioral data that drove ongoing success. When they transitioned to a new team, everything changed. Within one month, that team triggered a permanent account ban due to noncompliance with Meta's advertising policies. Not only were the campaigns gone, but so was the historical data—the kind of asset you can't buy back.

The cost of hiring the wrong team isn't just lost revenue. It's the loss of everything your ad spend once built—and all the future potential that went with it.

Need a vetted media buying recommendation? We work with one of the best in the wellness industry. Email us at hello@digitalwellnessmarketing.com with the subject line: MEDIA BUYER and we'll connect you.

Part 4:

Monetize with Purpose

You're not here just to post for free. You're here to serve deeply—and to be well-compensated for the transformation you provide.

A powerful newsletter doesn't just nurture your audience—it opens the door to multiple income streams that align with your values and support sustainable growth. This is part of the trust your community places in you.

Whether you're just starting out or already have offers in motion, this section will walk you through how to turn your newsletter into a true revenue-generating ecosystem—one that grows as you grow, without burning you out.

From partnerships to product sales, get ready to explore simple, scalable ways to turn content into cash—**starting with your very first issue.**

Your Monetization Model Starts Here

There's no one-size-fits-all path to monetizing your newsletter. Some health professionals earn 6-figures by promoting trusted tools. Others build a digital product suite. Some earn through strategic partnerships. Most use a mix.

What matters is choosing the right mix for you, your audience, and the kind of content you're already creating.

Let's explore the five most common monetization models—and how to layer them into your newsletter business as you grow.

Which Monetization Path Is Right for You?

Here’s a quick guide to help you decide where to start:

If you...	Start with...
Love recommending tools you trust	Affiliate revenue
Already have a product or program	Product or service promotion
Want to test monetization quickly	Sponsorships or affiliate links
Prefer recurring revenue	Coaching or group programs
Want to earn while you grow	Hybrid model

Monetization Models for Newsletter Growth

Sponsorships: Brands pay to reach your list

Once your list reaches 1,000+ engaged subscribers, you’re a valuable partner for brands. In fact, micro-newsletters with tight niches often outperform big lists in terms of ROI.

Examples:

- A hormone health newsletter gets sponsored by a clean supplement brand
- A postpartum support list features a pelvic floor course or eco-friendly diaper company
- A meditation-focused newsletter partners with a journaling app or herbal tea company

 **Pro Tip:**

Start small. Micro-sponsors often pay \$100-\$500 per placement. Use platforms like Swapstack or SparkLoop to find relevant brands.

Want to pitch directly? Try this script:

“Hi [Brand Name],
I run a [#]-subscriber newsletter focused on [audience/niche]. Our readers love [X].
I’d love to explore how we could feature your [product] in a way that adds value to them. Let me know if you’re open to connecting!”

Affiliate Revenue: You earn from sharing trusted tools

You’re likely already familiar with affiliate revenue, even if you’re not currently doing this yourself. Affiliate marketing is perfect for wellness entrepreneurs because it rewards you for sharing what you’re already recommending.

Examples:

- Link to your favorite blender, yoga mat, or blue light glasses from Amazon
- Promote a gut health test and earn \$30 per referral
- Share your favorite digital planner, protein powder, or course with a unique link



Pro Tip:

Start with tools you use daily. Add a “Wellness Toolbox” page to your website with affiliate links.

Products: Sell what you’ve created

Digital products are scalable, passive, and highly profitable once set up. Start with something simple your audience keeps asking for.

Examples:

- A 7-day anti-inflammatory meal plan (\$17)
- A course on balancing hormones naturally (\$97)
- A toolkit of guided meditations for stress relief (\$47)
- Templates for wellness coaches (like intake forms or onboarding emails) (\$27)

Price between \$17-\$97 to start. You can always raise prices later as demand grows. Statistics show that someone who purchases a low-cost, high-value product from you is likely to make future purchases.

Coaching or Services: Sell your time strategically

Use the trust your newsletter builds to offer premium support for readers who want more personalized help.

Examples:

- 1:1 functional nutrition coaching or lab review calls
- Monthly group calls for a specific health concern
- Live seasonal detox programs
- Voxer or email support packages for clients in between sessions



Pro Tip:

Use a soft CTA in your welcome sequence:
“P.S. If you’d like support applying this to your own routine, here’s how I work with clients.”

Hybrid Model: Combine what fits your goals

The most successful wellness newsletters tend to use **at least two models** at once.

Examples:

- Weekly newsletter with affiliate links woven in
- A low-ticket digital product for entry-level buyers
- Coaching packages for high-touch support
- 2-4 paid brand partnerships each quarter

Remember: You don’t have to monetize right away. But having a plan will help you build smarter, not harder.

Metrics That Matter

Want to know if your monetization model is working? These are the metrics to watch:

Metric	What It Tells You	Target
Product conversion rate	Offer clarity and list relevance	1-3% of subscribers
Affiliate click rate	Trust in your recs	3-7% of total click rate
EPS (Earnings per subscriber)	Your list's true value	\$1-\$5/month is strong
Sponsor CTR	If ad placements are engaging	2-5%

Where Monetization Happens (Hint: Everywhere)

Your newsletter doesn't just earn money when you're launching. Every touchpoint can support revenue—if done with care.

Welcome Email

- Include a free resource or checklist
- Soft CTA to book a consult or explore your shop
- Include affiliate links to 1-2 favorite tools

Thank-You Page

- Recommend a starter product
- Share your affiliate toolbox
- Invite them to a discovery call or webinar

Weekly Newsletter

- Mention your product when it aligns with the topic
- Add affiliate links in curated roundups
- Include a "Sponsored by" section if applicable
- Use a consistent CTA in the footer or P.S.

Build a Simple Sponsor Kit

When you pitch brands, they'll want to see proof that your audience is engaged. Here's what to include in a one-pager or slide deck:

- Your audience size + niche (e.g. "10,000 midlife women into holistic wellness")
- Open rate + CTR averages
- Audience demographics (age, location, interest)
- Sponsorship options (newsletter features, bonus issues, social shoutouts)
- Rates and contact info

Canva, Google Slides, or Notion are perfect for this.



Pro Tip:

Your data is what is valuable to potential partners. Your partners are paying for exposure and the likelihood that your readers will take action. A list of 10,000 serves no one if your average open rate is less than 10% and your average click through rate is less than 2%. Make sure your data is clean and your numbers are healthy before you approach potential partners.

Consider creating a PDF or a pitch deck that demonstrates your email engagement rates and the typical persona of your audience. This helps brands easily understand if you're a good fit, and whether you'll be able to deliver value for them.

Revenue Strategy Checklist

Use this before launching any monetization offer:

- ☐ Have I tested this idea with my audience?
- ☐ Do I have a delivery system in place (email, checkout, access)?
- ☐ Does this align with what I talk about in my newsletter?
- ☐ Have I written a CTA I feel good about?
- ☐ Do I know how I'll measure success?

Whether you're promoting a \$27 guide, a \$2,000 coaching package, or a product you didn't create but fully believe in—revenue belongs at every step.

You worked hard to earn your reader's trust. Let your content do its job: support them, inspire them—and gently invite them to take the next aligned step.

At **Digital Wellness Marketing**, we've helped some of the biggest names in the wellness space grow and monetize their newsletters—ethically, effectively, and without burnout.

Whether you're building from scratch or ready to scale what you've started, our team can help you craft a newsletter strategy that aligns with your mission and meets your income goals.



Want support?

Reach out anytime—we love partnering with passionate wellness entrepreneurs who are ready to grow with intention.

You can reach out at: hello@digitalwellnessmarketing.com

Launch Your Newsletter: A 30-Day Launch Plan

A 30-Day Plan to Go Live with Clarity, Confidence—and a Path to Revenue

You don't need months of planning or a huge audience to launch a high-impact, high-integrity newsletter. This 4-week checklist will take you from idea to inbox—with your first issue written, your systems in place, and the foundation for long-term monetization already built in.

Have an existing practice, affiliate recs, or a digital product ready to go? You can start generating revenue by the end of the month.

Don't want to do it alone? Contact us at hello@digitalwellnessmarketing.com and we'll show you how we help wellness entrepreneurs launch fast, with the backend, design, and monetization strategy done for you.

Day 0 (Optional but Powerful): Prep Before You Press Go

Think of this as your “mise en place” for a strong, focused start.

- ☐ Block 2-3 hours/week for newsletter tasks
- ☐ Create a simple doc or folder to house ideas, links, and drafts
- ☐ Collect client questions, Instagram posts, or content you've already shared that could be repurposed
- ☐ Write down your big-picture goal: *Why are you launching this newsletter?*
- ☐ Pick a launch date for your first send (within the next 30 days)

Week 1: Clarify Your Niche + the Problem You Solve

The goal this week: **Get laser-clear on your reader and your value.**

Week 1: Clarify Your Niche + Newsletter Purpose

The goal this week: Define who you're writing for and how your newsletter will serve them.

- ☐ Define your wellness niche (e.g. hormone health for postpartum women, nervous system support for high-achievers)
- ☐ Choose a single, urgent problem you help solve
- ☐ Brainstorm 3-5 content ideas that speak directly to that problem
- ☐ Choose your tone and personality (e.g. warm, data-forward, friendly expert)
- ☐ Write your newsletter's "promise" in 1-2 sentences

By the end of Week 1, you should feel confident saying: "I help [X person] solve [Y problem] with [Z content]."

Week 2: Set Up Your Tech + Create a Subscriber Entry Point

The goal this week: **Build your email infrastructure and give people a reason to join.**

- ☐ Choose your email platform (we recommend [beehiiv](#) or [ActiveCampaign](#)—not Mailchimp)
- ☐ Design a landing page or embed form for newsletter signups
- ☐ Create a simple opt-in incentive (a short guide, quiz, checklist, or curated tool list)
- ☐ Write your opt-in flow: Thank-you page (with a soft promo or affiliate tool), Welcome email (introduces you and delivers instant value)
- ☐ Test your full sign-up flow from beginning to end

Need help setting this up right the first time? Our agency can build and optimize the entire flow for you, including tracking, deliverability, and list hygiene.

Email us at hello@digitalwellnessmarketing.com if tech is slowing you down.

Week 3: Write and Schedule Your First Editions

The goal this week: **Start writing from a place of service and consistency—not pressure.**

- ☐ Choose your send cadence (start weekly or bi-weekly)
- ☐ Decide your format: Brief, Bullet, Deep Dive, or Hybrid
- ☐ Write and schedule your first 2–3 newsletters
- ☐ Add soft monetization (if applicable): (Mention a product or free consult, Include 1–2 affiliate tools you use and love, Add a “P.S.” with a call to action (read, reply, or explore more))
- ☐ Pick a send day + time and stick with it (consistency builds trust!)
- ☐ Design or save a branded newsletter template (header, fonts, CTA style)

Remember: Don’t overthink the first issues. Focus on value. Share a quick win, a tip your audience doesn’t know yet, or a story that builds trust.

Week 4: Publish, Promote, and Prep for Monetization

The goal this week: **Hit send. Get seen. And set your content up to earn—now and in the future.**

- ☐ Promote your opt-in everywhere: Instagram bio + pinned post, email signature, blog sidebar or homepage, podcast mentions or guest appearances, ask friends or peers to share your signup page
- ☐ Hit “send” on your first official issue
- ☐ Post 3–5 value-forward pieces of content on social to highlight your newsletter
- ☐ Reach out to 2–3 aligned creators for potential swaps, mentions, or collabs
- ☐ Add revenue opportunities to your ecosystem:
 - **Welcome Email:** link to a favorite tool, or softly mention how to work with you
 - **Thank-You Page:** link to a quickstart offer, discovery call, or affiliate rec
 - **Newsletter Body or P.S.:** mention your product, consult, or tool when relevant

Track What Worked

You won't optimize what you don't track. Use this simple checklist at the end of your launch month.

Track:

- ☐ How many subscribers joined
- ☐ Open rate on your first 1-2 emails
- ☐ Click rate (especially on affiliate or offer links)
- ☐ What content or posts drove the most traffic
- ☐ Any shares, replies, or forward activity

Reflect:

- What content felt easy to write?
- What emails got the most traction?
- Where are people falling off in your funnel?
- What's one small change you'll make in Month 2?
- What's one monetization step you'd like to test next?

If You Already Have a List...

Launching a new newsletter to an existing audience? Here's your fast track:

- ☐ Clean your list and segment if possible
- ☐ Email your current subscribers and introduce your new newsletter (*"This is a new weekly email focused on [benefit/outcome]. Want in? Click here to confirm."*)
- ☐ Make your new newsletter feel like an upgrade or focused experience
- ☐ Start sending your new content from Day 1—don't wait for the "perfect" transition
- ☐ Re-use strong content from the past as your first few editions

You launched. You wrote. You earned trust.

That's the foundation of a monetizable, scalable newsletter business.

Now keep going—and remember: momentum doesn't come from perfection. It comes from pressing send.

Want Help Bringing It All to Life?

You've got the blueprint. Now let's build the house.


At Digital Wellness Marketing, we specialize in turning expert-led wellness businesses into high-trust, high-conversion newsletter ecosystems. Whether you're a practitioner, coach, course creator, or founder—we can help you implement everything you've learned in this guide, faster and more effectively.

From your first opt-in page to your onboarding sequence... from writing your welcome emails to monetizing your newsletter with aligned sponsors... we've done it all—and we'd love to help you do it, too.

We offer:

- Full-service setup (tech, tracking, templates, tagging)
- Custom welcome flows + indoctrination sequences
- Newsletter format + content planning
- Affiliate + product monetization strategy
- Sponsor outreach + media kit creation
- Quarterly growth campaigns and optimization

You don't need to figure this all out on your own. You just need the right partner who knows the path—and has walked it for dozens of brands like yours.

 Ready to launch stronger, grow faster, or monetize smarter? Reach out to us at [**hello@digitalwellnessmarketing.com**](mailto:hello@digitalwellnessmarketing.com) with the subject line: **Newsletter Support** and let's talk about how we can bring your vision to life.

One Last Note from **Our Team...**

Our colleagues are absolutely shocked that we are giving this all away for free. Many of them charge premium prices to train clients on this exact information. Our goal here is to create a masterclass on newsletter creation in PDF form so that we can help as many wellness pros as possible.

We only have one small request from you if you found this resource useful. You'll see some links sprinkled throughout this guide leading you to platforms that we use ourselves and recommend. If you decide to use these platforms, please use the link we've provided, as it'll send a small commission to our team. We'd truly appreciate it!

Here are the links again so you don't have to go digging for them:

➤ **ActiveCampaign**

Marketing, sales, and email automation platform to make sure you're managing your audience for the optimal experience.

➤ **beehiiv**

All-in-one newsletter platform.

➤ **WP Engine**

The hands-down best and most powerful hosting company for your website.

➤ **Elementor**

A drag and drop website builder – you won't believe how easy it is!