

WELCOME EMAIL (SPEC)

The Client: Health Collective is a wellness clinic that offers both in-person and 'from-a-distance' appointments. Focusing on the holistic healing of mind, body and spirit, Health Collective offers a range of unique treatments that address physical, energetic and emotional issues.

The Challenge: Owner Kat was looking for a way to connect with new prospects and drive footfall to her business. She was interested in using email marketing to build relationships with potential customers, but she didn't want anything that would be pushy or too 'sales-y'. For Kat, personal, friendly service always comes first.

The Solution: Having seen that Kat prides herself on her customer service, I decided that a valuable lead magnet (a free meditation), followed by a welcome email, would give her the opportunity to nurture new relationships. In keeping with Kat's business ethos, I kept the tone of her email friendly and light, delivering content that would make her readers feel special (and more likely to buy from the brand). The copy points to further messaging from the company and this gives Kat the opportunity to continue an email sales sequence.

From Line: Kat at Health Collective

Subject Line: Here's the link to your free meditation

Body:

Hi [First Name],

Welcome to Health Collective! Thanks so much for signing up and taking the first step towards a healthier and happier you!

As promised, here's the link to your free guided meditation.

[download link]

Meditation is an amazing tool for restoring balance in your life and I'm SO excited for you to start seeing the benefits. If you have ANY questions about the practice, hit reply and let's chat!

If you want to find out how else my team and I can support you in becoming the healthiest, most vibrant version of yourself, you can learn about our 1:1 services **[here]**

I'm honoured to be a part of your wellness journey and I'm so grateful to have you with us 💜

Sending you so much love,

Kat & the Health Collective team

P.S. As one of our mailing list VIPs, you'll be first to hear about our special offers, promos and services. We have some exciting announcements in the coming months and I can't wait to share all soon 🙏

[website URL + social links here]

[Copy Ends]