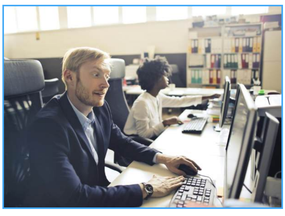
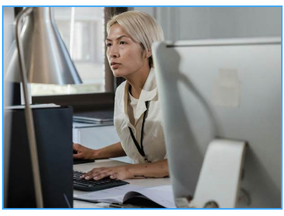
7 Email Marketing Essentials to Grow Your Coaching Business

1. Build a High-Intent List from Day One

The quality of your email list will make or break your results. As a coach, your focus should be on building a high-intent list of people who are already curious about your expertise or are seeking transformation. This means being intentional about where your subscribers come from.





2. Segment & Personalize from the Start

Segmentation isn't just for massive lists. Even if you're just starting out, segmenting by interest, client type (e.g., business coaching vs. life coaching), or engagement level helps you send more relevant messages. Personalization goes beyond using a subscriber's first name. It means tailoring the message to where they are in their journey.

3. Develop a Simple, Repeatable Email Sequence

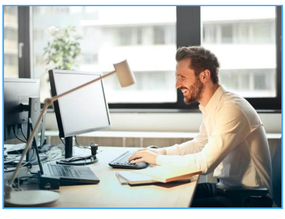
You don't need to write daily emails to be effective. What you do need is a repeatable structure that walks subscribers through a consistent journey. For coaches, this often includes a welcome series, nurture series, and sales sequence. Once these sequences are built, you can run them continuously for new subscribers and only update them when your offers or approach change.

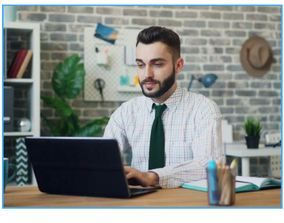
4. Write Emails That Sound Like You Talk

As a coach, you are the product. People are buying into you: your energy, style, and personality. Your emails should reflect that. Avoid overly formal writing or salesy language. Write like you would talk to a client or a friend who's stuck and looking for support. Share stories. Ask rhetorical questions.

5. Focus on Deliverability, Not Just Content

Great emails are worthless if they never land in the inbox. That's why deliverability matters just as much as content. If you're using Klaviyo, Mailchimp, or another provider, you should verify that your emails are authenticated with SPF, DKIM & DMARC. An ESP deliverability tool can help with that.



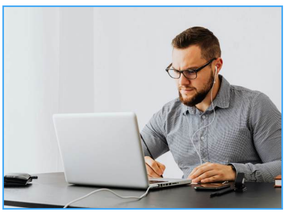


6. Use Consistent Cadence to Stay Top of Mind

Inconsistent sending is one of the biggest mistakes coaches make with email marketing. If you only email when you're launching something, you risk being ignored, or worse, forgotten. Your email cadence doesn't have to be daily or even weekly, but it should be predictable. Whether it's every Monday or twice a month, pick a rhythm that you can stick to.

7. Track What Matters and Adapt Accordingly

Open rates are a good directional metric, but don't stop there. Look at click-through rates, replies, unsubscribes, and which emails drive discovery calls or course sign-ups. Use this data to refine subject lines, reorder email sequences, or adjust your offer language.



Presented by:
MailGenius.com

MailGenius
Improve Deliverability, Increase Sales

Image Source:
pexels.com