



WEBSITE WARRIOR

bootcamp

Day 4 - Email List Building



5 DAY AGENDA

1. Getting Organized
2. Gathering Core Content
3. Building Web Pages
4. Email List Building
5. SEO and Next Steps



5 DAY AGENDA

1. Getting Organized
2. Gathering Core Content
3. Building Web Pages
- 4. Email List Building (today)**
5. SEO and Next Steps



@rubinakamboj6091 8 hours ago

Really appreciate your detailed approach. Shows a lot of experience and effort to break down things to make it easy for others. God bless you



@ionescubiancaa 21 hours ago

quick question in regards to the short bio (the one written as third person) - where is placed on your website? I did a quick check for inspiration, but I didn't see it. Thank you!
The bootcamp is very useful btw!



Email marketing is simply about helping & serving your students.

Your students want to hear from you when you **provide value, inspiration, and opportunities** to practice with you.



What we're covering

1. Why you need an email list, and why social media isn't enough
2. How to set up your email list
3. What to send your list
4. The power of a freebie



Yoga Festival

vs.

Your Own Studio

The goal is to bring people from the “festival” (social media) into your “studio” (your email list), where you can nurture those relationships long-term.



Key Benefits of an Email List:

- **You own it** – No algorithm controls who sees your content.
- **It's more personal** – People check their email differently than scrolling social media.
- **It helps you sell naturally** – When done right, emails build trust & make selling easy.



Marketing



Email
Opt-In Form



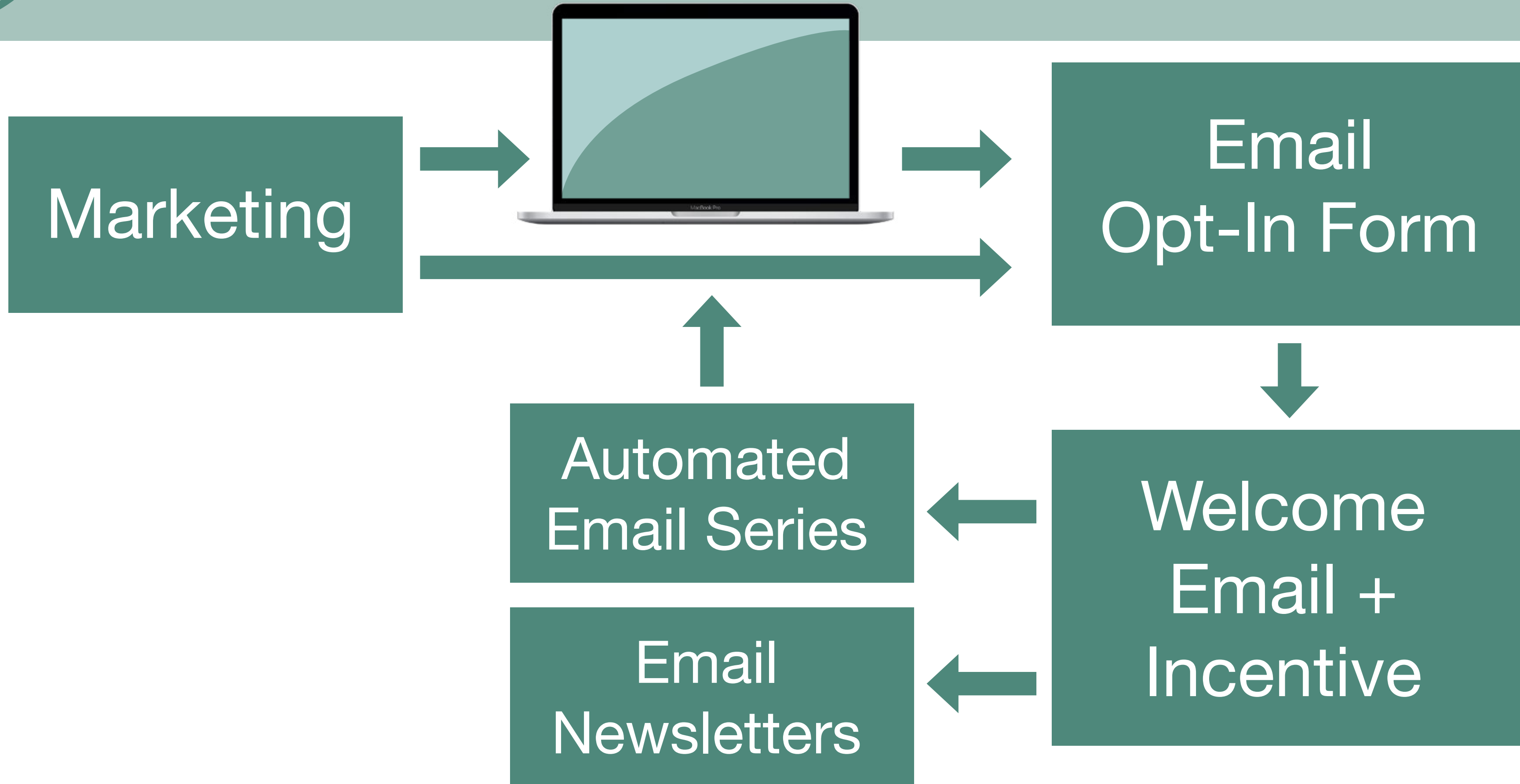
Marketing



Email
Opt-In Form



Welcome
Email +
Incentive





Email Broadcasts

vs.

Personal Email



Email Broadcasts

Intention to advertise and market services.

Personal Email

Personal emails to friends, family, colleagues.



To send marketing emails to a list, you need to use an email service provider.

Emails with the intent of marketing must comply with anti-spam laws.

Subscribers must be able to easily unsubscribe with a button within the email.

Do not use Gmail or Yahoo or Hotmail, which are designed for personal email, for marketing purposes.



Recommended Tools:

- OfferingTree – *built-in email marketing*
- MailerLite – *great for beginners*
- Kit (Convertkit) – *great for automation*
- Google Forms – *good in a pinch*



How do you want to gather subscribers?

Form

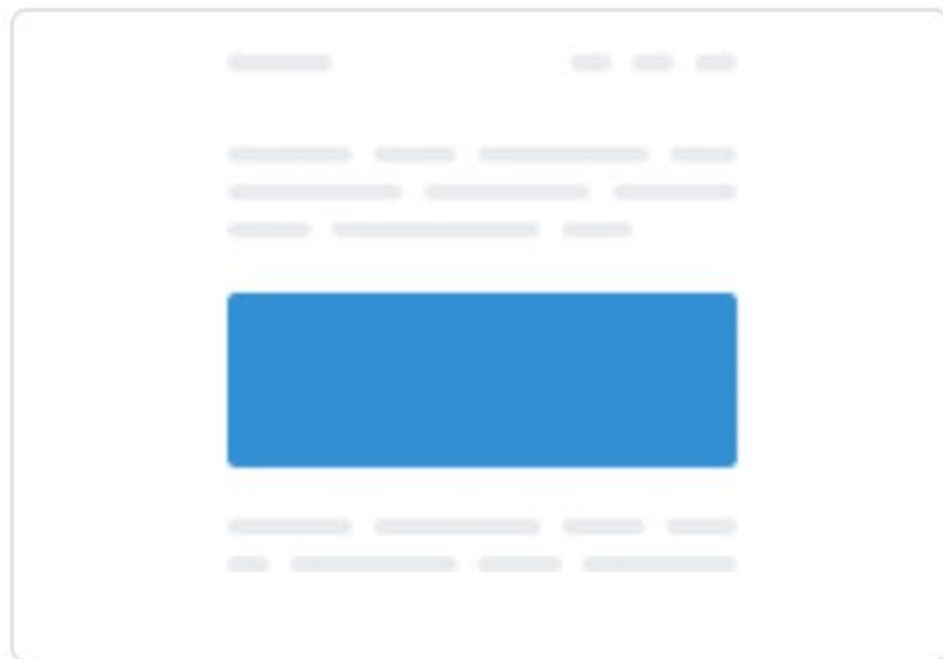
You can embed a form anywhere on your website, sales page, or landing page that you host yourself.

Landing Page

Capture email addresses with a landing page hosted by ConvertKit or on your own domain.



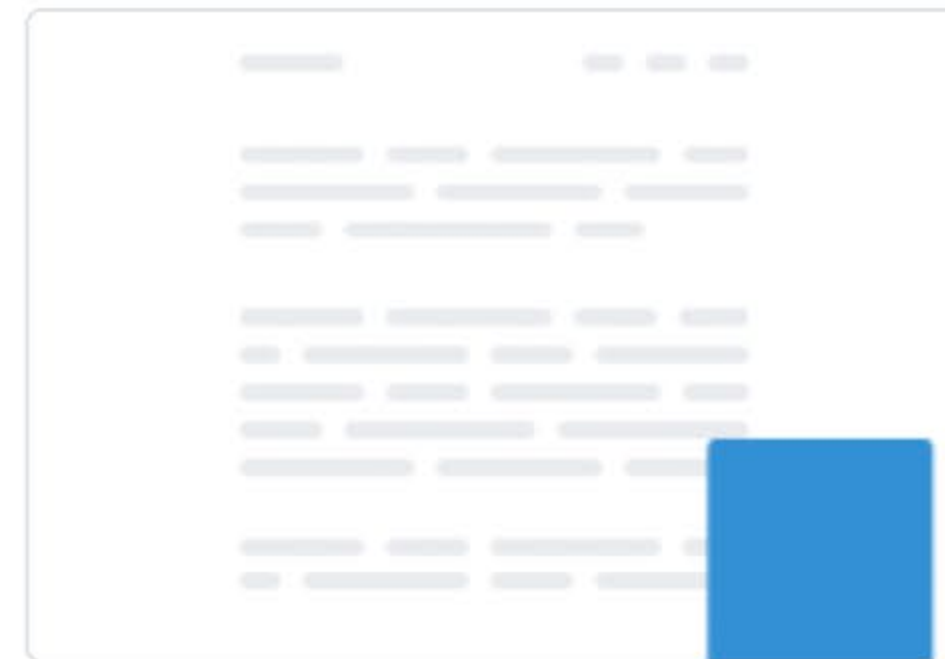
Types of Forms



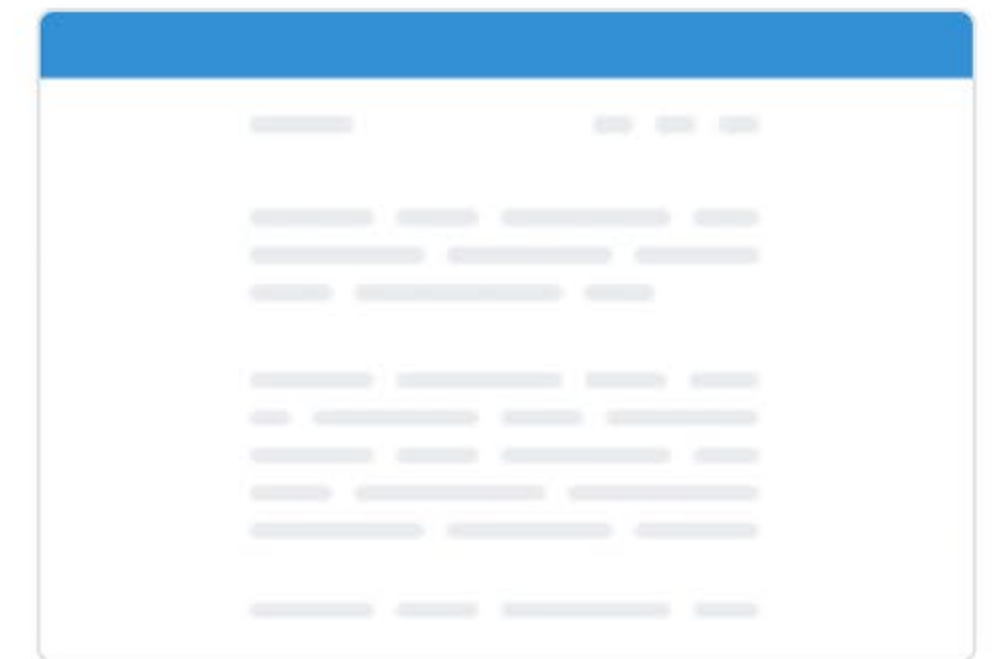
Inline



Modal



Slide in



Sticky bar

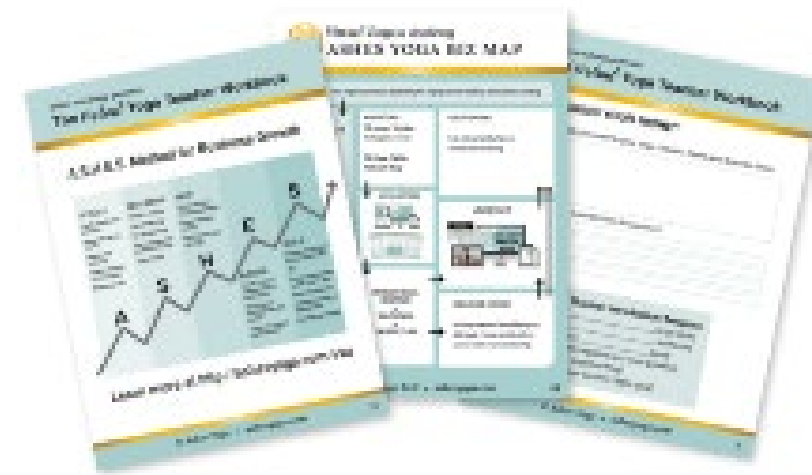
Start your online yoga business!

Get exclusive made-with-love 20 page yoga business workbook with tips and a roadmap to get you started in online business.



Sign me up!

We respect your privacy. Unsubscribe at any time.



Join our studio email list

Receive free tools and guides for beginners, and be the first notified on studio updates, schedule changes, workshops, and upcoming trainings.



Sign me up!



FREE CLASS

WELLNESS WEBSITE SECRETS
FREE ONLINE CLASS



Sign me up!

Go behind the scenes on how to create a **simple, functional and profitable wellness website**. Learn how I'm able to easily manage my online yoga business as a stay-at-home (single) mom with two young kids — and how I can teach you to do it, too!



Wellness Website
SECRETS



HERE'S WHAT YOU'LL LEARN:



5 Essentials

5 essential elements for your wellness website, *even if you have nothing to sell!*



Mistakes

The biggest mistakes wellness entrepreneurs make when creating their first website.




7 Part Process

The 7 part process to building your website from scratch and how we can work together further!



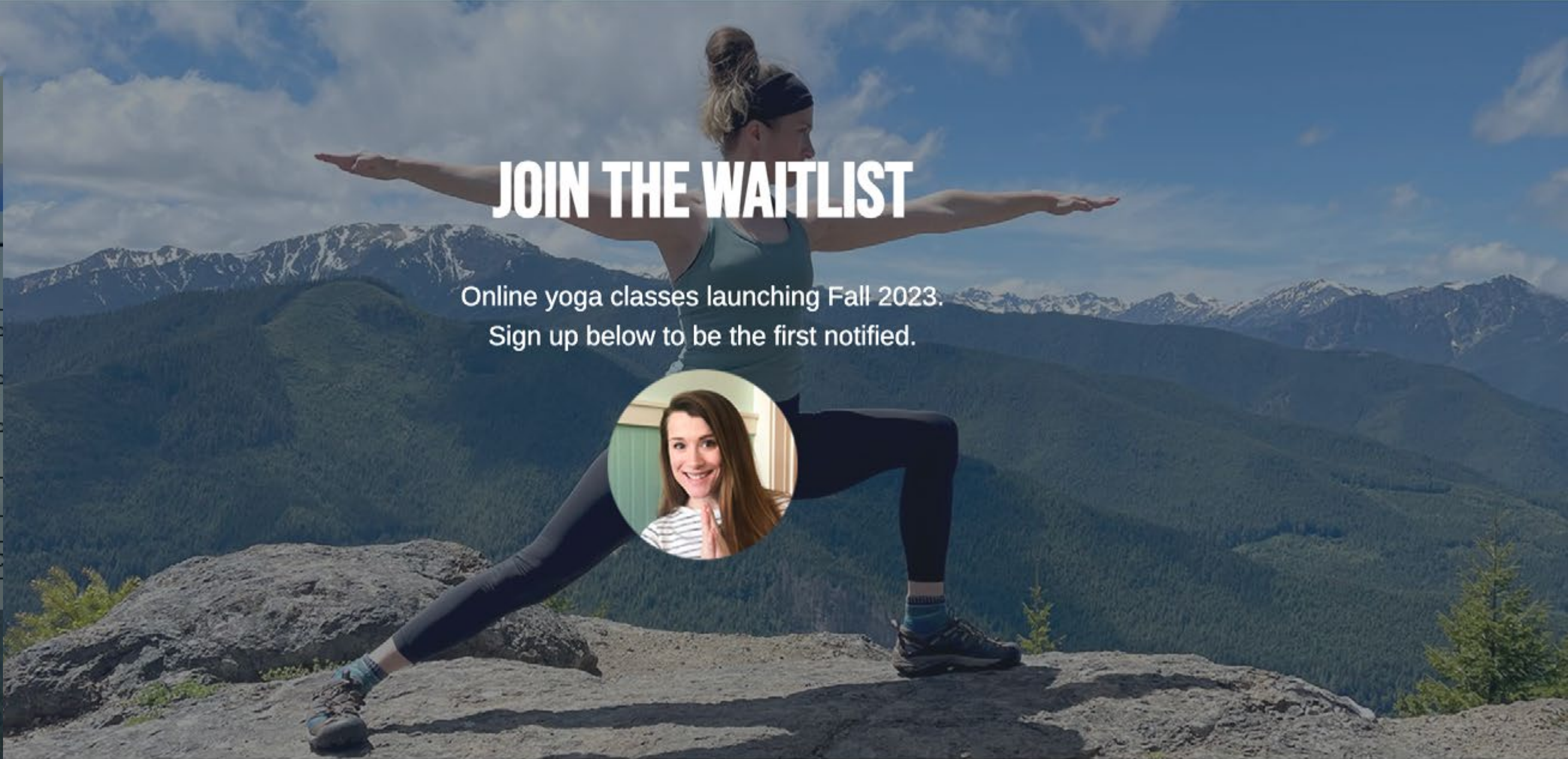
Need a yoga website like this? – [Click here to learn how!](#)

 **Ashes Yoga**

ALL OFFERINGS ▾ SCHEDULE MEMBERSHIP VIDEO LIBRARY RESOURCES ▾ CONTACT

JOIN THE WAITLIST

Online yoga classes launching Fall 2023.
Sign up below to be the first notified.




Name

Email

Free Virtual Yoga Business Guide

Sign up below to receive the Virtual Yoga Teacher Guide.

Instantly receive my exclusive PDF workbook with tech tips and a simple business plan to get you started in online business!



When you subscribe, you'll also be on my email list to receive occasional newsletters and announcements.

Name

Email



Email List Building *basics*

Free checklist

Start growing your email list today!

Get your free workbook now.

Sign up to receive the workbook 1 hr video training on how to create captivating email incentives to start growing your email list on auto-pilot.

Expect to get an email within 48 hours.

ashesyoga@gmail.com [Switch account](#)

Not shared

* Indicates required question

Email Address *

Your answer

First Name

Your answer

By signing up for this free workbook and training through this form, you are joining Ashley's email list to receive newsletters and updates from Ashley only. Your email will not be shared, and we will never send spam. Unsubscribe at any time.

Submit

Clear form

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

Google Forms



Make yourself a priority again!

Grab your free checklist today!

Sign up for your printable checklist for 50 ways to keep your little kids occupied so you can get dedicate 15-30 minutes daily to your self care.

Expect to get an email from ashesyoga@gmail.com within 48 hours.

ashesyoga@gmail.com [Switch account](#)

Not shared

* Indicates required question

Email Address *

Your answer

First Name

Your answer

By signing up for this free checklist through this form, you are joining Ashley's email list to receive newsletters and updates from Ashley only. Your email will not be shared, and we will never send spam. Unsubscribe at any time.

Submit

Clear form

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

Google Forms



Marketing



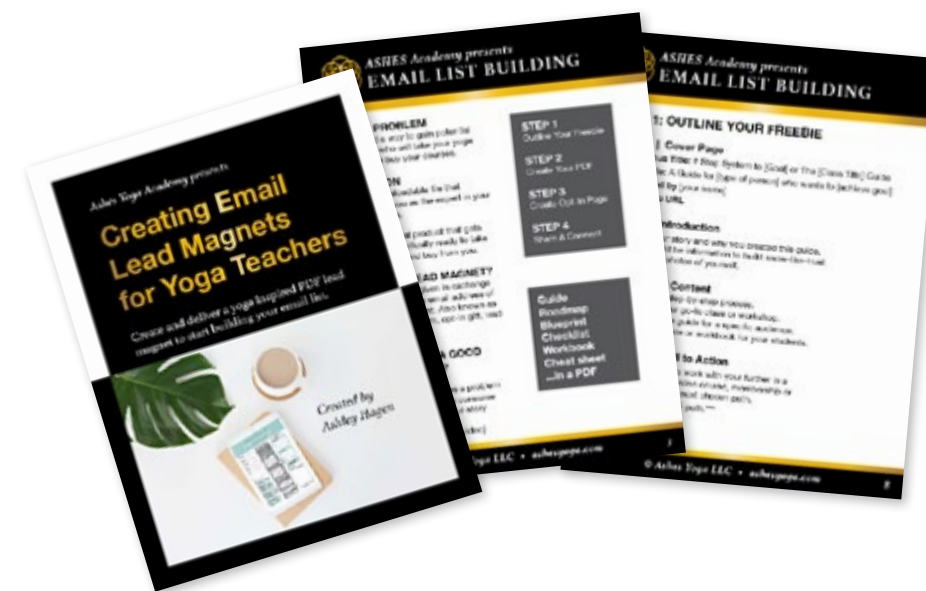
Email
Opt-In Form



Welcome
Email +
Incentive



A “lead magnet” is a free digital gift given in exchange for an email address of a potential client. Also known as a freebie, freemium, opt-in gift, lead generator, etc.



EMAIL



Lead magnets should be...

- ✓ **Valuable** – give high value to leads
- ✓ **Relevant** – solves a problem for your audience
- ✓ **Educational** – gives more than you take
- ✓ **Instantly Accessible** – immediate download
- ✓ **Beneficial** – provides tips and instruction



Guide

Checklist

Template

Cheat Sheet

Roadmap

Blueprint

Workbook

Training

Webinar

Class Plan

Ebook

Challenge

Bootcamp

Samples

Trial Offer

Coupons

Video

Audio

Quiz

Script

Mini Course

Free tool

Report

Survey

Free Call

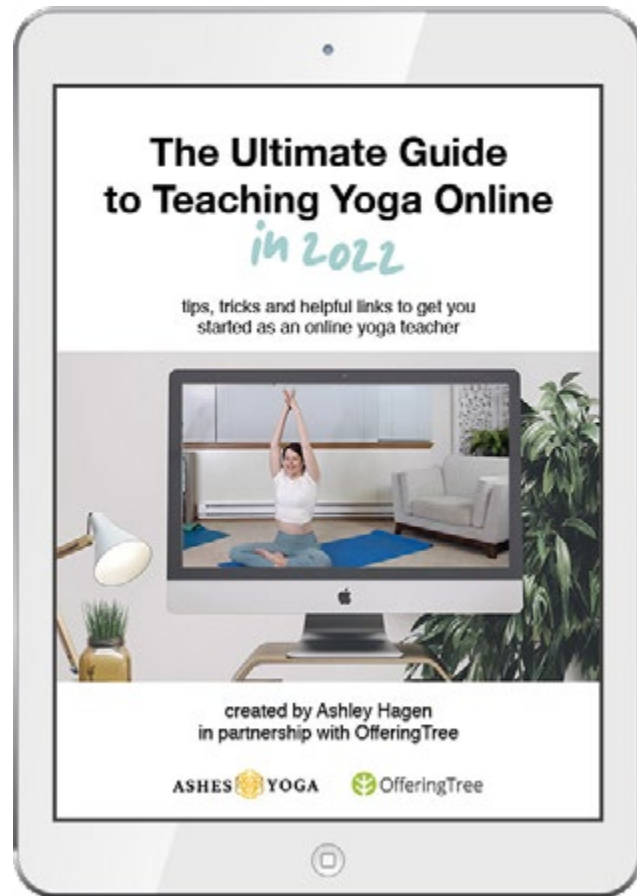
Planner

Community

Contest

Waitlist

Playlists



Resource

Checklist

Template

Cheat Sheet

Roadmap

Blueprint

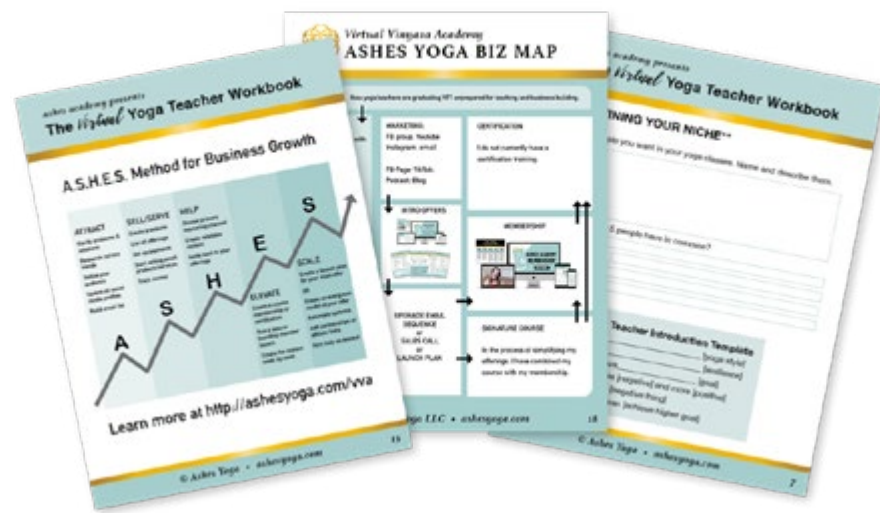
Workbook

Planner

Class Plan

Recording

Playlists



Event

Free class/workshop

Webinar

Video Series

Challenge

Live Training

Contest

Giveaway

Free Call

Waitlist

Collaboration





General Guideline

For your FIRST lead magnet:

- Up to 3 hours to create
- Less than 30 minutes to consume

Keep it simple.



What they want > What they need





4-Part Lead Magnet Framework

Part 1

Title Page

Part 2

Welcome
& Story for
Connection

Part 3

Main
Content
3-7 tips or
steps

Part 4

One strong
Call-to-Action



EXAMPLE: MORNING MOVEMENT & MEDITATION

designed using canva.com

Morning Movement & Meditation Practice Guide

7 simple morning moves for people who want to wake up happier and feel more energized.

Created by Ashley Hagen



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Good Morning!

I'm not naturally a morning person. Shocked? How? Well, it's true. I, like many others, would rather hit the snooze button for a few more minutes or even a few more hours.

But I do so love to feel good when I'm awake, and not have to depend so much on caffeine or supplements to keep me awake or numb discomfort. A few minutes of movement right away in the morning allowed me to feel better and to be better.

Nowadays, I love my morning yoga practice and I love sharing it with others. I'm more patient. My body doesn't ache. I can breathe easier. I make healthier choices. I smile more.

It takes as little as 5 minutes, but done consistently over the course of time helps you to become the person that you really want to be.

Yoga = YOGI set the foundation of your day with the first I do.

If you can spend just 5-30 minutes of this time to get your body moving and set your mind on positivity, you'll live a longer and healthier life because of it.

I'm not talking about "exercising", but rather a simple and basic movement routine.

I simplify it into 3 phases for your morning movement practice: movement, flow and meditation. It's simple, but powerful. If you want to start feeling better and more energized, reading this guide is the best way to get started.

Join me live on Zoom at 6am PST every weekday at wakeupwithashley.com

If you want a better way to start your day, then Morning Movement & Meditation class is just what you need. I look forward to seeing you in a class soon.

Ashley Hagen
Owner, Ashes Yoga



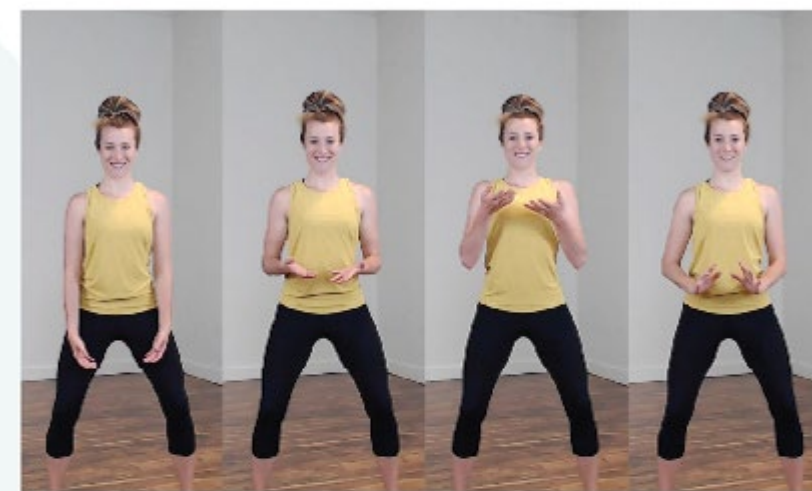
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Morning Movement & Meditation

Morning Movement & Meditation

Morning Movement & Meditation

Morning Movement & Meditation



Movement 1 of 7 - Base Breathing

Stand in a horse stance with bent knees. Keep the feet a little wider than hip distance and toes facing forward. Float the hands up gathering energy as you inhale. Float the hands down to the thighs as you exhale. Deep breaths.

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Morning Movement & Meditation

Join me at 6am PST for 30 min
Morning Movement & Meditation
every weekday on Zoom.

This class is free or pay what you want with no obligation.
Register for each class you want to attend at
<http://wakeupwithashley.com>

I'll see you soon!

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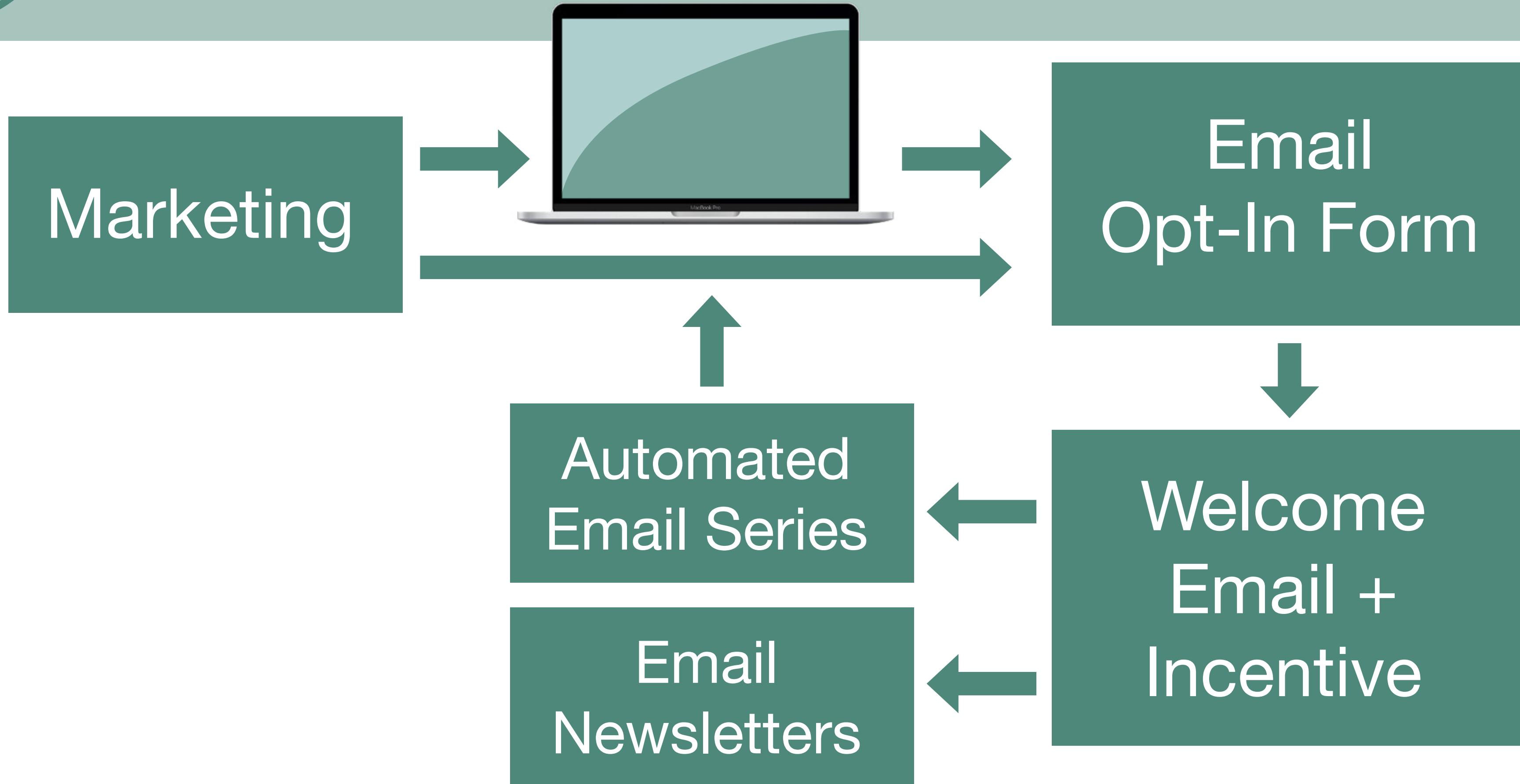
WHY A PDF?

- Quick to download and view
- Available offline
- Viewable, but not easily editable
- Looks the same on any device
- Can add hyperlinks to other resources
- Prepares you for creating handouts and workbooks for future courses
- Companion to other styles of content



Portable
Document
Format

**HOW DO YOU CONNECT
EVERYTHING?**





Confirmation Email

Subject: It's here! You're guide/path/roadmap for [goal]! (PDF Inside)

1. Remind them of what they signed up for
2. Tell them why it's so special
3. Download button linking to freebie
4. Sign your name
5. Additional CTA in the P.S. such as, follow on social media, join a group, watch a related video, etc.



The email confirmation is the #1 email that will ever be opened. It will have the highest open rate. Make it good, yet super simple.

Subject

It's here! Your path to simpler yoga class sequencing! {PDF Inside}

Hey! Thanks for signing up for your "free" simple yoga class sequencing guide.

In case you went on an opt-in spree, I'll just remind you that this PDF download is the start to making your venture into new yoga teaching just a little bit easier.

Download the Yoga Class Template

This simple formula is unique to me and my teaching style. I'm all about making things easier for new yoga teachers, not harder. You have enough overwhelm trying to memorize anatomy, philosophy, and everything else. Let's make class planning easier.

-Ashley

P.S. Join my FREE group *Yoga Sequencing & Teaching Tips* on Facebook. [Go to the group.](#)

WHERE DO I EVEN START?



Ask ChatGPT!

Based on my [bio or class descriptions]
can you give me some lead magnet ideas
that I can make for my audience that
solve a specific problem?



Ask ChatGPT!

Step 1: lead magnet ideas based on bio

Step 2: pick one and have it outline it

Step 3: ask to write opt-in page content

Step 4: write welcome/confirmation email



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bootcamp

Day 4 - Email List Building



What's coming up:

Optimizing and next steps!