

SL: Sarah, Get the Studio Packed

Hi Sarah,

I enjoyed reading your blog post on "Muscle-centric medicine." I particularly found your discussion of the marketing tactic of labeling everything as "high protein" to be thought-provoking.

I signed up for your monthly newsletter and I have a tactic that could help fill up your studio.

This strategic tactic involves sending a sequence of critical emails to your email list and providing them with valuable content, which will help you build a connection with them, and ultimately it will be easier for them to book a class at your studio.

The effective method I like to call "Info Stream" is used by many successful studios, gyms, and fitness centers around the world, and I am sure it can help you attract and retain more clients at your studio too.

Sending a monthly newsletter is not as effective as this approach because, by the time the next newsletter is sent, the person who signed up for it may have forgotten about your studio.

I have created an example of what your email newsletter sequence could look like down below. Have a look at it.

I have a few other strategies that can help make your studio stand out from the crowd. Would you be down for a quick 10-minute online call to discuss them?

Stay centered and strong,

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