

A black and white photograph of a farm scene. In the foreground, there is a field with some brush or a fence line. In the middle ground, there is a wooden fence and a small structure, possibly a shed or a well. In the background, there is a large barn with a gabled roof and a window. The sky is bright and slightly hazy.

Farm Girl
Marketing Solutions

NEWSLETTER WORKSHEET

www.farmgirlmarketingsolutions.com

month/year Newsletter Plan

Section	Your Notes	Tips
Personal Message		Share something that helps people get to know you better! Consumers are more likely to buy from someone they like! Provide value in 2 sections before any "ask"!
Featured Client or Instructor		By sharing a client story, you give people the chance to say if she can do it, I can do it!
Blog to drive people to website		Share an educational blog about the benefits of Pilates. Give people who just joined your list reasons to come into the studio.
Featured video		Sharing a video gives people an idea of what goes on in the studio, and shows you care about your clients and give them at home workouts.
Schedule Changes Special Events New classes Featured Classes		Highlight any special events, any new classes, or schedule changes. Give a direct link to register. But make sure the link is labeled REGISTER, not BUY.
Teacher Training		If you offer teacher training have a section to list upcoming opportunities, post a testimonial or even link to a blog for teacher training.
New Student Incentive		This could be a blog or a special offer.