

The Fit Pro VA



- **Evergreen programme options**
- **Using email for evergreen programmes**



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Evergreen programmes

- Evergreen means always available.
- People can join at any time
- Creates a stream of income all year round!
- Allows YOU to take time OUT of your business
- Can be a great entry point for new customers



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Online programme platforms

There are plenty of platform options to host an online programme. The most popular include:

- Kajabi
- Podia
- Teachable
- Thinkific
- Udemy

You can host through your website:

- Memberpress - wordpress plugin
- Wix website



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Hosting through e-mail platforms

- You can set up an email automation to deliver your programme content directly to your customers inbox
- Low cost
- Limited tech issues
- Grows your email list as you earn - gives you a direct line of communication to your current and potential clients and customers.



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MailerLite

- Can take payments through landing pages on the **Growing Buisness Plan** (\$9/month > 500 contacts) and **Advanced Plan** > \$18 > 500 contacts
- Only pay Stripe fees
- You keep control of pricing, discounts and offers
- The contacts that buy belong to you and your e-mail list



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- Create your programme and record content - upload to YouTube / Vimeo
- Create product in Stripe
- Build landing page for programme in MailerLite
- Add groups (tag)
- Create an automation sequence with the programme content

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**Brenda buys Fitness Pilates Summer School programme
via MailerLite Landing page**

Tagged on email list - FP SUMMER



**Email sequence is triggered and she instantly receives the first
workout in the programme followed by the remaining workouts
every day / week for the duration of the programme**

**Brenda can now be contacted as a FP SUMMER subscriber
and / or main audience subscriber**

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Mailchimp

- Can't take payments through landing pages anymore
- Can use an intergration platform such as Zapier
Create Trigger - New Stripe Payment
Completes Action - Add / Update Subscriber
- Create your programme and record content - upload to YouTube / Vimeo
- Create product in Stripe
- Build landing page for programme on website
- Create Zap
- Create an automation sequence with the programme content



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Brenda buys Fitness Pilates Summer School programme on your website via stripe product page

Stripe sends a Zap to Mailchimp to add / update and tag on email list - FP SUMMER



Email sequence is triggered and she instantly receives the first workout in the programme followed by the remaining workouts every day / week for the duration of the programme

Brenda can now be contacted as a FP SUMMER subscriber and / or main audience subscriber

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Final random things you need to know

- You need a stripe account to take payments through MailerLite
- An automated programme is a great thing to offer in your final email of your welcome sequence
- When you promote your new offering it is actually ILLEGAL to put a product or service "on sale" if it's never been available for purchase.
- Avoid saying: "On Sale" "Discount" "Flash Sale" or "Offer"
- Instead say: "Launch Price" "Early-bird Price" or "Introductory Price"
- I can build programme automations for you - it's another of the services I offer



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