

# Class Notes

Turning Email Subscribers into Clients  
with Avivit Fisher



## ✓ Start with What You Have

You don't need a big audience or complex tools to begin email marketing.

Therapists can build their first list by reaching out to former clients, colleagues, or anyone already in their network (with permission), making the first steps simple and approachable.

## ✓ Offer Something Worth Subscribing To

A generic "join our newsletter" message isn't enough. Creating a compelling lead magnet that speaks directly to your ideal client's needs increases the chance they'll share their email and stick around to hear more.

## ✓ Email Lists Are More Reliable Than Algorithms

Social media platforms and SEO trends change constantly. Building an email list gives therapists a direct line to their audience that doesn't depend on outside platforms or shifting algorithms.

## ✓ Welcome Emails Are Your First Impression

The first email someone receives after signing up is often the most opened. Avivit encourages therapists to use that moment to reintroduce themselves, share value, and set expectations for future messages.

## ✓ Email Consistency Builds Trust

Whether you send a newsletter once a week or once a month, sticking to a schedule helps your audience know what to expect and builds familiarity over time. Thoughtful, well-timed content beats flashy design or heavy self-promotion.