



# Monetization for Gym Creators 101: How to Write a Good Email

Your email list is the most powerful asset you'll ever own, and most creators never learn how to use it properly. This guide walks you through everything: the psychology behind high-converting emails, real full-length examples for every email type, and the technical infrastructure that keeps your messages out of spam and in front of paying customers.

MONETIZATION FOR GYM CREATORS 101

# Why an Email List? (and what are we doing with it)

Social media platforms are rented land. If Instagram wants to completely change the algorithm and screw you over, they can at any time without warning. Your email list is one of the few digital assets you actually own: no platform, no middleman, no gatekeeper between you and your audience. But ownership alone isn't enough. A list that doesn't open, click, or buy is a useless bunch of names.

## You Own It

Unlike Instagram followers or YouTube subscribers, your email list belongs entirely to you. No algorithm can suppress your reach. No platform shutdown can erase your relationship with subscribers. It is the only truly algorithm-proof distribution channel available to creators today.

## Ignored = Depreciated

Every email that sits unopened is a small but compounding failure. Over time, low engagement trains inbox providers to treat your messages as spam. Ignored emails don't just mean missed revenue; they actively damage the deliverability of every future email you send to the entire list.

## The Real Goal

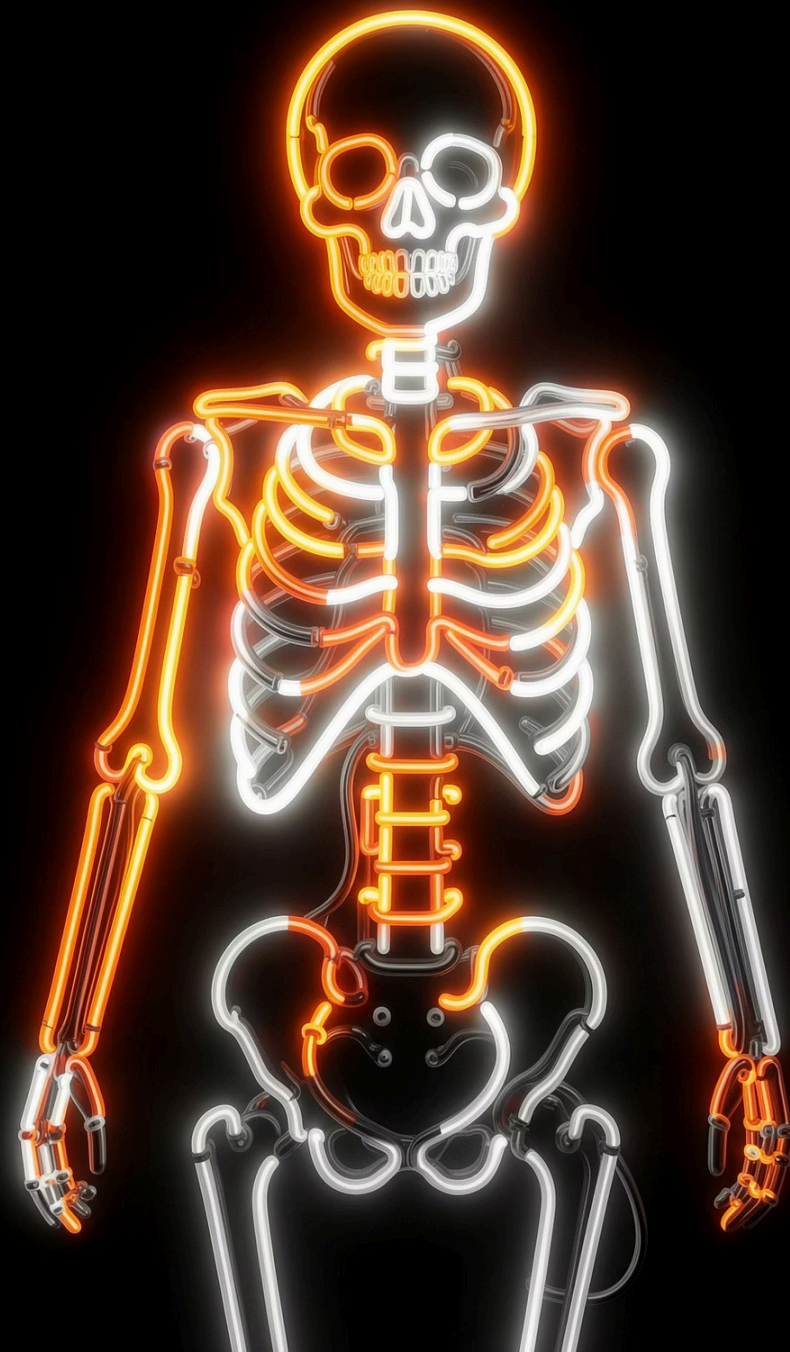
Emails are great at bringing leads along for a story. It's supposed to be entertaining in order to be attention grabbing: from strangers who barely remember signing up, to engaged readers who look forward to your messages, to loyal buyers who trust your recommendations and purchase without hesitation.

The framework for doing this isn't magic. There's a repeatable system of the right message, sent to the right person, at the right moment in their relationship with you that gets them to buy. Everything in this guide points to that main goal: driving revenue.

## CHAPTER 1

# The Anatomy of a High-Converting Email

Before you write a single word, you need to understand what a marketing email is actually made of. Every component, the subject line, the preheader, the opening sentence, the body, and the CTA, performs a specific job. When all the parts work together, the result is an email that feels less like marketing and more like a message from someone who genuinely understands your reader's life.



# The AIDA Framework

AIDA is the foundational copywriting framework used in virtually every high-converting piece of marketing content ever written. It maps directly onto the four emotional phases a reader passes through from the moment they see your email in their inbox to the moment they click your call-to-action. Understanding this progression is what separates emails that convert from emails that get deleted.



## Attention

The subject line and preheader text are the only two elements your reader sees before deciding to open or ignore. These 6 to 10 words must earn the open by triggering curiosity, urgency, or a tangible benefit. Nothing else matters if this step fails.



## Interest

The opening line must immediately connect to a specific, felt problem your reader has right now. Don't introduce your product. Don't explain who you are. Open with their world, their frustration, or their aspiration. Hook them in the first sentence or you'll lose them.



## Desire

The body copy builds the case for why your offer, insight, or recommendation is the right solution. Lead with benefits, not features. Include proof - a stat, a testimonial, a case study, or a before-and-after story (it's way better if it's something that's hard to fake!)



## Action

One email. One CTA. Never ask your reader to do multiple things - it creates decision paralysis and kills conversion. Make the action specific, low-friction, and visually obvious. "Click here to enroll" beats "Check out our website and learn more."

**i** The most common mistake creators make is skipping straight from Attention to Action - they write a snappy subject line and immediately paste a link. Without building Interest and Desire first, no one clicks. The framework only works as a complete chain.

# 3rd Grade Writing Level (trust me)

The easiest trap in email copywriting is the urge to be clever. Witty subject lines, metaphor-heavy intros, and jargon-filled body copy might feel great to write, but they almost always perform worse than clear, direct, benefit-driven language. Write everything in a 3rd grade level. I promise it'll work better.

## What to Avoid

- **Vague subject lines** like "Exciting news!" or "You won't believe this" - these trigger spam filters and reader fatigue simultaneously
- **Feature-first body copy** that talks about your product before it talks about the reader's problem
- **Long paragraphs** - anything over 3 lines becomes a wall of text on mobile and gets skimmed or skipped entirely
- **Multiple CTAs** competing for attention in the same email - choose one action and commit to it
- **Overly formal tone** - email is a conversational medium; write the way you'd speak to a smart friend, not the way you'd write a press release

## What Works Instead

- **Curiosity-driven subject lines** that create an open loop: "The pricing mistake I almost made" makes readers want to know the answer
- **Urgency subject lines** that are honest: "Enrollment closes at midnight Friday" works because it's real and specific
- **Benefit-led subject lines**: "How I generated \$4K from a 300-person email list" answers the reader's implicit question: "What's in it for me?"
- **Under-100-word bodies** wherever possible - brevity signals confidence and respects the reader's attention
- **Reader-first framing**: Replace "I just launched" with "You can now access" - a small shift that completely changes the energy of an email

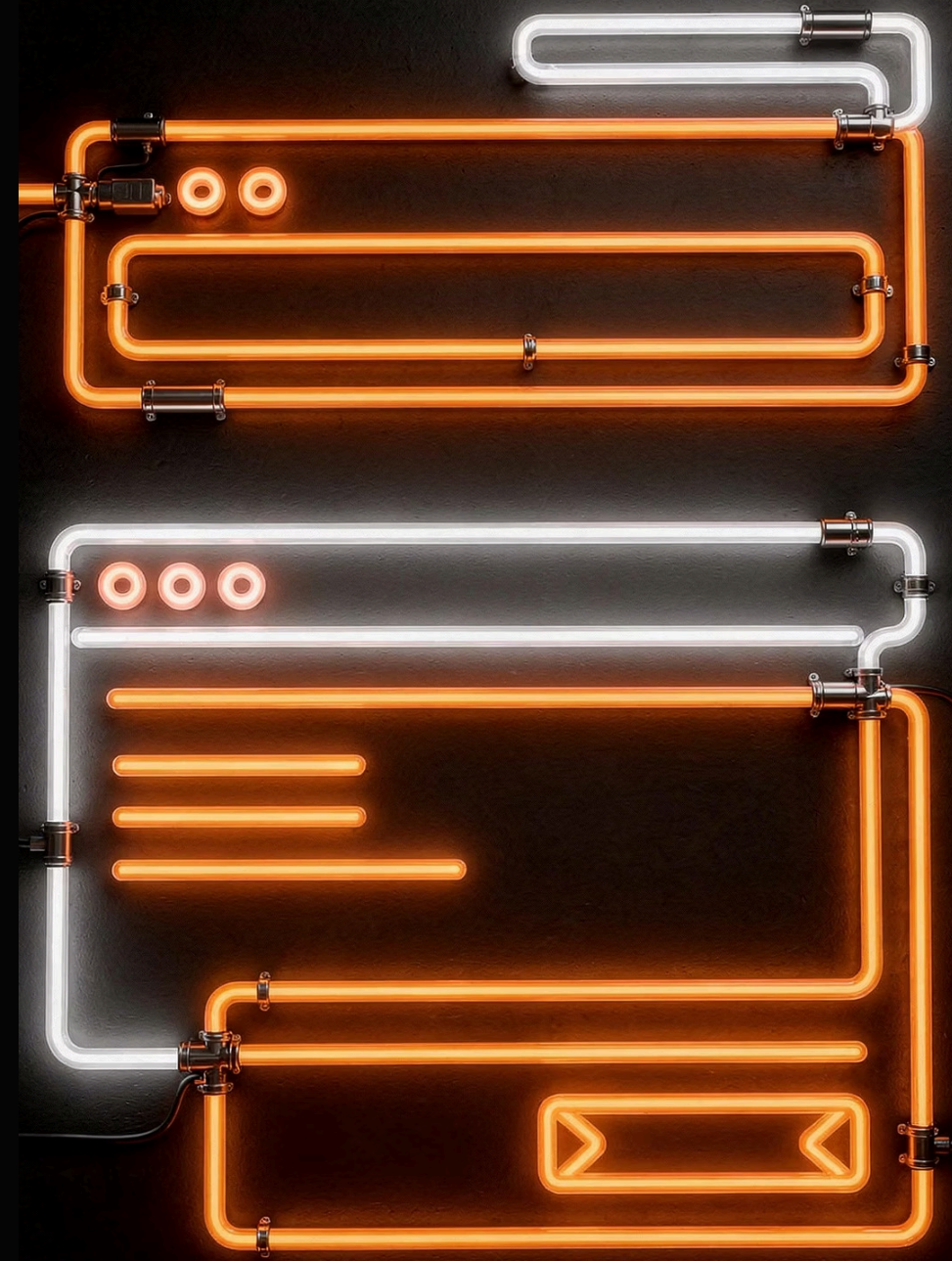
📌 A simple test: read your subject line and ask, "Would I open this if I didn't write it?" Then read your first sentence and ask, "Does this make me want to read the second sentence?" If both answers are yes, you're on the right track.



## CHAPTER 2

# Email Types and Real-World Examples

Not every email has the same job. Sending a hard-sell promotional email to a brand-new subscriber is just a bad idea. You need to understand what email types you have at your disposal and who you should send each one to. The following four email types cover the full lifecycle of a subscriber, from their very first interaction with your brand to the moment you need to decide whether to keep them on the list at all.



# 1. The Welcome Sequence

The welcome email is the single most-opened email you will ever send. Open rates regularly exceed 50 to 80% because subscribers are at peak curiosity immediately after signing up. Most creators waste this moment with a generic "Thanks for subscribing!" message. Instead, this is your best opportunity to establish the relationship, deliver immediate value, and set the expectation for what's coming next.

## What This Email Must Accomplish

- Acknowledge the signup and confirm the reader made a smart decision
- Deliver the lead magnet promise immediately - no delays, no friction
- Introduce yourself with one specific, credibility-building sentence
- Explain the one primary outcome they'll gain by staying subscribed
- Set a frequency expectation so readers aren't surprised by future emails
- End with a soft engagement prompt (reply to this email, hit the star button, etc.) to improve deliverability from day one

## Full Example Email

**Subject:** You're in. Here's the first step. 🎉

**Preheader:** Your free guide is inside, plus what to expect from me.

Hey [First Name],

Welcome to the list. I'm genuinely glad you're here.

As promised, here's your free copy of *[Lead Magnet Name]*. **[Download Link]**

I created this because [one-sentence explanation of the core problem it solves]. Most creators I talk to spend months figuring this out the hard way. This guide gives you the shortcut.

Over the next few weeks, I'll be sending you [brief description of content topics] - practical, no-fluff strategies you can use right away. I send [frequency, e.g., "every Tuesday morning"], so look for my name in your inbox.

One small favor: if you can, reply to this email and tell me the #1 thing you're trying to figure out right now in your creator business. I read every reply personally, and your answer will actually shape what I write about next.

Talk soon,  
[Your Name]

*P.S. If my emails ever end up in your Promotions tab, drag one to your Primary inbox. It teaches Gmail that we're friends, and it makes sure you never miss an important update.*



The P.S. section asking subscribers to move you to Primary inbox is one of the highest-ROI sentences you'll ever write. It's a small ask with a massive deliverability payoff over the lifetime of the subscriber relationship.

## 2. The Educational Newsletter

The educational email is the backbone of long-term list health. It does one job: make your subscribers smarter and associate that feeling of progress with your brand. It doesn't sell anything directly. Instead, it builds the trust and authority that makes future promotional emails far more effective. A subscriber who has learned from you ten times will buy from you almost automatically when you finally make an offer.

### What This Email Must Accomplish

- Lead with a counter-intuitive hook - challenge a widely-held belief in your niche
- Explain clearly why the conventional wisdom fails most people
- Present your unique insight or framework as the better path
- Keep it to one idea only - trying to teach three things teaches nothing
- End with a takeaway the reader can implement today, not someday
- Optionally include a "soft sell" in the PS. - a single line pointing to a relevant resource, course, or offer without interrupting the flow of the content

### Full Example Email

**Subject:** Why posting more content is making you less money

**Preheader:** The counterintuitive math behind creator revenue.

Hey [First Name],

The advice is everywhere: post more, show up every day, consistency is king.

And for growing an audience? It's mostly true.

But for making money? Posting more is often the exact wrong move.

Here's why: most creators conflate attention with trust. You can have 50,000 followers who will watch every video and never buy a thing - because attention without depth doesn't convert. What converts is specificity. One email that deeply addresses a single real problem your audience has will generate more revenue than 30 social posts ever will.

The creators I've seen go from \$0 to \$10K/month didn't triple their posting schedule. They did three things: they narrowed their niche, they built an email list, and they made one very specific offer to a very specific person.

**This week's action:** Write one email to your list that addresses the single biggest obstacle your audience is facing right now. Don't sell anything. Just help. Track who opens it and who clicks. That data tells you exactly what your next offer should be.

See you next Tuesday,  
[Your Name]

*PS. If you want to go deeper on this, I wrote a breakdown of the exact email sequence I used to generate my first \$5K in sales from a 400-person list. It's in the free resource library - [\[link\]](#).*

- ③ Notice the structure: problem - why conventional solution fails - better insight - immediate action. This is a reusable template you can apply to virtually any educational topic in your niche. The key is the counter-intuitive hook in the subject line - it creates an open loop the reader needs to close.



# 3. The Promotional / Sales Email

The promotional email is where most creators freeze up, or overcorrect and go so aggressive they burn their list. The truth is that a well-written sales email doesn't feel like a sales email. It feels like a generous friend telling you about something that will genuinely change your situation, with just enough urgency to stop you from procrastinating on something you actually need.

## What This Email Must Accomplish

- Open by naming the exact pain point your offer solves, not your offer itself
- Agitate the cost of inaction: what does staying stuck actually cost the reader?
- Present the offer as the transformation mechanism, not a list of features
- Include one specific proof point, a testimonial, a result, or a case study with real numbers
- Create genuine urgency with a deadline that is real, not fabricated
- Use a single, clear, high-contrast CTA button or bolded link
- Address the most common objection in 1-2 sentences before closing

## Full Example Email

**Subject:** Last 12 hours: Email Revenue Blueprint enrollment closes tonight

**Preheader:** After midnight, the cart closes for 90 days.

Hey [First Name],

A year ago, [Student Name] had a 600-person email list and was making \$0 from it. She was posting consistently on Instagram, getting decent engagement, but no one was buying.

She joined Email Revenue Blueprint, implemented the welcome sequence and one promotional campaign, and generated \$3,200 in her first 30 days. Same list. Different system.

Tonight at 11:59 PM ET, enrollment closes. This is the last time I'm opening it for at least 90 days.

Inside the course, you'll learn how to:

- ✅ Build a welcome sequence that converts subscribers into buyers automatically
- ✅ Write promotional emails that feel generous, not pushy
- ✅ Set up the technical infrastructure (SPF, DKIM, DMARC) that gets you into the inbox, not spam
- ✅ Analyze your open rates and click data to know exactly what to send next

If you've been meaning to get your email strategy right, there is no better time than right now.

→ **Enroll before midnight: [Link]**

If you have any questions, just reply, I'm checking email all day today.

[Your Name]

*P.S. "Is this for beginners?" Yes. You don't need a large list. [Student Name] had 600 subscribers. You need the right strategy, not more followers.*

⚠️ Never fabricate urgency. If you say "last 12 hours" and then extend the deadline, you train your subscribers to ignore your deadlines forever. Real scarcity, a closing cart, a limited cohort, a price increase, is one of the most powerful conversion tools in email. Fake scarcity is one of the fastest ways to destroy a list's trust.

## 4. The Re-Engagement Email

List hygiene is one of the most overlooked, and most financially important, practices in email marketing. Subscribers who haven't opened your emails in 90+ days are not just dead weight. They are actively hurting you by dragging down your engagement rate, which signals to inbox providers like Gmail that your emails aren't wanted, and causes your messages to land in spam folders even for your most active readers. The re-engagement email serves two purposes: it recovers subscribers who want to stay, and it gives you permission to cleanly remove those who don't.

### What This Email Must Accomplish

- Be direct, don't dance around the fact that they've been inactive
- Give them a clear, simple choice: stay or go
- Make staying easy: one click to confirm, no form, no friction
- Make unsubscribing feel respectful, not punitive, a graceful exit preserves goodwill
- Set a clear deadline: "If we don't hear from you by [date], we'll remove you from the list"
- After the deadline, actually remove non-responders, don't threaten and then fail to follow through

### Full Example Email

**Subject:** Should I keep sending you emails?

**Preheader:** A quick question, and a genuine ask.

Hey [First Name],

I'll be direct with you.

You haven't opened any of my emails in the last 90 days, and I completely understand, life gets busy, inboxes get messy, priorities shift.

But I don't want to keep showing up in your inbox if it's not useful to you. That wouldn't be fair to either of us.

So I have a simple question:

**Would you like to stay on my list?**

→ **Yes, keep me subscribed:** [Single-click confirmation link]

→ **No thanks, please remove me:** [Unsubscribe link]

If I don't hear from you by [date, 7 days from send], I'll remove you automatically. No hard feelings, I genuinely appreciate that you signed up in the first place, and I hope our paths cross again.

If you do want to stay, I'd love to know: what's the biggest challenge you're working through in your creator business right now? Just reply to this email. Your answer helps me write content that's actually useful.

Thanks for your time,  
[Your Name]



It feels counterintuitive to email people and give them a graceful off-ramp, but this is one of the highest-leverage things you can do for list health. Removing 500 disengaged subscribers often improves deliverability enough to increase revenue from the remaining engaged subscribers. A smaller, cleaner list always outperforms a larger, dirty one.

## CHAPTER 3

# Deliverability and Reputation

You could write the most compelling email in the world, and it means absolutely nothing if it lands in the spam folder. Deliverability is the invisible infrastructure beneath every successful email marketing program, and most creators don't think about it until something goes terribly wrong. This chapter explains how the system works, what damages your sender reputation, and exactly how to protect and build it over time.



# The Invisible Infrastructure

Inbox providers like Gmail, Outlook, and Apple Mail are running a constant, real-time evaluation of your sender reputation. Every email you send either adds trust to your score or subtracts from it. The three technical pillars of deliverability: SPF, DKIM, and DMARC, are the non-negotiable foundation. Without them, even a perfectly crafted email from a clean list can land in spam.



## SPF (Sender Policy Framework)

An SPF record is a DNS entry that tells inbox providers which mail servers are authorized to send email on behalf of your domain. Without it, your emails look like they could be spoofed and spam filters treat them accordingly. Setting up SPF takes less than 10 minutes in your DNS settings and is the most basic deliverability requirement there is. Every email platform (Mailchimp, ConvertKit, Beehiiv, etc.) provides SPF instructions for your specific domain host.



## DKIM (DomainKeys Identified Mail)

DKIM adds a cryptographic digital signature to every email you send. It allows the receiving server to verify that the email actually came from your domain and wasn't tampered with in transit. Think of it as a wax seal on a letter, it proves authenticity. Most email service providers generate the DKIM key for you; you simply need to add a TXT record to your DNS settings to activate it.



## DMARC (Domain-based Message Authentication)

DMARC is the policy layer that sits on top of SPF and DKIM. It tells receiving mail servers what to do if an email fails either check, reject it, quarantine it, or do nothing. It also generates reports that let you see if anyone is trying to spoof your domain. Start with a "p=none" policy to monitor without affecting delivery, then graduate to "p=quarantine" and eventually to "p=reject" as your authentication is confirmed to be working correctly.



## Domain & IP Warmup

When you start sending email from a brand-new domain or switch to a new email service provider, you're starting with zero reputation. Blasting your full list on day one is a guaranteed way to trigger spam filters, because the volume spike looks exactly like spammer behavior. Instead, warm up gradually: send to your 100 most engaged subscribers in week one, then expand week by week. This establishes a positive engagement history with inbox providers before you scale volume.

# Analyzing the Data

Your email metrics aren't something to ignore - they are diagnostic tools. Each metric tells a specific story about a specific problem in your email program. Learning to understand this data and make changes accordingly is what allows you to improve here. If a certain email isn't working, change it up. Test out different variations and see what works.

## Open Rate

**What it tells you:** Whether your subject lines are compelling and whether your list is healthy.

**Healthy benchmark:** 30 to 50% for engaged creator lists. Below 20% is a warning sign.

**If it's dropping:** Test new subject line formulas (curiosity vs. benefit vs. urgency). Check for list fatigue - you may be sending too frequently. Run a re-engagement campaign to identify and remove disengaged subscribers. Also check your sender name - readers open emails from *people* more readily than from brand names.

**Note:** Apple Mail Privacy Protection inflates open rates for Apple Mail users. Factor this in when interpreting trends, and use click data as a more reliable primary signal.

## Click-Through Rate (CTR)

**What it tells you:** Whether your offer and CTA are compelling enough to drive action.

**Healthy benchmark:** 2 to 5% of total sends (not of opens). Above 5% is excellent.

**If it's low:** Your CTA may be buried, vague, or competing with other links. Your offer may not be aligned with what your audience actually wants right now. Test moving your CTA higher in the email - readers who are interested will click early; don't make them scroll to find it. Also test button vs. text link formatting. A hyperlinked sentence often outperforms a formal button.

## Unsubscribe Rate

**What it tells you:** Whether your content is mismatched to subscriber expectations.

**Healthy benchmark:** Under 0.2% per email send is normal and healthy. Some unsubscribes after every email are *good* - it means your list is self-selecting toward people who genuinely want your content.

**If it spikes:** You may have sent an email with an unexpected tone, topic, or frequency shift. Promotional emails typically have higher unsubscribe rates than educational ones - this is normal. A spike above 0.5% is a signal to pause and evaluate what changed in the email that triggered it.



The key to data-driven improvement is the discipline to change one variable at a time. If you change the subject line, the CTA, and the body copy all in the same email, you'll never know what actually moved the needle. Slow, methodical testing compounds into dramatic improvement over time.



# Protecting Your Sender Reputation

Your sender reputation is super important for making everything work the way it should. It takes weeks of consistent good behavior to build, and it can be damaged significantly by a single week of poor list hygiene or spammy sending patterns. These are the practices that protect and compound your reputation over time.

## Segment by Demographics AND Behavior

Treat your engaged buyers differently than your passive readers. Someone who has purchased from you in the last 90 days deserves more frequent, higher-value communication than someone who hasn't opened an email in four months. Most email platforms let you create segments based on opens, clicks, purchase history, and engagement recency. Use them aggressively. Sending a promotional email exclusively to your engaged segment will produce dramatically higher conversion rates and dramatically lower spam complaints than blasting your entire list.

## Never Purchase or Rent Email Lists

Purchased lists are the fastest way to permanently destroy a sender domain's reputation. These contacts never opted in to receive emails from you meaning high spam complaint rates are not just likely, they're guaranteed. A single purchased list blast can trigger spam folder placement for months, even for your legitimate subscribers. Every subscriber on your list should have voluntarily opted in, ideally through a confirmed double opt-in process that adds an additional layer of legitimacy to your sender profile.

## Clean Your List Regularly

A subscriber who hasn't opened in 90 days is actively hurting your deliverability by dragging down your engagement rate. Send a re-engagement campaign (see the example in Chapter 2). Anyone who doesn't respond within 7 days should be removed or moved to a suppression list. Yes, your list size will shrink. Your metrics, your deliverability, and your revenue will all improve. A list of 1,000 engaged subscribers who open and click consistently will outperform a list of 10,000 cold contacts every single time.

## Every Email Either Rewards Trust or Erodes It

This is the principle that should sit above every other tactical decision you make. Before you send any email, ask: "Does this genuinely serve my subscriber, or am I sending it for my own convenience?" Readers feel the difference, even if they can't articulate it. Emails that are clearly written for the reader's benefit generate positive engagement signals, replies, forwards, saves, that build reputation over time. Emails written primarily to hit a revenue number feel like it, and the unsubscribes, spam reports, and low open rates reflect that energy back to you.

# Emails Make a Lot of Money

Everything in this guide comes down to one core idea: your email list is only as valuable as the relationship behind it. The creators who build sustainable, scalable income from their lists aren't the ones with the biggest subscriber counts, they're the ones who've done the work of earning genuine trust, showing up consistently, and treating every email as a meaningful touchpoint in an ongoing conversation.

## Treat Your List as a High-Performance Asset

A healthy email list compounds in value over time, just like a financial investment. The habits you build today - consistent sending, rigorous list hygiene, thoughtful segmentation, and disciplined testing - create an infrastructure that pays you back for years. Neglect is the only real enemy. Every week you don't send an email is a week of relationship equity slowly evaporating.

## Your Words Are Your Product

As a creator, your ability to communicate with precision and empathy is your most valuable differentiator. It's what transforms a free PDF download into a \$500 course purchase. It's what makes a 400-person list more profitable than a 40,000-person following. Invest in improving your writing the way a business owner invests in their best employee, because in your case, that's exactly what it is.

## Start Today – Send One Real Email

Don't wait until your list is bigger, your funnel is perfect, or your branding is finalized. Open your email platform right now and write one email that provides genuine, actionable value to the subscribers you already have. Use the AIDA framework. Keep it under 150 words. End with one clear CTA. Hit send. The act of sending imperfectly is infinitely more valuable than planning to send perfectly, and the data you get back from that one email will teach you more than another month of research ever could.

👉 **Your Next Step:** Pick one email type from Chapter 2, adapt the example template to your niche and audience, and send it to your list within the next 48 hours. Track the open rate and click rate. Use that data as the starting point for everything you build next. The list that generates consistent revenue isn't built in a day, it's built one well-crafted email at a time.