

EASY PEASY WEBSITE CREATION AND SOCIAL MEDIA BOOT CAMP



CLASS CHECKLIST

Your website is so much more than a digital presence on the internet. Your website is the decision point for a new patient/client, physician and other referral sources. It should reflect the quality and professionalism of your practice. When a person reads your website content you want them to be able to trust you from the start. Conveying trust makes the work of acquiring a new client much easier and primes that same client to have the confidence to return for further treatment.

The basic formula for building a massage business is to start with a website that brings you your ideal massage client. The content of your website (text, pictures, links) doesn't have to be fancy but it must be esthetically pleasing (clear images, readable font types etcetera) and most of all should be relevant to your ideal client. Your ideal client/patient/referral source is a person with whom you and your business are most compatible.

In order get the most done in a short amount of time together, do the following

BEFORE Dec 4, 2016

Have the following information collected into a File Folder on your laptop (worksheet 1 & 2 info) and sign up for the required accounts**.

1.0 Worksheet 1 - Know Thyself: Define your business:

1. Venue: office, clinic, home-office, client home, on-site, other. (describe)
2. Pictures: Headshot: *please no selfies!! Logo if you have one; Bio*
3. Services offered: Limit yourself to 3 types of services you enjoy offering. Make your list *starting with the services you most enjoy* offering. Describe and have a relevant graphic
 - a. *Tip: Take your own photos or search www.pixabay.com for free graphics*
4. Schedule: Days, Hours of Operation

Day	From	To (appointment - end time)
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

5. Fees:

Tip: If you offer series packages, price your single sessions high enough to make your series packages a reward for regulars

2.0 Worksheet 2 - Define your ideal client: You'll keep the ideal client in mind when writing the description of your services.

1. Lifestyle / Hobbies / Interests:
2. Condition / Problem: - what keeps them up at night!
3. Age:
4. Gender:
5. Socioeconomic Background:
6. Geographic area:

3.0 Weebly Account & Social Media Accounts:

****Required for the Sunday Dec 4, 2016 Class - An account in each of the following**

1. ****** <https://www.weebly.com> (Choose the free version. You don't need to spend a dime yet!)
2. ****** <https://www.linkedin.com/> (1. Create personal account 2. How-to set up a LinkedIn [company page](#))
3. ****** <https://biz.yelp.com/> (How-to [claim your business](#) on yelp)
4. ****** <https://www.facebook.com/> (1. Create a personal profile 2. How-to set up a [FaceBook company page](#))

4.0 Extra Special Sauce - Social Media Tools to simplify social marketing!

1. ****** www.hootsuite.com/ - Required for the Sunday Dec 4, 2016 Class
2. <https://pixabay.com/> Optional FREE images and videos you can use anywhere.
3. <https://www.canva.com/> Optional FREE: Quickly create stunning graphics for your blog, marketing, etc.
4. <https://www.google.com/gmail/> for a "dummy" email account (aol mail not recommended).

----- **Awesome now you'll be ready to rock this class!** -----

Get it done twice as fast in half the time

- Creating a 3-5 page Free website on **Weebly.com**
- Connecting your website to various Social Media which will be relevant to your ideal client
- Working **Yelp** to your advantage for FREE.
 - o Learn how to show all of your Yelp reviews – *wish I had thought of this tip when I was in practice!*
 - o Learn how to ask for reviews and HOW NOT to ask for reviews
- Learn how to use **Facebook** posts and replies to your advantage
 - o Find out where your ideal clients "hangout" on FB
 - o How to speak to your ideal clients without spending a dime on advertising
- The beauty of **LinkedIn**
 - o How to word your profile to get noticed by your ideal clients
 - o Join groups where your ideal client hangs out and/or make professional connections

See you at Ripley-Grier Rehearsal Studios 520 8th Ave (36-37 Streets) NYC 10018.

Warmest regards and may you prosper!

Denise Williams (The LMT Geek who loves to teach)

REGISTER TODAY FOR THIS IN-PERSON CLASS