



Automation

Lesson 5 Action Guide

Save Time and Improve Quickly For Optimal Results

Automate proven systems and processes to scale your practice like never before. Use the Customer Lifecycle Automation framework to Collect Leads (Target, Attract, Capture), Convert Clients (Engage, Offer, Close), and Create Fans (Deliver, Delight, Multiply).

1. Collect Leads

What valuable content can you create to build your list?

Brainstorm Ideas For Your Lead Magnet:

- Video/Video Series
- Podcast Episode
- Downloadable PDF
- Something Else Entirely

Notes/Details:

Use your CRM software to capture the email addresses of interested visitors. Your list of prospective clients can become one of your most valuable assets - and allows you to automate follow up.



2. Convert Clients

What offer can you make that will compel your prospects to get started with you? What most often inspires your prospects to take action?

Automate conversion by engaging your prospects with email, SMS, and reminders to your team for personal outreach.

3. Create Raving Fans

Think about your customer journey, what steps can you take to intentionally build a cycle of reviews, testimonials and referrals?

Referrals are the lifeblood of many businesses. Automate this cycle by asking satisfied clients to submit testimonials, and by being specific about how they can send referrals your way. Automation means you never forget to follow up with a happy client!



Congratulations!

You're now ready to ignite, grow, and scale your practice!

Here's What You've Learned in the Wellness Pro Workshop:



Lesson 1: Differentiation

Attract Your Ideal Client and Competitor-proof your business - With your unique brand voice and messaging, you have a competitive differentiator no competitor can copy, and now, your ideal-fit clients are naturally gravitating toward you.



Lesson 2: Publication

Become a Visible Authority - You learned how to (almost effortlessly) create original content that makes you an expert in your space.



Lesson 3: Optimization

Cost-Effectively Scale Your Audience - You found out how a little organization and optimization can produce new clients for your practice, year after year.



Lesson 4: Amplification

Engage and Build Community - You found ways to amplify your authority, reach your audience and create a steady stream of inbound wellness-seekers.



Lesson 5: Automation

Save time and Improve Quickly for Optimal Results - You saw how automated proven systems and processes can scale your practice like never before.

NEED MORE HELP?

We help you build authority to grow your business.

Salt Marketing develops marketing strategy for health and wellness companies to attract a steady stream of inbound wellness-seekers.

- Business Automation
- StoryBrand-Based Messaging
- Logos & Brand Identity
- Sales Funnels
- Email Marketing
- Social Media Management
- Website Design
- Optimization (SEO)
- Content Strategy
- Graphic Design
- Podcast Production
- Video Production

If you're not sure what you need... or if you've ever said, "Marketing Doesn't Work!," let's talk!

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