

Wellness Pro Workshop



Publication

Lesson 2 Action Guide

Become a Visible Authority

When you complete this lesson, you'll have a roadmap for creating original content your prospects and clients can rely on to get their questions answered. This gives you credibility and tells the world (including Google) about your expertise.

What kind of original content will you create?

Topic Ideas

<input type="checkbox"/>	Video	_____

<input type="checkbox"/>	Podcast	_____

<input type="checkbox"/>	Articles	_____

<input type="checkbox"/>	Graphics	_____

<input type="checkbox"/>	Infographics	_____

<input type="checkbox"/>	eBook	_____

<input type="checkbox"/>	Checklists	_____



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Make the commitment to yourself:

What day will you record your first video content?

What topic(s) will you record that day?

What will your first week's content calendar look like?















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Looking Ahead in the Wellness Pro Workshop



Lesson 3: Optimization

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



Lesson 4: Amplification

Engage and Build Community - Amplify your authority to scale your audience and create a steady stream of inbound wellness-seekers.



Lesson 5: Automation

Save Time and Improve Quickly for Optimal Results - Automate proven systems and processes to scale your practice like never before!