



Optimization

Lesson 3 Action Guide

Cost-Effectively Scale Your Audience

With a little organization and intentionality, you can optimize your original content to help you get found. The real payoff is that once you optimize, it will bring you new clients, year after year.

Where on your website will you post your original content?

Video

Podcast

Articles



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What questions do people often ask?

Demonstrate understanding by making it easy for your prospects to find answers. Make sure your website passes the “grunt test”:

1. What do you do?
2. How can It help me?
3. How do I get it?

What words or phrases might they use to describe their needs?

Understanding how your audience describes their needs can help you not only create content that speaks to those needs, but also organize your content in a way that moves them along in their journey to work with you.



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Things my competitors don't talk about (that I can):

Find those gaps and optimize to take advantage of them! If people are asking about the cost for services like yours, don't shy away from talking about their investment. If people are looking for "the best _____ provider near me," publish a quick "best of" list that includes your competitors! Why? Because when a prospective client searches for your competitor, your website will come up.



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Looking Ahead in the Wellness Pro Workshop



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!