



Mind Body Education

Holistic Success Hub - Resources

60-Day Growth Strategy for Wellness Businesses

For Holistic Therapists Growing Their Client Base Using Social Media

Purpose of This Strategy

To help you build visibility, connections, and trust online so you consistently attract the right clients, without burnout or overwhelm.


Overview of the 60-Day Framework

Each **10-day block** focuses on a different key pillar of holistic business growth:

Days	Focus Area	Goal
1–10	Foundation & Clarity	Set up a strong, clear brand identity
11–20	Audience Engagement	Start building genuine connections
21–30	Content That Converts	Create posts that lead to bookings
31–40	Consistency & Visibility	Boost your presence with regular posting
41–50	Authority & Trust Building	Establish yourself as a go-to expert
51–60	Lead Generation & Client Action	Convert followers into paying clients


Days 1–10: Foundation & Clarity

- Define your niche and ideal client
- Write your brand values and “why”
- Create a simple content calendar
- Choose your brand colours, fonts, and voice
- Set up or refresh your Instagram bio & Linktree
- Prepare a week’s worth of branded Canva templates
- Create 3 core message themes you want to be known for

 **Goal:** Get clear on who you are and who you help

Days 11–20: Audience Engagement

- Start showing up daily in Stories (even just 1 slide)
- Use polls, emoji sliders, and Q&A boxes for engagement
- Post about your personal journey as a therapist
- Share 2–3 common client struggles (and how you help)
- Invite followers to comment with a simple CTA
- Respond to every comment and DM personally

 **Goal:** Build trust and human connection


Days 21–30: Content That Converts

- Create and post 3 client case study posts or “before/after” feelings
- Offer a free resource (e.g., PDF, checklist, journaling guide)
- Share a carousel explaining your service process
- Use testimonials as social proof in Stories and posts
- Make one bold offer post with a strong CTA (e.g., “Book now”)

 **Goal:** Start turning interest into action


Days 31–40: Consistency & Visibility

- Post 5 times/week (minimum)
- Schedule content using a tool like Later or Buffer
- Batch-create image templates in Canva
- Repurpose content across platforms (Instagram, Facebook, LinkedIn)
- Collaborate: do a joint live or cross-promotion with another therapist

 **Goal:** Stay top-of-mind for your audience

Days 41–50: Authority & Trust Building

- Share behind-the-scenes of your healing tools or practices
- Create an Instagram Live or video teaching a simple technique
- Write 1–2 mini blog-style captions with educational content
- Post a “Common Myths About Holistic Therapy” carousel
- Host a Q&A in your stories or go live to answer questions

 **Goal:** Position yourself as knowledgeable and trustworthy

Days 51–60: Lead Generation & Client Action

- Launch a simple 3–5 day content challenge (e.g., “Reconnect with Self”)
- Promote a limited number of 1:1 discovery calls or mini sessions
- Offer a time-limited bonus (e.g., session + free workbook)
- Post direct call-to-action content: “Here’s how to work with me”
- Start a waitlist or pre-booking link if you’re full

 **Goal:** Turn followers into paying clients

Bonus Tips for Success

- Use hashtags thoughtfully (e.g., #holistichealing, #traumarecovery, #arttherapyforanxiety)
- Always speak from the heart—authenticity builds loyalty
- Reuse what works; your audience needs to hear your message more than once
- Track engagement and refine your messaging weekly