



# Mind Body Education

## Holistic Success Hub - Resources

### 90-Day Marketing Planner

For Holistic Practitioners, Coaches & Wellbeing Professionals  
*A Simple, Sustainable Marketing System*

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#### How to Use This Planner

- ✓ This planner gives you a clear roadmap for 3 months of simple, steady marketing.
- ✓ You only need a few hours per month to stay visible, attract clients, and grow your business.
- ✓ Feel free to print it, write on it, or use it alongside your digital calendar.
- ✓ Most importantly: *Done is better than perfect*. Small, consistent steps lead to growth.

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#### MONTH ONE

Week	Focus	Task
Week 1	Education	Create 1 educational post (tips, facts, or “how-to” advice).
Week 2	Connection	Send 1 email sharing a personal insight or helpful resource.
Week 3	Trust	Share 1 client testimonial or success story (with permission).
Week 4	Invitation	Promote your free resource, discovery call, or upcoming event.

**Monthly Goal:**

- Post at least 1–2 times per week on social media.
  - Send 1 email newsletter.
  - Promote 1 offer.
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## MONTH TWO

<b>Week</b>	<b>Focus</b>	<b>Task</b>
Week 1	Education	Write a short blog post or social media carousel (repurpose old content if needed).
Week 2	Connection	Go live or record a short video sharing a wellness tip.
Week 3	Trust	Share a behind-the-scenes photo or story from your practice.
Week 4	Invitation	Run a small ad campaign or boosted post (start with \$5/day).

**Monthly Goal:**

- Build comfort with video or live content.
  - Test small paid promotions.
  - Stay consistent with email and posting.
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## MONTH THREE

<b>Week</b>	<b>Focus</b>	<b>Task</b>
Week 1	Education	Answer 1 common FAQ you hear from clients (video or post).
Week 2	Connection	Partner or collaborate with a local business or practitioner.
Week 3	Trust	Post a quote or personal reflection that inspires your ideal clients.
Week 4	Invitation	Promote your lead magnet or booking link again.

**Monthly Goal:**

- Start small collaborations.
  - Keep nurturing your audience.
  - Always include clear next steps for people to contact or book.
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## At the End of 90 Days:

- ✓ Review: What worked best?
  - ✓ Repeat what worked well.
  - ✓ Tweak or simplify anything that felt overwhelming.
  - ✓ Plan your next 90 days using the same simple format.
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## Quick Tips for Success

- 🌿 **Stay on brand:** Use your colours, fonts, tone and messaging everywhere.
- 🌿 **Repurpose content:** Reuse past posts in new ways.
- 🌿 **Don't chase perfection:** Consistency matters far more.
- 🌿 **Track your progress:** Keep a simple log of bookings, inquiries, and new email subscribers.
- 🌿 **Stay connected to your purpose:** Always focus on *servicing*, not *selling*.