



# Mind Body Education

## Holistic Success Hub - Resources

### Free Resource Creation Checklist

*Plan and create high-value free resources to attract, engage, and inspire your ideal clients.*

Free resources (also called lead magnets or opt-ins) help holistic therapists build trust and grow their client base by offering helpful, relevant content in exchange for a potential client's email or engagement.

Creating one valuable free resource can open the door to dozens of new client relationships.

Start with one, keep it simple, and let it reflect your heart and purpose.

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#### 1. Define Your Purpose

- What is the goal of this resource? (E.g., attract new clients, build email list, educate about your service)
- What do you want your audience to think, feel, or do after using it?
- How does it align with your offerings?

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#### 2. Know Your Audience

- Who is this for? (Describe your ideal client's pain points, goals, and mindset)
  - What problem will this resource help them solve?
  - Is the language and tone appropriate for their level of understanding?
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### ✔ 3. Choose the Right Format

- Checklist (e.g., “Self-Care Daily Checklist”)
- Workbook or Journal Prompts
- Mini eBook or PDF Guide
- Guided Meditation (audio or video)
- Printable Worksheet or Tracker
- Infographic or Poster
- Video or Audio Masterclass
- Templates (e.g., meal planner, wellness tracker)

*Tip:* Start with something simple and valuable you can create in 1–2 hours.

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### ✔ 4. Craft the Content

- Clear, actionable, and easy to follow
  - Includes practical tips, exercises, or insights
  - Warm, supportive, and empowering tone
  - Reflects your expertise and unique approach
  - Includes your name, logo, or website for brand recognition
  - Designed with visual clarity (Canva is ideal!)
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### ✔ 5. Add a Call to Action (CTA)

- Invite the reader/viewer to take a next step:
    - Book a session
    - Join your email list or community
    - Follow you on social media
    - Download another free tool
  - Keep it soft, supportive, and non-salesy
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### ✔ 6. Make It Beautiful and On-Brand

- Use your brand colours and fonts
  - Include your logo or name
  - Use clean, calming design that reflects your values
  - Keep text readable and uncluttered
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## 7. Deliver It Smoothly

- Upload your free resource to a platform (Google Drive, Dropbox, or your website)
  - Create a simple opt-in form or landing page to collect emails
  - Set up a thank-you or delivery email with a link to access the resource
  - Test the process from start to finish as a user
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## 8. Promote It

- Share on your website homepage or blog
  - Post on social media (use graphics or short videos)
  - Mention it during workshops, lives, or sessions
  - Use it in your email signature or autoresponder
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## 9. Review and Update Regularly

- Is the information still accurate and aligned with your services?
  - Could the design or layout be improved?
  - Are people signing up or engaging with it?
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