



# Mind Body Education

## Holistic Success Hub - Resources

### **The Holistic Practitioner's Guide to Social Media Success**

#### **Attract Your Ideal Clients with Authentic Holistic Marketing**

**By Isabelle Cunningham**

Social media can feel overwhelming, especially for holistic practitioners whose passion lies in healing, not marketing. But in today's digital world, showing up online is one of the most powerful ways to connect with those who truly need your help.

This guide is designed to help you grow your presence, attract your ideal clients, and stay aligned with your values every step of the way.

Many holistic practitioners fail to even launch and many who do launch, fail to thrive. The reason I see for this, time and time again, is a lack of marketing know-how. Or, to be even more precise, fear of marketing!

Holistic therapists are generally very authentic, gentle people who do not want to force themselves on to other people – they fear being seen as to 'salesy'. Often their own experiences with relentless bully-style marketing and salespeople have coloured their belief about what marketing really means.

Authentic holistic marketing is about you just being yourself, talking about what you have learned and what you are passionate about – It is about you sharing the ways you can improve other people's lives in the hopes of connecting with those people and then helping them improve their lives. How can you help them, guide or support them, if they don't know you exist?

Imagine if you had in your hands a bottle of the most magical and powerful elixir that could restore everyone to perfect health. You would be yelling about it from the mountain tops, wouldn't you? You would be doing those who really needed it a disservice if you didn't, right? You would be able to tell everyone everywhere how fantastic it is and how it can help them because you would completely believe in it. If you don't believe in what you do, you probably shouldn't be selling it.

Authentic holistic marketing is not advertising it is educating. If you are a very good therapist then you are an educator. You teach people how to become empowered and skilled in ways that help improve their wellbeing. Authentic holistic marketing is education people for free – some of those people will decide they want to work with you (and pay you) because they like you and what you are offering. Some never will and that's OK – It's not all about the money after all.

Authentic holistic marketing involves things like creating content that identifies your potential client's problem and shows them a little bit about why they have that problem, and a little bit about how they can get rid of it. This is like a valuable taster that shows people what it would be like to work with you.

You don't need to hassle people, or do anything you don't feel comfortable with, ever. You do need to get really comfortable with authentic holistic marketing so that you can make the income you need to live well and have a career you love and reach all the people whose lives will be changed for the better because they found you.



## **Chapter 1:**

### **Understanding Your Ideal Client - Why it matters.**

Marketing becomes easier and more effective when you know exactly who you're talking to. Trying to speak to everyone means your message won't deeply connect with anyone. When you understand your ideal client, your content becomes magnetic, your offers resonate more, and your practice grows with aligned, appreciative clients. Potential clients feel like you are speaking directly to them and connection happens. People want to work with (and pay) people they feel a connection to.

#### **Action Steps:**

**Define Demographics** - Identify the basic traits of your ideal client:

Age range

Gender (if applicable)

Location (local, national, online)

Are they in relationships?

What kind of work do they do?

**Explore Psychographics:** Your ideal clients emotional and psychological traits:

Core values (e.g., health, connection, spirituality)

Common fears or struggles (e.g., anxiety, burnout, disconnection)

Deep desires (e.g., inner peace, self-worth, healing, purpose)

Interests – what do they love, who do they follow, where do they hang out?

**Journal Prompts: Consider the following and make some notes.**

"What is my ideal client struggling with on a daily basis?"

"What do they wish they could change about their life?"

"What transformation are they dreaming of experiencing?"

**Create a Client Avatar:** Give your ideal client a name and personality.

Write a short paragraph describing them as if they were a real person. Refer to this avatar whenever you write social media posts, emails, or create offers.

**Example Avatar:** Sarah is a 38-year-old mother of two who works part-time. She often feels anxious and disconnected, longs for deeper meaning, and wants to improve her self-care routine. She's curious about holistic healing but unsure where to start.

This level of clarity helps you craft content that truly speaks to the hearts of those you are here to serve.

## Chapter 2:

### Choosing the Right Platforms - Focus on where your people are.

You don't need to be everywhere. Start with one or two platforms where your ideal clients are already spending their time. This makes content creation more manageable and helps you build deeper engagement.

Social media works best when you show up consistently, so choosing platforms you enjoy using also helps you stay inspired and aligned.

Here's a closer look at the most effective platforms for holistic practitioners:

**Instagram:** Ideal for visually rich content and building a strong personal brand.

Use it for:

Sharing inspiring quotes, wellness tips, and quick videos

Posting reels or short stories to demonstrate techniques (e.g., breathwork, tapping)

Behind-the-scenes content to show the human side of your work

Connecting via DMs and growing engagement through polls and questions in stories

**Facebook:** Great for building community and promoting local or virtual events. Use it for:

Creating and managing groups (e.g., private client support spaces or interest groups)

Posting events and reminders for workshops or classes

Sharing blogs, longer posts, or livestreams

Encouraging conversation through comments and group interactions

**LinkedIn:** Perfect for showcasing your credibility and connecting professionally.

Use it for:

Establishing yourself as an expert in your field

Sharing thought leadership articles and case studies

Networking with other practitioners and potential referral partners

Promoting your holistic services in a professional context (ideal for coaches or therapists wanting to reach corporate clients)

**Pinterest:** Excellent for long-term visibility and evergreen content.

Use it for:

Driving traffic to your website or blog

Sharing step-by-step wellness guides or resource downloads

Creating visual pins for your lead magnets, meditations, or checklists

Establishing a curated board of your offerings and wellness tips

Tip: Start by choosing the platform that best aligns with your strengths and audience and master it before adding another. Being present and engaged on fewer platforms is more impactful than spreading yourself too thin.

## **Chapter 3:**

### **Crafting Your Brand – Voice Authenticity over perfection.**

Your brand voice is the tone, language, and energy you bring to everything you share online. For holistic practitioners, this voice should reflect who you truly are—not a polished, salesy version of yourself, but your real, grounded, compassionate self.

When your voice is authentic, people feel safe and seen. It becomes easier for potential clients to connect with you and trust you.

#### **Key Elements to Define Your Brand Voice:**

Your "Why"

Why did you start your practice?

What transformation do you hope to offer others?

What motivates you to keep doing this work?

#### **Your Tone:**

Choose a tone that reflects your natural communication style and values. Examples include:

Calm and grounding

Empowering and uplifting

Warm and nurturing

Direct yet compassionate

**Language and Vocabulary:**

Use words and phrases your ideal clients use and relate to. Avoid overly clinical or spiritual jargon unless your audience resonates with it. Speak clearly, kindly, and with intention.

**Practical Tips:**

Write like you're talking to a client you care about.

Use stories, metaphors, and personal examples.

Keep your visuals consistent with your tone (colours, images, fonts).

Tip: People connect with people. Don't be afraid to show your face, your voice, and your values. You don't have to be perfect—just present and real.

**Chapter 4:**

**Creating Magnetic Content - Your content should attract, inform, and inspire.**

It's your way of saying, "Here's how I can help you" without being pushy or too salesy!

Magnetic content speaks directly to your ideal client's needs, emotions, and goals.

**Types of Posts to Rotate:**

**Educational Posts:**

Teach something simple, valuable, and relevant. Examples:

"3 grounding techniques for anxiety"

"What is energy healing, and how can it help you?"

**Inspirational Quotes or Affirmations:**

Share a quote that reflects your values or approach, then add a short reflection or journal prompt.

**Behind-the-Scenes Content:**

Give a glimpse of your workspace, rituals, or what you do to stay balanced. Authenticity builds trust.

**Testimonials and Client Wins;**

Showcase transformations from your work. Always get permission or anonymise details. Focus on the emotional outcome.

**Personal Insights and Stories;**

Share your healing journey, challenges you've overcome, or why you do this work. Vulnerability makes you relatable.

### **Promotional Posts;**

Gently invite followers to work with you. Keep it client-focused by emphasising the benefits of your service. Include soft call to actions (CTAs) like:

"Want to feel more balanced? My new 1:1 coaching spots are now open."

"You're invited to my next healing circle. Details in bio."

### **Content Planner Tip: Choose a theme for each day to stay consistent and organised:**

Monday Motivation

Transformation Tuesday

Wellness Wednesday

Testimonial Thursday

Feature Friday

Self-Care Saturday

Soulful Sunday

This rhythm makes planning easier and ensures you're creating a well-rounded mix of content that supports, educates, and invites.\*\* People connect with people. Don't be afraid to show your face, your voice, and your values.

## **Chapter 5:**

### **Growing Your Audience - Organically Build relationships, not just numbers.**

Growth on social media isn't about going viral—it's about slowly and steadily attracting aligned people who are genuinely interested in your work. These are the people who become clients, referrals, and part of your healing community.

**Here are proven strategies to grow your audience in a heart-centred, authentic way:**

**1. Use Hashtags Mindfully;** Hashtags help people discover your content. Use a mix of:

Niche-specific hashtags (e.g., #EnergyHealingAustralia, #ArtTherapyForAnxiety)

Local hashtags if offering in-person services (e.g., #SydneyWellness)

Community-driven tags (e.g., #MindBodySoul, #EmpathsUnite)

Limit to 10–15 relevant hashtags per post and switch them up based on your content.

**2. Engage With Intention;** social media is a two-way street.

Spend time...

Replying to comments and DMs warmly and personally

Liking and commenting on other practitioners' or potential clients' posts

Starting conversations in stories using polls, question boxes, and reactions

This builds relationships and shows your audience you care.

### **3. Collaborate With Others; Reach new audiences by partnering with like-minded practitioners.**

Ideas:

Co-host a 'live' on Instagram or Facebook

Create a joint giveaway

Tag each other in shoutouts or testimonials

Invite guest experts to speak in your community

### **4. Create Value-Based Content; Offer insights, practices, or tips that help your audience feel better, think deeper, or grow.**

The more value you give, the more your content will be saved and shared.

Examples:

"5 ways to ground your energy during stressful times"

"Try this heart-centring breathwork exercise"

### **5. Use Stories and Lives to Build Trust; Show up in real time.**

Talk directly to your audience. Share a bit of your day, a message from your heart, or offer quick teachings. People connect deeply with video.

### **6. Encourage Sharing and Saves.**

At the end of valuable posts, add gentle prompts like:

"Save this for later if it resonated."

"Tag a friend who needs this message today."

"Which one of these tips will you try first?"

**Remember:** Growth is not just about numbers—it's about building an engaged, trusting audience who sees you as a guide on their healing journey.

## **Chapter 6:**

### **Calls to Action That Feel Good - How to invite without feeling salesy.**

Many holistic practitioners hesitate to invite clients to work with them because they fear sounding pushy. But a call to action (CTA) is not about pressure—it's about offering help to those who are

ready. It is offering something that you truly know can really help someone who needs what you have.

The key is to make your CTAs feel natural, supportive, and aligned with your values. When your content has already built trust and connection, a well-placed CTA becomes an act of service.

Examples of Gentle CTAs:

"Curious about working with me? Send me a DM and let's chat."

"Want to explore this more deeply? My 1:1 sessions are open this month."

"You're invited to my upcoming workshop. Click the link in bio for details."

"I've created a free meditation to support your self-care. Grab it here."

### **Tips for Effective CTAs:**

Include them at the end of value-based posts.

Match the tone to your voice (soft, warm, friendly).

Use urgency gently, such as "Limited spots available."

Make it easy to take the next step (simple links, booking buttons, or DM prompts). I can't stress this enough! I have seen so many brilliant therapists with fantastic and valuable services create great content with virtually no way for potential clients to get in touch – make contacting you the easiest thing they could do today.

**Remember:** People need to be shown how to take the next step. Your invitation could be the gentle nudge they've been waiting for.

## **Chapter 7:**

### **Staying Consistent Without Burnout.**

Consistency creates trust—but it doesn't require constant output. One of the biggest challenges for holistic practitioners is maintaining a regular online presence without burning out. The good news? You don't need to post daily to be successful.

Instead, focus on sustainable practices that allow you to stay visible and engaged while protecting your energy.

#### **Tips to Stay Consistent:**

**Batch Your Content;** Set aside time once a week (or month) to write and design multiple posts. This frees up daily mental space.

**Use Scheduling Tools;** Tools like Meta Planner, Later, or Buffer help you plan and post ahead of time, so your content keeps flowing—even when you're offline.

**Create Templates;** Reuse branded Canva templates for quotes, tips, and offers. This saves time and keeps your feed cohesive.

Start Small; Begin with 2–3 posts per week. Add more as you feel inspired. Quality always outweighs quantity.

Build a Repost Bank; Save your best-performing posts to reshare later. Most followers won't remember if they've seen it before. I have some I really love and I post them once every six months.

Take Breaks When Needed; Step back without guilt. Let your audience know and return refreshed. Your wellbeing matters most.

**Remember:** Sustainable consistency is better than short-term hustle. Honor your energy and create from a place of alignment.

## Chapter 8:

### Tracking What Works.

What gets measured, improves. Knowing which content resonates with your audience helps you refine your strategy and grow more intentionally. It also saves time—because you'll stop *guessing* what to post.

You don't need fancy tools. The basic insights from Instagram, Facebook, or your website are enough to give you valuable feedback.

#### Simple Metrics to Track Each Month:

**Engagement Rate;** How many likes, comments, shares, or saves your posts receive. This shows how well your content connects emotionally.

**Follower Growth;** Are you attracting new people aligned with your audience? Note any spikes and what may have caused them.

**Website Clicks / Booking Links;** Track if people are clicking through to your freebie, session info, or contact page. This measures your conversion rate.

**Story Views and Poll Responses;** High engagement in stories often signals trust and interest. Use interactive features like polls and questions to gather insights.

**Most Saved or Shared Posts;** These are gold! They show what content is truly valuable. Create more like this!

#### Monthly Reflection Prompt:

“What worked well this month?”

“What felt good to post?”

“What can I simplify next month?”

Tracking doesn't have to feel clinical. Think of it as a tool for clarity and confidence—helping you stay aligned while growing with purpose.

## Final Thoughts

You don't have to become a social media expert to attract amazing clients. All you need is consistency, clarity, and a willingness to be visible as your true self.

Use this guide as a compass and keep showing up—your future clients are looking for you.

## Bonus: 30-Day Content Calendar & Caption Prompts

(To help you get started with ease and inspiration!)

### WEEK 1

MON – Introduce yourself and your "why"

TUE – Client success story or testimonial

WED – Share a calming ritual or wellness tip

THU – Throwback to your journey or a personal lesson

FRI – Inspirational quote with your thoughts

SAT – Behind-the-scenes of your workspace

SUN – Invite followers to book or connect (soft CTA)

### WEEK 2

8. MON – Common myth in your field, debunk it

9. TUE – Journal prompt or reflective question

10. WED – Share a benefit of your modality

11. THU – Video tip: quick breathwork or stretch

12. FRI – Fun fact about healing or holistic health

13. SAT – Share your weekend self-care plan

14. SUN – Promote your freebie or session with gentle invitation

### WEEK 3

15. MON – "Did you know..." (educational insight)

16. TUE – Client avatar story (who you help & why)

17. WED – Energy clearing or emotional reset tip

18. THU – Personal quote or mantra you live by

19. FRI – Quick quiz or poll in stories

20. SAT – Show something you're reading or learning

21. SUN – "Let's work together" post + how to book

#### **WEEK 4**

22. MON – Top 3 mistakes people make with [topic]

23. TUE – Favorite tool/resource you use in sessions

24. WED – Share a case study (anonymised)

25. THU – Guided visualisation or audio snippet

26. FRI – List of values you hold as a practitioner

27. SAT – Weekend reflection or nature photo + message

28. SUN – Roundup of the month + next month's theme

#### **EXTRA PROMPTS TO ROTATE IN:**

29. Share what inspired your practice

30. Tell a story of a turning point in your life