MODULE 5

KICKSTART YOUR HOME-BASED MASSAGE BIZ

with Barbara Swiatkiwsky

SELF CARE

Overwhelm Check In

Journal prompts:

I can recognize when I'm becoming overwhelmed because ....

Getting out:

What doesn't work for me...

5 Strategies that consistently DO work for me...

Prevention/Intervention plan

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

DAILY PRACTICE

Training Call Notes

CREATING YOUR PERSONAL BRAND

Becoming memorable to your ideal clients

Get CLEAR but don't panic, this is always a work in progress! Start where you are. Build on the work you've already completed.

Exercise 1: Strong consistent messaging

A. Your value pillars. What are your top 5 values as a therapist and businesswoman?

B. Who are you serving? Describe your ideal client.Your unique offering.

Describe the signature service are you creating and how it makes your client's life better

C. Your unique offering.

Describe the signature service are you creating and how it makes your ideal client's life better.

Check in: Are all of your answers in alignment? Review any that don't fit. You are aiming for consistency.

Exercise 2: Coordinated colours

Keep it simple - choose 3 colours to keep consistent. If you'd like to consider the psychology of colour, check out this resource.

http://www.empower-yourself-with-color-psychology.com/

Your 3 colours:	Reason for selecting	HTML colour code
1.		
2.		
3.		

Exercise 3: Fantastic Fonts

Keep it simple. Choose 2 that look good together. If possible choose a font that is available on multiple platforms (Canva, your website, wordprocessing).

resources: https://designschool.canva.com/font-design/

https://designschool.canva.com/blog/canva-for-work-brand-fonts/

Your 2 fonts:	Reason for selecting	Versatile?	Readable on phone?
1.			
2.			

Training Notes:

KICKSTART CHALLENGE

Personal Brand Challenge

Getting clear. Getting consistent. Becoming memorable.

1. Facebook Business Page Review :

Cover, Picture, Last 10 Posts, Videos

- What does it look/feel like right now?
- What stays the same?
- What needs to be fixed?

2. Facebook Business Page Consistency Challenge

Post an image daily with either overlaid text or logo - consistent with your personal brand colours, font, and messaging.

Post Training Call PERSONAL STRETCH GOALS

Online goal: I commit to _____
during the next week.

I will know I have been successful when...

II am most likely to sabotage myself by .....

The support I need to be successful is...

Community goal: I commit to _____
during the next week.

I will know I have been successful when...

II am most likely to sabotage myself by .....

The support I need to be successful is...

Training call NOTES