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**1s Session: Overview**

What are you doing? Why? With whom? [Purpose, vision and intentions for your practice]

How do you conceptualize and articulate what you do? What are tools that can help you get the word out? [Marketing strategy]

How do you open up new lines of connection and tend your existing web of relationships? [Networking]

How do you create a practice that’s sustainable and get the support you need to keep you aligned with your goals? [Self-care]

Also, what regular practices do you have that allow you to revisit and revamp your goals and stay accountable to yourself?

**2nd session: Marketing**

Marketing as an opportunity to share your vision: What do I want people to know? How would I love to tell them? Creating a strategy to target your ideal client. Turning mission statement and list of gifts into bio and advertising materials.

We’ll cover advertising options/nuts and bolts of social media and web presence, and I’ll give you resources for more extensive support in specific areas i.e. classes on starting a blog. Starting this early so people have a chance to get their hands dirty and bring back questions/issues they have i.e. with setting up a twitter account.

**3rd session: Networking**

Networking as tending the web and opening up lines of connection; using the publicity material you generated about your work to be able to speak articulately about it and cultivate relationships that support your work.

**4th session: Support**

Building a support structure for yourself and your practice so your work can be sustainable. Discussing the different elements of support: colleagues/friends/mentors/assistants; creating a business advisory board.

**EXERCISES**

--Visualization of ideal practice:

     --This is an exercise we did in the intro session and I’ll keep bringing it back. The more frequently you can do this, the better—visualizing your ideal practice helps engage your subconscious mind in order to manifest your dreams. Doing it every day would be ideal. You can also tune in to ask for guidance around specific things: where should I post my fliers? Is this client a good fit for me or should I refer them to someone else?

--Mission Statement as Basis for PR:

Once you’ve created a mission statement, the next step is editing it to create text for advertising (brochure/website/etc). Bio: Who are you (the relevant threads)? What do you do? What’s your niche? Why is this important/why do they need you? i.e. creative people not finding fulfillment in their lives need you to get unstuck.

--Collect others’ advertising materials and see what speaks to you for next class: text from website bios; brochures, fliers etc.

**TIPS**

--The definition of a successful practice is different for different people. What does it mean for you?

Why do practitioners get stuck? What are the skills and resources that support a thriving practice?

--Business knowhow: Many practitioners do not naturally think like business people and their training does not develop that capacity; schools teach healing skills but not marketing.

--Mentorship: Now that we learn through trainings and school rather than through apprenticeship, exposure and access to mentors can be more limited.

--Modeling: Exposure to role models in different disciplines can help practitioners think outside the box and avoid adopting conventions in their field by default.

--Creative approach: Sometimes practitioners look outside themselves to gauge the limits of what’s possible rather than consulting their intuition, imagining their ideal scenario, and working to make it a reality.

Central question of this workshop: WHAT DO YOU WANT TO BUILD WITH THE TOOLS YOU’VE BEEN GIVEN?

--Passion: Some practitioners pick a niche based on what they think clients want or what will be lucrative rather than doing the work that makes them come alive.

--Openness to change: Approaching your practice as a creative endeavor gives you license to try new things and let go of whatever no longer works. By doing so you model the process of healthy change for your clients.

--Authenticity: Sometimes practitioners try to hide behind their modality because it feels exposing to come forward with an offering that feels more authentic. Our work together will give you the opportunity to expand your comfort level with being seen in this way, and having your work be known.

THE SECRET: CLIENTS SEEK YOU OUT FOR WHO YOU ARE.

         THE MODALITY YOU OFFER IS SECONDARY.

--Browse websites, brochures, fliers etc from other professionals in your field or related fields and see what speaks to you and why. Is it the visual layout? How they describe their work? The tone of their bio? How can you incorporate that inspiration in a way that is uniquely yours?

--Once you’ve created a mission statement, you can edit it to create text for advertising (brochure/website/etc). Bio: Who are you (relevant threads)? What do you do? What’s your niche? Why is this important/how do clients benefit your services? This can be a beneficial step even if you're not immediately prepared to produce advertising materials.

--If you already have a bio i.e. on your website, you can take another look at it to see how it fits with your mission statement and goals for your practice and revise if necessary.

--Write your marketing materials with your ideal client in mind, as if you were directing your outreach to them. Marketing is an opportunity to share your vision: What do I want people to know? How would I love to tell them?

--Brainstorm a list of ways to reach your ideal client (the one you profiled on the worksheet from the first class). What are the most effective strategies for you?

--Pay attention to guidance from your dreams and intuition with regard to your practice.

**SELF-CARE and STAYING FOCUSED, MOTIVATED**

What kind of support do you need in the process of building your practice?

Here are some suggestions:

--TAKE TIME TO PLAY AND REST. If your well is empty, how can you give to others? Block out time in your schedule to do things just for the sake of enjoyment. Take vacation as needed; your clients will benefit.

--Schedule regular therapy/bodywork sessions to tend to your body and personal development. Trading services with other practitioners can be a great way to get the support you need while also spreading the word about your business.

--Work with a life coach or business coach to clarify your goals and keep you accountable to yourself.

--Get consultation to address any issues that arise in your practice beyond your scope of expertise (legal/ethical/tricky situations). [Therapy supervision offers a helpful model for consultation—acknowledge where you’re actually at in your practice and reach out to get the support you need].

--Convene an advisory board; have meetings with them when you need support or have questions about how to move forward.

--Work with a mentor. SCORE matches experienced professionals with folks who are building their business, for free.  --Structure your practice in a way that is sustainable for you. How many clients is actually ideal? Know your limits and create a schedule that works for your needs.

--Join a practice building or networking group to pool resources and receive support from others who are in the same boat.

--Meet with a practice-building buddy on a regular basis.

--Make time for friends and family. Isolating yourself can be detrimental to your practice and your wellbeing.

--Stay inspired. Read books and blogs by people who inspire you; listen to TEDTalks or get a copy of Ode magazine.

--What other strategies have worked for you in getting the support you need?

Questions to consider:   Who is in my business advisory circle? Who will help me be accountable to my own success? Who are my models? What skills do I need to develop?