

How to Get More Clients for Your Holistic Practice Online

A 5 Week Virtual
Web Marketing Workshop



Course Overview:

Thanks for your interest in this workshop.

This program is designed around 5 weeks of videos and weekly calls where we can “meet” live so I can answer your questions and “peek over your shoulder” in case you run into any snags or issues.

**The goal is to empower you so that you know
what to do, and how to do it.**

The guiding principle is to help you get more clients by understanding and USING what I call the “Lead Generation Triangle” – a formula I have been successfully using since 2008. In case you’re not familiar with the “triangle” getting more business online (i.e. leads, referrals, opt in or sales) comes down to just three things:

1. Getting the right **traffic**
2. Having the right **web design**
3. Using the right **language**

When all three of these aspects of your site are properly set up your website becomes a “lead generation machine” working for your practice 24/7/365.

Yet, if one (or more) of these are “off” then your site will be “off” as well, failing to generate traffic into referrals.

**The workshop is a 5 week program
focused on these main topics...**

1. Your ideal client
2. Your website
3. Your traffic
4. Your message
5. Your leads (or referrals)

Topic Overview:

Your ideal client

1. Who is your ideal client?
2. What are they looking for?
3. How do they search online for you?
4. Understanding keyword research
5. How to choose the right keywords
6. How to add keywords to your site

Your website

1. Top 10 WordPress plugins to use
2. Linking your site to Google Analytics
3. Linking your site to your Facebook page
4. How to easily share your content online
5. 10 common web design flaws to avoid

Your traffic

1. How to get more traffic from search engines
2. How to get more local based traffic
3. Using Google maps/Google+/and Google authorship and why it matters
4. How to get more “backlinks” to your site
5. How to use “interlinking” and why it matters
6. Tips for effective paid advertising

Your marketing message

1. How to build an action page
2. How to write better blog posts
3. Finding, and using, images effectively
4. How to find topics to write about
5. An easy way to create content
6. How to craft and communicate your message
7. How to use YouTube effectively

Your leads/referrals

1. Using “calls to action” on your
2. Setting up your “action pages”
3. How to set up a “lead capture form” that works
4. Lead funneling and follow up

To register...

Simply follow the link to:

<http://alternativemedicinenow.com/a-5-week-virtual-web-marketing-workshop/>

If you have any questions about the upcoming workshop...

1. Call me at 888-542-2936, or
2. Send me an email at: support@alternativemedicinenow.com

All best,

Michael