

Client Attraction



10 Steps to Attract Ideal Clients to Your Therapy Practice

Welcome

HELLO & WELCOME!

If you've downloaded this guide, chances are you're a beauty or holistic therapist who's ready to grow your business, but maybe you're not sure where to start?

Maybe you're amazing at what you do, but...

- You're struggling to get consistent clients (or maybe not any yet)
- You feel invisible online
- You know you need to show up more... but confidence keeps getting in the way

Sound familiar?

This guide is here to help. Inside, you'll find 10 clear, practical steps to start building your client base – without burning out, selling your soul, or pretending to be someone you're not.

It's not just strategy – it's confidence-led strategy. Because the truth is:

👉 You can have the best treatments in the world, but if you don't believe in yourself, no one else will either.

Let's change that – starting now.



Hello, I'm Angela.

If you're reading this, chances are, you're struggling to get clients in your therapy business. Let me tell you, I know **exactly** how you feel.

I know this feeling all too well. I used to be the queen of overthinking, self-doubt, and letting my inner critic run the show. I'd set big goals to get clients... then immediately talk myself out of them. I'd shrink myself in conversations, afraid of saying the "wrong" thing. Scared to post on social media. I'd look at confident women and think, "How do they DO that?!"

I used to think that having a successful business was something for other women - but not me! Who was I to think....

Then I learned the secret: it wasn't that they had something I didn't. They had different subconscious programming.

Once I figured out how to rewire my subconscious mind, everything changed. And now? I help women just like you ditch the limiting beliefs, silence the self-doubt, and step into the confidence they were meant to have.

Because you deserve to feel worthy. You deserve to take up space. You deserve to live a life where you aren't held back by old fears.

You deserve to have a fully booked therapy practice!

So let's get started and get you on the road to getting **CLIENTS!**



STEP 1: Identify Your Niche (Get Clear on Who You Help)

(If you try to help everyone, you'll end up attracting no one.)

One of the biggest mistakes new therapists make is thinking they need to appeal to everyone. But the truth is, people book therapists who feel like the right fit for them. And you can only be the right fit if you're clear about who you're talking to.

When you're specific about your ideal client, everything becomes easier:

- Your content feels more natural
- Your treatments feel more tailored
- And your clients feels seen and understood

Try this:

Answer these three questions to define your ideal client: (adapt it for your ideal clients)

1. Who do you love working with?

(e.g. "Women in their 40s who want to de-stress after work")

2. What common struggles or goals do they have?

(e.g. "Tight shoulders from desk work, struggling to sleep, lack of time for themselves")

3. What result are they looking for?

(e.g. "More calm, de-stress, better sleep")

Confidence Tip:

You're allowed to choose. Choosing a niche doesn't mean you're turning others away. It can help you stand out in a crowded space. Confidence starts with clarity.

You can't show up boldly if you don't know who you're talking to.



STEP 2: Booking System

Make it easy for people to book with you. If it's hard to book you, people won't.

That might sound harsh – but in today's world, people are busy, distracted, and overwhelmed. If someone has to jump through hoops to figure out how to work with you... they'll probably give up. Your job? Remove the friction.

Here's your simple checklist:

Make sure a potential client can:

- Contact you to book either by phone, message or online.
- Click ONE link and go straight to your booking page/website
- Clearly see your treatment options and prices
- Know how to contact you if they have questions

Quick Wins:

- Add your contact details / booking link to your Instagram bio
- Pin a post that says "Here's how to book me"
- Mention availability in your stories (e.g. "2 spaces left this week!")

Confidence Insight:

Sometimes we don't realise we're making it hard to book because deep down, we're not sure we're ready. But you **ARE** ready!

- ★ You've trained. You've got the certificates. You've practiced. You care deeply.
- ★ You're allowed to make it easy for people to say yes to you.

Confidence isn't about shouting the loudest – it's about removing the barriers between you and the people who need you.



STEP 3: Show Your Face (Not Just Your Logo)

People don't book logos. They book you!

In the beauty and holistic industry, trust is everything. And trust starts with connection. If your social media only shows polished graphics, stock photos, or your treatment bed – it's harder for people to feel that human connection.

Your potential clients want to see the person they're trusting with their face, body, or energy. That doesn't mean you need to dance or overshare – it means letting them feel like they know you, even just a little.

What to Share (That Builds Trust):

- A photo of you in your treatment room
- A story about why you do what you do
- A behind-the-scenes look at setting up for a client
- A quick tip or before/after if relevant
- Testimonials with your face beside them

Confidence Tip:

If you feel awkward showing up on camera, you're not alone. Most therapists do. But the fear of being judged is often just old programming – something your subconscious learned long ago.

You don't need to be perfect. Just real. ***And that's powerful!***



STEP 4: Focus on 1-2 Platforms

You don't need to be everywhere – you just need to be present somewhere.

Trying to be on Instagram, Facebook, TikTok, Pinterest, and LinkedIn will drain your energy fast – especially if you're already juggling treatments, home life, and everything else.

Instead, choose 1 or 2 platforms where your ideal clients actually hang out and focus your efforts there.

Where are your people?

- For local clients: Instagram and Facebook are often best
- Ask yourself: Where do they scroll when looking for beauty, wellness or inspiration?

What to post:

- A mix of you, your treatments, client stories, FAQs, and soft call-to-actions
- Don't worry about going viral – your goal is to build connection, not just reach

Confidence Tip:

If showing up online feels overwhelming, remember this:

You don't need to post every day. You just need to be consistently visible.

Even one post a week, if it's from the heart and directed to the right people, can do more than seven rushed posts no one connects with.

Consistency builds trust. You're not here to impress – you're here to be real.



STEP 5: Share What You Do – Clearly and Often

If people don't know what you offer, they can't book your services. It sounds obvious, but many therapists assume people just know what they do. The truth? Most people don't.

They've heard of Indian Head Massage... but don't know what it's for.

They see 'Reiki' on your menu... but aren't sure if it's spiritual or clinical.

They scroll past your posts... because they don't realise they're the person it's meant for.

You have to tell them – over and over again.

Here's how to talk about your treatments:

- Focus on benefits, not just features
- → Instead of "30-minute facial," say "30 minutes to help tired skin glow again"
- Explain who it's for, in simple language
- → "Perfect if you're stressed, can't sleep, or just need a proper switch-off"
- Share the experience, not just the outcome
- → "Warm oil, soothing music, and 45 minutes of you doing absolutely nothing"

People need to see or hear something multiple times before they take action. So tell them again and again what you actually do. You might feel like you're repeating yourself, but your audience is just starting to notice.

Confidence Insight:

Sometimes we hold back because we're afraid of being too much, too salesy, or too visible. But staying quiet serves no one – especially not the people who genuinely need and would benefit from what you offer. Your service isn't a favour. It's a gift. Let people know it exists.



STEP 6: Ask for Referrals (The Non-Awkward Way)

(Referrals are gold – but most therapists don't ask.)

Think about it: if a client had a great experience with you, would they tell a friend? Probably. But only if they remember, and feel prompted to.

The truth is, people love helping others – especially when it's easy. That's where you come in.

Try Saying This:

- "If you know someone who'd benefit from this, I'd love you to pass my name on."
- "I'm growing my business through referrals – it means the world if you would share."
- "Would you mind leaving a quick review if you enjoyed your treatment today?"

You can also leave a little referral card or offer a small thank-you discount (optional, not essential)

Tools That Help:

- Create a simple "refer a friend" image to share in stories or posts
- Add a referral reminder to your post-treatment message or thank-you email
- Use a pinned post: "Love your treatment? Share the love"

Confidence Tip:

If asking feels uncomfortable, check in with this belief:

- 👉 Is it wrong to talk about my business?

Often, we hold back from asking because we feel 'too pushy'. It's not! You're offering value. You're helping people feel better. And your happy clients will want to support you. You're not asking for favours – you're inviting people to share something that helped them.



STEP 7: Connect Locally (Online and Offline)

The clients you're looking for might be right around the corner – but they need to know you exist. In a world full of digital noise, real local connections still matter. Whether you're home-based, salon-based, or mobile, getting visible in your own community can build steady word-of-mouth and trust. You don't need a huge following. You need local people who see your name more than once.

Practical Ways to Get Local Eyes on You:

- Join local Facebook groups (search for ones with your town/city name)
- Share helpful comments and tips – not just promos
- Connect with other local businesses (hairdressers, yoga studios, PTs) and offer to cross-promote
- Leave simple flyers or cards in coffee shops, boutiques, gyms
- Attend a local networking event or holistic fair – even just to say hi and be seen

Bonus Tip: Pin Your Location

- Tag your location in posts and stories
- Use hashtags like #GlasgowTherapist #HolisticTherapistSurrey
- People do search locally – help them find you

Confidence Tip:

Don't wait to be discovered. Make it easy for people to come across you, remember you, and trust you.

You're not being pushy – you're being present. And that's what your community needs. You're allowed to take up space – especially in the places you serve.



STEP 8: Start Collecting Emails

Social media is great – but you don't own it.

Algorithms change. Accounts get hacked. Reach goes up and down. But your email list? That's yours. And it's one of the most powerful tools to build trust and stay in touch with potential and existing clients. Even a small list of engaged people can lead to regular bookings.

How to Start:

- Offer a freebie (e.g. "Self-care tips," "Skincare myths," "Relaxation rituals") in exchange for an email
- Add a sign-up form to your booking page or Linktree
- Use a free platform like Mailchimp, MailerLite, Systeme. to collect and send emails

What to Send:

- Appointment openings or cancellations
- Tips related to your treatments
- Special offers, birthday gifts, or client updates
- Client success stories (with permission!)

Confidence Tip:

Worried your emails won't be 'professional' enough? Let go of that. People want to hear from you, not a polished brand voice.

You don't need to write essays. One short, real, helpful email can keep someone thinking of you until they're ready to book.

Your list is like a garden – plant the seeds early and keep nurturing it, even before it blooms.



STEP 9: Look After Your Existing Clients

Getting a client to come back is easier (and more valuable) than finding a brand-new one. Too many therapists focus all their energy on getting new clients – but forget that loyal, repeat clients are what truly build a sustainable business.

When someone's had a great experience, don't just leave it at that. Nurture the relationship. Make them feel remembered, appreciated, and seen.

Simple Ways to Keep Clients Coming Back:

- Rebook before they leave (“Would you like to get your next appointment in now?”)
- Send a friendly check-in message a few days later
- Offer birthday discounts, loyalty cards, or early booking perks
- Remember small details – their last treatment, concerns, preferences

Why This Matters:

Clients who feel cared for are more likely to:

- ✓ Rebook
- ✓ Refer their friends
- ✓ Leave a review
- ✓ Stay loyal even when times are tough

Confidence Tip:

Looking after your clients isn't “extra” – it's part of your value.

You're not just offering a treatment. You're offering a relationship, a sense of safety, and a space to unwind.

When clients feel seen, they come back. When you believe you're worth returning to, they do too.



STEP 10: Work on Your Confidence Behind the Scenes

You can have the best treatments, best booking system, and the prettiest feed...

But if deep down you don't believe in yourself – it shows.

Confidence isn't just about how you talk to others.

It's about how you talk to yourself.

It's about what you believe you're worth.

It's the quiet foundation underneath everything else in your business.

Start Here:

- Notice when self-doubt shows up (e.g. "Who am I to charge that?" "No one's booking – it must be me")
- Journal it out – get the thoughts on paper, then challenge it
- Use daily mindset tools: affirmations, meditation audios, vision setting
- Get support – coaching, community, or someone who can remind you of your power

Reframe Your Inner Dialogue:

Instead of...

✗ "I don't feel confident enough to show up"

Try...

✓ "I'm building confidence by showing up, even when it feels hard."

Final Confidence Insight:

Confidence isn't about being loud, perfect, or fearless.

It's about trusting yourself enough to keep going – even when things feel slow or scary.

Confidence doesn't arrive. It grows – one small brave action at a time.

When your confidence grows, so does your client base.

Next Steps

If you've made it this far – well done!

You now have 10 clear, confidence-led ways to start attracting more clients and growing your business in a way that feels real, aligned, and doable. While this ebook gives you a strong first step, true confidence in getting clients happens when you have personalised guidance, accountability, and deeper subconscious rewiring techniques.

WHAT IF YOU COULD GET EVEN FASTER RESULTS?

That's exactly what we do inside my 1:1 Coaching Program.
Imagine this:

- ✔ A subconscious that works for you, not against you.
- ✔ Confidence that feels natural and unshakable.
- ✔ Decisions made with clarity, not self-doubt.
- ✔ Finally building the business with the dream clients you've always wanted.

If you're ready to fast-track your beauty or holistic business let's chat about how working together 1:1 can help you get there faster.

[🔗 Click here to book a free discovery call](#)
(No pressure, no obligation—just a friendly chat to see
how I can help!)

