

How to Grow **AN ONLINE PRESENCE** *for wellness professionals*



A step-by-step guide
to level up your **personal wellness**
brand online

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A simple roadmap to build a **professional online brand** without burnout, tech overwhelm, or posting 24/7.

Why Most Wellness Professionals Stay Stuck Online

- The need to be on every platform
- Pressure to create endless content
- Learn branding, websites, SEO, email marketing, and video editing all at once
- Look “perfect” online
- Figure everything out without guidance



important tip

You simply need:

- clarity
- consistency
- a professional online “home”
- a simple strategy

An online presence should support your business, not consume your life.

Most wellness professionals are incredibly skilled at what they do, but struggle to build a **strong online presence** because they feel overwhelmed by social media, branding, websites, content creation, and constantly changing marketing trends.

Many feel pressure to be everywhere online at once while still running their business and teaching classes while leading to inconsistency, confusion, burnout, and difficulty clearly communicating their value to potential clients. It can be a lot at once!



The 4 Foundations of a Strong **Online Presence**

1. Clarity

People should immediately understand:

- who you help
- what you do
- what makes your approach different

2. Visibility

If people cannot find you online, they cannot work with you.

Your visibility can include:

- Instagram
- YouTube
- Google
- your website
- email marketing

3. Trust

Your online presence should feel:

- professional
- clear
- aligned
- easy to navigate

4. Conversion

Your audience should always know:

- how to work with you
- what you offer
- what step to take next

A beautiful online presence means nothing if people are confused.



important tip

You do NOT need:

- a perfect logo
- expensive branding
- professional studio photography
- complicated funnels
- hundreds of reels

You only need a simple, recognizable foundation.

Just starting? Start with your **Minimum Viable Brand.**

Your brand does not need to be overly polished, complicated, or expensive to be effective. Many wellness professionals get stuck waiting until everything feels “perfect” before showing up online, when in reality, people are simply looking for **clarity, trust, and connection.**

A **strong online presence** starts with a **simple, recognizable foundation** that reflects who you are and what you offer. Consistent colors, clear messaging, approachable visuals, and authentic content will always outperform overcomplicated branding that feels disconnected from your real work. The goal is not perfection. The goal is creating a **professional presence** that feels aligned, trustworthy, and easy for people to understand.

The 4 Things You Actually Need for a **Minimum Viable Brand**

1. **Clear Messaging**

People should immediately understand:

- who you help
- what you do
- what problem you solve



2. **Simple Visual Branding**

You only need:

- 2 fonts
- 3 colors
- 1 professional photo
- a clean, consistent aesthetic

3. **A Professional Online Home**

At minimum, you need:

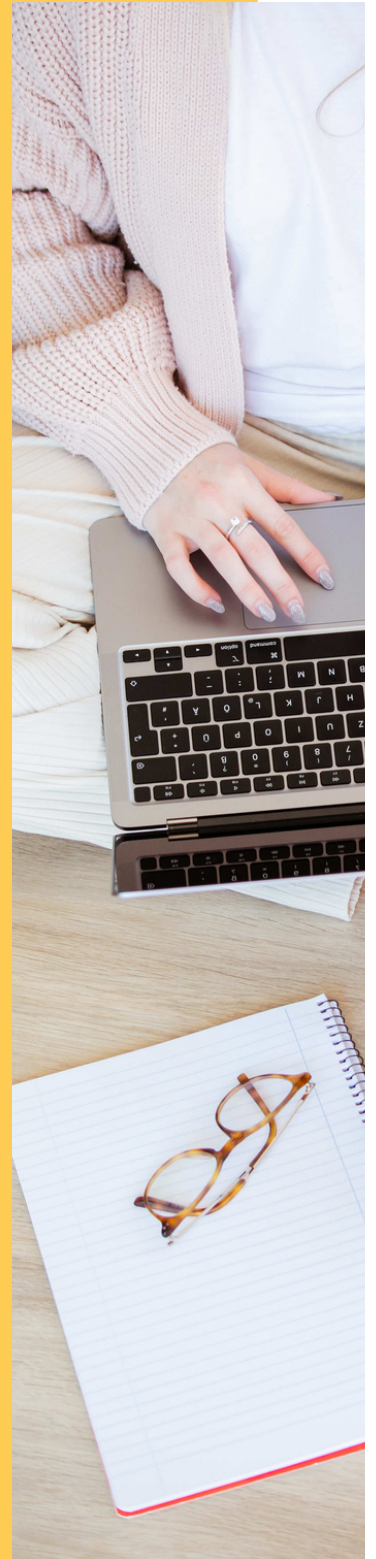
- a simple website or landing page
- clear service information
- a way for people to contact or book with you

4. **Consistent Content**

You do not need to post constantly.

You simply need to show up consistently with content that:

- educates
- connects
- builds trust
- reminds people how you can help



“Your online presence should not feel like performance art or a second full-time job. It should feel like a clear, authentic extension of your work, your voice, and the people you are here to help.” ✨

The Simple Website Checklist

Your Website Only Needs 5 Simple Pages

Home

- who you help
- what you offer
- what to do next

About

- your story
- your experience
- your personality

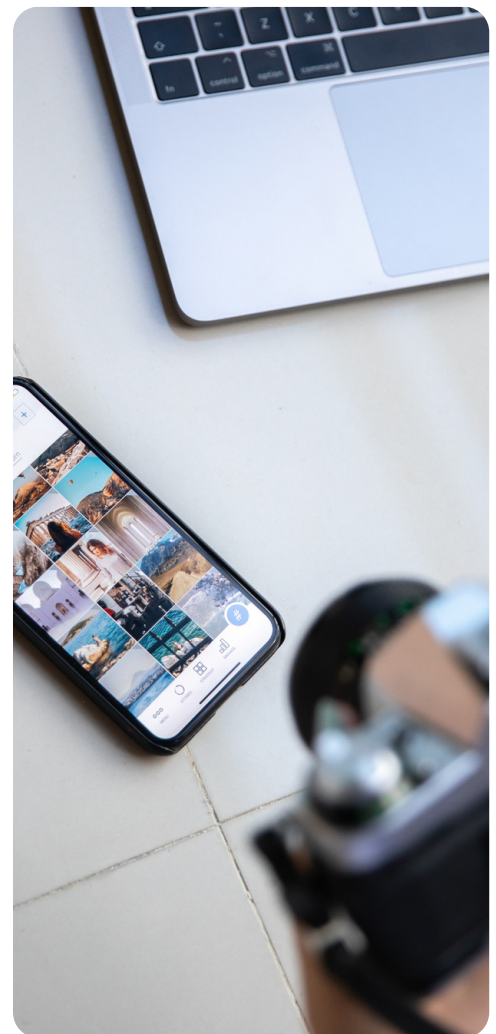
Services

- your offers
- pricing
- how to book

Contact

- email you
- inquire
- book a call

Free Resource / Email Signup ✨





Creating Content That Doesn't Feel Exhausting

Rotate Between 4 Types of Content

Educational Content

Teach something helpful.

- wellness tips
- yoga education
- nutrition myths
- nervous system support

Personal Story Content

Stories create connection.

- lessons
- experiences
- struggles
- transformations

Client Transformation Content

Show results and wins.

- testimonials
- progress
- breakthroughs
- before/after mindset shifts

Offer Content

Invite people to work with you.

- classes
- coaching
- workshops
- memberships
- digital products



If you never talk about your offers, people will not know they exist.

Ready to Build a Professional Online Presence?

You don't need to become a full-time influencer.

You simply need an online presence that reflects the quality of your work.

Ways to Work With Me:

- Website support
- Brand clarity and content strategy
- **Mat to Market** DIY Online Course
- FREE Guides and Resources
- Digital business guidance for wellness professionals



Building an online presence does not have to feel overwhelming, confusing, or like a full-time job. Sometimes all you need is a clear strategy, a simple plan, and someone to help you organize the pieces. If you'd like support creating a more professional, aligned online brand, I'd love to invite you to a free [15-minute discovery call](#) where we can talk through your goals, challenges, and next steps for your business. ✨



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Thank you!