

**A COMPLETE GUIDE FOR COACHES, THERAPISTS AND
SERVICE BUSINESS OWNERS**

THE SECRET TO ATTRACTING LOCAL CLIENTS CONSISTENTLY

Keep C.A.L.M.



INTRODUCTION

Are there times when you feel like your thoughts are whirling at 100mph with the word 'marketing' living rent-free in your mind?

You love what you do. You're motivated, hard-working and capable. So why does creating a plan for engagement and business growth feel like trying to put together a piece of flat-pack furniture without the instructions?

You've probably been told you need to be online all the time to attract clients:

- posting on social media,
- responding to messages,
- keeping up with every trend.

It's exhausting, overwhelming, and leaves little time for what you're truly passionate about: **helping people!**

But here's the good news: growing your local practice doesn't have to mean being glued to your phone. There is a way to consistently attract local clients while maintaining a healthy work-life balance, and this guide is here to show you how.

If you implement the Framework in this guide step-by-step, it will help you escape the roller coaster of feast or famine I see so many therapists and coaches on.



THE MYTH OF 'ALWAYS BEING ON'



Many Coaches and Therapists believe that to attract local clients, they need to be online 24/7—constantly posting, responding to comments, and monitoring every notification. This ‘always-on’ mindset creates pressure and burnout, leading to frustration and, often, resentment towards marketing altogether.

But the truth is, more time on your phone doesn’t equal more clients. In fact, it often leads to less effective marketing. Instead, strategic, high-impact activities - both online and offline - can produce consistent results without sacrificing your time and energy.

Burnout is a very real challenge. Constantly feeling the pressure to show up online and stay connected can leave you drained and overwhelmed. In fact, 72% of small business owners feel burned out due to the relentless demands of running their business, particularly since the pandemic, where work-life boundaries have blurred even further. Common stressors include long hours, financial pressures, and the difficulty of separating work and personal life ([CEPRO](#)).

Additionally, around 26.9% of entrepreneurs report having a poor work-life balance because they struggle to “switch off” mentally, leading to exhaustion and dissatisfaction ([FounderReports.com](#)). This constant push to be active and responsive - especially on social media - can easily lead to burnout, impacting both your wellbeing and your ability to connect effectively with clients.

By being more strategic and focusing on high-impact activities, you can maintain a consistent local presence without sacrificing your time and mental health.

The rest of this guide will show you how to do just that!



The Secret Framework: Keep C.A.L.M.

The **C.A.L.M.** Framework is designed specifically for Coaches and Wellpreneurs who want to attract local clients without the constant pressure to be 'always on' and chained to their devices. It's all about simplifying your marketing efforts by focusing on what truly moves the needle, so you can show up consistently and protect your mental wellbeing.

C.A.L.M. stands for:

- **C**onsistent Visibility Offline
- **A**utomated Online Presence
- **L**everaging Local Connections
- **M**indset Shift.

Each component addresses a key aspect of marketing for wellness businesses. It allows you to create a balanced, sustainable strategy. By the end of this guide, you'll have a clear plan to:

- engage with your local community,
 - build a strong presence, and
 - attract ideal clients
- all while keeping your sanity intact!

Let's dive into each part of the framework and how it can work for you



Consistent Visibility Offline

Local workshops, partnerships, and community networking events will allow you to **showcase your expertise** without being tied to a screen.



Automated Online Presence

Setting up simple automations and scheduling tools will handle posting and responses on your behalf **saving you time**.



Leveraging Local Connections

Partnering with complementary local businesses can significantly expand your reach. Deepening local relationships will naturally lead to **word-of-mouth referrals**.



Mindset Shift

Adopting a marketing-first mindset which will help you **focus your energy** on impactful activities rather than reactive scrolling.

Implementation Tips

1. Set Up and Optimise Your Google Business Profile



Time Investment:

1 hour to set up and 15 minutes monthly to update

Why It Matters:

A fully optimised Google Business profile is like a digital storefront that can attract local clients when they search for services you provide. It also increases your chances of appearing in the “Local Pack” on Google search results, giving you prime visibility.

Step-by-Step Guide:

01

Create or Claim Your GB Profile:

Go to Google Business (<https://www.google.com/business/>) and either create a new profile or claim your existing one.

02

Fill in All Relevant Information:

1. Add your business name, address, phone number, and website.
 2. Choose the most accurate categories (e.g., “Holistic Health Practitioner”).
 3. Include your business hours and update them regularly.
-

03

Craft a Compelling Description:

1. Include keywords that your ideal clients might be searching for (e.g., “Wellness Coaching in [City/Town]”).
 2. Clearly state who you help, what problems you solve, and the results they can expect.
-

04

Add High-Quality Photos:

Include pictures of your office, any community events, or results (testimonials, if possible).

05

Post Regularly:

Share updates, special offers, or upcoming events to keep your profile active.

06

Request and Respond to Reviews:

Reach out to happy clients to leave a review and respond to every review with a personalised comment.

2. Partner with Local Businesses to Boost Your Visibility

Time Investment:

2-3 hours monthly

Why It Matters:

Partnering with complementary local businesses can significantly expand your reach. Their clients trust them and will value their recommendations, making it easier for you to build local credibility.

Step-by-Step Guide:

1. Identify Potential Partners:

Make a list of local businesses that serve a similar client base but offer complementary services (e.g., fitness studios, health food shops, yoga studios).

2. Reach Out with a Value Proposition:

Send a personalised email or drop by in person to propose a collaboration, such as:

- Cross-promotions (e.g., placing each other's brochures in your spaces)
- Joint workshops or events
- Referral partnerships (e.g., offering a discount to referred clients)

3. Create a Joint Marketing Plan:

1. Outline the goals of your partnership and decide on 1-2 activities to try initially.
2. Schedule regular check-ins to discuss what's working and adjust as needed.

4. Leverage Their Audience:

Offer to write a guest blog, host a live session in their Facebook group, or provide an exclusive workshop for their clients.

3. Host Local Workshops or Small Events

Time Investment:

4-6 hours for planning, preparation, and follow-up

Why It Matters:

Workshops allow you to showcase your expertise, engage potential clients in a meaningful way, and build trust through in-person interactions. They can also lead to word-of-mouth referrals.



Step-by-Step Guide:

01

Choose a Relevant Topic:

Select a topic that aligns with your services and addresses a specific problem your audience faces (e.g., “How to Reduce Stress Naturally” or “The Power of Nutrition for Mental Wellness”).

02

Find a Local Venue:

Partner with a complementary business to use their space, or find a low-cost community space (e.g., libraries, wellness centres).

03

Promote the Event:

1. Use flyers, your GB profile, and local Facebook groups to announce the event.
 2. Encourage your partners to share it with their audience as well.
-

04

Create a Lead Capture Strategy:

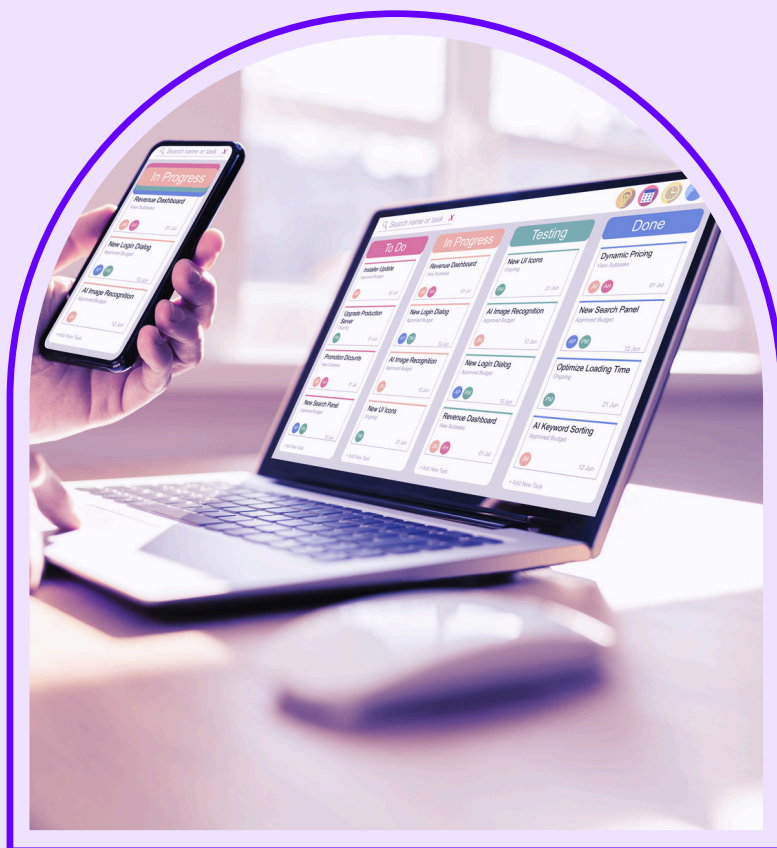
1. Prepare a simple sign-up sheet or QR code linking to an online form where attendees can provide their name, email, and any questions they have.
 2. Offer an incentive to join your email list (e.g., a downloadable guide related to the workshop topic).
-

05

Follow Up After the Workshop:

1. Send a personalised email thanking them for attending.
2. Include a link to book a free consultation or a small, limited-time offer for one of your services.

4. Set Up an Automated Marketing System



Time Investment:

Initial setup takes 2-3 hours, ongoing maintenance 1 hour monthly

Why It Matters:

Automating your marketing allows you to maintain an active online presence without having to constantly engage. It also ensures that new leads are nurtured consistently, even when you're not actively online.

Step-by-Step Guide:

01

Choose Your Automation Tools:

1. Use a scheduling tool like Contentive (formerly Postoplan), Later or Buffer to batch schedule social posts or you can use tools like Meta Business Suite.
 2. Set up an email marketing platform (e.g., Mailerlite or Constant Contact) with a welcome sequence.
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02

Batch Your Content Creation:

Dedicate one day a month to create all your content for the next few weeks.

- Use templates to speed up the process and maintain a consistent look and feel.
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03

Set Up Lead Capture and Follow-Up:

1. Use a simple landing page with a lead magnet and link it to an automated email sequence.
 2. Include a call to action in each email that invites them to connect or book a consultation.
-

04

Create Pre-Scheduled Engagement Posts:

Schedule posts that ask questions, share testimonials, or provide quick tips to engage your audience without needing to monitor comments 24/7.



5. Use Local PR to Position Yourself as a Go-To Expert

Time Investment:

2-3 hours monthly

Why It Matters:

Being featured in local media can significantly boost your credibility and bring in clients who see you as a trusted local expert.

Step-by-Step Guide:

1. Create a Local PR List:

Compile a list of local media outlets, including newspapers, radio stations, and local magazines.

2. Craft a Compelling Pitch:

Develop a short, targeted pitch offering to write a guest article or provide expert commentary on a current wellness issue.

3. Reach Out with Your Pitch:

Send a personalised email with 2-3 potential topics and a brief bio explaining why you're qualified to speak on the subject.

4. Leverage Published Features:

1. Share any published articles or interviews on your GB profile, website, and social media.
2. Include a "Featured In" section on your site to build trust and credibility.

This structure provides a mix of offline and automated strategies tailored to your audience, making it easier to achieve consistent local visibility without constant online effort.



Final Thoughts

Remember, attracting local clients doesn't have to come at the cost of your time, energy, or mental health. Creating a thriving practice is possible without feeling chained to your phone or overwhelmed by constant online activity.

By applying the **C.A.L.M. Framework** - focusing on strategic, high-impact actions that work for you - you can build a consistent local presence, grow your client base, and do so in a way that feels aligned and manageable. Your energy is your greatest asset; by protecting it, you'll be able to serve your clients better and make a lasting impact.

Marketing shouldn't feel like a burden. When approached thoughtfully, it can become a natural extension of how you share your passion and expertise with the world. Take things one step at a time, and trust that you can attract the right clients without burning out.

You've got this!

About

I'm Kim Morrison, Marketing Strategist & Marketing Coach and I hope you've found this **C.A.L.M.** framework useful.

You might hate the word but marketing is absolutely vital for your business. You need a clear plan of what to do, when and how and a mindset shift to accepting that it's just about sharing your passion.

If you've found this useful, come and join my free Facebook Group - [Marketing Made Stylishly Simple](#). It's a community for people who want to share their journey with a high-quality group of like-minded coaches and therapists.

I post videos, tips and hacks for your business or mindset, as well as linking to helpful articles and sharing insights.



How I can help You

If you love what you do but haven't mastered marketing yet, I can help you with clear, no-nonsense advice!

I can also give you feedback and support on this workbook.

The easiest way to get in touch is via social media or to book a call for an introductory chat using the button below.

[Let's Chat](#)



The C.A.L.M. Local Client Attraction Checklist



The checklist at the end of this guide is a practical resource you can use to implement the strategies I've shared here.

Each section focuses step-by-step on actions that are simple, effective, and can be done without being glued to your phone.

The Local Client Attraction Checklist

Proven Strategies to Attract Clients Without the Burnout!

1

Optimise Your Local Online Presence

Google Business (GB) Profile:

- Set up or update your GB profile with current business details (address, hours, contact info).
 - Add a compelling business description that speaks to your ideal client's pain points and how you solve them.
 - Upload high-quality images that showcase your practice, team, or client results (with permission).
 - Regularly post updates, offers, or upcoming events.
 - Encourage happy clients to leave reviews and respond to them promptly.
-

Website Local SEO:

- Include your location and services in key areas like page titles, meta descriptions, and headings.
 - Create a dedicated "Service Areas" or "Local Clients" page on your site.
 - Embed a Google Map on your contact page.
 - Use locally-focused blog posts (e.g., "Best Wellness Practices in [City/Town Name]").
-

2

Build a Local Referral Network

Partner with Complementary Practitioners:

- Make a list of 5–10 complementary practitioners (e.g., massage therapists, fitness coaches, dieticians).
 - Reach out to propose a coffee meetup or a collaboration idea (e.g., referral partnerships, joint workshops).
 - Create a simple referral sheet that highlights your services and ideal client profile to share with them.
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Join Local Networking Groups:

- Research local business or industry groups (e.g., Chambers of Commerce, health and wellness meetups).
 - Attend one networking event per month and focus on building *relationships*, not just connections.
 - Follow up with people you meet within 48 hours to stay top of mind.
-

3

Leverage Offline Marketing Channels

Print Marketing Materials:

- Design and print high-quality business cards and brochures that clearly convey your message.
 - Place these materials in local wellness centres, cafes, and community boards.
-

Workshops & Events:

- Identify one or two local venues where you could offer a free or low-cost workshop.
 - Partner with a local business to co-host an event that appeals to both your audiences.
 - Collect attendees' emails to stay in touch and offer value post-event.
-



Automate and Batch Your Online Marketing

Automated Scheduling:

- Use a scheduling tool (e.g., Later, Hootsuite) to batch-create and schedule your social posts 1-2 times a month.
 - Set up auto-responders for inquiries on your Facebook Page or Instagram to manage expectations.
-

Create Content in Batches:

- Dedicate one day a month to create all your online content (blogs, social media, newsletter).
 - Use a template for common posts to speed up the process and stay consistent with your message.
-

5

Enhance Your In-Person Visibility

Local Media Opportunities:

- Contact local newspapers, magazines, and radio stations to offer expert insights on wellness topics.
 - Offer to write a guest article for a local publication or speak at a community event.
-

Community Involvement:

- Volunteer at community events, fairs, or wellness expos to increase your visibility.
 - Sponsor a local event (if budget allows) and provide branded materials or a small giveaway.
-

6

Monitor and Measure Your Efforts

Set Up Tracking for Key Metrics:

- Track where your leads are coming from (e.g., referrals, Google Business, workshops) using a simple spreadsheet.
 - Review which activities bring in the most local clients and focus on what's working.
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Closing Tip:

Remember, consistency is key. Choose 2-3 of these actions to focus on each month and revisit the checklist every quarter to see what's working best for you!