

A woman with blonde hair is lying down, her head tilted back and eyes closed. She is wearing a maroon shirt with white stripes on the sleeve. A hand from the left is holding a pendulum over her forehead. The pendulum has a chain with a small silver bead and a larger purple crystal. In the background, there is a blurred image of a desk with a pen holder containing several pens, a small jar, and some papers.

Shared Hands Presents...

Lightworker Growth Kit

Focus on just what you need to know to grow your Lightworker business.

About This eBook

Congratulations, you've taken the first step toward growing your business so that **your business** allows you to do what you do best—be a light worker—**and** get paid for your amazing work!

In this ebook you will find resources and best practices for every aspect of your business, from technology to finances, to getting things done to getting the word out there.

Read through the sections and commit to improving one thing at a time. The key is not to feel overwhelmed by all that you need to do. Just improve one thing at a time.





About The Author

I'm John Verbrugge and I run a digital marketing business called Shared Hands (<https://sharedhands.co>); I'm in the business of helping other businesses succeed.

What sets me apart from the average marketing person is that I'm also a light worker just like you. I've studied Tarot for many years, and am "all in" on the woo-woo side of life.

I understand what light workers do and I am here to help you make your business the best it can be.

*Service to others is the rent
you pay for your room here
on earth.*

Muhammad Ali



Tech and Tools

What technology and tools do you need
to run a business well?



What tools do you need to run your business well?

Many of these you probably already have. But here's the basic list.

Accounting software

Keep track of your income and expenses. You'll need this information to file taxes annually.

Notes and ideas software

Keep all of your great ideas in one place, and have it handy on your computer or your phone

Customer Relationship Manager (CRM)

Keep your list of customers in this software, as well as prospects who you meet or visit your website.

Scheduling and booking software

If you work directly with people one on one, you need to schedule time to see them, either in a clinic or virtually online.

Credit card processing service

Accepting credit cards is a basic requirement for businesses to get paid.

Virtual/Online meeting software

This is some text within the boxed area. There is plenty of space for as much text as you need.

Email marketing software

This you use to get a newsletter or update message to the customers and prospects on your email list.

Social Media Scheduler

This allows you to schedule out social media posts days or weeks in advance.

Tech Recommendations

Accounting Software

Free. Wave accounting <https://www.waveapps.com/>

Low cost. Xero <https://www.xero.com/>

Notes Software

Free & Low cost. Evernote. <https://evernote.com/>

Low cost: <https://www.notion.so/>

Customer Relationship Manager

Free & Low cost. Hubspot <https://www.hubspot.com/>

Low cost. Salesflare <https://salesflare.com/>

Scheduling Software

Free & Low cost. Calendly <https://calendly.com/>

Low cost. Book Like a Boss. <https://www.booklikeaboss.com/>

Virtual meeting software

Free & Low cost. Zoom. <https://zoom.us>

Email Marketing Software

Free & Low Cost. MailChimp <https://mailchimp.com/>

Free & Low Cost. Send In Blue. <https://www.sendinblue.com>

CHAPTER 2

Legal and Financial

What kind of business entity and financial systems do I need for my business?



Best Practices for Your Business's Legal and Financial Needs

Company Formation

- ☐ Set up an LLC or the equivalent in your country
- ☐ In the US, setting up an LLC can be done online; each state has a filing process.
- ☐ Get simple contracts for your business drawn up, so that you are protected

Business Professionals to Find

- ☐ Find a business attorney now, even before you need one
- ☐ Find a CPA to assist with business taxes and business formation
- ☐ Find a techie -- someone who can help fix tech problems

Company Finances

- ☐ Create a separate bank account for the company.
- ☐ If you need to invoice your clients, send invoices from your accounting software.
- ☐ Collect payment via a payment link on the invoice
- ☐ Record all of your expenses and income for the business

CHAPTER 3

Marketing & Ads

Best practices for getting the word out about what you do.



Marketing & Ads Checklists

The basic marketing pieces you need for your business

- ☐ A Simple Website showing what you do, and how to book an appointment with you
 - ☐ An email list of current clients and prospects
 - ☐ Reviews & Testimonials - tell us why you are amazing!
 - ☐ Social media accounts with full profile info filled in
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How to use your website to attract the right people to your business

- ☐ Your website must have a lead capture form to collect email addresses
 - ☐ Build your email list using that form
 - ☐ Send your list a newsletter at least monthly
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Where is your customer in "The Customer Journey?"

- ☐ From Social media = Prospect is at the beginning of the journey
 - ☐ On your email list = Prospect is on the second step of the journey
 - ☐ Someone who has attended your seminar = Prospect is on the 3rd step
 - ☐ Someone who has purchased something small from you = Prospect is on the 4th step
 - ☐ Someone who purchases big items or frequently = Prospect is now a solid customer
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Best Practices for Marketing

What NOT to do on social media

Social Media isn't usually for the "big ask." Don't pitch your highest price service on a Facebook post or Linked In post. Social media is where you introduce yourself, and engage with curious seekers. Prospects need to get to know, like and trust you before they will buy from you.

Find where your ideal customer goes online

Find out where your ideal client spends most of their time online. Do they lean more toward Facebook, Instagram, Tiktok or LinkedIn? Build your following on one social network at a time. Don't spread your efforts too thin!

Build your in-person referral network

Especially if you have an in-person practice, build up your referral network and seek out referral partners in the in-real-life world. If you are looking to find your first 50 customers, doing in-person networking is probably the quickest way to do that. Take a look at networking organizations, such as BNI.

Take Action

Putting all these changes into practice can feel overwhelming. That's why we offer a business tune-up plan. It takes all the difficult steps and makes them easier. Grab your tune-up discount here!

GET THE DISCOUNT

