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The Greatest Challenge of a Solopreneur is...

Do You Know The Solution?



Solopreneur's Greatest Challenge

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I. The Solopreneur's Number One Challenge

A. Challenge is to Get More Clients Now

Are you finding it difficult to get more clients, either locally or globally? I conducted a survey of Solopreneurs, asking them what their greatest challenge was for their business. Almost ALL of them said, "get more clients" was their number one challenge.

Solopreneur is a fairly new term to describe a "solo entrepreneur". In other words, it's a small business owner with no staff.

There are three main ways to get more clients: referrals, local sourcing such as networking, and the internet. As approximately 90% of people today search for local businesses on the internet, that's the most important source to grow. Yet, it's the most complex and technically difficult.

Has it been difficult to figure out how to get on the first page in Google's search engine? Is navigating the complexity of internet marketing sending your mind spinning? Do you have all the technical pieces in place to get more clients? Does this create angst, turmoil and frustration?

I understand how you feel.

My name is Beverly Taylor. When I was a newbie consulting hypnotist, I found most of my clients through the yellow pages and an ad in the local paper. That worked at the time. I had more clients than I could handle! At one point, I was even working 6 or sometimes 7 days a week! I had to slow down my marketing as it was working too well.

But then people started searching online for everything! So what worked before, had stopped working. Ack!

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I then focused my efforts to make it easy for clients to find me online. I DID IT. I found out how to easily show up on the first page of Google. I learned how people search online and what they are looking for. People started calling and emailing me. So it became a cinch for me to get my clients from online sources.

In fact, I was so good at getting people to be able to find me in online searches, that every time I moved in the last 10 years, I was on Google's first page within days and on their map within a week or so. I had figured out their secrets for making that happen and how important it was to do. I used to feel sorry for all of the other hypnotists that didn't know how to do these secrets. Until I realized, that I can make an even bigger difference in the world by teaching this to others!

I haven't taught many people my secrets for the easiest ways to do this, and guess what - these techniques are mostly FREE!

When I first started learning internet marketing, I didn't understand what people were talking about. There were so many choices of what to do! I didn't know where to turn for help!

I started learning about internet marketing in 2003, but only felt comfortable enough to start in 2007. I made my share of mistakes, such as paying a consultant \$5,000 for a little more than a little bit of SEO, setting up a sales page, and providing one product to sell. Over the years, I spent thousands of dollars to learn the ins and outs of internet marketing.

B. Where to Get More Clients?

1. Where to Get More Clients? Online!

Getting new clients can be a difficult task for just about any type of business. Here are some online ways that you, as a Solopreneur, need to do on the internet in order to get more clients.

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1. Make sure that you have a professional website. If your holistic practice has a poorly designed website associated with it, you are not going to be giving potential new clients a very good impression of your business. Rightly or wrongly, people judge the quality of treatment that they are going to receive with a particular service by the quality of the business's website, so it is important to make sure that your practice's website is very polished.

2. Have a Social Media Presence. Both the search engines and people want to see that you have more than just a website. This means you at least need to have a Facebook business page, if not also Twitter and others. Google rewards businesses that have a website and social media, especially if there are daily and weekly posts to them. People trust companies more when they see they have an extended presence on the internet. Studies have shown that people need from 3 to 7 "touches" by a company before they will buy. A touch can be viewing a website, viewing a Facebook page, or receiving an email.

3. Consider paying for some professional search engine optimization (SEO) services. If nobody can find your website then it doesn't matter how professional your website is, nobody is going to visit your holistic practice. A good SEO company will be able to dramatically increase your website's ranking on search results pages for many different key search terms.

SERP is the listing of results returned when one enters a keyword into a search engine. In general, it is best to try to improve your website's SERP ranking for local terms, such as "Seattle therapist". This is because there is no point spending a lot of money on SEO services to advertise your website to people who are living in a country where your practice does not have a presence.

4. Consider buying some paid advertisements online. The cost of a pre-roll ad on YouTube is now very cheap and targeted pre-roll ads allow you to showcase your holistic practice to hundreds of potential new clients. You might also want to consider buying some ads on Facebook, Google+ or Twitter. If your practice

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already has a Facebook Page, you can pay to have that page promoted to specific demographics.

5. Encourage your existing clients to leave positive reviews about your practice on the internet. Perhaps offer such clients a free ebook or a discount off their next treatment in exchange for publishing an online review. Encouraging your existing clients to talk about your practice on social media platforms, like Twitter and Facebook, can also help new clients to find your business.

6. Communicate with prospects and clients by autoresponder emails. Email marketing is very powerful and creates results. It also shows you care about the person. The caring is shown by sending emails that are more informational and less sales oriented. It's best to send at least two to four informational emails for every one sales email.

We have briefly talked about some of the online things that Solopreneurs can do in order to get more clients. Of course, there are many other internet marketing strategies that Solopreneurs can utilize to acquire new clients.

2. Your Website Must Be “Mobile-Friendly”

When you are thinking about all the ways people can find you online, it is important to make sure you are accessible on all platforms: computers, tablets, and mobile phones.

Most new websites are what has been called “Responsive”, which means that the website responds to whichever platform it is on. So your website must work well on all three platforms. This is the new way of making websites and it's important that your website be responsive.

On April 21, 2015, Google changed its search algorithm. They also started using the term “Mobile Friendly” instead of responsive. What this means is that since then, Google has been rewarding websites that are mobile friendly and beginning

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to downgrade websites that are not. This is a long process, but over time will result in less people seeing non-mobile websites, especially from their phones.

It's estimated that over 60% of all web searches are now being done from smart phones and this percentage is growing. Therefore, if you want prospective clients to find you, you must have a mobile friendly website. This IS a BIG deal!

3. How Can A Solopreneur Get More Clients Online?

The internet is an endless resource of leads and clients for many businesses. The industry doesn't matter much, as most people are already used to search online for services or products they need. This habit can be a gold mine for solopreneurs as well. If they know how to do it, they can get an endless stream of clients by simply putting together a good website and by promoting it in the right places. Learn how to get more clients online!

The first thing a solopreneur needs to do in order to be visible online is to have a website. You need to invest some money into developing it, as it needs to inspire trust and professionalism to potential clients. You need to have a clear mission and unique selling point, if you want to stand out from the crowd and be regarded as an authority in your field. Make sure to spend some time on this aspect of your business, as it can bring you a good return on your investment.

Having a website is NOT enough to get potential customers to see it. You need to promote it, both in social media and search engines. It is possible to buy your traffic, so you may want to take advantage of this especially in the beginning, when your site doesn't have too much "authority" in Google. Google's concept of authority comes from many different ways, but includes the age of your domain, how often you post to your blog, the quality of your content and more.

Another method of getting clients from the internet as a solopreneur is to visit discussion forums for people who have problems hypnosis could solve. Anxiety, panic attacks or various phobias are among the things you can help people

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overcome, so you should find such people and show them how you can help them get rid of their problems by hypnosis.

Last but not least, you want to establish yourself as a specialist in your area of expertise, so you should try to publish some good articles on your blog, reputable hypnosis websites or online magazines. This shouldn't be too hard for you. Such magazines are always happy to get fresh and high quality articles, as they can help them attract more traffic. They will also help you by strengthening your overall online authority. Try it for a while and you might never want to go for offline advertising again.

II. Why Do Solopreneurs Need An Online Presence?

A. As a Solopreneur, Why Will You Need An Online Presence?

Marketing yourself is very important if you want to become successful. This is true with anything you might do with your life. It's especially true when you're a practitioner. Many practitioners don't market themselves as much as they should. That's often the reason why they never make it into private practice. If you're a Solopreneur, you're going to need a private practice, as these practitioners find it hard to find work in medical facilities.

First of all, a lot of people are very skeptical about holistic medicine. Something that can put their minds at ease is reading success stories. Have you had patients that have benefited greatly through your holistic medicine? If so, you should start your bragging. Social media is a great place to share success stories, but you could also use your own personal website.

Those of us that are looking for a specific type of practitioner to help us out with our medical needs tend to turn to the internet to find them. We might look up medical review sites, but it's more common for us to look up personal websites that're run by the practitioner in charge. People won't know your service exist if you

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don't tell them. Make sure you come up in the search engine, at least make sure you're seen locally.

It can be hard to optimize a search engine. This is why it might be time to turn to a professional. A lot of physicians and other small business owners have had a lot of luck with spreading the word about what they do when they work with a SEO. You need a search engine optimizer professional if you're really set on getting your name out there. I'm sure you want to be first on the list when people look up holistic medicine.

It's no secret that people are lazy. They will usually go with a professional they see on the first page of their search. Search in Google for your profession and city. Are you one of the first names on the list? Do you have decent reviews? If not, it might be time to re-evaluate your marketing. Pay attention to if people are complaining. This way, you'll be able to put in your best effort.

An online presence isn't the only thing you'll need. Many of the other things you'll need to run a successful office will also be available online. There are plenty of online businesses that'll help you get great looking business cards and things of that nature. I know you'll be able to find all you need to make your office known to your community by using the internet.

Why aren't you taking advantage of the world of internet advertisements? All the other successful practitioner offices in your area have been taking advantage of the fact that they can advertise on the web. If you'd like to see more clients, you need to use this tool.

B. Benefits of Having An Online Presence

Solopreneurs may differ from other small businesses in the fact that they are soul-centered in nature. They work to create healthier communities, not just to make money. However, all small business entrepreneurs can benefit from building an online presence. Here's how to use the Internet to benefit your holistic business.

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Your holistic practice should join your local Chamber of Commerce as well as join the Professional Holistic Chamber of Commerce. Both groups have an active website that is searchable by prospective clients. Your business will benefit from the shared attention of all small businesses in your area, or from the shared attention of holistic practices across the country. Your message of holistic health will benefit more people if it can reach more people, and working through the Chamber of Commerce is one great way to do that.

Everyone looks for new businesses on the Internet. You simply must have an online identity if you are going to capture new clients. People look up businesses online to see their address, phone number, opening hours, and pricing schedule. Even if you only talk to clients in person, you need to have a website so they know how to contact you.

There are plenty of ways a Solopreneur can set up an online presence without knowing anything about the Internet or computer programming. Start with a Facebook page for your business. They will provide all of the tools you need, and make it easy to link your page to others.

Update this Facebook page regularly with new content. This will get people interested in what you have to offer. And once people are interested, they are more likely to stop by and become paying customers. They will also share your content with their friends, increasing your potential client base with little work on your part.

Once you have a decent Facebook following, you should definitely think about having your own website. Having your own website with its own URL will make your business easier for people to find when they search for you. People are also more trusting of businesses that have their own site, as they see it as a closer connection than a Facebook page.

Having an online presence is like having your own book of warm prospects ready to go. The people that find your Facebook page or website are already looking to

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buy the products you offer. It is absolutely vital that any holistic practice have a visible online presence in order to be successful in today's Internet-centric world.

III. What Do You Need Online?

In order for people to find you online, you need the following:

- Website
- Email Marketing
- Blog
- Social Media

If you are a service provider, such as a hypnotist, life coach, or massage therapist, it is likely that you want to offer your services to individuals within your locale.

Generally, this will encompass a particularly metropolitan area. Most therapists get their clients from the local community and they are not interested in appealing to a national or worldwide audience.

Consequently, therapists will want their website to be visible to a local audience. But how will they make this happen?

The degree of difficulty you will have in ranking well for local searches will be dependent upon the amount of competition in your locale.

The first thing you need to do in order to compete is to create a well-constructed web site with content that will interest your potential customers. Good relevant content is about the most important thing you can do to ensure that your site ranks well.

Next, you will have to create a Google My Business (previously called Google Places) page for your site. For local searches, you will frequently see a "7 box" come up for businesses in your local community that are relevant to a particular search. This pertains only to Google searches, but since Google has the lion's share of the search market, it is very important.

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So, it is imperative that you create a very good Google My Business page. When constructing your Google My Business page, it is best to upload a series of images and videos to its connected Google Plus page. Most people recommend that you upload five videos and ten images that have appropriate labels on them that will correspond to the keywords that you wish to rank well for in local searches. Next, you will have to get a number of citations (reviews) on other sites that will have the exact name and address of your business in them. It is imperative that you thoroughly construct your Google My Business page, since the "7 box" is displayed prominently in local searches.

Next, join Google Plus, Facebook, Twitter and other social media sites and engage with local organizations via these social media platforms. In addition, Google Plus has a feature that allows you to author the content of your website so that no one else can claim your content as their own.

To rank well in local searches, you need to update your site on a regular basis with new content that will engage your visitors. A site that is stagnant will tend not to rank well.

If you follow these basic steps we have outlined, you are likely to rank well in your local area and obtain more clients from your web presence.

IV. What is Your Online Presence?

A. Is your Website Search Optimized?

Many businesses spend a lot of money advertising every month in traditional media such as phonebooks, newspapers, and billboards. However, many of these companies are missing out on the best advertising of all: targeted online local searches. When someone wants to search for a new business, they no longer search the yellow pages; they go searching in Google. If your business comes up

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at the top of the list, then you have ultra-targeted traffic from potential customers who are specifically interested in your product or service.

Search engine optimization (SEO) is the process of manipulating Google's search engine results to put a particular web property at the top. It is a common technique used by a lot of successful internet marketers, but something that not a lot of brick and mortar businesses have heard of. Local SEO refers to SEO carried out on behalf of brick and mortar businesses to help them to attract more customers.

SEO is carried out via two processes: "on page" SEO and "off page" SEO. On page SEO refers to ways of optimizing a given website to make sure it shows up well for certain search terms. This includes making sure the right keywords appear in the title, web url, and meta tags at the proper frequency and constructing the appropriate internal linking structure to pass link authority from page to page. However, because anyone can optimize their page to attempt to game Google's system, on page SEO is not nearly as important as off page SEO.

Off page SEO references what other web properties are saying about your site. Specifically, Google will look for how they link to your site. The more links with a certain anchor text (this is the text that appears in a link) generally the higher a page will rank for searches of that anchor text. The more authoritative the web site, the greater a weight Google will give to that particular link. As a result, with off page SEO, a business will attempt to acquire as many links as possible from the best sites with a given anchor text.

Local SEO can be a very cost effective way of advertising for a local business. It is often less expensive than direct pay per click search ads; however, it can reach the same targeted audience that can result in much higher conversions than traditional media outlets. By learning the basics or hiring an experienced local SEO consultant, a business can effectively acquire new clients or customers at a much reduced cost.

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B. Are You on Google's Map?

Business owners worldwide have always searched for ways to bring more customers through their doors. This is also true for Solopreneurs, most of whom are always looking for more clients. Searching for more clients is called advertising, and you either pay for it or you learn how to do what's called "drive traffic" to your business without spending a dime.

"Google My Business" (formerly called Google Places) is one of those well-kept secrets that successful business owners never want to share with their competitors. Why? It's a free service. It displays your business listing organically (meaning there is no paid sponsor).

With Google My Business, your business is listed on the first page of www.google.com, and it drives traffic to your business 24-hours a day. These are the red "pins" that show up on a Google Map. Each red pin represents a business. How did the business get the pin there? They registered their business in Google My Business.

Remember the yellow pages? Do you even have one still? That's the point. Around 90% of all people search the internet on a computer, notepad, or cell phone to find local businesses. The largest majority are using Google to do the search.

After doing a Google search, Google shows three types of listings: paid ad listings, organic listings and map listings. To show up in the paid ads, you sign up and pay for Google AdSense. To show up in the organic listings, you need either a website or a YouTube video with the correct keywords that are being used for the search, and finally, to show up with the map listing, you need to sign up with Google My Business. Now you can see how important it is to get on Google's Map!

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C. Is Your Website an Authority Site?

You might be the best Solopreneur in the world but if nobody knows this then it is of no benefit to you. Perhaps know you because you have a website, the question remains, how do you stand out from the other Solopreneurs? The following are a few tips to follow so that your site stands out as an authority site.

1. Quality Engaging Content

This is the most important and most basic component of your site for it to be an authority website. If you do not have quality content then you are in no position to regard yourself as an authority. You want your visitors or subscribers to know what you are saying. The only way to prove to them that you know what you are saying is by posting lots of quality engaging content regularly to your website.

2. Reviews

Today, more than at any period in history more people are demanding proof of virtually anything. Today, it is not enough to claim that you are the best Solopreneur in the country or the world. You need real users of your services to back your claims up. One great way of showing this proof is by having a section on your website where real users of your services can post their testimonials. You can also have them post reviews of your services on reputable websites hopefully with links back to your website.

3. Responsive Web Design

Your website is the first point of interaction with visitors. It is therefore important that it make a good first impression. You need a website that adapts in size depending on the type of browser the visitor is using. You need the website to adapt to mobile screens and tablet screens. The layout of the website should also make it easy for your visitor to navigate. Arrange content in a logical, flowing

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manner. You must also keep updating the design of the website to keep up with modern styles.

4. Online Marketing

If your site has a chance of users considering it as an authority site, then they need to have heard of it. There is no way they will ever have heard of it if you have never promoted it. One of the easiest ways of promoting it is by using SEO tactics. The SEO tactics will help it pop up the search engine rankings and most people consider top results in search engines as having a lot of authority. However, SEO takes time and before it generates results, you can use paid advertising to market your website.

D. 3 Reasons Google Loves WordPress Websites And Blogs

One of the easiest ways to help your sites rank well is to build them in WordPress, and make sure to take advantage of the many features (such as tags and categories) that have earned Google's love. Not only does it help you create a site quickly and efficiently, but it can help you rank sites much more quickly, providing free plug-in's to help you format meta tags and set your site up for success.

There are several reasons Google seems to play favorites with WordPress sites, some obvious, and some more subtle. Understanding why that is can help you ensure you take full advantage of the features that give your site the boost it needs to make it in the big leagues.

1. Tags, Categories, and Posts, Oh My!

Google tends to love the fact that Wordpress provides so many ways to let them know what the page is about. This is done with the use of categories and tags that help set the topic, ease search, and it helps that the information is stored and organized in a database. Ensure that all your pages and posts take full advantage

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of these features, and that they are optimized properly for the best and most reliable search results.

2. New Posts Home Page

It's no secret that Google loves new, changing content, and having posts on your front page is a great way to ensure your site gets crawled more often and gets ranked for more keywords. Posting often, at least once a week, is a great way to ensure your site shoots to the top of search results for your target key words.

3. SEO Plug-Ins

Installing SEO plugins can turn even the newest webmaster into an SEO expert, helping sites rank quickly and easily. This works by providing a built-in, code free, way for you to customize your pages and posts meta tags, and helping you optimize your content for optimal results and best search engine ranking.

Google has played favorites with WordPress for many years. Taking advantage of the features that helps the sites rank well, and fast, you can be sure you make the most of your online business. By taking advantage of tags, categories, and customizing your meta tags with the help of SEO plug ins, you give your site the best chance at making it to the big leagues.

E. How Does A Solopreneur Establish An Online Presence?

If you are a Solopreneur, one way to increase your business is by establishing a strong online presence. People are spending more and more of their time online. Mobile devices enable them to stay online even when they are out and about doing errands. In addition, an increasing number of people are turning to natural alternatives in treating various health conditions. They search online for holistic solutions. As a practitioner in this type of medicine, you need to increase your exposure online so that people will find your practice when they need the the type of services that you offer.

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Your website is your most important online asset. This website represents your company and makes the first impression on your new visitors. This first impression is often the decisive factor on whether or not the visitor will stay. Therefore, your website must be impeccably designed, easy to use and full of helpful content. It should give your visitors a reason to browse further.

Your website should also be optimized well for search engines so that your website will be ranked among the top websites in search results when people look for the kind of services that you provide. People typically only visit the top few websites in search results because those are the most relevant to their search. Ranking well in search results is a critical part in establishing a strong online presence. Talk to a professional web developer if you need help with this.

There is more that you need to do online. You must establish a presence in the various social media platforms. Facebook, Twitter, LinkedIn, and Pinterest are several of the more popular social media platforms that people use to connect with people in their social circle. If the public feels that a piece of information is worth sharing, that information will spread like wildfire in social media. Imagine how much exposure your business will get if one of your social media followers liked something that you posted on your Facebook account and shared it with his social network. As one person shares it with another, pretty soon half the world will see your message. It can happen. That is why creating a presence in the various social media accounts is so important. This is a way for you to reach out to your audience and connect with them. Start a conversation about a health related topic. You will be surprised at how far it can go.

Get involved with online communities that focus on health and wellness. People thirst for information and advice on how to achieve better quality of life. No doubt you have a ton of advice to offer. Introduce yourself on some of these online forums and share your expertise. When someone poses a question, respond with your best advice. Just be careful not to sound like you are pitching your business

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because that is poor etiquette on these forums and you may get yourself banned. When you consistently offer good, solid advice, people will come to respect and trust you. You will establish an authoritative presence which will get you far in the online world.

F. Things That Solopreneurs Need To Do Online For A Successful Business

Holistic medicine is becoming very popular among consumers. People are seeking more natural alternatives to conventional medicine that places too much emphasis on drugs. When they have a health issue that is not life threatening, instead of going to their conventional practitioner right away for treatment, they often go online to search for more natural ways to treat their conditions. As a Solopreneur, this trend opens up many opportunities for you. If you want to maximize the potential of these opportunities, you need to learn what you must do online in order to attract these potential clients to your practice.

One of the most important things is to have a professional website created for your business. If you have a website already, take a good look at it. Is it optimized for search engines? This affects how people can find your company when they do a search online. If you do not understand what seo is, you need to consult with a professional web developer or SEO expert who can improve your website.

Does the layout look inviting so that your visitors will be motivated to browse? The content that you put on the home page must be compelling enough to keep your visitors' attention so that they will stay and browse longer. Think about common reasons why someone would seek a Solopreneur, and address these reasons on your home page.

The rest of your website content must be full of helpful information that sounds authoritative. You want to earn your visitors' trust in your expertise. This information should be organized in a way that is easy for people to find. An

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important part would be a page about yourself, your credentials, and why you are in this line of business. People want to know something about the practitioner before they entrust their health to the service provider.

Another part may describe the services that you provide. Talk about the kinds of problems that you can help your clients solve and how you can help them manage their health better.

You should create a blog. This is where you will share your expertise, helpful tips and advice on how people can take control of their health and manage it effectively. Keep this content fresh by posting new content regularly.

Make sure that your website has a easy way for people to contact you. A contact form is useful and non-intrusive. People can send you questions without feeling they are under any obligation.

Consider joining online communities centered on holistic medicine. You can introduce yourself as a practitioner without making it sound like a sales pitch. Respond to questions with your expertise. Avoid suggesting that they make an appointment to see you because that will be seen as a solicitation for business. Just focus on providing helpful advice. Include the name of your business and website URL in your signature. That will be enough to motivate people to contact you if they desire.

In addition to your website, you should create business accounts in social media. This is another way for you to connect with the online communities. Share advice about all aspects of health. People welcome little tidbits of advice that they can take along.

By doing the above, you will gain a strong foothold in the online world. More people will find you and will come to you for help. Before long, you will see an increase in your business and profit margin.

V. How to Get the Job Done

A. Do It Yourself

Up until now, each practitioner has had to do much of this work by themselves. Even when hiring a website designer, the practitioner has had to write all the text for the website and usually to tell the designer what pages had to be there.

So you can do the job yourself. Typically, this includes the following steps:

- Hire web designer
- Write website text
- Figure out important keywords and where to put them
- Set up blog
- Write blog posts once or twice a week
- Set up Facebook
- Make Facebook daily
- Set up Twitter
- Post tweets several times a day
- Figure out any other social media and set it up
- Find online directories and forums
- Set up email autoresponder service. Write and send out emails every few days

B. Outsource It

As a Solopreneur, it is important to keep up with the latest trends and information in your industry. This already consumes your time and between that and dealing with clients, you may be working overtime. Because of this, you are going to want to outsource all of the administrative work as well as the marketing. You will want

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to outsource your marketing for many different reasons. We will discuss some of them below.

1. Reasons to Outsource Your Marketing

a) You Lack Specific Expertise

Just as a marketer would lack the general knowledge on how to best help your clients, you may lack the required expertise to market your business. The fact is, marketing (particular online) is a dynamic and fast changing industry. It is almost impossible to keep up with the latest trends and innovations. The only way that you would be able to do it is if you dedicated most of your time to marketing your business. The fact is, you are probably dealing with time shortages as it is. By focusing on marketing rather than your clients, you may provide a worse service and likely lose clients as a result. It will not help to gain new clients if you are just going to be replacing lost clients with them.

Not to mention, the effectiveness of the marketing strategies that a full time marketer can implement are going to far exceed what you will be able to do when not focusing on it 100%.

b) Focus On Insight Instead Of Operations

The fact is, a Solopreneur is going to be most effective when most of the time is spent with clients and consulting. It is important to spend as much time as possible with your clients in order to really get a chance to understand their problems and correct them. The less time spent on operations, marketing, and administrative work, the better. For this reason, it is best to hire a third party to handle your marketing.

c) Faster Growth

When you are experiencing more periods of growth, you are better off outsourcing your marketing because it is going to be cheaper in the long run. They are going to

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get a lot more effective marketing strategies implemented and it is a lot cheaper than hiring in house to handle marketing duties.

2. Five Ways A Solopreneur Can Outsource Their Marketing

As a Solopreneur, the last thing you want to do is handle your marketing. This is because marketing in itself can be a full-time endeavor. This is why you should outsource it. With that said, here are four ways you can outsource your marketing.

1. Hire A Professional - There are many marketing professionals around the world that can help Solopreneurs with their marketing efforts. However, you might end up spending more money than you would like to spend if you decide to hire a professional to handle your marketing for you. Hiring a professional can help you out a lot, as it is fully custom work, but you will also have to give the professional a lot of input as they don't know your expertise.
2. Purchase a Semi-Custom Solution – You can sign up with a service that provides you what you need. This is a great combination of getting the marketing you need, while leveraging the company's other clients. Your marketing will be customized to you so that you, prospective clients, and the search engines see that it's different, but you save money because the company is creating this for many practitioners.
3. Freelancing Sites - There are freelancing sites that you can join. All you have to do is sign up for a site, and then start looking for a freelancer, which is easy to do. While you could end up saving money by using such a site, you will also need to know what to look for and to manage the person's hours and their work.
4. Use Social Media Sites - If you are a Solopreneur and you want to outsource your marketing, you can use social media sites. You can post that you are looking to outsource your marketing efforts, and you are bound to find someone. Also, many social media sites allow you to pay money to place an ad on their site, so you might want to consider doing that too, as this can increase your chances of finding someone who can market your business for you.
5. Classified Sites - There are many classified sites, such as Craigslist. These sites are beneficial to use in many ways, and a Solopreneur can use it to find someone to outsource their marketing. If you are a Solopreneur, then

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you can consider putting an ad on such a site, and leave it up for a week or two, as this should be plenty of time for people to find your ad.

Finding someone to handle your marketing efforts does not have to be a difficult thing to do, but you will want to keep the above tips in mind. Those tips can make things a lot easier on you and increase your chances of finding the best person or company to handle your marketing. The sooner you use those methods, the sooner you will find someone to take care of your marketing.

3. Search Engines want Quality Content Updated Regularly

If you don't have quality content that is posted regularly (at least weekly, often daily) to your blog and social media, the search engines will not rank you well. This will impact whether people see you or not when they are searching for a practitioner. If a person can't see you online, they can't call you from that search.

From my experience, most Solopreneurs don't have the time, knowledge or much desire to do all the work to make this happen. So what's the solution? Find a company who understands your business and who can do this for you. You will be able to edit all the content to your liking. As you can imagine, having a blog post that you might want to tweak is much easier than staring at a blank screen, wondering what to write.

Imagine what it will be like to know your marketing is being done for you! Imagine how much time that gives you to spend with the clients coming to you!

Do You Want More?

What are the Next Steps?

Go here!

<http://www.HolisticHubMarketing.com>

We look forward to being of service to
you, helping you get more clients!

Beverly Taylor