

Top 5 New and Social Media for Shiatsu a Self Help Guide

| | What to do: | How | How much time? | Links? |
|---|------------------------------------|--|---|--|
| 1 | Website | You need to write the copy and have some images. You may need professional photography of your practice (preferred) or use stock photos. | It will take around 1 - 3 days for you to create your own website. If you can handle photos and be able to type you will be able to do it. | https://www.top10bestwebsitesbuilders.co.uk we use Weebly www.weebly.com |
| 2 | Email List and Newsletter | Sign up with Mailchimp or Mad Mimi. Ask all your existing contacts for permission to join your list or send them a sign up link. Start building your list | It will take a few hours to set up your list. Allow a few hours a month to create and send out your newsletter | https://mailchimp.com https://madmimi.com |
| 3 | Facebook Page | If you are already on Facebook you can start a page easily - then ask all your friends to follow the page - if not get a Facebook account first and have a look around | It won't take long to set up (assuming you are on FB already) but you should post something like a picture video or link every week or so to keep it active | https://www.facebook.com/business/learn/set-up-facebook-page |
| 4 | Google Maps | You will need a google account for your business. You may already be on Google Maps if not get onto it! | You may already be on google maps and not know it! If not follow the link and get help if you need it | https://support.google.com/business/answer/6174435?hl=en-GB |
| 5 | Blogging or other content creation | If you have done all of the above and you are still not full of clients - it may be worth blogging or creating content on twitter or instagram | This is up to you - choose a platform that you actively like - it has to be fun or you won't do it! | http://www.lifehack.org/articles/communication/the-newbie-guide-to-blogging.html |

Confused or just don't have the time or desire to do some or all of it yourself?

Would you like to get some help from Nicole?

Contact her here: <http://www.nicolebayes.com/contact.html>