

OPEN PRACTICE

The essential guide for therapists & coaches to get
clients and build a thriving practice



Camille Pierson

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I'm Camille Pierson, coach, wellness entrepreneur and behaviour change specialist with over a decade of experience running one of Brighton & Hove's leading wellness centres.

I know first-hand the challenges that come with building a practice – the uncertainty, the pricing doubts, the visibility blocks, and the emotional labour that so often goes unseen. Over the years, I've worked alongside hundreds of therapists, coaches and wellness practitioners, and I've seen where even the most gifted professionals can get stuck – usually not because they're lacking in skill, but because no one taught them how to turn what they do into a sustainable business.

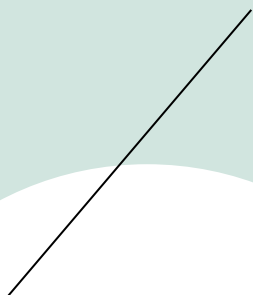
This e-book was written to change that.

My passion is helping wellness professionals succeed by growing their confidence, creating aligned opportunities, and building practices that actually work for them, not just their clients. Open Practice is the guide I wish so many of us had when we were starting out.

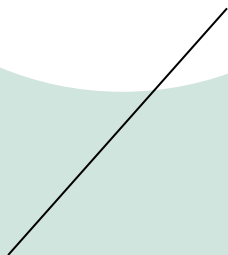
Because your work matters, and so does your wellbeing.

Camille Pierson

01



START
WHERE YOU
ARE



01

Start Where You Are

So you're qualified. You've studied hard, trained, practised, and passed. But now what?

Whether you're a therapist, coach, or practitioner - what comes next often feels like a bigger leap than the training itself: starting. Not the textbook version, but the real-life version where you're faced with decisions about where to work, how to get clients, and what to charge... all while managing imposter syndrome and trying to figure out how to 'market' yourself. This chapter is here to tell you: you don't need to have it all figured out.

You just need to start!

The Practitioner Mindset Shift

It's very common to come out of your training thinking, "I'll be a great therapist, and clients will come." But this isn't always the case.

The truth is, being a great practitioner is only one part of running a successful practice. The other part? Learning to think like a business owner. That doesn't mean turning into a salesperson—it means understanding your value, learning how to be visible, and being proactive in building something sustainable.

You are the product, the service, and the brand. That can feel intimidating at first—but it's also incredibly empowering.

Know Who You Want to Help

Before you even think about branding or business cards, pause and ask:

- Who do I feel most drawn to working with?
- What challenges do they face?
- How can my work support them?

You don't have to niche down too soon—but having a sense of direction will make everything else easier. Whether you're passionate about helping stressed-out professionals, burnt-out parents, or people navigating trauma, clarity will shape your message, your location, your pricing, and your collaborations.

Mini Exercise: Write down your "ideal client". Where do they hang out? What do they read, worry about, or need help with? The more you understand their world, the more they'll find you.

Start Getting Comfortable With “Starting Small”

Most successful therapists and coaches didn't begin with a full diary. They started with one session, then another. The goal at the beginning is not perfection - it's traction.

Here's what “starting small” might look like:

- Offering a few low-cost sessions in exchange for testimonials
- Letting friends and your personal network know you're available
- Talking to a yoga studio or wellness space about hosting a free talk
- Being present at events and open days (even if you don't speak - just show up)

It's tempting to wait until everything is perfect before putting yourself out there - but real growth comes from taking action and learning as you go.

What You Already Have

Even if you've never worked with a paying client, you already have more than you think:

- You've completed your training (a huge investment of time and energy)
- You have knowledge others don't
- You care deeply about helping people
- You know how to listen and hold space
- You have lived experience that can be powerful in your practice

These are your strengths. Don't underestimate them.

The Magic of Consistency

You don't need a viral Instagram post or a slick brand to succeed. You need consistency.

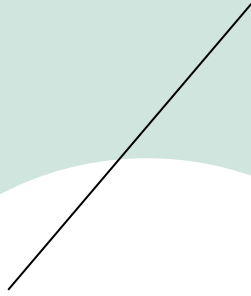
- Show up (online or in person) regularly.
- Talk about what you do - without apology.
- Keep learning, stay curious, and trust that momentum builds with action.

Remember, you're not behind. You're exactly where you need to be: at the start.

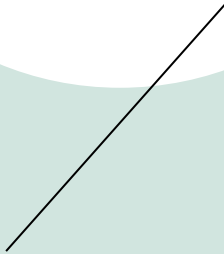
End of Chapter Checklist

- Define your ideal client
- Write a one-sentence description of what you do
- Reach out to your personal network and let them know you're available
- Write down three small actions you'll take this week to begin
- Celebrate that you've taken the first step

02



THE FIRST
CLIENTS



02

The First Clients

The idea of getting your first paying clients can feel daunting - especially when you don't have a website yet, your logo's still unfinished, and you're wondering whether anyone will trust you enough to book.

But here's a secret: many clients don't care about logos, websites or perfect marketing. What they care about is connection. Can you help them? Do they feel safe with you? Can they trust you to hold space for what they're navigating?

You don't need a perfect setup - you just need to begin.

Start With Who You Know

It might feel uncomfortable at first, but your personal network is often your best starting point.

Reach out to:

- Friends, family, and peers who've supported your journey
- Anyone you trained alongside
- Colleagues from previous jobs who may be curious
- Local wellness communities or co-working spaces

This isn't about begging for clients - it's about letting people know you're available and open for bookings. Often, it's not your direct contacts who book in - but the people they know.

"I've just launched my practice and I'm taking on a small number of clients. If you know anyone who might benefit from support with [insert your focus], I'd love for you to pass my details on."

Offer with Intention

There's nothing wrong with starting out by offering a small number of discounted or pay-what-you-can sessions. But make sure there's intention behind it - don't undersell yourself or get stuck giving your time away endlessly.

Try this:

- Offer a short introductory block (e.g. 3 sessions for a set price)
- Set a time frame ("Introductory spaces available for the next 30 days")
- Ask for a testimonial in return (you'll use these later for marketing)

Make your offering clear, confident, and time-limited. You're not asking for favours - you're giving people an opportunity.

Encourage Testimonials & Word of Mouth

Social proof is powerful. A single sentence from someone who had a positive experience can go further than an entire marketing campaign. Once you've worked with someone, follow up (gently and professionally) with a request like:

"I'd love to ask for a short testimonial I could use on my website or social media - just a few lines about your experience would mean a lot."

Testimonials help build trust - and help people take that final step to book.

Be Seen in Real Life

It's easy to focus entirely online when trying to build a client base - but don't underestimate the power of being seen in person. Some of your most loyal clients may come from:

- Speaking at small community events or support groups
- Attending open days or wellness fairs (as a guest or with a table)
- Being present at a centre or studio where you practice - even when not seeing clients

Sometimes, simply showing up creates curiosity. And that curiosity leads to conversations - and eventually, to bookings.

Don't Wait for a Website

While a website is useful, it's not a prerequisite for your first clients.

You need two things:

1. A clear way to describe what you do
2. A simple way for someone to book with you (this can be a direct message, a Calendly link, or email)

Focus on clarity, not complexity.

The Power of a Simple Invitation

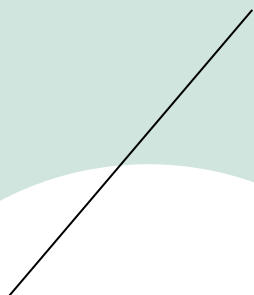
People aren't sitting around wondering when they can book with a new therapist or coach. You need to invite them in. That means:

- Talking about what you do regularly (without apology)
- Sharing how you help
- Giving people a reason to book now (an offer, a story, or a solution to something they're struggling with)

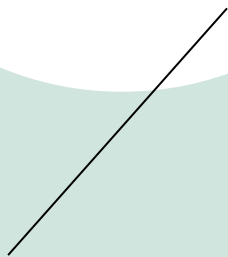
End of Chapter Checklist

- Let at least 10 people in your network know you're available
- Decide if you'll offer an introductory price or time-limited offer
- Write a simple testimonial request message
- Create a clear way for people to book (link, email, or DM)
- Say what you do out loud, at least once this week - I love doing this in the mirror, be confident and clear.

03



WHERE TO
WORK



03

Finding the right place

Your environment has a powerful impact on how both you and your clients feel. The space you practise from doesn't just need to be functional - it needs to feel safe, supportive, and aligned with the experience you want to offer. Whether you're hiring a room by the hour, taking on a regular slot, or exploring partnership-based venues, choosing the right setting is one of the most important early decisions in your practice.

Understanding Your Options

There are different types of spaces you might come across when looking for somewhere to work:

- Therapy centres or wellness hubs
- Yoga studios with therapy rooms
- Private clinics or shared rooms with other professionals
- Co-working spaces with wellness add-ons
- Space in your home or a garden room
- Hiring your own office or room

Each option comes with pros and cons. You don't have to commit long-term immediately - but knowing what to look for will help you make a good start.

Slot Booking vs. Ad Hoc Hire

Many venues offer two primary ways to hire space:

Slot Booking

You commit to the same time each week (e.g. every Tuesday 10am-1pm).

Pros:

- Clients know when you're available
- Lower cost per hour
- Regularity builds momentum

Cons:

- You pay whether or not you have a booking
- May feel risky if your client base isn't built yet

Ad Hoc Hire

You book space only when you need it, often on a flexible hourly basis.

Pros:

- Less financial commitment upfront
- Ideal while building confidence or testing a location

Cons:

- Less consistent availability
- May struggle to build visibility
- Clients may find it harder to book in
- As a rule of thumb: start with ad hoc if you're testing the waters, but move to slot bookings when you're ready to grow.

Questions to Ask Before You Commit

Before agreeing to hire a space, ask:

- What's included in the hire fee (e.g. reception cover, online listing, cleaning, reception bios, newsletter features)?
- What is the cancellation policy - for you and for clients?
- Are you expected to bring your own materials or equipment?
- Can clients wait in a reception area?
- What marketing or promotion is included (if any)?
- What other practitioners work there - and could you collaborate?
- Is there a contract between venue & practitioner?

Don't be afraid to ask direct questions, You're a professional, and clarity avoids misunderstandings later.

Making a Good Impression

Venues want practitioners who are reliable, professional, and collaborative.

When approaching a space, keep your communication clear and friendly.

Make it easy for them to say yes to you.

Include:

- A short professional introduction.
- A clear idea of what you offer and who you work with.
- Your insurance and qualifications (attach them or say they're available).
- When you're looking to start and your availability.
- How you plan to promote your work.
- Offer some form of taster - that way you can showcase how you work.

If you're unsure how to begin, templates will be included later in this book.

How to Get the Most from a Shared Space

Hiring a room is one thing - building a presence in that space is another.

Here are a few tips for making it work:

- Show up, even on days you don't have clients - use the space to do admin, or your social media posts, this is time you would be filling with other non productive things, so be productive, see this time as co-working space time, be visible, and connect.
- Leave flyers or business cards in shared areas (if allowed)
- Introduce yourself to other practitioners and reception team (they are your sales force also).
- Ask about open days, taster events or community boards.
- Keep communication professional and consistent.

Being active in the space helps you become part of the venue, not just a name on the website.

You Are Interviewing Them Too!!

Remember, you are not just applying - you're choosing.


The space should feel welcoming, aligned with your values, and somewhere you feel proud to invite clients.

If it doesn't feel right, trust your instincts and look elsewhere. There's no shortage of rooms, but finding the right fit can make all the difference to your energy and confidence.

End of Chapter Checklist

- List 3 venues in your area you'd consider approaching - research them, view the other practitioners there - do they seem aligned with your values.
- Decide whether slot booking or ad hoc suits your current stage.
- Draft a short professional introduction email.
- Prepare your insurance and qualification documents.
- Visit at least one venue to get a feel for the space.

04



MAKE THE
SPACE
WORK FOR
YOU

04

Make the space work for you

Once you've secured a room - whether it's a regular slot, an ad hoc agreement, or something more flexible - the real work begins: making it work for you. Room hire alone doesn't guarantee clients. What creates success is visibility, consistency, and integration. This chapter will help you make the most of your space, build connections, and grow your presence from the inside out.

Being More Than Just a Name on the Rota

Practitioners who do well in shared spaces tend to share one key trait - they show up. Not just when they have bookings, but when they're building relationships, learning the rhythm of the venue, and becoming part of the ecosystem.

Small, consistent actions make a big difference:

- Be present in the building - even just once a week outside client hours
- Greet reception and other team members - become known, not anonymous
- Add yourself to welcome boards, therapist displays, and notice areas if available
- Keep your business cards or leaflets visible and well-stocked

*In short: don't wait to be invited into the community
- step in with intention!*

Build Internal Connections

Receptionists, other practitioners, venue managers - these people are your allies. They're also often the first people a potential client speaks to. A warm recommendation from reception can be more valuable than any online ad.

Some simple ways to build those relationships:

- Introduce yourself with a short explanation of what you do and who you help
- Offer to treat the reception team to a complimentary taster session
- Ask about open days, events, or new initiatives you can be part of
- Refer other practitioners when it makes sense - collaboration builds trust both ways

You don't need to network in a traditional, forced way. Just be visible, friendly, and generous where it feels authentic.

Be Consistent With Availability

Clients love certainty. Even if you only offer one session per week, sticking to the same day and time helps clients develop a routine. It also makes you more memorable to venue staff and easier to recommend.

Where possible:

- Maintain consistent availability (same day or time each week)
- Keep a simple booking system in place
- Communicate clearly if you're away or changing schedules
- Let reception (if relevant) know your next availability regularly

Consistency builds trust. It makes you look reliable, professional, and ready for growth.

Treat the Space Like It's Yours

Even if you're only renting a few hours a week, treat the room like a reflection of your brand. Small touches matter - both for client experience and how you feel showing up.

Ideas to personalise the space (with permission):

- Bring your own blankets, essential oils, or small decor
- Keep a clean, tidy layout - make it feel held
- Leave behind thank you notes or client feedback cards
- Use scent or sound to create a consistent sensory experience

Your clients won't remember your CV - they'll remember how your space made them feel.

Use Downtime Strategically

If you're paying for the room and don't have a client booked, don't waste the time. Use it for admin, marketing, or just being present and visible. You're still building your business - even when not in session.

Suggestions for using empty slots:

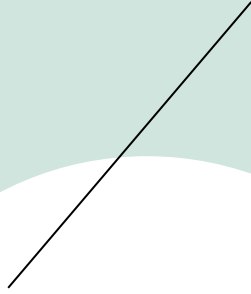
- Write client notes, emails, or marketing content
- Check in with venue staff and say hello
- Review pricing, systems, or goals
- Meditate, stretch, or reset before your next client

Being on-site creates opportunity. People notice when you show up regularly - especially in smaller wellness venues.

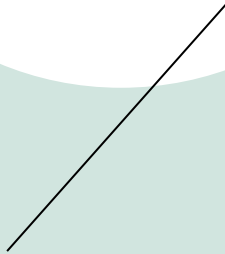
End of Chapter Checklist

- Schedule a regular 'visibility hour' at your venue, even without bookings
- Introduce yourself to at least two other practitioners or staff members
- Bring one personal item to the room that enhances the space
- Keep a record of your next available slot and share it with reception
- Reflect on how your space currently feels - does it represent you & your work?

05



COMMUNITY
NOT
COMPETITION



05

Community NOT Competition

One of the most powerful shifts you can make in your early career as a therapist, coach, or practitioner is this: other professionals in your field are not your competition - they are your community.

It might feel counterintuitive at first. You're trying to build a business, fill your diary, and stand out. But isolation will only slow you down. Collaboration, connection, and community are what help practitioners grow, stay inspired, and access opportunities they might never find alone.

The Myth of Scarcity

It's easy to believe there's only so much work to go around - especially when you're just starting. But the truth is, your ideal clients are looking for you, not just for 'a therapist'.

There's space for everyone, because everyone brings something unique. Your story, your energy, your style - it all shapes who you attract. And when you're connected with others in the field, you're more likely to find the right clients, not fewer.

Let go of the idea that someone else's success takes away from yours. It doesn't!

The Power of Peer Support

Being self-employed can be lonely. You're holding space for others all day - but who holds space for you?

Finding a peer circle changes everything. These are the people you can:

- Ask for advice without fear of judgment
- Share ideas, workshop challenges, or test new approaches
- Lean on during tough weeks or client droughts
- Celebrate wins with - however small they might seem

Peer support gives you perspective, motivation, and resilience. Even just one or two trusted connections can make a huge difference.

Collaborate to Grow

Collaboration isn't just a nice idea - it's a strategic way to build your client base, improve your skills, and increase visibility.

Ways to collaborate include:

- Co-hosting a workshop or event
- Creating a referral network between complementary disciplines
- Running group sessions or themed offerings together
- Sharing marketing, venue space, or retreat planning

Collaboration means sharing the load, accessing new audiences, and creating work that's more powerful than you might do alone.

Find Your Community

Your people are out there - you just have to find them.

Start here:

- Join local wellness networking groups.
- Attend CPD courses, trainings, or talks.
- Connect with others who you studied with.
- Say yes to small invitations - coffee with another therapist, or a quiet yoga class.
- Create your own group chat, co-working day, or reflective circle.

It doesn't need to be formal. The point is simply to connect.

Refer, Recommend, and Support Others

One of the most generous things you can do as a practitioner is refer clients to others when it's the right fit. It builds trust with clients, strengthens relationships with peers, and often leads to future referrals back to you.

You don't have to be an expert in everything. Recognising when someone else's approach might suit a client better is a sign of professionalism - not weakness.

Community Creates Sustainability

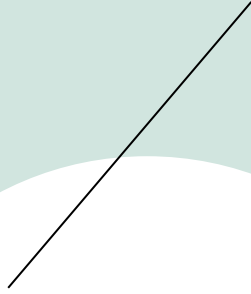
When you work alone, you carry everything. When you're connected, you build something more sustainable - emotionally, practically, and financially.

In community, you can rest when needed, share the load, and keep showing up in ways that feel good.

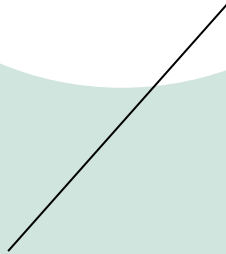
End of Chapter Checklist

- Reach out to one fellow practitioner to connect or catch up
- Make a list of three people whose work complements yours
- Attend one local wellness event, class, or talk this month
- Refer or recommend another practitioner when appropriate
- Reflect on where you could offer collaboration in your work

06



WORKSHOPS,
RETREATS
AND BEYOND



06

Workshops, Retreats & Beyond.

One-to-one work is the foundation of many therapy and coaching practices - but it doesn't have to stop there. Offering workshops, events, and retreats is a natural way to expand your impact, reach more people, and create income that isn't limited by hours.

Whether you're running your first small group session or dreaming of hosting retreats in nature, this chapter will help you take your next steps with clarity and confidence.

Why Group Work?

Working with groups allows you to:

- Support more people at once
- Share your message on a larger scale
- Offer a more accessible price point
- Reduce the emotional intensity of back-to-back 1:1 sessions
- Explore creativity and collaboration in your practice

It can also be a powerful way for potential 1:1 clients to experience your work before committing.

Start Small AND Start Now

You don't need to hire a retreat centre or wait until you have 10,000 followers.

Many successful group offerings start simply - in a hired yoga studio, a co-working space meeting room, or even online.

Here are easy entry points:

- A one-hour workshop on a topic you know well
- A three-week online course introducing your approach
- A mini masterclass in a venue you already work from
- A talk or taster session at a local event

Don't overcomplicate it. Your knowledge is valuable now - you just need to package it clearly.

Planning a Workshop

The key to a great workshop isn't being the world's best public speaker. It's creating a clear, safe space where people feel seen, heard, and guided.

Key steps:

- Pick a focus (one topic or theme per session)
- Choose a length that suits the content - 60-90 minutes is ideal for starters
- Price it accessibly while still valuing your time
- Offer a takeaway (PDF, journaling prompt, follow-up session, etc.)
- Make booking easy and share the event clearly across your channels

And most importantly - follow up. Ask for feedback, testimonials, and gently invite participants to work with you 1:1 if relevant.

Retreats - A Deeper Dive

Retreats can be transformative for clients and fulfilling for practitioners. But they require more planning, budgeting, and risk management than a one-off event.

Start by co-hosting with someone experienced or by joining an existing retreat as a guest practitioner. This lets you build confidence and understand the logistics without carrying all the pressure.

If you're ready to lead your own:

- Plan at least 6-12 months in advance
- Choose a location that reflects your brand (urban calm, rural escape, nature-based etc.)
- Decide your retreat's purpose - rest, transformation, skills, creativity, etc.
- Consider all logistics: accommodation, catering, insurance, transport, contracts
- Price based on clear costs and time investment - not just guesswork

Group sizes of 6-12 are often ideal for intimacy and manageability.

Collaborating on Events

Events and retreats are ideal for collaboration. Partnering with someone who complements your work can:

- Widen your audience
- Split workload and risk
- Bring fresh ideas and energy
- Offer your clients a richer, multi-dimensional experience

Choose collaborators carefully - values, energy, and communication style matter more than audience size.

Managing Energy and Boundaries

Running workshops and retreats can be exhilarating - and exhausting. It's important to:

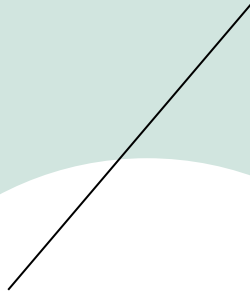
- Rest before and after
- Set clear group agreements and boundaries
- Know when to step back and recharge
- Keep your own practice supported while you support others

Your energy is one of your most valuable tools. Protect it.

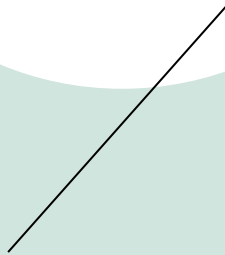
End of Chapter Checklist

- Choose one workshop idea you could offer in the next 3 months
- Identify a space (in-person or online) that could host it
- Outline a rough structure: title, topic, length, outcome
- Reach out to a potential collaborator or mentor for guidance
- Reflect on whether a retreat is something you'd like to pursue in the future

07



PROFESSIONALISM
AND
GROWTH



07

Professionalism and Growth

Running a practice isn't just about getting clients - it's about building something that lasts. That means treating your work like a business, staying accountable to your clients, and continuing to grow both professionally and personally.

You don't need to have all the answers, but setting strong foundations now will give you confidence, credibility, and clarity as your practice evolves.

You Are a Business

Even if you're a sole trader working part-time, you're still running a business.

That means thinking about:

- How clients find you
- How you manage your time and income
- How you protect your work legally and ethically
- How you communicate boundaries, policies, and expectations

This doesn't mean losing your heart or soul. It means creating structure around your work so that you - and your clients - feel secure and clear.

Boundaries Are Professional

Setting boundaries isn't about being distant or difficult. It's about creating safety.

For example:

- Having a clear cancellation policy.
- Stating your working hours
- Having communication preferences - do you want clients messaging you all times of the day/night.
- Taking breaks or holidays without guilt.
- Saying no to clients who aren't a good fit.

Boundaries allow you to show up fully - without burnout or resentment. Write your policies down, communicate them clearly, and stick to them.

Get the Right Cover

At a minimum, make sure you have:

- Professional indemnity insurance
- Public liability insurance (especially if hiring rooms)
- Any relevant memberships or registration with a professional body

Being properly insured and registered builds trust and keeps you protected. If you're not sure what you need, check with your training provider or a mentor in your field.

Keep Learning

Your training didn't end when you qualified. In fact, the real learning often starts when you're working with real clients.

Ways to keep developing:

- Attend CPD workshops or short courses.
- Read books, journals, or articles in your area.
- Join peer supervision or reflective groups.
- Attend other workshops/events - always good to explore the industry you have trained in. It's not always one stop shop.
- Work with a supervisor or mentor (especially if required by your field)

Staying curious keeps your work alive. It also helps prevent stagnation and supports ethical, evolving practice.

Reflect and Reassess

Make space to pause and ask:

- What's going well?
- Where do I feel stretched or unsure?
- What would I like to change or improve?

Quarterly check-ins with yourself (or a mentor) help you stay aligned with your values and avoid running on autopilot.

Your Reputation Is Your Brand

Everything from how you reply to an email, to how you show up for a client, to how you speak about your peers - it all contributes to how you're seen.

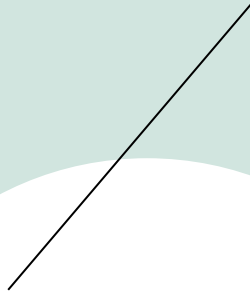
Professionalism doesn't mean perfection. It means being reliable, respectful, and consistent.

People remember how you made them feel - not just what you said or did.

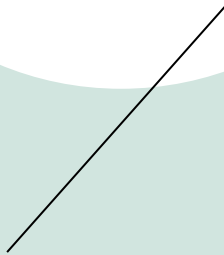
End of Chapter Checklist

- Write out or review your cancellation and boundaries policy
- Ensure your insurance and professional memberships are up to date
- Book one CPD or supervision session this quarter
- Schedule a short business reflection at the end of each quarter

08



PRICING
WITH
CONFIDENCE



08

Pricing with Confidence

Pricing is one of the most emotionally charged and misunderstood aspects of building a practice. It brings up fears, self-doubt, and deeply held beliefs about worth, money, and service. But here's the truth: setting fair, sustainable prices is an act of professionalism. It allows you to stay in practice, show up fully, and serve from a place of strength rather than depletion.

This chapter will guide you through the mindset, mechanics, and practical strategies of pricing with confidence.

Why Pricing Feels So Personal

For many therapists, coaches, and wellness practitioners, pricing brings up resistance:

- "I want to help everyone, not just those who can afford it."
- "I feel bad charging people who are in pain."
- "I'm not experienced enough to ask for more."
- "If I charge too much, no one will book."

These thoughts are common, but they're also a form of scarcity thinking. Your work has value. So does your time, energy, and expertise.

You can't pour from an empty cup. If you undercharge, overwork, and undervalue your skills, it becomes harder to stay well yourself - let alone support others.

You Are Not Charging for an Hour

Let's reframe pricing: you are not charging for the one hour someone spends with you. You are charging for:

- Your training, experience, and continued development.
- Your presence, emotional labour, and deep listening.
- Your room hire, insurance, equipment, and admin.
- The unseen costs of marketing, preparation, and business operations.
- The safety, trust, and healing space you offer.

When you charge fairly, you honour all the effort and commitment it takes to do this work well.

Where to Start

If you're unsure how to price your work:

- Research what similar practitioners in your area (with similar training/experience) charge
- Consider your monthly outgoings (room hire, CPD, admin tools, tax, etc.)
- Factor in your desired working hours and income
- Choose a starting rate that feels both achievable and sustainable

Starting low is fine - staying low is not. Build in regular reviews and plan to increase over time.

Raising Your Prices

The idea of raising your prices often brings fear. But it's a normal and necessary part of business growth.

Tips for raising your rates:

- Give notice (at least 4 weeks)
- Communicate clearly and confidently
- Offer the option to continue at your old rate for a set number of sessions
- Remind clients of the value you provide, without needing to over justify

You don't need to apologise for reviewing your pricing. Most clients will understand - and if a few don't, that's OK.

Making Room for Accessibility

You can price fairly and support accessibility. Here's how:

- Offer one or two reduced-fee spaces and keep them capped.
- Run community workshops or online events at a lower cost.
- Collaborate on projects that serve underserved groups.
- Clearly state your full rate, and include options for those with financial difficulty.

This allows you to honour your time while still staying true to your values.

Practice Saying It

One of the most practical tools for pricing confidence? Practice saying it out loud. "My fee is £75 per session."

"The cost for this programme is £120."

"My rates are £60-£90, depending on income level."

Say it until it no longer feels awkward. Because how you say it tells the client whether it's negotiable.

When to Offer Free or Discounted Work

Sometimes it makes sense to offer your services for free or reduced cost:

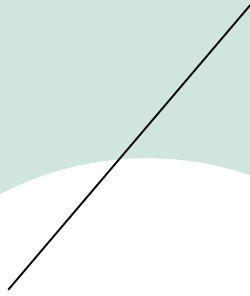
- In exchange for testimonials when you're just starting
- To trusted peers as a professional exchange
- As part of a launch or introductory offer
- In community or charity settings where you've chosen to serve

But always do it intentionally - not from guilt, pressure, or fear.

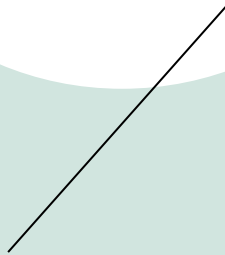
End of Chapter Checklist

- Write down your current pricing and compare it to others in your field
- Identify the minimum income you need to make your work sustainable
- Practise saying your price out loud, three times a week
- Plan your next price review - and set a date for any increases
- Decide on your policy for concessions or accessibility

09



MARKETING
THAT FEELS
GOOD



09

Marketing that feels good

Marketing often feels like the part no one signed up for. It can seem loud, overwhelming, or inauthentic - especially when you've trained to help people, not become a social media influencer.

But here's the truth: marketing is simply communication. It's how people discover that you exist. It's how the people who need your help can find you. And it can absolutely be done in a way that feels aligned with your values, your energy, and your personality.

This chapter will help you rethink marketing as something that supports your work - not something that takes you away from it.

Visibility Without Performance

You don't need to be constantly 'on' to grow your practice. You don't need daily videos or polished branding. You just need to be findable and trustworthy.

That might look like:

- A simple website with your story and a way to book.
- A clear Instagram bio and a few thoughtful posts.
- Being on a wellness venue's website or recommendation list.
- Talking about your work at events, classes, or in conversation.

You're not trying to convince everyone. You're simply letting the right people know you're here.

Start With the Basics

If you're feeling overwhelmed, focus on just three things:

1. What you offer - Be clear and simple. What do you help with? Who is it for?
2. How to book - Make it easy. A clear booking link, contact form, or email is enough.
3. Where to find you - Whether online or in person, make your location and availability obvious.

Clarity builds trust. People are more likely to take the next step when there's no confusion.

Choose Channels That Suit You

You don't have to be everywhere. Pick one or two platforms that suit your style and energy. For example:

- Instagram if you enjoy visuals and casual updates
- A newsletter if you prefer long-form writing
- A local noticeboard or printed flyers if your clients are community-based
- In-person networking or word-of-mouth if you prefer relationship-based referrals

Consistency matters more than quantity. Choose what feels manageable and stick with it.

Share Your Message - Not Just Your Availability

It's easy to fall into only posting "I have availability this week" - but what really draws people in is your message.

Try sharing:

- Insights from your work (without naming clients).
- Reflections on the themes you're seeing in your practice.
- How you approach certain challenges or topics.
- Personal insights that show your humanity and professionalism.
- Testimonials or kind words from clients (with consent).

You don't have to give advice - just offer perspective and presence.

Let Your Website Be Your Welcome Mat

If you decide to have a website, it doesn't need to be complicated.

A few clear pages are enough:

- Home - who you are, what you do, and who you help
- About - your background, values, and approach
- Services - what you offer and how it works
- Contact - how to book or ask a question

Bonus points for adding a photo, a short intro video, or some client testimonials to build connection.

Think Long-Term, Not Instant Results

Marketing isn't a one-off push. It's a gentle, long-term invitation. People often watch, read, and listen for weeks or months before booking. That's OK. Your job is to keep showing up with calm consistency.

Don't judge your effectiveness by likes or comments - focus on the quality of connection you're creating.

End of Chapter Checklist

- Write a one-sentence summary of what you do and who you help
- Choose one or two marketing channels that feel natural to you
- Review your online presence and check for clarity and consistency
- Share one meaningful message this week (online or in person)
- Remember: you don't need to be perfect - you just need to be present

Closing Message

If you've made it this far, thank you - not just for reading, but for showing up for yourself, your work, and the people you're here to serve.

Building a practice isn't easy. It's emotional, unpredictable, and deeply personal. But it's also one of the most rewarding, life-affirming things you can do. You get to offer support, create space for healing, and do work that matters - all while shaping a business that works for you.

Whether you're just starting out or finding your footing again, remember this: there is no one way to build a thriving practice.

There is only your way - informed by guidance, supported by community, and grounded in clarity.

You don't need to do everything at once. Small, consistent steps will take you further than you think.

This isn't the end - it's your beginning. Keep going. You're more ready than you realise.

With warmth and belief in your journey,

Camille x

Your 30-Day Action Plan

Practical, manageable steps to build your practice with momentum and confidence

Week 1 - Ground Yourself

- Define your ideal client in one paragraph
- Write a one-sentence summary of what you offer
- Review your qualifications, insurance, and readiness to practise
- Choose your pricing (or review it) and write it down clearly
- Tell 5 people in your personal network that you're available for bookings

Week 2 - Get Visible

- Research 3 local venues or therapy spaces
- Visit or contact at least 1 venue to enquire about availability
- Set up or review your booking process (email, calendar link, phone etc.)
- Draft a short professional introduction to use when approaching venues
- Choose 1 platform (online or offline) where you'll begin sharing regularly

Week 3 - Build Connection

- Attend a networking event, CPD, or local wellness gathering
- Reach out to 1 other practitioner to connect or explore collaboration
- Share a short insight or message on your chosen platform
- Begin drafting a testimonial request email to send to early clients
- Write out your cancellation policy and add it to your onboarding process

Week 4 - Expand with Intention

- Sketch a rough outline for a simple workshop or event
- Decide on a pricing review date for the next 3-6 months
- List 3 ways you could build in accessibility (e.g. reduced rate slots)
- Reflect on what's felt good, what's been challenging, and what's next
- Celebrate your progress (this is my favourite) - and choose one habit to continue beyond this month