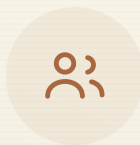


STRATEGY ♦ CONNECTION ♦ IMPACT

THE WELLNESS BUSINESS GROWTH GUIDE

SEVEN STRATEGIES

to become more valuable to the
clients you already have



STRONGER
CLIENTS



HIGHER
RETENTION



DEEPER
RELATIONSHIPS



HEALTHIER
COMMUNITIES

More Than Wellness

A free guide for wellness business owners
who want to grow without starting over.

B2B WELLNESS

by Jessica LaPoint

BECAUSE A HEALTHIER TOMORROW
STARTS WITH WHAT YOU DO TODAY.

THE WELLNESS INDUSTRY HAS CHANGED

Your clients aren't just looking for a service anymore. They want real solutions to feel better, live longer, and perform at their best.

THEY'RE THINKING

"I want to feel better."

This creates an enormous opportunity for wellness businesses.

You don't necessarily need more services. You need to become more valuable to the clients you already have.

INSIDE THIS GUIDE

- 1 Stop thinking more clients. Start thinking more value.
- 2 Map your client's wellness journey
- 3 Build your wellness ecosystem
- 4 Create a partnership strategy
- 5 Turn education into a growth strategy
- 6 Create revenue without more overhead
- 7 Give people a reason to choose you
- ♦ Event ideas, examples and formats
- ♦ Worksheets, scorecard and your 30-day plan

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*More
Than
Wellness*

STRATEGY NO. 1

Stop Thinking More Clients. Start Thinking More Value.

Most businesses think growth means:

More followers → More leads → More clients → More revenue

But there's another path:

Existing clients → More value → More solutions
Stronger relationships → More revenue

Ask yourself

What happens when my client needs something I don't provide?

Do they leave my ecosystem entirely?

Or have I built trusted resources around them?

WHERE TO START

1. Write down every request you currently turn away – the questions that end with “I don't know, sorry.”
2. Circle the three that come up most often. Those are the gaps where clients quietly leave you.
3. Pick one gap and choose your play: **provide it, refer it, partner for it, or educate around it.**
4. Tell your next five clients it exists. Value nobody knows about isn't value yet.

STRATEGY NO. 2

Map Your Client's Wellness Journey

Don't build your business around what you sell.

Build it around what your client needs next.

A client may start with one goal — but the journey usually looks like this:



One client. Multiple needs.

Where can your business add value along that journey?

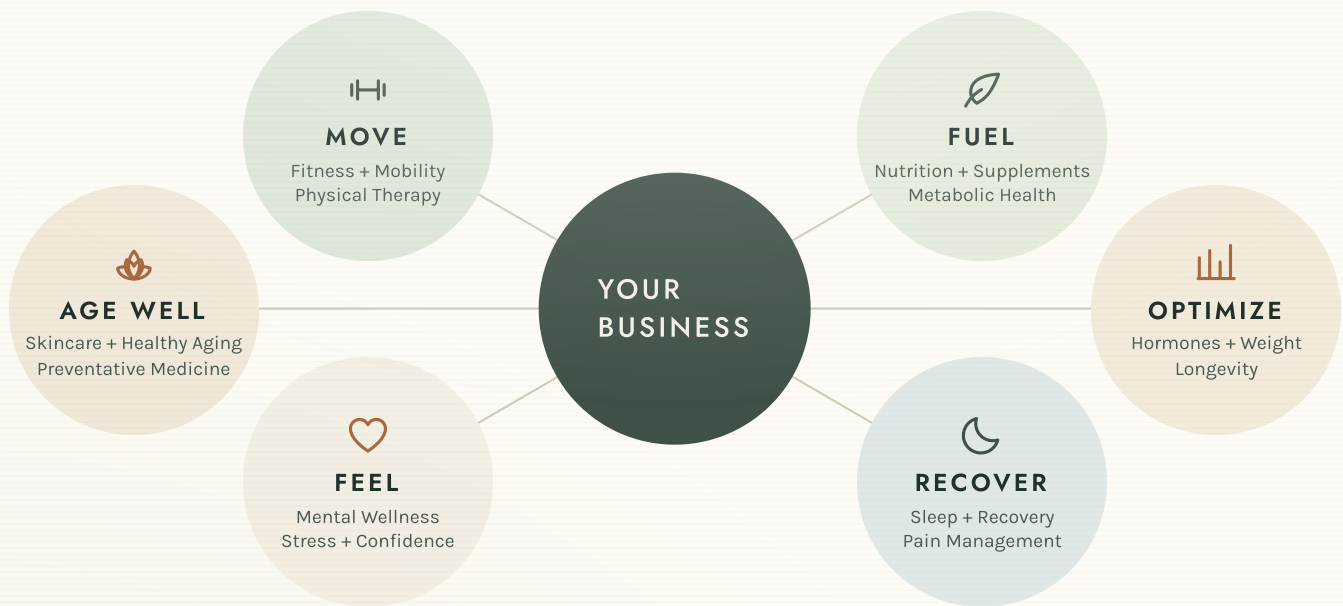
WHERE TO START

1. Write out one real client's last twelve months — not what they bought, but **what they were trying to fix**.
2. Mark where you showed up, and where they had to go somewhere else.
3. Find the step immediately **before** and **after** your service. Those two are the easiest for you to own.
4. Ask five clients one question: **"What are you working on next?"** Their answers are your roadmap.

STRATEGY NO. 3

Build Your Wellness Ecosystem

You don't have to provide every solution. You can **provide it, refer it, partner for it, educate around it,** or simply connect them to it.



Become the connection to everything.

WHERE TO START

1. Draw these six circles on paper and put your business in the middle.
2. Fill each circle with who you'd send a client to **today**. Empty circles are your openings.
3. For every empty circle, name one local and one national option to vet this month.
4. Turn the finished map into a **one-page referral sheet** your whole team can hand out.

STRATEGY NO. 4

Create a Partnership Strategy

Some of the best growth opportunities already exist **outside** your business.

THE RIGHT PARTNER WILL

- ✓ Solve a client problem
- ✓ Increase trust
- ✓ Improve the client experience
- ✓ Create referrals
- ✓ Increase retention
- ✓ Create revenue

Instead of asking “What else can I sell?”

Ask “Who could I partner with that makes my business more valuable to my client?”

WHERE TO START

1. List ten businesses your clients already visit — gyms, salons, clinics, studios, dietitians, chiropractors.
2. Narrow to three whose clients look like yours and whose service **doesn’t compete** with yours.
3. Reach out leading with what you’ll **give**, not what you want — a referral, a guest spot, a co-hosted night.
4. Put it in writing: who refers what, how it’s tracked, and what each side gets out of it.

STRATEGY NO. 5

Turn Education Into a Growth Strategy

Wellness consumers are overwhelmed with information.
That gives you a real opportunity to become **the trusted resource**.



WORKSHOPS



SOCIAL MEDIA



EVENTS

CLIENT
EDUCATION

EXPERT Q&AS

WELLNESS
CHALLENGES

Instead of constantly saying “Buy this.”
Start saying “Let us help you understand this.”

WHERE TO START

1. Write down the ten questions you answer most. **That is your content calendar.**
2. Pick one format you can actually sustain — one post a week, or one workshop a quarter.
3. Teach the answer without the pitch. Trust comes first; the offer comes at the end.
4. Repeat your best-performing topic instead of inventing a new one every time.

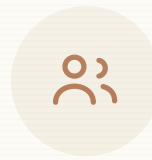
STRATEGY NO. 6

Create Revenue Without More Overhead

Growth doesn't always require another treatment room,
another employee, or another piece of equipment.



PARTNERSHIPS

AFFILIATE
PROGRAMSEDUCATIONAL
EVENTSDIGITAL
RESOURCES

MEMBERSHIPS

CORPORATE
WELLNESSREFERRAL
RELATIONSHIPSPRODUCT
PARTNERSHIPS

A BETTER QUESTION

**“How can I create more value for my client
in a way that also creates revenue for my business?”**

WHERE TO START

1. Pick **one** stream from the grid above — just one — and price it before you build it.
2. Check the math: what does it earn per client, and what does it cost you in hours?
3. Run it small first. One month, one group, one partner — then scale what works.
4. Track it separately, so you know whether it's **profitable** and not just busy.

STRATEGY NO. 7

Give People a Reason to Choose **You**

If the only thing separating your business from the competition
is your core service, you're easier to replace than you think.

**“We don’t just provide a service.
We connect our clients with trusted resources
for their entire wellness journey.”**

Your competitive advantage becomes:



RELATIONSHIPS



RESOURCES



EDUCATION



EXPERIENCE



COMMUNITY

THE ECOSYSTEM YOU BUILD AROUND YOUR CLIENTS
IS MUCH HARDER TO REPLICATE.

WHERE TO START

1. Finish this sentence out loud: **“We don’t just _____. We _____.”**
2. Test it on a real client. If they say “everybody says that,” rewrite it.
3. Put it everywhere people meet you – website, bio, intake forms, front desk, email signature.
4. Make sure every person on your team can say it the same way you do.

EVENT IDEAS

Wellness Events Create Connection, Education and Revenue

Events build relationships, showcase expertise, attract new clients and create additional revenue. Host them in your space, at a partner venue, or online to reach far beyond your local market.



EDUCATIONAL EVENTS

Expert talks, workshops, panels and Q&As.



MOVEMENT EVENTS

Workouts, mobility sessions, classes and challenges.



PRODUCT EXPERIENCES

Introduce products, services, tools or wellness solutions.



CLIENT APPRECIATION

VIP nights, seasonal gatherings, perks and thank-yous.



COLLABORATION EVENTS

Partner with complementary local or national businesses.



ONLINE EVENTS

Webinars, virtual panels, live Q&As for a national audience.

WHERE TO START

1. Choose the format above that fits the goal you care about most right now — retention, visibility or revenue.
2. Pick a date roughly **six weeks out** and invite one partner to share the room and the promotion.
3. Cap the guest list at a number you can host well. A full small room beats an empty big one.

EVENT EXAMPLES

Wellness Events Create Real Impact

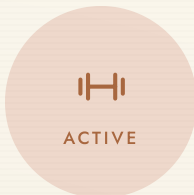
Events are one of the most underused growth strategies in the wellness industry. They build trust, attract new clients, and position your business as a community leader.



WOMEN'S WELLNESS NIGHT

Expert panel, education, product experiences and real community connection.

Great for: med spas, hormone clinics, salons and fitness studios.



FITNESS + RECOVERY EVENT

Movement, recovery education and wellness sampling with local experts.

Great for: gyms, physical therapists, chiropractors and recovery studios.



NATIONAL WELLNESS WEBINAR

Bring two or three experts from complementary companies together for a virtual panel, live education and Q&A. Each partner promotes to their own audience, expanding reach without event logistics.

Best for: national partnerships, telehealth, multi-location brands and companies serving clients in several states.

More connection. More value. More opportunity.

WHERE TO HOST

Choose the Right Event Format for Your Goal

Choose the format that makes the experience easy to attend, supports the goal of the event, and gives your partners the best opportunity to add value.



AT YOUR BUSINESS

- ✓ Build deeper client relationships
- ✓ Showcase your space and services
- ✓ Lower cost, simpler logistics
- ✓ Create ongoing community
- ✓ Host smaller events more often

Best for: client appreciation, workshops and small community events.



OFF-SITE VENUE

- ✓ Reach a larger local audience
- ✓ Attract new potential clients
- ✓ Collaborate with multiple businesses
- ✓ Create a memorable experience
- ✓ Ideal for larger or seasonal events

Best for: multi-business events, education nights and networking.



ONLINE / VIRTUAL

- ✓ Reach beyond your local market
- ✓ Include national partners and experts
- ✓ Reduce venue and travel costs
- ✓ Record content for future use
- ✓ Make attendance easy from anywhere

Best for: national companies, telehealth, webinars, panels and live Q&As.

A SIMPLE WAY TO CHOOSE

Deeper relationships?
Host in your space.

Local visibility?
Use an off-site venue.

Scale or national reach?
Take it online.

BONUS — THINK HYBRID

A local event can also be streamed online. A national expert can join virtually. A webinar can lead into a local client night. Combining formats expands your reach while keeping the experience personal.

WORKSHEET ONE

THE 15-MINUTE BUSINESS AUDIT

Take a few quiet minutes and answer these honestly.
Write your answers in the margin – this page is meant to be used.

- 1 What is your primary service?
.....
- 2 Who is your ideal client?
.....
- 3 What are five other needs your clients have?
.....
- 4 Which of those needs are your clients getting met somewhere else?
.....
- 5 Could you provide it, partner for it, refer it, educate around it, or monetize the connection?
.....
- 6 Choose **one** opportunity to explore in the next 30 days.

CLARITY CREATES MOMENTUM

WORKSHEET TWO

WELLNESS OPPORTUNITY SCORECARD

Rate your business from 1 to 5 in each area.

1 = not yet · 5 = we do this really well

We understand what our clients need	1	2	3	4	5
We have trusted partners and resources	1	2	3	4	5
We refer clients out when it's appropriate	1	2	3	4	5
We regularly educate our clients	1	2	3	4	5
We have revenue streams beyond our core services	1	2	3	4	5
Our business has a clear differentiator	1	2	3	4	5
We actively create strategic partnerships	1	2	3	4	5
Clients see us as a wellness resource, not just a service provider	1	2	3	4	5

TOTAL _____ / 40

Look at your lowest-scoring areas.

Those are your biggest opportunities.

SMALL CHANGES LEAD TO BIGGER RESULTS

YOUR NEXT 30 DAYS

YOUR 30-DAY ACTION PLAN

Turn strategy into momentum — one week at a time.



WEEK 1 Listen

Ask your clients what they need and where they're getting solutions now.



WEEK 2 Connect

Identify three potential partners or resources that fill those client needs.



WEEK 3 Create

Choose one new resource, partnership or event to launch or plan.



WEEK 4 Communicate

Tell your clients about it — social, email, in-office signage, conversations.

WRITE THESE DOWN BEFORE YOU CLOSE THIS GUIDE

The opportunity I'm starting with is _____

My first step, and the date I'll take it _____

The person I'm going to reach out to first _____

How I'll know it worked _____

*Thirty days from now, you won't have a new business.
You'll have a more valuable one.*

MORE VALUE. HEALTHIER CLIENTS. A BRIGHTER FUTURE.

Thank you for spending your time here.
Here's to a stronger wellness community —
and to the impact you create every single day.



More Than Wellness

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Turn to the last page when you're ready to start.

LET'S WORK TOGETHER

You Don't Have to Build This Alone

Most wellness businesses already have everything they need to grow — the clients, the trust, the reputation. What's usually missing is the **connection** between what those clients need next and who can provide it.

That's the part I help with.



PARTNER STRATEGY

Find the right partners and structure the relationship so both sides win.



WELLNESS OFFERINGS

Add trusted solutions your clients are already looking for elsewhere.



EVENTS & EDUCATION

Plan events and education that bring people in and keep them close.

READY WHEN YOU ARE

Let's find one opportunity in your business together.

Reach out and tell me the one thing from this guide you want to start with.

✉ [your email]

📷 [your handle]

📱 [your booking link]

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