



POWER MOVES PLAYBOOK

**5 Essential Steps to
Market and Grow Your
Health Practice**
*(even if you don't know a thing
about marketing)*

By Lauren Powers
COO, Microsite Media



P O W E R *M O V E S* **P L A Y B O O K**

**5 Essential Steps to Market and Grow Your
Health Practice**
(even if you don't know a thing about marketing)

By Lauren Powers
COO, Microsite Media

© 2024 Lauren Powers and Microsite Media All rights reserved.

INTRODUCTION:

Let's Get Real About Marketing Your Health Practice

Hey there!

If you're reading this, you're probably amazing at what you do – whether that's functional medicine, dentistry, chiropractic, health coaching, or any other health-focused practice. But let me guess... marketing? Not so much.

I get it. You didn't spend all those years studying and perfecting your craft just to become a marketing expert. The problem is, without solid marketing, even the best practitioners struggle to fill their practice.

That's exactly why I created this playbook. After helping hundreds of health practitioners transform their marketing (and watching just as many struggle), I've broken it down into 5 essential steps that actually work.

This isn't theory. These aren't general marketing tips that could apply to any business. This is specifically for you – the health practitioner who knows they need to market their practice but doesn't know where to start.

HOW TO USE THIS PLAYBOOK

Before we dive in, let's get clear on what you'll have or at least start exploring by the time you finish this playbook:

1. A crystal-clear offer that makes potential clients think **"OMG, I need this!"**
2. An **authentic presence** that builds trust and credibility
3. A **proof portfolio** that shows you get results
4. A **content creation system** that doesn't eat up all your time
5. An **implementation plan** that actually works

START HERE: Take the Marketing Power Score Assessment below. This will show you exactly where you need to focus your energy.

*Rate yourself from 1-5 on each of these areas:
(1 = Needs Major Work, 5 = Totally Nailed It)*

AREA OF ASSESSMENT		SCORE
OFFER CLARITY		
• I have a specific, named signature program/service		
• My offer solves a clear, specific problem		
• I can explain my offer in one sentence		
• My pricing structure is clear and justified		
• My ideal client is clearly defined		
BRAND PRESENCE		
• My online presence reflects my expertise		
• I have professional photos and branding		
• My messaging is consistent across platforms		
• I regularly share my methodology		
• I authentically connect with my audience		
SOCIAL PROOF		
• I have clear before/after case studies		
• Client testimonials are readily available		
• I showcase specific results		
• My credentials are highlighted effectively		
• I have data to back up my claims		
CONTENT STRATEGY		
• I have a content calendar		
• I post consistently		
• I have defined content pillars		
• I repurpose content effectively		
• I have a clear call-to-action strategy		
IMPLEMENTATION SYSTEMS		
• I have automated marketing systems		
• My team knows their roles		
• I track important metrics		
• I have a follow-up process		
• I consistently evaluate and adjust		
Total Score:		

SCORING: **20–25:** Marketing Boss – You're crushing it! **15–19:** On Track – Just need some tweaking **10–14:** Building Blocks – Core elements in place **5–9:** Starting Out – Time to level up!

POWER MOVE #1:

CREATE YOUR SIGNATURE OFFER

Listen up, because this is where most health practitioners completely miss the mark. You're probably sitting there thinking, "But Lauren, I offer amazing services!" Sure you do – but are you packaging them in a way that makes potential clients think "OMG, I NEED THIS!"?

The Truth About Your Offer

Here's what I see ALL THE TIME:

- Functional medicine docs listing out lab tests (yawn)
- Health coaches offering "12-week programs" (what does that even mean?)
- Chiropractors advertising "adjustments" (just like everyone else)
- Naturopaths talking about "whole body wellness" (too vague!)

Let me be real with you – nobody wakes up thinking "Gee, I really need some functional medicine today!" They wake up thinking "Why am I so damn tired all the time?" or "Will I ever get rid of these migraines?"

What Makes a Killer Offer?

Your offer needs to be:

- Crystal clear (if you can't explain it to a 5-year-old, it's too complicated)
- Results-focused (what transformation are you creating?)
- Unique to YOU (what's your special sauce?)
- Easy to understand (stop with the medical jargon!)
- Priced right (and yes, you're probably undercharging)

Examples That Actually Work

WEAK: "Holistic Health Consultations"

STRONG: "The 90-Day Hormone Reset Revolution: From Burnout to Boundless Energy"

WEAK: "Natural Dental Services"

STRONG: "The Total Mouth Transformation: Your 6-Month Journey to Pain-Free, Metal-Free Smiles"

WEAK: "Nutrition Coaching"

STRONG: "The Gut-Skin Connection Program: Clear Skin from the Inside Out in 12 Weeks"

WORKSHEET:

CREATING YOUR SIGNATURE OFFER

FILL IN THE BOXES BELOW

These are the key elements of an amazing offer, think deeply and intentionally about how you show up and the transformation you provide. Be BOLD and specific!

1. Client Pain Points

- What keeps your ideal client awake at night?
- What have they tried before that didn't work?
- What's their biggest frustration with traditional approaches?

2. Your Unique Solution

- Core methodology/approach:
- Key differentiators:
- Specific results you create:

3. Offer Structure

- Timeline:
- Delivery method:
- Key components:
- Support elements:

4. Value Proposition

- Primary transformation:
- Secondary benefits:
- Long-term impact:

POWER MOVE #2:

BE A WALKING BILLBOARD FOR YOUR WORK

Y'all, this one's crucial – you've got to BE what you teach. And I don't mean in some fake, polished, Instagram-perfect way. I mean in a real, authentic, "yeah, I actually do this stuff" way.

THE REALITY CHECK

If you're:

A weight loss coach who's struggling with their own weight

A stress management expert who looks stressed AF

A skin specialist with problematic skin

A health expert who's always sick

...we need to talk.

Now, I'm NOT saying you have to be perfect. Hell no! But you do need to be actively walking your talk. Your potential clients need to look at you and think "I want some of what they've got!"

How to Nail This (Without Faking It)

1. Document Your Journey

- Share your own health struggles
- Be real about your challenges
- Show your daily practices
- Celebrate your wins (big AND small)

2. Show Behind the Scenes

- Your morning routine
- How you handle stress
- What you eat
- Your self-care practices

3. Be Authentically You

- Stop trying to be "professional"
- Share your personality
- Let your quirks shine
- Connect with your audience

WORKSHEET:

AUTHENTICITY AUDIT

Rate yourself on a scale of 1–5:
(1 = Not at all, 3 = Sometimes, 5 = Consistently)

Professional Presence (Total Possible: 20 points)

- Online presence reflects my expertise:
- Professional photos and branding:
- Consistent messaging across platforms:
- Clear communication of credentials:

Personal Brand Elements (Total Possible: 20 points)

- Unique story/journey documented:
- Authentic voice established:
- Regular sharing of personal insights:
- Demonstration of methodology:

Your Score Interpretation:

32–40 points: Authenticity All-Star

- Your brand presence is strong and genuine
- Keep maintaining and refining your voice
- Focus on scaling what works

24–31 points: Getting There

- Good foundation but room for improvement
- Identify 2–3 areas to strengthen
- Create a plan to share more consistently

16–23 points: Building Blocks

- Basic elements in place
- Need more consistent brand presence
- Focus on documenting your journey

POWER MOVE #3:

BUILD YOUR PROOF PORTFOLIO

Here's the thing about health businesses – people need to trust you before they'll work with you. And in today's world, they're going to Google you before they ever pick up the phone.

BUILDING YOUR PROOF PORTFOLIO

What Your Potential Clients Are Looking For:

- Evidence that you've helped people like them
- Results that they can see and understand
- Credibility markers that set you apart
- Signs that you're the real deal

Types of Proof You Need:

- Client Success Stories
- Before/after transformations
- Video testimonials
- Written testimonials
- Case studies
- Results photos (when appropriate)
- Professional Credibility
- Certifications & training
- Media features
- Speaking engagements
- Published articles
- Industry recognition
- Social Proof
- Reviews & ratings
- Social media engagement
- Community size
- Client comments
- Shares and saves
- Data & Statistics
- Success rates
- Client results data
- Improvement metrics
- Treatment outcomes
- Satisfaction rates

WORKSHEET:

PROOF COLLECTION SYSTEM

Client Success Stories

- List your top 3 client transformations:
- Key metrics to highlight:
- Permission obtained? (Y/N)
- Visual elements available:

Credibility Builders

- List your top credentials:
- Recent media features:
- Notable partnerships:
- Industry achievements:

Data Collection

- Key metrics you track:
- Results to highlight:
- Statistics to feature:
- Numbers that impress:

Action Steps:

- Create testimonial collection process
- Set up result documentation system
- Organize credential showcase
- Develop case study template

POWER MOVE #4:

BECOME A CONTENT CREATION MACHINE

BECOME A CONTENT CREATION MACHINE

Listen, I know what you're thinking: "Lauren, I barely have time to see my patients, let alone create content!" I hear you. But here's the truth – content is how your ideal clients find you, trust you, and ultimately decide to work with you.

The good news? You're already creating content every single day – you just don't realize it.

Every time you:

- Answer a patient's question
- Explain a protocol
- Share a health tip
- Solve a common problem
- Break down a complex topic

That's content, baby! We just need to capture it and share it strategically.

Content Types That Actually Work:

Educational Content

- How-to guides
- Myth-busting posts
- FAQ answers
- Quick tips
- Case study breakdowns

Behind-the-Scenes

- Office tours
- Treatment demos
- Daily routines
- Team introductions
- Process explanations

Results & Proof

- Success stories
- Before/after
- Client wins
- Testimonial features
- Progress updates
- Personal Brand
- Your journey
- Health practices
- Daily insights
- Professional updates
- Personal wins

WORKSHEET:

CONTENT PLANNING SYSTEM

STEP 1: CHOOSE YOUR CONTENT PILLARS

Select 3–5 from this list and customize for your practice:

- Education & Expertise: Your topics:
- Results & Proof: Your examples:
- Personal Brand & Journey: Your stories:
- Behind-the-Scenes: Your activities:
- Client Success Stories: Your wins:

STEP 2: MONTHLY THEME PLANNING This Month's Focus:

Week 1 Theme:

Key Topics:

-
-
-

Week 2 Theme:

Key Topics:

-
-
-

Week 3 Theme:

Key Topics:

-
-
-

Week 4 Theme:

Key Topics:

-
-
-

WORKSHEET:

CONTENT PLANNING SYSTEM

STEP 3: PLATFORM PLANNING

INSTAGRAM Stories (Daily):

☐ Behind-the-scenes ☐ Quick tips ☐ Patient wins ☐ Daily insights

INSTAGRAM Posts (3x/week):

☐ Educational carousel ☐ Client success story ☐ Personal insight

INSTAGRAM Reels (2x/week):

☐ Quick tip ☐ Myth bust ☐ How-to

INSTAGRAM Lives (1x/week):

☐ Q&A session ☐ Topic deep dive ☐ Client spotlight

LINKEDIN Weekly Goals:

☐ 1 long-form article ☐ 3 status updates ☐ 2 case studies

Topics:

EMAIL Weekly Newsletter:

☐ Main topic:

☐ Success story:

☐ Call to action:

WEBSITE/BLOG Monthly Goals:

☐ 2 blog posts ☐ 1 case study ☐ Resource update

Topics:

WORKSHEET:

CONTENT PLANNING SYSTEM

STEP 4: YOUR CONTENT SCHEDULE

Daily Checklist (15 mins):

- ☐ Share quick tip
- ☐ Respond to comments
- ☐ Document win/insight
- ☐ Capture questions

Weekly Checklist (2 hours):

- ☐ Write long-form piece
- ☐ Record videos
- ☐ Schedule posts
- ☐ Plan next week

Monthly Checklist (4 hours):

- ☐ Cornerstone content
- ☐ Theme planning
- ☐ Metric review
- ☐ Strategy adjustment

BATCH CREATION PLAN: Content Creation Day:

- ☐ Record videos
- ☐ Write posts
- ☐ Take photos
- ☐ Prepare captions

POWER MOVE #5:

IMPLEMENTATION & SUCCESS MINDSET

This is where everything comes together – and where most people fall off. Let's make sure that's not you.

IMPLEMENTATION & SUCCESS MINDSET

Here's the truth – having all the marketing knowledge in the world means nothing if you don't implement it. And I've seen too many brilliant health practitioners get stuck in "planning mode" forever. Let's change that.

YOUR 90-DAY POWER MOVES IMPLEMENTATION PLAN

First 30 Days:

Foundation Week 1:

- Clean up your social profiles
- Choose your primary platform
- Set up content pillars
- Start documenting daily wins

Week 2:

- Create your signature offer
- Write your core story
- Gather initial testimonials
- Set up basic tracking

Week 3:

- Start daily content creation
- Test your offer messaging
- Collect case studies
- Begin email list building

Week 4:

- Review and adjust
- Fill content gaps
- Refine your message
- Celebrate wins

Days 31–60: Growth

- Scale what's working
- Drop what isn't
- Add new content types
- Build engagement

POWER MOVE #5:

IMPLEMENTATION & SUCCESS MINDSET

Days 61–90: Optimization

- ☐ Automate systems
- ☐ Delegate tasks
- ☐ Measure results
- ☐ Plan next quarter

SUCCESS METRICS TO TRACK:

Weekly:

- ☐ New followers
- ☐ Content engagement
- ☐ Email subscribers
- ☐ Inquiries/leads
- ☐ Consultations booked

Monthly:

- ☐ Conversion rates
- ☐ Client acquisition
- ☐ Revenue growth
- ☐ Content performance
- ☐ Email open rates

FINAL IMPLEMENTATION CHECKLIST

Your Daily Power Moves:

- ☐ Share one piece of valuable content
- ☐ Engage with your audience
- ☐ Document one success/insight
- ☐ Track your metrics
- ☐ Review and adjust

Your Weekly Power Moves:

- ☐ Batch create content
- ☐ Schedule posts
- ☐ Review engagement
- ☐ Plan next week
- ☐ Celebrate wins

POWER MOVE #5:

IMPLEMENTATION & SUCCESS MINDSET

Your Monthly Power Moves:

- ☐ Review metrics
- ☐ Adjust strategy
- ☐ Create cornerstone content
- ☐ Plan next month
- ☐ Scale what works

If you're TRULY ready to make power moves in your practice, schedule a one on one strategy call with me: [HERE](#)

Be sure to like and subscribe to the Power Moves podcast, streaming on all platforms. New episodes weekly. Listen to Power Moves: [HERE](#)

ABOUT THE AUTHOR

Lauren Powers is the COO of Microsite Media, where she has helped hundreds of healthcare practitioners generate millions in revenue through their content and advertising services. As a business coach for Mindshare Collaborative, the largest global consortium of practitioners across specialties, Lauren brings deep expertise in health marketing and business growth. She also serves as a coach for Facebook's North American Accelerator for minority founders.

