



Checklist:

## How to Start Offering Online Holistic Services

### #1: Get the Right Video Software

Sign up for a virtual conferencing software like Zoom or Skype. You can choose to purchase an external webcam for higher quality videos, but this isn't necessary. Most laptops already come equipped with one that will work well. You can learn more about the best software for your online sessions [here](#).

### #2: Determine How to Receive Payments

There are a few options you have when it comes to getting paid for your online holistic services. Many practitioners find it easy to send invoices and receive money through PayPal. Others prefer setting up a payment link on their website through Stripe or Shopify.

We cover this topic in-depth in our FREE video course [here](#).





### #3: Make Sure You're Legally Protected

One of the most important aspects of setting up your holistic services – both in person or online – is ensuring you have a [solid legal basis](#) to do so.

Learn more about how to provide services in a safe, legal environment [here](#).

### #5: Promote Your Service & Find New Clients

One of the best ways to promote yourself and find new clients is through social media. Determine which platform(s) your clients use most often, and create visually appealing social posts, videos and updates. Consider running a promotion or incentive for the first few people who sign up for your online services.

Using Facebook pages and groups are great for this, which we go into detail about in our FREE video course [here](#).

### #4: Create Your Brand

Having a well-designed brand and materials will help you provide professional services and attract new clients. There are plenty of FREE and [easy-to-use design tools](#) online, such as Canva and Looka, which can help you create logo or social media designs, as well as materials for your services.

### About the PWA

For more than 20 years, the [Professional Wellness Alliance](#) (PWA) has been on a mission to protect holistic services, those who need them and the practitioners who provide them.

Learn more about the PWA and how to join the holistic mission [here](#).

