

# 12-Step Client Acquisition Playbook for New Wellness Owners

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## 1. Set Up Your Digital Foundation

**Why:** Without a professional online presence, potential clients won't trust you. This is your business card in the digital world.

**Action Items:**

- Create Instagram, Facebook, and TikTok accounts (use the same name/logo across all).
  - Write a simple bio: *"Helping [city] feel better & recover faster with IV therapy, vitamin injections & GLP-1 wellness solutions."*
  - Get a booking system (Calendly, Square, GoHighLevel, or IntakeQ). Link it in all bios.
  - Build a simple website (Squarespace, Wix, or GHL). Keep it clean: Services → Pricing → Book Now.
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## 2. Ad Calendar + Consistent Posting

**Why:** People need to see you multiple times before booking. A calendar keeps you consistent.

**Action Items:**

- Plan 4 posts per week:
  - **Education:** "3 Benefits of IV Therapy for Busy Nurses."
  - **Testimonial:** Post a client quote or screenshot (with permission).
  - **Behind the Scenes:** Show you prepping IV bags.
  - **Offer:** "First IV \$99 this week only."

- Use Canva to create graphics.
  - Schedule posts with Meta Business Suite so you don't forget.
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### 3. Join Local Facebook Groups & Position as Expert

**Why:** Groups are full of potential clients already looking for wellness help.

**Action Items:**

- Search FB for groups in your area (“[City] Moms,” “[City] Fitness,” “Wellness [City]”).
  - Join 5–10 groups.
  - Post helpful tips once a week (hydration, recovery, weight loss).
  - Answer questions like: “What helps with fatigue?” → provide value, not just ads.
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### 4. Partner with Local Businesses

**Why:** Gyms, salons, and spas already have your dream clients. Tap into their network.

**Action Items:**

- Visit 5 gyms, yoga studios, and salons in your area.
  - Offer them an exclusive client special (e.g., \$20 off IVs for their members).
  - Ask if you can leave flyers or create a QR code that links to your booking page.
  - Offer to run a “hydration station” at their next event.
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### 5. Launch a New Client Special

**Why:** People are more likely to try if there's a low-risk first offer.

**Action Items:**

- Create a first-time client offer (e.g., “\$99 Myers Cocktail” or “Free B12 with any IV”).
  - Promote it on social media, in FB groups, and through your business partners.
  - Make the offer limited time (scarcity = action).
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## 6. Leverage Local Influencers / Micro-Celebrities

**Why:** Local influence builds trust faster than ads.

**Action Items:**

- Find 5–10 local fitness coaches, yoga instructors, or beauty influencers with 1K–10K followers.
  - Offer them a free IV or GLP-1 consult.
  - Ask for a video testimonial or story tagging your account.
  - Share their testimonial on your page for extra credibility.
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## 7. Referral Program with Friends & Clients

**Why:** Happy clients love sharing — give them a reason to.

**Action Items:**

- Offer \$25 off or a free B12 shot for every referral.
  - Create referral cards with your QR booking code.
  - Tell friends: “Your first IV is discounted if you tag me on social.”
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## 8. Run Your Own Event

**Why:** Events build authority, community, and instant social buzz.

**Action Items:**

- Host a pop-up at a yoga studio, gym, or even your home.
  - Offer free vitals checks, discounted B12 shots, and giveaways.
  - Encourage everyone to tag you on social for extra raffle entries.
  - Capture emails/phone numbers for follow-up offers.
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## 9. Google Business Profile Optimization

**Why:** “IV therapy near me” is the #1 way people find local services.

**Action Items:**

- Create a free Google Business Profile.
  - Upload professional photos (services, happy clients, before/afters).
  - List all services clearly (IVs, vitamin shots, GLP-1 consults).
  - Ask every client to leave you a review before they leave your chair.
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## 10. Before & After Stories

**Why:** Results speak louder than ads.

**Action Items:**

- Take photos/videos (with client consent) before and after treatments.
- Post case studies: “Christy lost 12 lbs in 8 weeks on GLP-1s.”
- Share client quotes: “I feel so much more energized after my IVs!”

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## 11. Networking Groups

**Why:** Business owners refer other business owners.

**Action Items:**

- Join your Chamber of Commerce or BNI group.
- Introduce yourself as the “IV & GLP-1 wellness nurse in [city].”
- Attend at least 1–2 networking events per month.
- Follow up with coffee chats → build referral relationships.

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## 12. Paid Ads

**Why:** Ads give you consistent lead flow beyond word of mouth.

**Action Items:**

- Start with \$20–30/day on FB/IG targeting women 30–55 in your zip code.
- Run one clear offer ad: “\$99 First IV – Limited Time.”
- Capture leads with a form (email/phone).
- Follow up with text/email reminders until they book.

## Consistency + Follow-Up Wins

Marketing is a game of **repetition and refinement**. The businesses that win are not the ones with the flashiest ads — they’re the ones who **show up every day, post consistently, ask for reviews, host events, and keep pushing when it feels slow**.

But here’s the secret most new owners miss: **Follow-up is where the money is made.**

- Most clients don't book the first time they see you.
- They may need 5–7 touches (texts, calls, DMs, reminders) before they finally take action.
- Every lead you collect is valuable — don't let them go cold.

#### **Action Steps for Follow-Up:**

- Call/text every lead within 24 hours.
- If they don't book, follow up 2–3 more times that week with a helpful tip or reminder.
- Add them to your email/text list for ongoing specials and education.
- Always end with an easy booking link.

👉 Stick to these 12 steps consistently for 90 days, **follow up relentlessly**, double down on what brings clients in, and tweak what doesn't. If you stay consistent AND persistent, you'll go from "no one knows me" → to being *the nurse everyone in town calls for wellness*.