

# 7 THINGS TO AVOID

When promoting your therapy business  
**ON FACEBOOK**

## DON'T DO THIS

## DO THIS INSTEAD

1

**Constantly post on your page, listing your products & services with no mention of the benefits of each therapy.**

**Post less frequently, emphasizing the transformation clients will get from each therapy session. Use the word "you" predominantly when writing your posts.**



2

**Focus only on your therapy services when posting on your page.**

**Share personal updates occasionally - talk about your pets, family activities, events you've been to. People love to peek behind the scenes & put a face to the business. This type of post will get more interaction than anything else!**



3

**Use a logo for your page profile image.**

**As per the previous point - people like to see the face behind the business. A logo is fine for a big business, but if it's just you providing therapy treatments, let people see your face! Use a good quality head shot if possible.**



4

**Leave the location field of your page blank.**

**Add your location to the appropriate section of your page settings - potential clients need to know where you are. If they don't have a clue, they're more likely to go to a competitor. In fact, make sure you complete all sections of your page.**



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**Never ask for opinions from your followers.**

**Ask questions that resonate with your audience, frequently. We love to talk, especially about ourselves. Try asking "cat person or dog person" and watch the interaction skyrocket!**



6

**Post nothing but text updates and blurry images.**

**Share personal updates occasionally - talk about your pets, family activities, events you've been to. People love to peek behind the scenes & put a face to the business. This type of post will get more interaction than anything else!**



7

**Lastly & most importantly... don't neglect your personal profile because you've been told never to mention your business there.**

**Your profile is the perfect place to let people know about your business and how you can help potential clients . Optimise it correctly & it becomes a highly visible "business card", allowing visitors to see immediately what you offer.**



**I hope you found this checklist useful - if you have comments or feedback, feel free to message me, or email [naomi@valueadded.video](mailto:naomi@valueadded.video)**



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