

14 Online Resources we love to use!

To help Healers be more organized,
work more effectively, and do more in less time.



The Healing Practitioner's **RESOURCE GUIDE**

BuildMyHealingBusiness.com



Do you want to avoid learning to run your online healing business the hard way? We hope so. It's hard knowing which online tools will work and which ones don't. If you're frustrated and looking for solutions, we can help. We know what it's like to learn the hard way and we want to help you launch your business faster.

We are Allison and Dana, practitioners and coaches, who are both fans of working with business tools that are easy, user-friendly and reasonably priced! We're two coaches with successful healing practices who, for the most part, use the same resources. Sometimes, however, we use different resources and that's what makes our collaboration so good for you! We're going to share what works for each of us!

Here, you'll find our recommendations for the business tools we use frequently (and even daily) in our healing practices. We share even more about these resources, including demonstrating some, in our 8-week **Take Flight, Launch your Business and Soar** webinar course. Hey, there are no secrets with us! You get what we love! Save your time, money, sanity and check out these resources!

Client Management System: Scheduling and Payment



What is it? vCita is an all-in-one, client management site for small businesses. The system is loaded with features we love and that are easy to use – for ourselves and our clients. We consistently use the scheduling system, payment management system, client in-boxes to send and receive client communication – including files. The internet portal for clients to interact with us directly from our websites works well.

Why Would You Use It? vCita helps you manage your business! You can schedule appointments and events. It even syncs with your existing calendar. Best of all, this system helps you manage your client activity and tracks all client correspondence within the system. We love that it allows us to send post-session notes, marks clients for follow-up and helps us



respond to new contacts and existing client requests. Managing client payment activity and reminders is easy. You can create email branded invoices and track your business income with a centralized dashboard. And finally, vCita's website capabilities can quickly be integrated into your current website. If you don't have a web-site yet, let the vCita's Live Site be your mini-site until yours is up and running.

The URL: www.vcita.com

Affiliate Link: [Click here.](#)

Payment Processing



What is it? PayPal is likely the most commonly and widely used payment system on the internet today. PayPal offers a faster and safer way to send and receive money, and to make online payments. It requires that you set up an business account so that a transaction can occur.

Why Would You Use It? If you are in business, you need an easy way to accept payment for your services from around the world. PayPal allows you to create and send invoices for your services, send friendly reminders for payment, and have access to reports concerning your business account. You can offer your buyer two ways to pay – by using their PayPal account or by using a credit or debit card – thus limiting reasons why they can't buy from you. Their mobile app is easy to use. PayPal can be integrated in vCita and with many other scheduling systems.

The URL: www.PayPal.com

Payment Processing



What is it? Stripe is a payment processing software platform for internet business owners from around the world. It requires you set up a merchant account and you'll need a purchasing gateway such as that offered by vCita. Your buyer can use credit or debit cards which are then processed by Stripe. Unlike PayPal, Stripe is invisible to the purchaser.

Why Would You Use It? Using Stripe is dependent upon the business management system you use that offers payment processing such as vCita. The biggest advantage to using Stripe is its ability to automatically transfer payments directly to your bank account. A disadvantage in using Stripe is that it does not allow PayPal account transactions. However, creating a separate invoice in PayPal for the few who'd like to use PayPal is easy to do.

The URL: www.Stripe.com

Note Taking Resources



What is it? Office productivity software released by Microsoft and available for both Microsoft Window and Macintosh users. The software we use for taking notes is Word and OneNote.

Why Would You Use It? If you're like us, you want to have written communication with your clients before and after sessions. **Microsoft Word** not only enables you to create notes from your sessions, but it also enables you to create document templates you can use repeatedly whether for note taking or for frequently used forms.



Another great resource tool is **Microsoft's OneNote**. OneNote is like having one or many 3-ring notebooks on your computer easily accessible at any time. Allison uses it to create client folders where their notes are saved before being sent to the client. It's also a great place to store resource information for quick access during your sessions.

The URL: www.Microsoft.com You can also check the Google Play Store and the Apple App Store.

Productivity Tools



What is it? Automate your communication and writing tasks with your choice of two very good software programs. Save your valuable time by typing less, work faster and communicate smarter.

Why Would You Use It? These programs help you work more efficiently by using abbreviations you create for the common phrases, sentences and paragraphs you type frequently. Once the abbreviation has been set up for the specific text, the system will notice every time you type it in the future. The moment you type the abbreviation, the text will appear in your document. This makes note taking for practitioners easy. Load your commonly used words, phrases and paragraphs and let TextExpander or PhraseExpress work for you from one client note to the next. These programs integrate with any word processing application such as email programs, MicroSoft's Office Suite (Word, OneNote, PowerPoint, etc.) and Mac's KeyNote or Pages. Both programs are now available for both Macintosh and Window PC users.

The URLs: www.TextExpander.com & www.PhraseExpress.com

Communication Tools



What is it? Zoom offers a high-definition video conferencing experience that allows you to ‘meet’ clients online in private rooms for one-on-one meetings or in huge rooms for webinars.

Why Would You Use It? If you or your client prefers internet conferencing for your sessions, consider Zoom. This is especially great for international clients. We like their video conferencing and found it to be better than others we’ve used. For no charge, you’ll be able to hold unlimited one-on-one meetings as well as an unlimited number of group meetings. Group calls can be held up to 40 minutes. If you prefer longer group calls, monthly fees will then apply. Recordings are available.

The URL: www.zoom.com

Communication Tools



What is it? A multi-dimensional communication site allowing users to connect via the internet and by phone. After installing the Skype application on your computer, the users can meet online with the choice of audio conferencing alone, video conferencing using a webcam, or by chat instant messaging. A second option offers ‘voice over internet’ phone calls to other users free of charge using their landline or mobile phones. A charge will apply when using landline and mobile phones over traditional telephone networks via a debit-based user account system called Skype Credit.

Why Would You Use It? Skype is a great tool to use for communicating with your clients, and is especially useful in working with international



clients. When calling Skype to Skype, consider video chatting with your customers to make the session much more personal!

The URL: www.skype.com

Communication Tools



What is it? Google Voice is a product within Google's suite of applications providing a call forwarding service that takes advantage of working land lines and mobile phones. Once you have a Google account, select a U.S. telephone number from available numbers in your selected area code and city free of charge. Through the Google web portal, you direct the number to whatever landline or mobile phone you wish people to call you on, or, to the phone you want to use to make a call. The original landline or mobile phone number does not change allowing you to keep your phone numbers private. The service includes texting to and from your Google Voice number.

Why Would You Use It? The Google Voice number can become your business number allowing you work from anywhere. If clients call you, they will always use the same phone number no matter what city or state you're working in. Another advantage includes the Google Voice portal where you can read translated voicemails and text messages. You can return text messages and phone calls from the web portal as well. If you don't want to use the web portal, the same text messages will appear in your smart phone message app. You can download the Google Voice App to have full access on the go. And as above, you keep your phone numbers private. There is no charge to use Google Voice. Costs to use your mobile phone and land line remain intact.

The URL: www.voice.google.com

Professional Legal Services



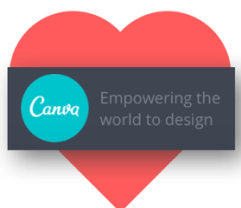
What is it? Lisa works with people like you – healers and business people – who want to work with a lawyer to be sure that they, and their business, are legally covered.

Why Would You Use It? She gets what we do! Lisa has many legal tools and templates created for healers. We like her DIY templates which allow you to build your own disclaimers, website terms and conditions, privacy policies, and much more! Check out her website protection package and one-on-one health coaching package.

The URL: www.lisafraley.com

Affiliate Link: [Click here.](#)

Marketing and Design



What is it? Canva is an online design site helping novices and experts alike to create high quality art work for their business.

Why Would You Use It? If you want to create your own logo and branding, this is great place to start. The site is easy to use and provides many templates for your use whether you're designing your own business cards, flyers, social media files, posters and so much more. They offer plentiful content for you to use in your images either at no cost or for a dollar an image. Consider them as your "go to source" for creating beautiful, professional content.

The URL: www.canva.com

Photo Licensing for your website and marketing projects



What is it? Over 60 million high-quality royalty-free stock images and high-definition footage to fulfill all your creative needs for your website, marketing brochures, and so on.

Why Would You Use It? Deposit Photos brings authors of high-quality licensed stock photos, graphics, vectors and videos together with appreciative buyers. Be sure to purchase your website and marketing photos from a licensed source like Deposit Photos to avoid expensive penalties in using unlicensed media.

The URL: www.depositphotos.com

Domain Services



What is it? GoDaddy offers domain services for website owners and makes finding, registering and managing a domain name for your website easy.

Why Would You Use It? Choosing a domain name is a great way to brand your practice. GoDaddy makes it easy to search for domain names that interest you and that will help you define, and even name, your practice and your business. Domain name purchase is reasonable, registration is easy, and transferring the domain to your website is straightforward.

The URL: www.godaddy.com

Website Resources, Building and Launching your Site



What is it? Wix is a leading, cloud-based, website development platform used by millions worldwide. Their goal is to make it easy for anyone to create their own beautiful, professional website.

Why Would You Use It? If the expense of building a website is a concern for you, consider using Wix. Wix is a website builder that has everything you need to create a fully personalized, high-quality website. They have done a brilliant job of incorporating the elements one needs to build a website within one system rather than going to multiple places to gather them. You'll find tutorials, templates, photos, scheduling tools, payment integration, easy drag-and-drop design, hosting, SEO support, social media integration, and so much more. When the site is ready to go, it's a simple process to release it for the world to see. Best of all, the fee is relatively low for that is included in building and launching your site.

The URL: www.wix.com

Affiliate Link: [Click here.](#)

Website Hosting



What is it? It's a hosting services for WordPress websites and offers domain and website building services.

Why Would You Use It? If you have a Word Press website, you need reliable hosting services with responsive customer service that you can depend on. There has been considerable transition for hosting service providers in the recent past. Be sure to do your research in advance before



you select your hosting service. If you use Wix, hosting is included in the purchase of their services and cost is covered in their monthly fee.

The URL: www.inmotionhosting.com

Meet the Coaches



Dana Engdahl
CECP, CBCP

Dana has always been an entrepreneur, starting and running 3 separate businesses. Before becoming a Certified Emotion Code and Body Code Practitioner and Psyche-K Facilitator, Dana opened and ran her own insurance agency for over 20 years. This business experience was invaluable in running a successful healing practice and in teaching others to run their own businesses. Dana became a Certified EC/BC Practitioner in early 2015 and took advantage of an opportunity to be coached by Dr. Nelson and his team. This is where she met Allison who was part of Dr. Nelson's team and a Mentor to Dana during this time. You can learn more about Dana at HealWithDana.com



Allison Johnson
RN, CECP, CBCP

Allison's career in nursing has evolved and spanned a variety of directions from clinical nursing to health care administration and consulting. She studied various alternative medical modalities before becoming a certified Emotion Code Practitioner in 2012. She took advantage of an opportunity to be coached by Dr. Nelson and his team in 2013. At the end of the course, she was invited to be a Mentor for the next class where her skills in business helped students plan and implement strategies to move their businesses forward. You can learn more about Allison at ReleaseYourBaggage.com.

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