

# YOUR BUSINESS GLOW-UP: LUXE WELLNESS PLAN FOR GROWTH



[www.laplayamediaandmarketing.com](http://www.laplayamediaandmarketing.com)



# INTRODUCTION

The world needs more people like you — passionate about making a real difference in the wellness and mental health space. Now more than ever, your voice, message and mission truly matter.

But here's the truth: passion alone isn't enough. A solid marketing plan is essential. It's the foundation of your success. That's why we created this guide: to help you stand out, shine brighter and build a brand that thrives. Inside, you'll uncover your "secret sauce", the unique value that sets you apart and get clear on the problem you solve and how to communicate it with impact.

With 20+ years in media and marketing, we've helped purpose-driven entrepreneurs create lives of fulfillment and global visibility. This guide is packed with proven strategies and actionable insights to elevate your brand. You'll also explore the bigger picture, building your business, marketing and financial plans for sustainable growth.

Ready to grow your audience, attract more clients and amplify your mission? You're in the right place. Let's glow up your brand and help more people feel better, live better and thrive.



# 01

## FIND YOUR FLOW. ATTRACT YOUR PEOPLE.

First things first: Get clear on what you want to achieve and how you plan to get there. Are you a start-up just setting sail or are you looking to scale your existing mission? Your goal shapes your route, so your Marketing and Financial Plans should reflect that.

Start with a strong Growth Plan. Who are the people who can help you grow? What situations are they in when they need you? What motivates them to act? Knowing this helps you shape the right messaging, content and events to reach them.

Outline your 1-year, 3-year and 5-year growth goals. The 1-year plan should be more detailed including campaign dates, financial tracking, events and communication plans. The longer-term goals can be broader, giving you a view of the bigger picture.

Teams that focus on one clear objective, like funding or visibility, often gain faster traction. Larger businesses might manage two goals, but even then, pacing is key. Give your campaigns time and space to roll in like waves, not crash in all at once.

If you believe your business will grow, plan ahead for the resources you'll need, whether that's support, systems or a bigger crew. Your ability to adapt, stay grounded and keep showing up with intention will set you apart.

Keep checking in with your plan throughout the year and adjust your sails as needed, staying aligned, focused and ready for the tides of success. Because when your business flows, your audience feels it and they'll want to ride the wave with you.



# 02

## CREATE YOUR SIGNATURE MARKETING PLAN

Start by choosing one main marketing objective whether it's gaining clients, building community engagement, raising awareness or establishing yourself as a thought leader.

Research awareness days related to your cause and map out your own key events for the year. Consider your available time, budget, skills, and support and then plan the major communications and events around those.

Next, choose the right platforms for your message, tailoring content to each one's strengths:

- Your website is your first impression. Make sure your core message is clearly visible.
- Instagram works well for showcasing impact and building engagement.
- LinkedIn is ideal for professional updates and thought leadership.
- Email connects you directly with your trusted audience for updates, appeals or invites.
- TikTok offers creative ways to raise awareness and reach new, often younger, audiences.
- YouTube is perfect for longer videos, tutorials or storytelling.

Pick one core channel where your audience is most active and stay consistent. Set measurable goals, like increasing blog traffic or video views by a certain percentage each quarter and use available benchmarks to guide realistic targets.

Finally, review your marketing plan every three months to measure progress and stay aligned with your goals.



START BY  
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MARKETING  
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# 03

## MAKE A FINANCIAL PLAN THAT FUELS YOUR VISION

Your Financial Plan should do more than cover costs. It should support sustainable growth and reflect your values. Whether you focus on wellness, mental health or conscious entrepreneurship, planning with purpose helps turn your mission into measurable outcomes.

### **Start with the basics:**

Review past income and expenses or research industry averages. Set clear targets for how much you need to earn to cover operations, invest in growth and deliver impact.

### **Define your income streams:**

Think products, services, subscriptions or digital offerings. Platforms like TikTok can help you reach new audiences in creative, engaging ways. Choose the revenue channels that align best with your brand and audience.

### **Build a simple roadmap:**

List what needs to happen: campaigns, launches or team support and set monthly or quarterly revenue goals. Add deadlines and accountability check-ins to stay focused.

### **Track what matters:**

Monitor metrics like revenue, profit and customer growth. Adjust your plan based on what's working.

A solid financial plan gives your mission staying power, helping you grow with intention, clarity and confidence.



# 04

## ACT IN LINE WITH YOUR BUSINESS MISSION

Take a moment to reconnect with your mission: the reason your business exists and the positive change you want to bring to the world. Sometimes, we get stuck trying to perfect every detail of our Marketing Plan, worrying about how others will respond. This fear can keep us frozen, delaying action and dimming our momentum.

Let go of those expectations and simply begin. Whether it's starting a blog, creating videos or sharing your story, your goal isn't immediate success or attention. It's about showing up and taking that first step. When you release the pressure to "get it right" and just do the work, you'll feel your energy shift, moving you out of hesitation and into flow.

Remember, your business and your mission are about more than numbers or immediate results, they're about creating connection, meaning and wellness in the lives of others. When your actions align with the heart of your mission, trust that you're moving in the right direction. Growth unfolds in its own time and feeling good in your work makes you powerful.

Notice when procrastination arises and be gentle with yourself. Sometimes, it's a signal to slow down or ask for help. Don't hesitate to reach out to trusted freelancers, collaborators or community members who believe in your vision. Building a support network not only lightens the load but enriches your journey.

By staying true to your mission and embracing imperfect action, you open the door to authentic impact and lasting fulfillment. Your passion and purpose are the fuel that will guide you forward, one meaningful step at a time.

Let happiness  
guide you!





05

## HAVE FUN PROMOTING YOUR INSPIRATIONAL WORK


Get your supporters excited about what you do! Most of us spend at least 10 minutes a day scrolling through social media, imagine using that time to gently raise awareness about your business and mission. If promoting your work feels uncomfortable, that's completely normal. Not everyone finds self-promotion easy, but there's a way to share your message that feels authentic and uplifting.

The secret? Forget about selling and focus on sharing. Every like, pin, post or follow reflects your values and what your business stands for. When you share work you truly believe in and feel passionate about, it doesn't feel like selling, it feels like inviting others into something meaningful.

If your message resonates with someone, wonderful! If not, that's okay too. Just keep showing up and sharing. Picture someone discovering your story right when they need it most, how might it inspire or support them? Visualizing the real impact you're making keeps your motivation strong.

Content creation boosts your SEO and drives traffic to your website. Fill your site with original, heartfelt content that shares your cause and vision. Make it easy for people to share your stories, updates and events by creating engaging posts, polls and success stories on social media.

If creating original content feels overwhelming, start by curating, share posts related to your business with your own insights. Track what content gets the most engagement and tailor future posts to what your community enjoys.



# 06

## GO THE EXTRA MILE FOR YOUR COMMUNITY

It's easier than ever to stay connected with your supporters, so get to know them personally. When you speak one-on-one about your business and mission, your cause becomes memorable and meaningful. Use first names, recognize special occasions and make everyone feel genuinely valued.

Customize your emails with updates, events and stories that inspire excitement, emails people will want to share with friends. You can also send personalized voice or text messages to deepen the connection. Be clear about what makes your mission unique, meaningful and valuable, and show the progress you're making. People get excited about what they understand.

Invite your community to engage online by regularly sharing free content, telling stories through visuals on Instagram and encouraging comments. Always include clear calls to action, like "subscribe to our emails" or "sign up for our next event" to guide people back to your website.

Make your supporters the heroes of your mission, they'll naturally share their impact with others. And don't forget a personal, heartfelt thank you. A quick call to express appreciation for a membership, purchase or event attendance can make all the difference. When people feel truly seen and valued, they become your biggest advocates and are inspired to support your mission even more.

94%

more views on written content that has images.

65%

of buyers find a positive experience with a brand to be more influential than great advertising.

77%

of marketers believe real-time personalization of content is crucial.

50%

of people who watch videos online take action in response.



# 07

## SPARK CONNECTION OFFLINE TOO

Chatting directly with your community is one of the most powerful ways to build awareness about the meaningful work you do. People respond more warmly to a friendly face than to an impersonal social media post or email asking for support.

Every person you meet is a chance to share your mission and potentially gain a supporter or client. Have a short, genuine elevator pitch ready that focuses on the heart of your business and carry business cards to leave a lasting impression.

Pair this with a feel-good story that highlights the people whose lives you've touched. Stories about real change are memorable and shareable, especially when the focus is on those impacted rather than just your business.

Invite your community to be part of something bigger. Give them opportunities they can feel proud of and excited to talk about. Make your gatherings fun and engaging: consider offering creative touches like colouring books, hosting events with inspiring speakers, giveaways, lucky draws and photo booths. Branded swag, even simple items like pens or keychains, keeps your message alive long after the event.

Build a team of passionate volunteers who truly believe in your mission. Give them a catchy group name, a welcome kit packed with all the info they need: program details, event calendars, email templates, brochures and business cards. Equip them with the confidence and knowledge to share your story effectively, then let their enthusiasm ripple through the community.

A photograph of two women shaking hands. The woman on the left is wearing an orange sweater, and the woman on the right is wearing a black and white striped shirt. The background is a solid orange color.

# 08

## BUILD TRUST AND SHOW YOUR IMPACT

People want to know more than just what your business does. They want to feel the real difference you're making in the world before they decide to support you. They want to connect with your mission and trust that their involvement or investment truly creates meaningful change. That's why managing your campaigns and day-to-day operations with transparency and care is so important. It not only helps your growth but also builds trust that lasts.

Building long-term relationships and encouraging word-of-mouth comes from consistently showing you're reliable and genuine. Be open about how funds are used, and regularly share clear, honest evidence of your impact. Combining data with heartfelt testimonials and stories helps paint a vivid picture of your successes, showing that your work really makes a difference and inspiring confidence in your mission.

Honesty is key in every interaction. Keep your promises, and if things don't go as planned, don't be afraid to acknowledge it and apologize sincerely. This kind of openness shows your commitment to integrity and strengthens trust. When you ask for support, whether it's sales, funding or partnerships, you're also showing trust in your clients and supporters. This mutual trust deepens your relationships and encourages ongoing connection.

Remember to nurture these bonds with thoughtful communication. Send heartfelt thank-you messages, share progress updates, and offer gentle reminders when it feels right. Keeping your community informed and appreciated not only shows your gratitude but keeps their enthusiasm and belief in your mission alive.

Over time, this steady transparency and open communication help you build a loyal, engaged community who truly believe in your work and want to be part of your journey.

A photograph of a desk with a vase of yellow flowers and an open notebook. The scene is lit with warm, golden light, likely from a window. The background is a soft, out-of-focus wall. The overall mood is calm and professional.

PEOPLE WANT TO  
FEEL  
CONNECTED TO  
YOUR BUSINESS

KEEP PROVING  
YOU ARE  
TRUSTWORTHY



# 09

## TRUST IN THE GREATER PLAN AND RECEIVE

When you're starting out, you often wear almost every hat in your business, and that can feel overwhelming. Let others support you with their expertise. Even on a tight budget, making strategic investments in the right people can free you up to focus on what really drives your success.

Raise your awareness of what it feels like to receive the money you need. When you lift your energy, you become a magnet for what you desire! Notice the opportunities around you and stay connected to the good feelings they bring. When you buy yourself a smoothie, feel gratitude for the money that made it possible.

Many get stuck in low-vibe thoughts like, "There are too many people doing what I want to do, so there's no room for me." Break free by remembering there's more than enough to go around and stay open to receiving. Take one small action aligned with the work you're meant to do and notice how it feels, it will reconnect you to your power.

Remind yourself there are thousands searching for what you offer. Celebrate others' success and let it inspire your own. When you want abundance for others and wish they receive what they need, you become a magnet for your own desires. Practice faith daily and trust that every step you take is guided. The right opportunities will come at the right time.

When an idea comes to you about doing good in the world, say YES and trust the journey.



10

## THANK YOUR SUPPORTERS REGULARLY

Each year, take a moment to reflect on everything your business has been able to do: events hosted, services delivered, content created or educational opportunities offered, and recognize the supporters who helped make it all possible.

Make a thoughtful list of people who've supported your work, whether clients, collaborators, funders, customers or community members. A personal thank-you can go a long way in building meaningful, lasting relationships.

In our digital world, a handwritten note can feel incredibly meaningful. Even just a few lines of appreciation can brighten someone's day and deepen their connection to your mission.

You might also host a low-key annual event as a gesture of gratitude, think brunch, a picnic in the park, a cozy high tea or even a casual meet-up. Let it be fun, informal and people-focused, an opportunity to simply say, "We couldn't do this without you."

If in-person isn't possible, create a heartfelt video message from your team. Post it on your website, social platforms and email newsletters. Make it visual, warm and authentic, something supporters will want to watch and share.

Appreciation doesn't have to be elaborate. The key is consistency. When people feel genuinely seen and valued, they're more likely to stick around, tell others about your work and become part of the bigger story you're building.

# GRATITUDE CAN CREATE MIRACLES!

Get creative about how you say thank you to your clients and supporters and watch your business grow successfully.





## ONE LAST WORD...

With the tips we've shared, your business is already on its way to becoming more intentional, engaging, and effective. These simple, cost-conscious strategies are designed to help you build stronger connections, grow your reach, and create lasting impact—both in your community and beyond.

Whether you're just starting out or looking to elevate your presence, these ideas can help you promote your work in a way that feels authentic, aligned, and sustainable. By focusing on clarity, connection, and consistency, your wellness-driven business can thrive while staying true to its mission.

Remember: small, purpose-driven actions done consistently over time are what create real transformation. Let this be your invitation to show up with intention, share your story boldly and let your passion lead the way.

If you have any questions, want tailored support or simply want to share how it's going, we'd love to hear from you. Drop us a line at [hello@laplayamediaandmarketing.com](mailto:hello@laplayamediaandmarketing.com). We're here to support your glow-up every step of the way.

*Thank you!*

# REACH US AT

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