

# BEST OF THE SUMMITS TOP 20

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GLOBAL WELLNESS PROFESSIONALS PRESENTS



TIM COOPER & GAEL WOOD CO HOSTS

# WELCOME

This PDF contains the links to your Best of The Global Wellness Professionals Summits Replays. Be sure that you save the document on your computer in a place where you can refer back to it over and over.

Just use the links on each presentation page to watch the presentations on Vimeo, be sure to take notes and take action each presentation has actionable takeaways, new ways of looking at business decisions, and hard-won wisdom from professionals who have been there! If you aren't able to click on the links, copy and paste them into your browser.

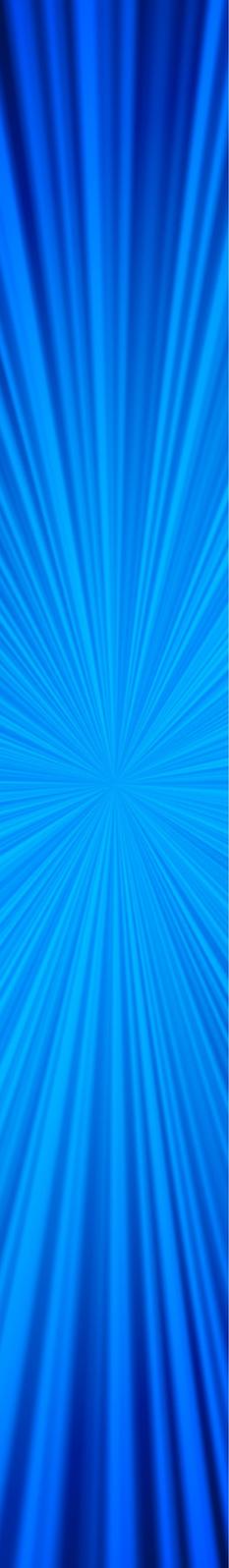
You'll also find free gifts from our presenters and ways to connect.

We hope these classes will inspire you to try new strategies and reach your goals.

If you have any questions or find any broken links please reach out to [tim@fluidmediasolutions.com](mailto:tim@fluidmediasolutions.com) or [support@elevatewithgael.com](mailto:support@elevatewithgael.com)

[Wishing you all the best!](#)

[Gael Wood and Tim Cooper GWPMS Co-Hosts](#)

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# VICKI MARSH

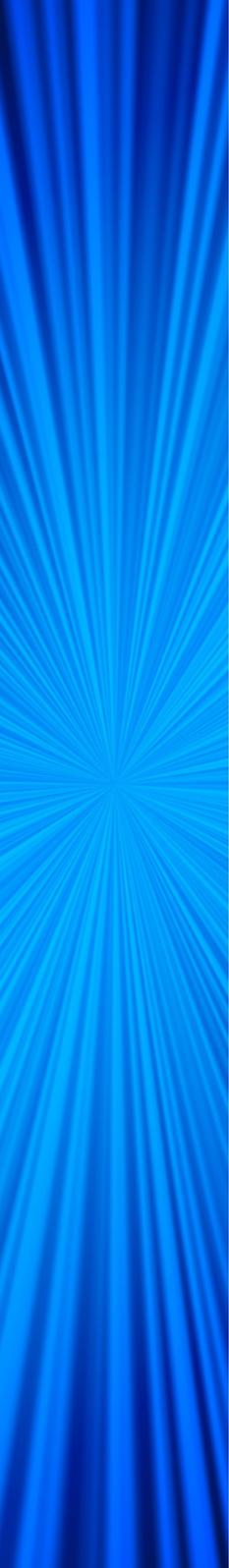
## **The Real Reason Why Clients Object to Rebooking**

Vicki from the Massage Therapist Business School has been a full-time Sports Massage Therapist in the UK for over 11years. She now works with passionate, people-focused therapists, providing them with clear roadmaps to set up their first clinic and then help them grow sustainable, profitable businesses without compromising patient care or hitting burnout!

Rebooking clients is key to your success and the reasons they aren't rebooking may not be what you think. This presentation will change your perspective and have you rebooking more clients quickly. Vicki's 6 figure clinic was built while she was a single mum so the strategies she promotes are ALL focused on working smarter not harder!

Watch the presentation here  
<https://vimeo.com/629430128/cc58803fbf>

<https://gwpmms.com/>

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# VICKI MARSH

## How to Scale to 6 Figures and Beyond

Hitting 6 figures, opening more clinics, hiring a team, or taking more time off - either way, you're ready to scale up your clinic and you're ready for Clinic Business Mastery.

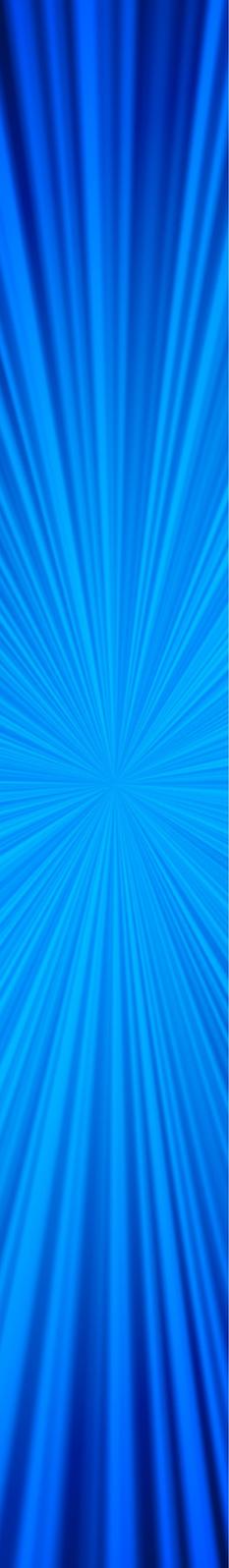
I'm going to share with you the exact strategy I used to build our 6 figure clinic. The Clinic Business Mastery Framework is effective because it's a COMPLETE roadmap to success.

It gives you immediate wins as well as long-term success. And that is what makes this achievable for any therapist - get real cash in your bank first, then we can build from there.

So if you're already working as a successful sole practitioner and wanting to fast track to 6 figures OR do have a clinic with a team but struggling to become profitable and get out of the day-to-day then THIS is the presentation for you!

Watch the presentation here  
<https://vimeo.com/629429233/e85e90f95c>

<https://gwpm.com/>

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# SHARON DESJARLAIS

## **How to Raise Your Rates Without Losing Your Clients**

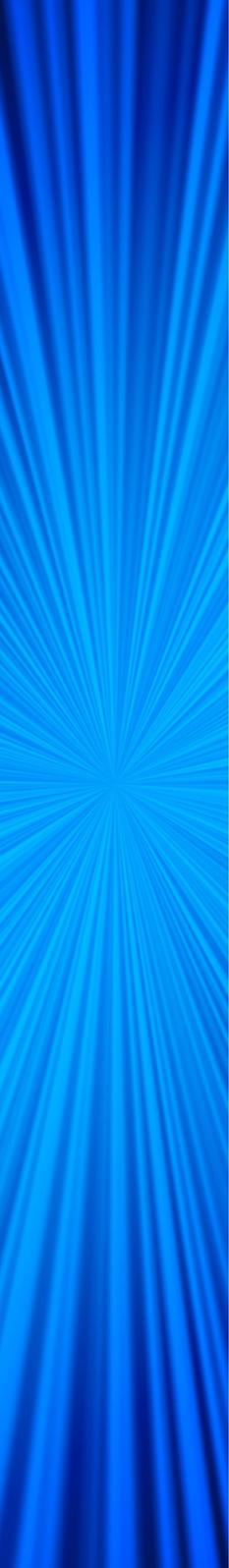
Would you love to raise your rates, but you're afraid you'll drive your clients away? Maybe you're making the classic mistakes most therapists make. Like increasing your fees by only a few dollars. Or raising them only for new clients.

In this eye-opening presentation, find out why these mistakes are so costly, not only for you but for your clients as well. Then you'll discover the 6 simple steps that free you to raise your fees in a way that gets your clients cheering you on.

Watch the presentation here

<https://vimeo.com/629379968/d4f106a28a>

<https://gwpms.com/>

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# TIM COOPER

## **How to Create Websites that Captivate, Engage and Convert**

Your website is often a potential client's first impression of your business.

Learn the most important information to include on your website that will show potential clients they are in the right place, build trust and rapport, and start getting more calls and bookings from your website.

Watch the presentation here

<https://vimeo.com/629424946/1b14f53647>

<https://gwpms.com/>

# TERRANCE BONNER CEO

## **Keys to Award-Winning Business and Media Exposure**

In this presentation, Terrance will give you keys to elevate your business to award-winning status with Media Exposure.

In addition to being featured in several local and national publications such as CBS, FOX, NBC and THE NEW YORK TIMES, Terrance is a celebrated therapist, having received several awards throughout the years. In 2015, he was voted “Among the Best Massage Therapist,” and in 2016, he received the vote for “Best Esthetician.” He was named “Among the Best Estheticians” in 2017 and once again received the award for “Best Esthetician” in 2018. He was once more named “Among the Best Estheticians” in 2019 while his spa was voted as the Best Spa of Mississippi by The Mississippi Magazine that same year. In 2020, the same magazine voted his spa two for two titles, “Best Spa Mississippi Magazine Weddings 2020” and M-List top 5 Best Spas in Mississippi. Watch the presentation here <https://vimeo.com/472297223/69a7d1af1b>

<https://gwpm.com/>

# GAEL WOOD

## **ATTENDING LOCAL EVENTS TO PROMOTE YOUR BUSINESS**

As wellness professionals, we work in close contact with our clients every day. It can be intimidating for our clients to make that call and see a stranger about a health issue.

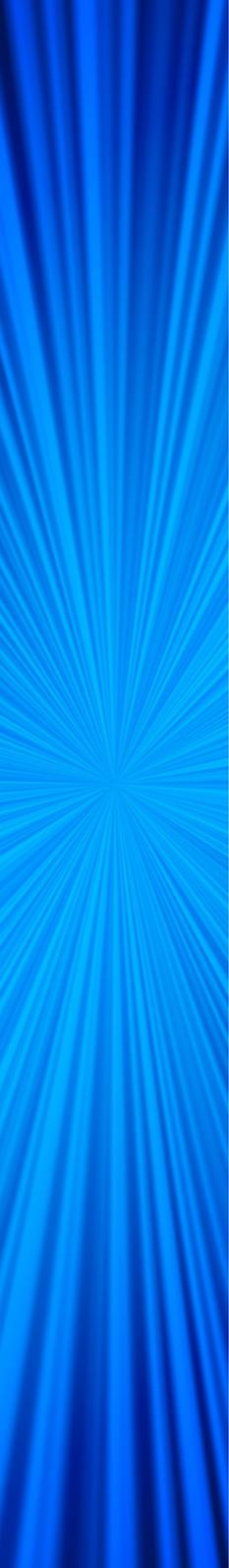
Getting out of the office and into the community is a great way to break down those barriers and build your business.

Learn how to find events in your area, what to bring with you, and exactly how to promote your healing business to as many people as possible.

Watch the presentation here

<https://vimeo.com/629428206/6a99f3fb85>

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# DAPHNE WELLS

## Your Top Daily Tasks for Success

How to create magical and sustainable non-negotiable actions, also known as, “What do I do each day?”

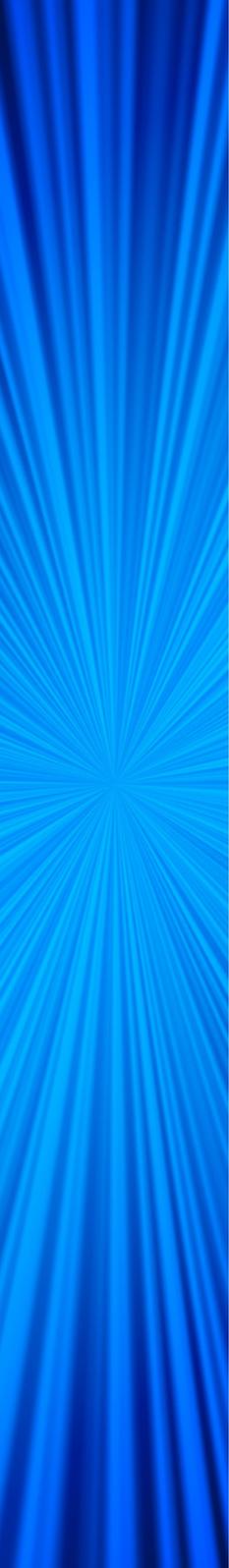
Have you ever wondered what to do in your business when you’re not working with clients? I used to and I realize now I wasted sooooo much time by not being clear about what to do.

Now you can discover the magic of establishing sustainable non-negotiable actions, so you achieve your desired results.

Watch the presentation here

<https://vimeo.com/629307766/8aca685203>

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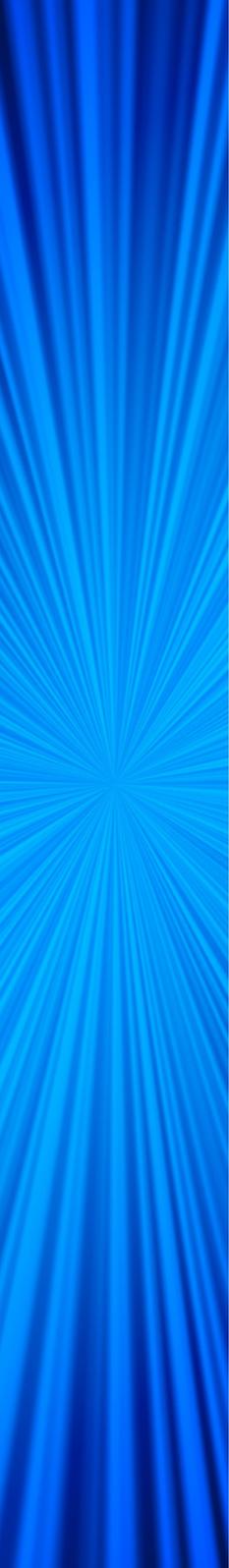
# AMY BRADLEY RADFORD

## **The Power of the Invitation**

This presentation is about the remarkable influence you can have on your business and schedule with a simple phone call and an invitation to your massage table.

If you are looking to fill your schedule to its fullest capacity, this class is for you.

Watch the presentation here  
<https://vimeo.com/472657786>

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# TIM COOPER

Free Strategies Revealed to Dominate  
Google's Local Search Results

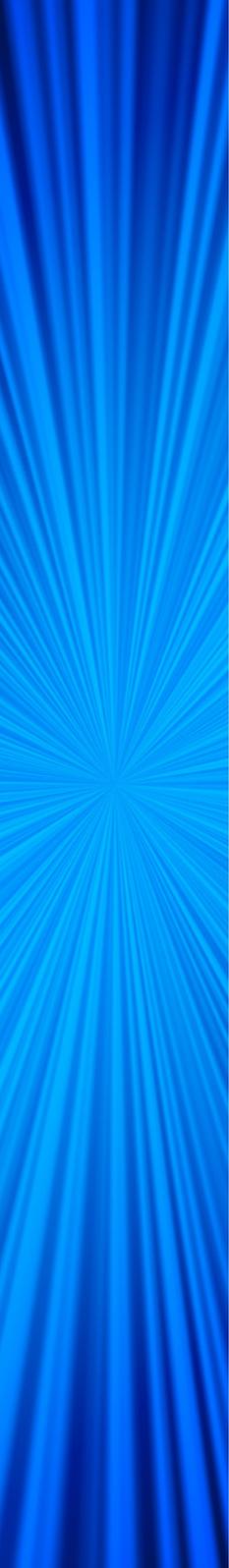
Let's face it, getting your business in front of your ideal market can be time-consuming and costly. How are you going to compete if you're struggling to make ends meet... let alone throw money into a marketing budget?

The answer is simple. Spend some time and set up a killer Google business listing. A fully optimized business listing will get you in front of your ideal prospects at the time they are most likely to spend... when they're looking for a solution to their problem.

Watch the presentation here

<https://vimeo.com/629423474/b93d19f70f>

<https://gwpms.com/>

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# ANDY & MARCUS

## **The Power Pitch: How to Share Your Message in 12 Seconds or Less**

One of the biggest problems we find for wellness professionals is answering that dreaded question, "What do you do?"

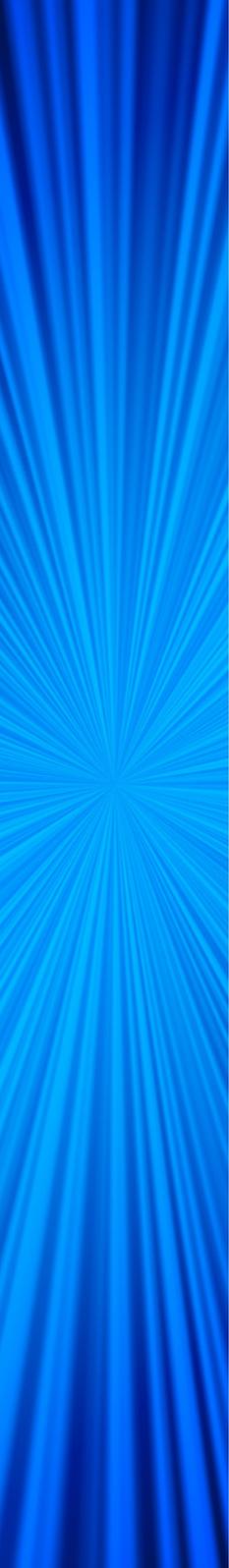
What Andy and Marcus have found as they've helped thousands of wellness professionals through their programs at Wellness Leadership Academy is very few people are well equipped to answer that question... a problem that can harm your business and ultimately your confidence.

The great news is, help is at hand!... let Andy and Marcus show you how to create your POWER PITCH.

Watch the presentation

<https://vimeo.com/629231363/4333b08f8a>

<https://gwpm.com/>

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# MICHELLE GRASEK

## **Marketing for Introverts**

I'm all about building real relationships, creating trust, and genuinely interacting with your community. That's my kind of marketing, and I'm sure it's yours too.

You can master marketing, even if you are an introvert, learn more in this enlightening presentation with Michelle.

Watch the presentation

<https://vimeo.com/629377929/ec49d1123f>

<https://gwpms.com/>

# JAMES CROOK

Home Page Must-Haves to Get More Clients From Your Website

No matter where they hear about you first, many people visit your WEBSITE before deciding whether to make a booking.

Yet so many practitioners find “my site never does anything for me” or “I get a lot of clicks but no-one books in”.

Wouldn't it be great if your website could be like an "appointment machine" instead? Creating regular bookings by itself.

Well! James spent 14 years running a Digital Agency and built HUNDREDS of websites. He knows what it looks like when it's working right! And in this presentation, he reveals the BLUEPRINT for the ideal home page that will attract and connect with your ideal clients.

Watch the presentation

<https://vimeo.com/629363780/5f40babb54>

<https://gwpms.com/>

# FELICIA BROWN

## **Invite, Inform, Incent**

Effective marketing and sales techniques are a must to make any business a success but can often seem too complex or overwhelming to remember and implement.

Now's your chance to simplify the sales and marketing process by exploring 3 Key Steps for engaging your clients as well as your staff.

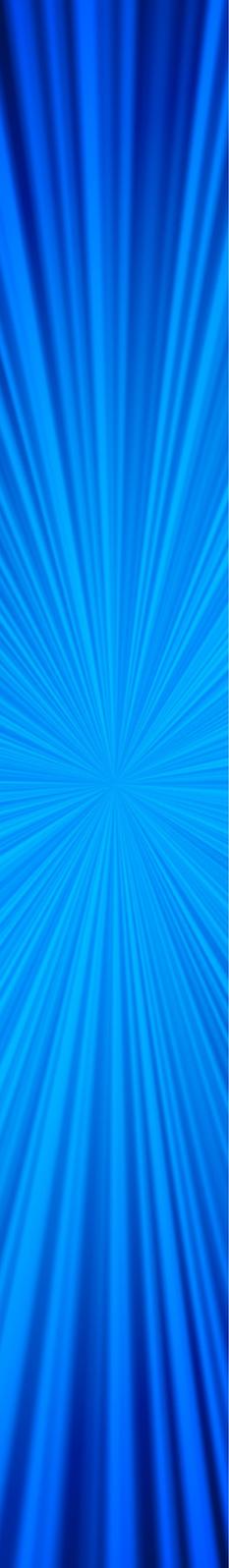
Not only will this easy process improve communication to create better relationships throughout your business but you'll also see a direct impact on the results and revenue you create.

Join bestselling author and Marketing Coach Felicia Brown of Spalutions to rev up your marketing, sales, and profits in this energizing class.

Watch the presentation here

<https://vimeo.com/629363318/16e9143290>

<https://gwpm.com/>



# FELICIA BROWN

## **Ignite - Moving from Burned-out to Shining Your Light**

We've all been there at some point...stuck in a rut, spinning our wheels, trying everything we can to make money and push ourselves into success.

And yet, we are tired - beyond tired - EXHAUSTED - and just not feeling it anymore. Your passion is so far gone, you're not even sure what you're doing anymore, and it's all you can do to just get through the "must-dos" of the business day.

If this sounds frighteningly familiar, you'll want to join Felicia Brown for tips and strategies to re-energize your life and business. With renewed clarity and excitement, new clients and opportunities will be lining up to get some of your newfound sparkle!

Watch the presentation here  
<https://vimeo.com/629361057/eb456dde51>

<https://gwpm.com/>

# ERIC BROWN

## 60 Clients in 60 Days

In this presentation, you will learn a great strategy to get new clients to try your services. Fill your practice in weeks, not years! Thousands of massage therapists have used this proven step-by-step strategy to build their practices in a fraction of the time they thought was humanly possible.

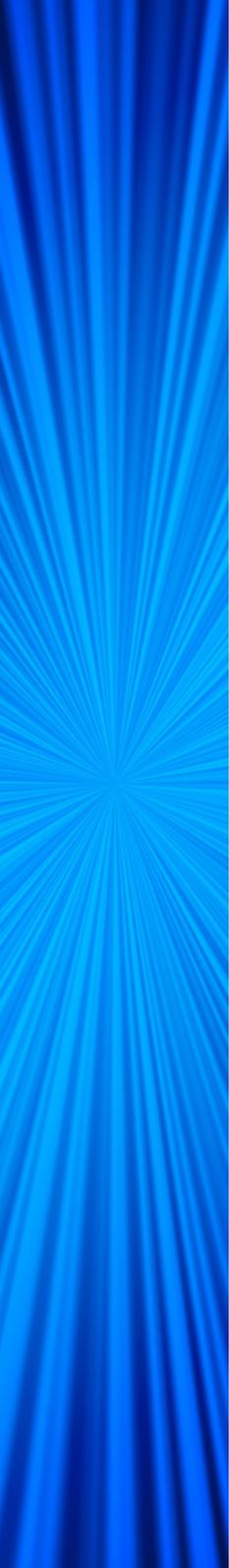
This is perfect for you if you hate marketing, in fact, the less marketing background you have, the better you'll do. If you don't have a lot of money to invest but have some time on your hands and hate to be pushy or salesy and want to be authentic in your approach, you will love this strategy.

Join Eric with an open mind and get ready to start seeing new clients, fast.

Watch the presentation

<https://vimeo.com/629348776/f669ca8a49>

<https://gwpm.com/>

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# ERIC BROWN

## **The Three R's of Increasing Your Income**

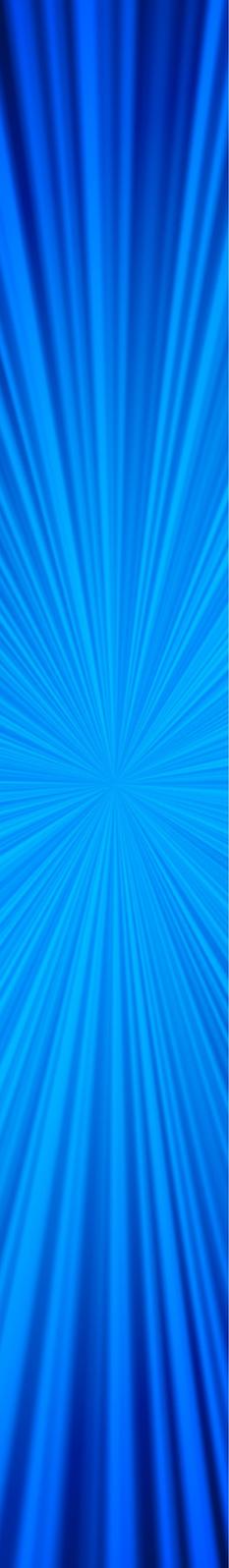
There are three ways to make more money in your wellness business, learn what they are and how to increase your income in each area.

Increasing your income in these three areas using Eric's practical advice will make a BIG difference in your bottom line!

Watch the presentation here

<https://vimeo.com/629353359/839670702c>

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# MELINDA LOO

## Selling High-End Packages and Programs to Boost Your Career Success and Earnings

In this presentation, you will learn how to structure your wellness packages and programs, the benefits of offering packages, and some examples of the types of clients who buy high-end packages and programs.

Watch the presentation

<https://vimeo.com/629368735/a43aeaf157>

<https://gwpms.com/>

# ALICIA CROOK

## How to Hire Superstar Employees

Join Elicia Crook in this session and discover the BLUEPRINT for building a world-class massage team that loves what they do, re-books their clients easily and helps create a rocking business.

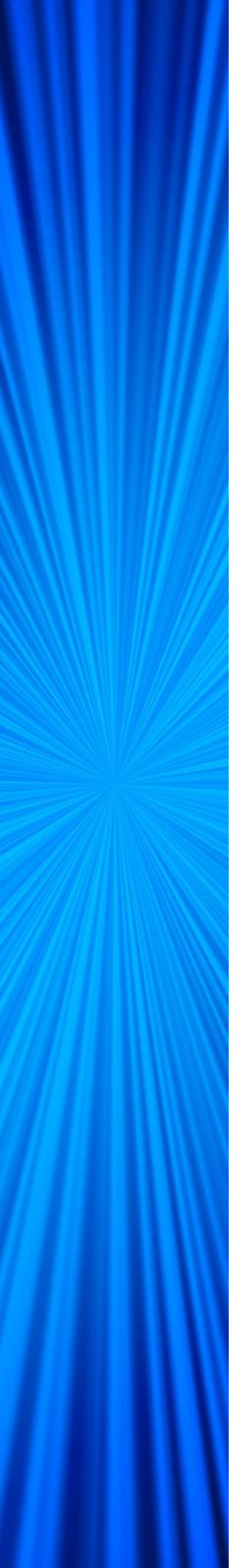
What we cover in our session:

- \* How to write your job ad to attract the right talent
- \* How we successfully lead 21 team members over a 10 year period - moving away from having subcontractors and transitioning into an employment model.
- \* The strategies I used to hire 7 amazing staff in 2 months and book us all out to capacity
- \* Where to promote your job opportunities
- \* How to create accurate Staff Avatars
- \* How to create an amazing environment

Watch the presentation here

<https://vimeo.com/646649839/b0633e7cbb>

<https://gwpms.com/>

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# DAVONNA WILLIS

## **Collaboration to Thrive**

Many bodyworkers, especially massage therapists are solopreneurs, however in a business world where many mergers and acquisitions are occurring our profession needs to start collaborating and partnering with like-minded individuals in our profession.

The competitive mindset in the massage therapy world is overwhelming. We need to help lift each other up and support one another for the greater good. When collaboration occurs it leads to creating a better community and financial stability.

Watch the presentation here

<https://vimeo.com/471900960>

<https://gwpms.com/>

# MEET THE SPEAKERS

**Vicki Marsh**

<https://www.massagetherapistbusinessschool.com/>

**Sharon Desjarlais/Jackman**

<https://sharonjackman.com/>

**Terrance Bonner**

<https://www.thebonnerinstitute.com/>

**Tim Cooper**

<https://fluidmediasolutions.com/>

**Gael Wood**

<https://www.elevatewithgael.com/home>

<https://massageandspasuccess.com/>

**Daphne Wells**

<https://daphnewells.com/>

**Amy Bradley Radford**

<https://ppsseminars.thinkific.com/>

**Andy & Marcus**

<https://www.wellnessleadershipacademy.com/>

**Michelle Grasek**

<https://michellegrasek.com/>

**James & Elicia Crook**

<https://massagechampions.com/>

<https://gwpm.com/>

# MEET THE SPEAKERS

## **Felicia Brown**

<https://spalutions.com/>

<https://www.feliciabrown.com/>

## **Eric Brown**

<https://massagemastery.online/>

## **Melinda Loo**

<https://www.melindaloo.com/>

## **Davonna Willis**

<https://4nineteeneducation.com/>

<https://gwpm.com/>

# BUY THE BOOKS

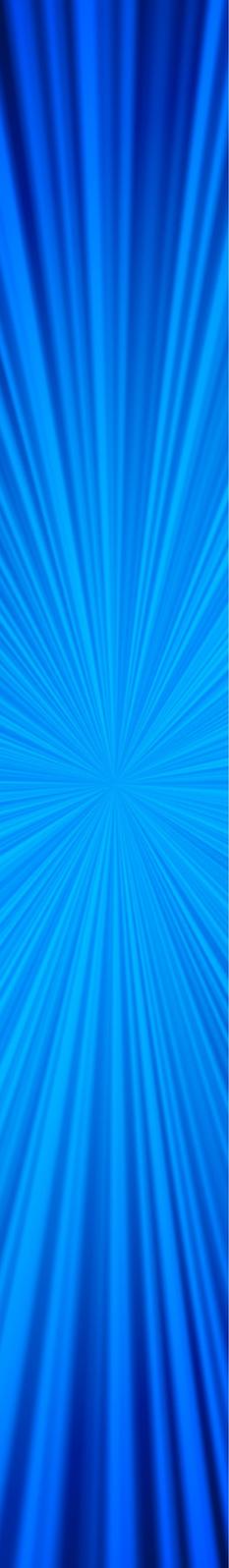


## Global Wellness Professionals Marketing Summit Success Series

This series is a compilation of selected presentation transcripts from the Global Wellness Professionals Marketing Summit. Learn from industry leaders and gain valuable takeaways as they share their experience and insights in their own words.

Learn more and purchase here  
<https://gwpm.com/books>

<https://gwpm.com/>

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# OPPORTUNITIES

If you are interested in participating in future events with Global Wellness Professionals Summits by Tim Cooper and Gael Wood

Please fill out the following interest form, and we will be in touch!

<https://forms.gle/99F4wfkVtY3fkas8>

<https://gwpm.com/>