

A WORKBOOK FOR WELLNESS PROVIDERS

The Recognition *Workbook*

How to articulate the work you do
so the right clients recognize themselves
in it.

Courage To Grow

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WHY ROOTS

What Marketing Tactics Are Built On

Most marketing guidance for wellness providers starts in the wrong place. Hashtags. Posting schedules. Content calendars. Lead magnets. The visible layer of marketing- the part everyone can see.

And the visible layer fails quietly, repeatedly, because the roots were never grown.

Those roots are three things. Each one a question. Each one is specific.

The three roots:

- 01 The recognition your ideal client needs to feel before they reach out.
- 02 The way you work that nobody else in your specialty does.
- 03 The understanding that makes everything else click into place for your client.

When all three are clear and reinforce each other, your marketing becomes easier and it is significantly more effective. When any one of them is unclear, the entire system underperforms, no matter how many tactics you layer on top.

Like a tree, visibility starts at the root deeply grounded, so everything above can grow bold, colorful, and alive.

This workbook walks you through each root, with a framework and an example, and gives you space to draft your own.

Set aside 30 to 45 minutes. Find a quiet space. Bring honesty about your practice. The depth of your answers is what shapes how clearly your marketing speaks for you afterward.

ROOT 01

The Recognition Your Client Needs

The question this root answers:

What is happening in my ideal client's actual life, and how would they describe it themselves?

The most common mistake in wellness marketing is naming what you offer instead of naming what your client is experiencing. "I am a licensed therapist who specializes in anxiety" is a description of credentials and category. It is not recognition.

Real recognition names what is happening in your ideal client's actual life, and what they would say about it to a friend, not a clinician.

Example for a trauma-informed therapist:

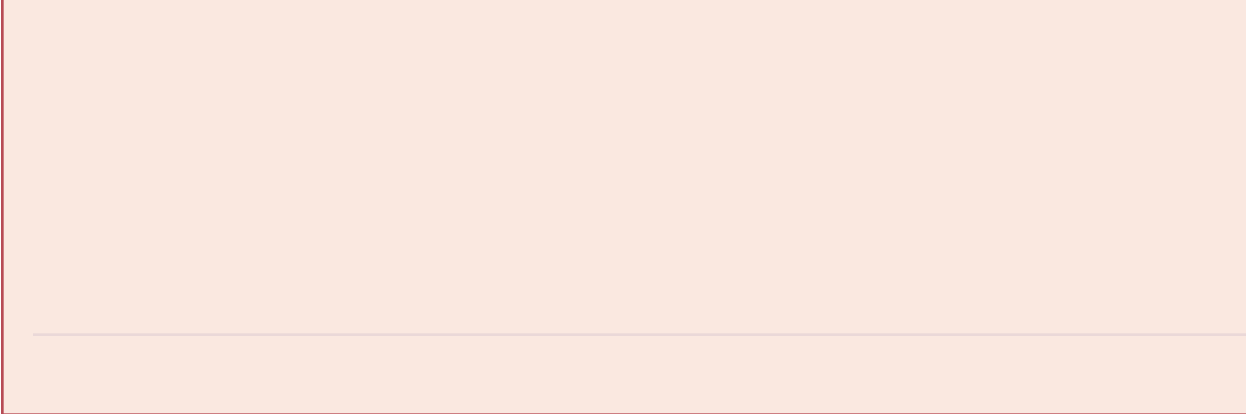
"High-functioning women in their 30s who built lives that look successful from the outside but feel like running on empty inside, and have not been able to find a therapist who recognizes that specific kind of exhaustion."

Notice what this recognition does. It names a specific person, high-functioning women in their 30s. It names how the experience feels: exhaustion that does not match the external picture. And it names what they have already tried, therapists who did not recognize their specific experience.

Now draft yours.

Your Root 01 — The Recognition Your Client Needs

Who specifically does your work serve, and what is happening in their life that brings them to you?



ROOT 02

The Way You Work That Nobody Else Does

The question this root answers:

What do I do clinically or philosophically that most practitioners in my specialty do not?

Most wellness providers stumble on this root, not because they lack a distinctive way of working, but because they have never named it out loud. The work of clinical depth often happens implicitly. You know how you are different. You have just never had to articulate it.

A strong answer here names a specific approach, conviction, or method that distinguishes how you work, not what credentials you hold.

Example for the same trauma-informed therapist:

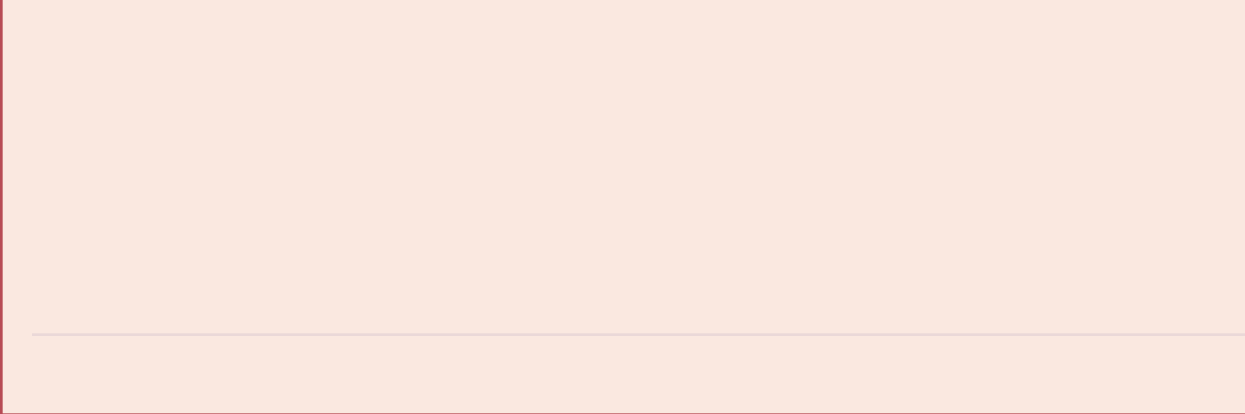
"Most trauma therapy focuses on processing past events. I work somatically, helping clients understand what their nervous system is doing in real time, so they can recognize their patterns as they happen and respond differently in the moment."

Notice what this differentiation does. It names what most practitioners in this specialty do: process past events. It names a specific alternative, somatic, real-time work. And it names the outcome, pattern recognition and in-the-moment response.

Yours does not have to be revolutionary. It just has to be specific and true.

Your Root 02 — The Way You Work That Nobody Else Does

What do you do clinically or philosophically that most practitioners in your specialty do not?



ROOT 03

The Understanding That Clicks Everything Into Place

The question this root answers:

What does my ideal client need to believe before my work feels like the obvious next step?

This is the deepest root, and the one most wellness practitioners have never thought about. It names the perspective shift your ideal client has to adopt before they can fully receive your work.

Without this root in place, your services feel optional. With it, they feel necessary.

Example for the same trauma-informed therapist:

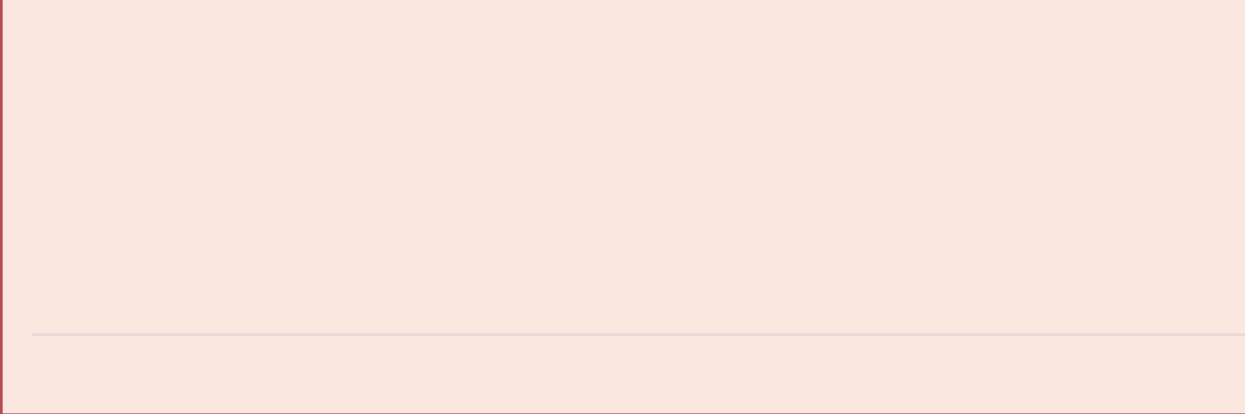
"The exhaustion you are feeling is not a flaw in your character or a sign you are doing life wrong. It is a coherent nervous system response to years of having to be functional through circumstances that asked too much of you. The body keeps the score, and the body can also be the place where the score finally changes."

Notice what this understanding does. It reframes the problem from a personal failing to a body-based response. It validates the experience without pathologizing it. And it creates a logical bridge to somatic work, making the practitioner's way of working the obvious solution.

Your understanding makes your work feel inevitable rather than optional.

Your Root 03 — The Understanding That Clicks Everything Into Place

What does your ideal client need to understand or believe for your work to feel like the right next step?



WHAT NOW

What to Do With Your Three Roots

Your three roots are not for your website. They are for you.

They are the foundation that every piece of your marketing should reinforce: your bios, your social posts, your About page, your conversations with potential clients. When all three are clear and consistent, your marketing becomes coherent. When any one of them drifts, the whole system gets fuzzy.

Three things to do this week:

- 01** Read your three roots aloud. Do they feel honest? Do they feel like you?

- 02** Compare your current bio to your roots. Where is there alignment? Where is there drift?

- 03** Update one piece of your online presence to better reflect your roots, even if it is just your Instagram bio.

Most practitioners who complete this exercise notice something specific. The roots they wrote here are not what their current marketing reflects. The gap between the two is exactly where your ideal clients are getting lost.

Closing that gap is what Courage To Grow does.

When you are ready

The free Clarity Call is the right place to talk about
what to build first.

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Visibility Sparks Growth.