

X-HAIL'S WELLBEING BUSINESS SUCCESS SHEET



BIG VISION & STRONG MESSAGE: WHO DO YOU HELP, HOW AND WHY



STRONG BRANDING: BRAND KIT, GRAPHICS, COLOUR PALETTE, FONTS, IMAGES



NO GURU STATUS CONTENT TO SHARE: HONEST, RELATABLE POSTS, BLOGS & STORIES



MARKETING STRATEGY: IDEAL CLIENT AVATAR, ONLINE & OFFLINE PLAN, NETWORKING & COLLABS



MENTOR: SUPPORT, GUIDANCE & ADVICE FROM SOMEONE WHO HAS DONE IT BEFORE



INSURANCE: PROFESSIONAL INDEMNITY & PUBLIC LIABILITY



ACCREDITED TRAINING: INITIAL CERTIFICATION & CONTINUING PROFESSIONAL DEVELOPMENT