

# PRIVATE PRACTICE BOOTCAMP™

## **WEEK NINE: EXISTING ONLINE**

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## **EXISTING ONLINE**

What shows up when you Google your name or business name? List them below:

What names have you created a Google Alert on? List them below:

What Social Media Platforms do you already have profiles on?  
List them below:

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## WEBSITE BASICS

List out which pages you will have on your website to begin below:

What pages/features will you add to your website later?

## BACK IT UP

Brainstorm what ways you can back up your online content below:

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## SOCIAL MEDIA

Which social media platforms do your clients use?

Do your ideal clients use social media to find services?

What platforms fit who I am?

Platform	Why am I doing this?	What outcome am I hoping for	Does this make sense for my business?
Facebook Professional Profile			
Facebook Business Page			
Google+			
LinkedIn			
Instagram			
Twitter			
Pintrest			
YouTube			

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## **BLOGGING**

Brainstorm a list of topics your ideal clients might be interested in and/or would be searching for online that you could write about:

## **DIRECTORIES**

List directories where you may want to list your practice, then explore which will be the best fit for you below:

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## **ADDITIONAL NOTES:**