



4 STEPS TO SALES & SOCIAL MEDIA GROWTH

Transform your aromatherapy or wellness business with proven strategies that simplify marketing and accelerate growth

Hailey Rowe
BUSINESS COACH

Welcome! I'm Hailey Rowe

Business & Marketing Strategist and Coach for aromatherapists & wellness professionals who want to&

Simplify sales & marketing

Turn your ideas into actionable steps

Reclaim your time

Work smarter, not harder on what matters most

Amplify your impact

Make more money doing what you love most



No more overthinking, stressful launches, or social media overwhelm!

About Your Coach & Strategist



Top 25 Coaches

Chicago Entrepreneur Magazine

Top 1.5% Podcast

Health Coach Nation on ListenNotes

Top 3 Podcasts

For Health Coaches by Feed Spot

Top 6 Business Coaches

Primal Health Coach Institute

From \$50 Sessions to Full-Time Success

My entrepreneurial journey began in 2010 with big dreams but little direction. Like many in our field, I thought more certifications would equal more confidence and clients.

01

Started my journey

Launched with passion but without proven systems

02

Pursued 4+ certifications

Believed credentials would make me "worthy enough" for success

Sound familiar? You're not alone in this journey.





The Struggles Were Real

Playing the Waiting Game

Hoping clients would magically find me instead of taking proactive steps to attract them. This passive approach left me frustrated and inconsistent.

Content Creation Burnout

Spending 13+ hours weekly creating content with minimal engagement. The "crickets" response was both disheartening and unsustainable.

These challenges taught me that working harder wasn't the answer.

The Turning Point

I realized I needed structure and predictability in my business. Instead of continuing to struggle alone, I made strategic investments in my growth.



1

Startup Experience

Gained hands-on business development and marketing expertise in the real world

2

Invested in Mentors

Learned from those who had already achieved what I wanted

3

Strategic Experimentation

Tested and refined until I discovered the foundational systems that work



SUCCESS!

After years of trial and refinement, I finally achieved my full-time coaching business.

The challenges and breakthroughs led me to create my **4 Steps to Sales system**—the framework I'm sharing with you today.

- 📄 The same strategies that transformed my business have now helped thousands of wellness entrepreneurs build up their businesses.

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Agenda

1

The 4-Step Framework

How to **simplify marketing and social media growth** into clear, actionable steps that eliminate overwhelm

2

Authentic Relationship Building

Non-creepy examples that have **generated hundreds of subscribers, discovery calls, and partnerships**

3

Live Q&A

Address your **biggest marketing & social media questions**

The 4 Steps to More Sales & Social Media Growth

The 4-Step to Sales & Social Media Growth



Connect

Find your ideal clients, or be visible where they hangout.



Engage

Ask intentional questions. Get clear on what's useful for them.



Pre-Offer

Share freebie or provide a win up front.



Sell

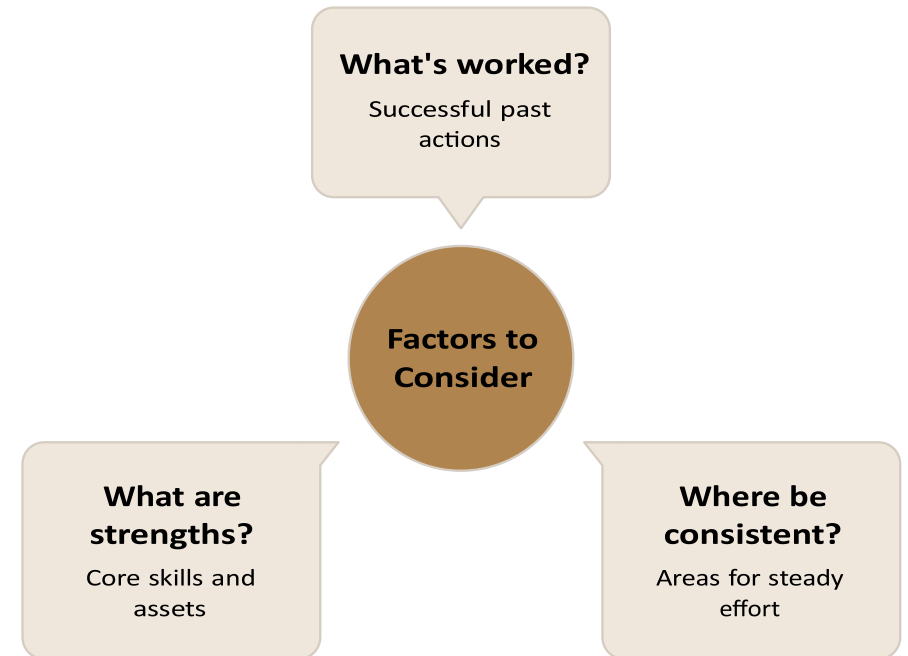
Discovery call or sales process invite.

CONNECT

Connect:

Decide Your PLATFORM

- Make a list of **3 local or online spaces** where your ideal aromatherapy or wellness client is already hanging out
 - Example: a **holistic health Facebook group**, a **yoga studio bulletin board** or a **local wellness expo**
- Pick ONE and **post a short intro or tip this week.**



Examples of WHERE to Connect

In-Person & Local Opportunities

- **Locally:** Community centers, local shops, health food stores
- **Events:** Workshops, seminars, health fairs
- **Markets & Expos:** Conferences, wellness expos, or farmer's markets

Online & Digital Avenues

- **Directories & Social Media:** Holistic wellness directories & relevant online groups
- **Audio Content:** Podcasts (as guest or host)
- **Networking:** Online professional or interest groups
- **Referrals:** Implement a referral program

Connect: Initiate the CONNECTION

Keep it short

3 sentences or less

Short Intro Message for Collaboration

Hi Hailey,

I hope you are well.

I came across your profile and see that we have a few mutual connections. I enjoy connecting with like minded business owners and thought I would reach out to connect. I look forward to chatting further.

Thanks,

Althin

Short Intro Message to Your Niche

Hailey Rowe • 6:21 am

Hi Becky, I'd love to connect! I work with many in the coaching business & always fun to meet others in the industry. 😊



MAR 17, 2022

Message request accepted

Becky [REDACTED] (She/Her) • 6:01 am

Hi there! I'm always happy to connect with other wonton in business 😊

Connect: Action Step

Decide which connection method you will focus on most this week.

Engage

Be polite & social on social media! 😊

Get curious about how you can be useful
with an intentional question. 👁️

Engage: Lead With Curiosity

1

Test different "Intentional Questions"

2

A question that allows you to gain insight about their goals, frustrations, challenges, or what they'd find useful

3

Don't make so deep that a stranger to not want to share

Example 1

📄 Hi Sarah,

Great to connect! I'd love to hear more about you.

I'm a [TITLE]. When it comes to aromatherapy & wellness... do you have any go-to oils or challenges in these areas? I hope to make my posts as useful as possible!

Thanks!

Example 2

 Hi Sarah,

I'd love to hear more about you! When it comes to natural stress relief, what's your go-to?

Example 3: Collab

📄 Hi Sarah,

I'd love to hear more about you! Looks like we both work with [niche] in a way that complements each other. Would you be open to connecting to explore a collaboration?

Perhaps we could [collab ideas].

Engage: Action Step

Send a 1:1 "intentional question" message to
3 people you're connected with on Instagram or Facebook.

Being SOCIAL on SOCIAL MEDIA Makes You Memorable!

I'm so touched with you
messaging me 🥹 thank you so
much

Pre-Offer: What is it?

1

A free <baby offer> that **solves a specific problem or dream outcome** for your niche

2

Permission-based & non-invasive way to **take a cold lead to a warm lead**



Give your audience a
SLICE of the cake, but
not the ***WHOLE*** cake.

Pre-Offer Examples

1

5 Essential Oils Every Practitioner Needs to **Prevent Burnout**

2

4 Aromatherapy Blends to **Optimal Sleep** & No Sleep Meds Required!

3

The 3-Steps to **Stop Nighttime Overeating**

Pre-Offer Formats

- Sample
- Guide, worksheet, or checklist
- Video training
- Zoom Meetup
- Call invite to learn something specific
- Workshop invite

Pre-Offer Opportunities



Respond to Audience's Goals

Share in DM conversations



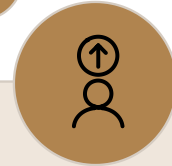
Share in collabs

Offer resources to partner's audiences



Social Posts

Include pre-offers in posts



Instagram Stories

Share quick, engaging offers

Share Your Pre-Offer **EVERYWHERE**

- Blogs
- Your website
- Bio
- Instagram Highlight Section
- Pinned Post on profiles
- Guest Trainings
- Freebie Swaps

Instagram Pre-Offer Post

The 5 C's of Content Marketing

@hailey_rowe



hailey_rowe

Hilton Head Island, South Carolina



hailey_rowe Looking to post more intentionally... instead of just posting MORE and hoping it converts?

Use these 5 C's as a guide.

Swipe on the photos to see what they are!

Comment **CONTENT** below for my free content roadmap to help you develop 30 strategic posts + get my bonus "20 calls to action guide." 📄📄

49w



nora_kwiatkowski Content

38w 1 like Reply

— View replies (1)



laurenldonahue Super Love this! Thanks Hailey! 🥰❤️

[View insights](#)

[Boost post](#)



Liked by [elisemuseles](#) and 27 others

January 15

Facebook Pre-Offer Post

**Free Class: Attract Clients &
Partnerships Using LinkedIn 👍
Want the replay?**

Hailey Rowe
BUSINESS COACH

Facebook Pre-Offer Post



Eric Fete

December 1 at 6:23 AM · 🌐



**I did a Live Training Video on
how to Burn off that extra
Thanksgiving Belly Bulge FAST!
If you want it hit "GO" below!**

Hailey Rowe
BUSINESS COACH

Reddit Forum



r/keto · 3 mo. ago
libra-93



How much protein is too much protein?

Im just starting on Keto and my goal is to lose fat while maintaining or building muscle mass. With losing carbs, im resorting to eating more protein (steaks, chicken, cold cuts, etc) but i have read that too much protein can "kick you out". How much of this is true and what should i be aiming for?

Male, 29, 235lb, 25% body fat (scale measurements)

↑ 22 ↓

💬 43

🔗 Share

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Blogs

↓ Get my Free Overwhelm Cheat Sheet ↓

Hailey



info@haileyrowe.com



Submit

Website

FREE COURSE: BOOK YOUR DREAM CLIENTS

In my FREE COURSE, you'll learn...

- My "elevator pitch" formula, so you can confidently answer the question, "What do you do as a coach?"
- How to **know your niche better than you know yourself...** No more confusion about your message & **what makes you UNIQUE** as a coach
- The best way to **attract your ideal clients on Instagram**
- How to **go from NO response** from followers on social media to **hitting a home-run with your dream clients**
- The ONE statement that will allow you to **stand out from other coaches**



Hailey



info@haileyrowe.com



Bios

Marketing Coach for Health & Life Coaches | LinkedIn Lead Gen

 hailey_rowe

Grow your sales, visibility, & consistency

Health Coach Nation Podcast (Biz Tips for Coaches)

Top 25 Chicago Coach & LI Lead Gen Service

Free Gifts 📌

 linktr.ee/Haileyrowe

Instagram Highlights



1,561 posts

10.1K followers

1,502 following

Kathrine Kofoed she/her

 passionforplants

Coach

M.S. Nutritionist | Heal your relationship w/ food + create health habits for amazing energy & mood ✨ Upcoming retreats, coaching & free resource 🌱

[🔗 stan.store/kathrinekofoed](https://stan.store/kathrinekofoed)

Followed by [hylif.str](#), [celiac_fitness_coach](#), [ashleynoell10](#) + 8 more



Spain Retreat!



The Method ...



client love



Start here!



mini trainings



ReTREAT ✨



The Method

Pinned Post- Part 1



Kim Heintz
@kim.heintz

If you are dealing with hormonal issues, you have a gut issue - even if you don't have a single gut symptom.



kim.heintz
Schaumburg, Illinois



kim.heintz So many women come to me saying their hormones are all out of whack, and while that's probably true - it's oftentimes a symptom of a deeper rooted problem:

The gut.

Most of our hormones are either created or influenced by the gut.

So while you think you're dealing with a hormonal issue, you're actually dealing with a GUT issue...

Leading to all the debilitating hormonal issues you deal with. Such as:

- Fatigue
- Sleep issues
- Mood issues
- Thyroid issues
- Excessive facial hair
- Skin dryness
- Brain fog & concentration

Pinned Post- Part 2

FACT: You can have a gut problem WITHOUT having digestive issues.

I have a lot of clients who don't have a single noticeable digestive issue but have a TON of hormonal issues.

But when we run a gut pathogen test, we come back showing -

- Parasites
- Bacteria overgrowth
- Yeast and fungus - like candida
- H.Pylori
- Digestive insufficiency

That means the gut is secretly affecting hormones,

So while you can do all the hormone balance tactics you read about online, it may feel like you're facing an uphill battle.

Pinned Post- Part 3

So while you can do all the hormone balance tactics you read about online, it may feel like you're facing an uphill battle.

Or, as I like to say, feel like you're trying to fill a bucket that has a hole in it. You'll never really get your desired result.

Healthy gut = healthy body.

I have a free quick start guide to gut healing. If you are interested, comment below and I'll send it to you.

#hormonehealing #StressHormones #UndiagnosedIllness
#SensitiveSkinproblems #AdrenalHealth
#AdrenalFatigueRecovery #HormoneSupport
#HormoneBalancing #hormonehealth #HormoneImBalance
#hormonesupport #AdultAcne #periodProblems
#AcneProblems #chronicfatigue #hypothyroidism #guthealth
#Fatigue #Stressrelief #parasites #hpylori #candida

Guest Trainings

Next Steps

- Get the **Free LinkedIn Message Script:**
www.haileyrowe.com/linkedin

Hailey Rowe
BUSINESS COACH

Freebie Swaps



ultimate_bundles ...

ultimate_bundles Is OVERWHELM stopping your productivity?
Get Business & Life Coach Hailey Rowe's FREE Overwhelm Cheat Sheet & Master Class! 🙌

It will help you...

- ✅ Create your own ALIGNED SOLUTIONS to ditching the overwhelm
- ✅ Learn the "Big 3 Reasons We Get Overwhelmed" & What to do to prevent it
- ✅ Identify the priorities that will move you FORWARD instead of backwards

GET INSTANT ACCESS with our link in bio!

36w

hailey_rowe Thanks so much for sharing my guide!! :) 🙌

36w 1 like Reply

7 likes
April 14

Add a comment...

Good Pre-Offers Leads to Easier Sales!

that is 5 strategy calls in 2 days



I have a lot of activity on my website today! A lot of visitors and even a few signing up for the master class.

Hailey Rowe
BUSINESS COACH

This post went crazy
I got 60 people added to the group.

Pre-Offer: Action Step

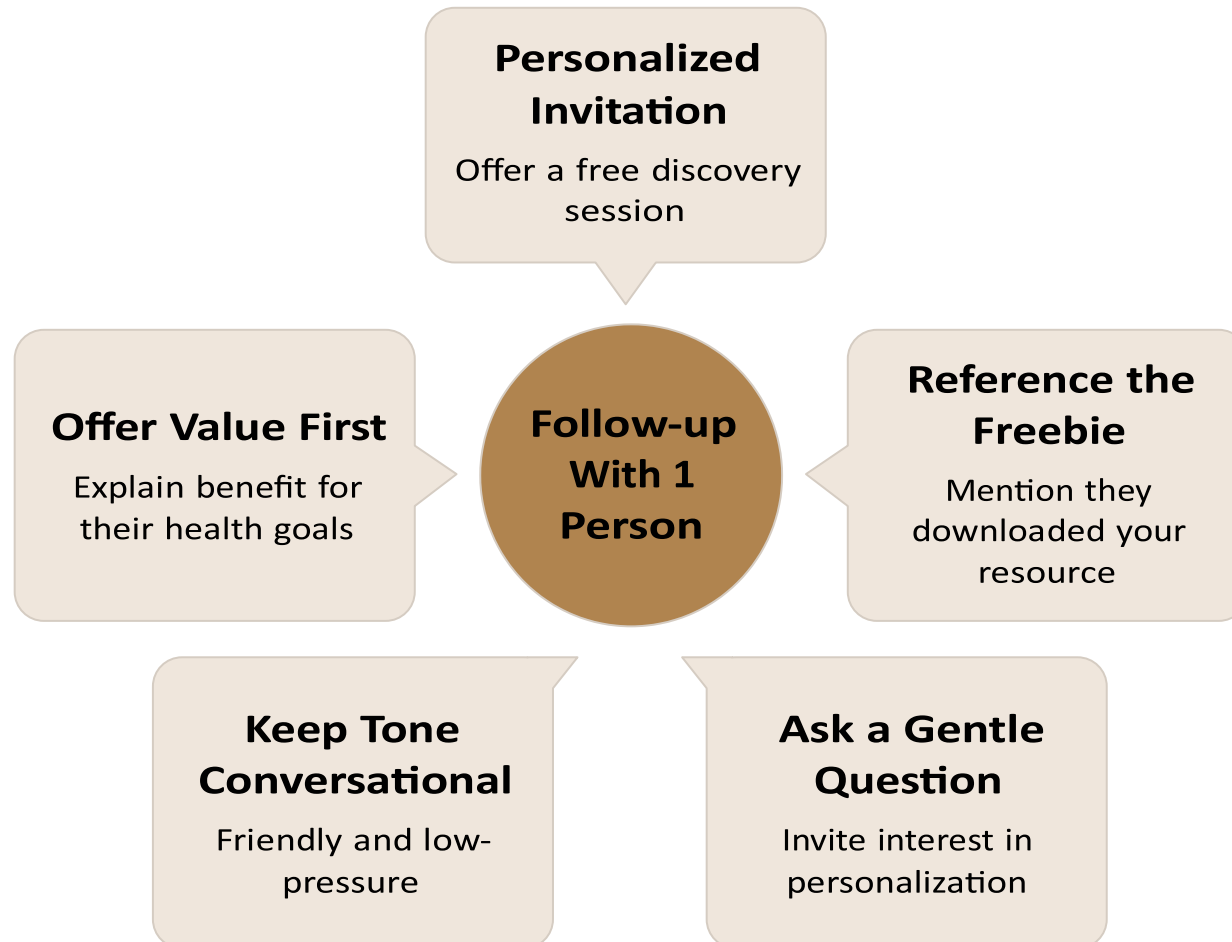
Decide a Pre-Offer title.

Transitioning to Sales

- See if they'd like to go deeper for more support:
 - <Not sure if this resonates&hat
 - <Would it make sense to&hat
 - <Would you be open to&hat
 - <Would you be opposed to&hat



Sales Action Step



Example: Referral Program for Clients

Hi Name,

Hope all is well! Not sure if this resonates, but I am looking to connect with more [NICHE] who want to [GOALS YOU HELP WITH].

I'd love to provide my freebies & content to more people. Do you know someone who might find it useful to have a [FREE SAMPLE/PRE-OFFER/CALL]? Thanks so much!

PS- Let me know if there are any ways I can be of support to you as well!

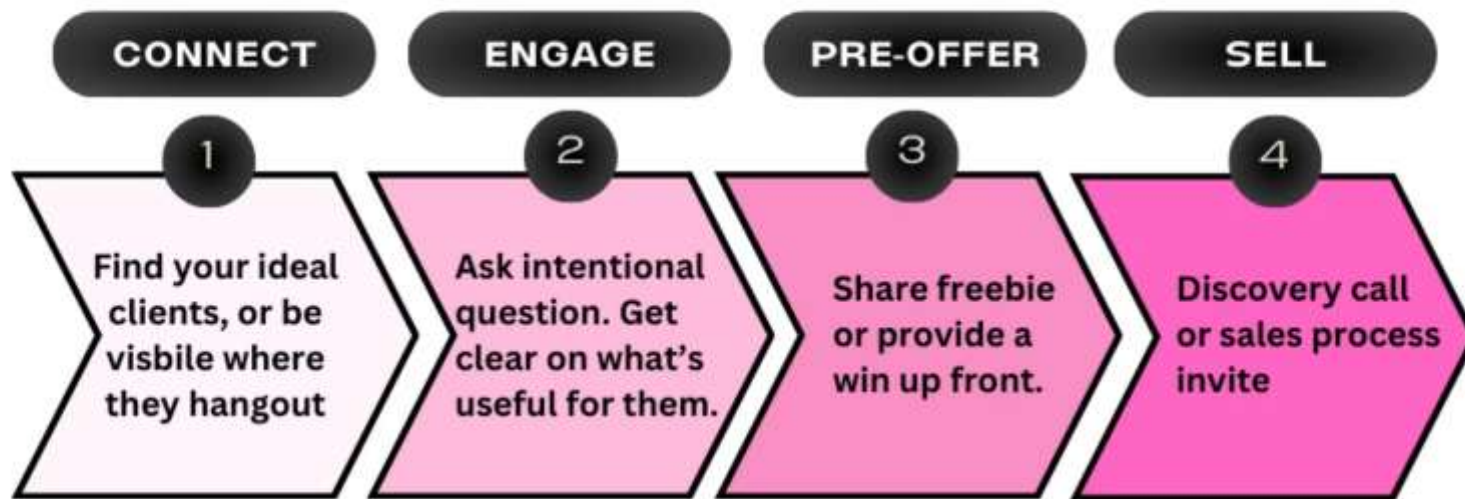
Hailey Rowe
BUSINESS COACH

NB

lots of discover calls and 4 recurring clients in less than 6 months.

Officially made 10k (net)!!!

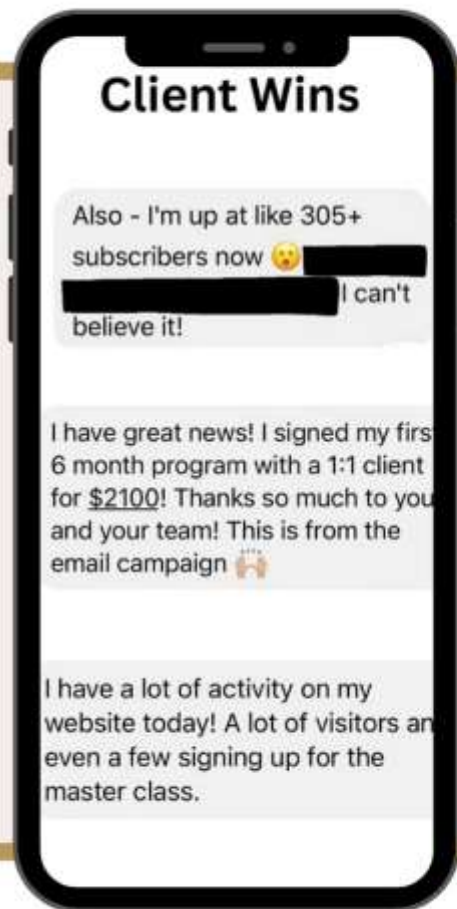
1d **Love** Reply



From Crickets to Clients

Your Freebie Funnel
Formula to Convert
More Sales!

WITH HAILEY ROWE



Ready to make more sales
without spending hours
stuck on social media?

haileyrowe.com/liveevent

Book within 5 days to get a **FREE** social media and/or website audit included with any service.

<https://www.haileyrowe.com>

GET YOUR FULLY CUSTOMIZED **MARKETING PLAN**



*"We've been working with Hailey for one month now & **we have done more this month than we have in the past year alone.** Thank you."*

Kasia & Matt

Book your FREE Client Attraction Consult today!

Instagram: @hailey_rowe

Questions?

**Direct Message me on Instagram:
@hailey_rowe**