



---

## Healthy Business Coaching

---



### **Electronic Press Kit** 2011

#### **Included**

- Healthy Business Coaching 2
- Biography 3
- Services 4
- Contact 4
- Testimonials 5
- Press 6-8
- Media Links 9

## Healthy Business Coaching

Why is it that some of your colleagues are wildly successful and seem to have it all together with their marketing plans? Yet you are struggling to balance your schedule between seeing clients, attracting clients, and making enough money to reinvest in your business and live a comfortable lifestyle?

Do you wish that your practice was growing at a much faster pace?

Do you want to spend less time working and more time with family and friends?

Are you ready to feel like you have the marketing part of your business mastered because clients are finally chasing you?

Do you want to be featured in your local newspapers and magazines and invited to appear on news shows?

Do you wish you could wave a magic wand and all your marketing would be perfectly created for you by an expert branding and marketing team? Such as everything from your website, Facebook fan page, give away guides, graphic design, media releases, to list building?

Wouldn't it be great if your website was also an additional stream of income that sold your information products? Find clients for healthWhat if you were able to easily expand your business model so you could work with more clients in less time?

[www.CherylHeppard.com](http://www.CherylHeppard.com)



**Imagine how fantastic** it would be if you had a LOT more PUBLICITY, VISIBILITY, ONLINE PRESENCE, and MEDIA EXPOSURE? And wouldn't it be great if your website was actually being found by your ideal clients and functioned as a lead generation machine while you were concentrating other things like seeing clients or even watching a movie?

Consider what it would be like if you were successfully leveraging internet marketing strategies so that clients were coming to you easily and RAVING because your branding and message were clear, polished, professional and had sizzle that compelled more clients to contact you?

What if there were a way you could have a website that converted 20 to 30% of your visitors into paying clients? How many more clients would you have in your practice, and how much more income would you be adding to your bottom line?

How you would feel if all of this were true? How much successful, satisfied and and more relaxed would you be?

You are about to see how proven and highly effective strategies can tweak your marketing and website to become a lead generation powerhouse that you probably haven't heard about anywhere else, and doesn't require any complicated technological skills.

## Biography



### Cheryl's Mission & Message

**It is crucial for service based entrepreneurs to embrace and utilize internet marketing to build their business so they can reach more people to create change and impact, is key to having a lucrative business that allows more time, freedom and income and can be run from anywhere—continues to inspire people everywhere. She is especially driven to help entrepreneurs afford to live a fulfilling and healthy lifestyle which includes plenty of self-care, relaxation, and fun.**

[www.CherylHeppard.com](http://www.CherylHeppard.com)

**Cheryl Heppard** is founder of several websites, including [CherylHeppard.com](http://CherylHeppard.com), [FrontStreetPR.com](http://FrontStreetPR.com), [GetBusyWithClients.com](http://GetBusyWithClients.com), and [HealthyHandout.com](http://HealthyHandout.com). Her mission is to teach health and wellness practitioners and small business entrepreneurs all over the world how to use proven internet marketing visibility and publicity strategies to attract more ideal clients and enjoy more income and freedom in their business.

Cheryl created The Get Seen Get Clients System™, a practical and step-by-step blueprint that teaches entrepreneurs how to use strategic internet marketing techniques which consistently bring in new clients and customers who are ready to invest in the work of change to get the results they desire.

Through her coaching, consulting and marketing expertise and services, Cheryl helps entrepreneurs leverage their marketing opportunities and increase profits by using an integrated online marketing strategy with a particular focus on website marketing, list building and publicity strategies. Cheryl has a proven track record in the arena of Internet technology and is dedicated to showing service related and help~preneurs how to work smarter, not harder by using online marketing, as well as teaching them how to leverage their time and talents by working with more clients in less time, and creating multiple streams of income.

Cheryl's proven systems and BIG results her clients have seen after working with her has made her a much sought-after mentor, consultant and speaker.

After learning and implementing Cheryl's proven online marketing techniques and strategies, her clients typically experience a significant increase in traffic, subscribers, clients, media exposure, and income. Heppard is a sought after speaker both locally and virtually and regularly leads internet marketing presentations and in-depth trainings for clients, joint venture partners and subscribers.

Cheryl lives in the Detroit suburbs, with her husband Mark, two daughters and their funny yellow Labrador, Penny.

## Services

Skype: Cheryl.Heppard  
Facebook: Facebook.com/CherylHeppard  
LinkedIn: LinkedIn.com/in/CherylHeppard  
Twitter: @CherylHeppardtt

## Contact



phone **248-592-0869**



address **33004 Grand River Ave.  
Farmington MI 48336**



email **Cheryl@CherylHeppard.com**



website **CherylHeppard.com**



[Cheryl.Heppard](#)



[Facebook.com/CherylHeppard](https://www.facebook.com/CherylHeppard)



[LinkedIn.com/in/CherylHeppard](https://www.linkedin.com/in/CherylHeppard)



[@CherylHeppard](https://twitter.com/CherylHeppard)

[www.CherylHeppard.com](http://www.CherylHeppard.com)

## Health and Wellness Business Coaching

We are dedicated to teaching health and wellness entrepreneurs all around the world learn how to utilize proven internet marketing and strategies.

## Internet Marketing Consulting and Support

We will teach you tried and true ways to attract loyal subscribers, sign more clients, and produce more revenue. We will show you how to achieve more freedom and fun in your business, all while sharing your talents, gifts and message in a much bigger way.

## Public Relations Implementation and Strategy

Become seen as an industry leader within your community by being featured in local and/or national papers and publications.

## Wordpress Website Design and Migration

We will create you a custom built Wordpress website, optimized to help you achieve your goals, or we will help you to move your old site over to the more powerful Wordpress platform/CMS.

## Branding

What are the true strengths of your business or practice? What are you known for by your existing clients? We will help you create a consistent brand image around these strengths, and position you as the go-to provider in your market.

## Graphic Design

We understand that a significant part of professionalism is looking the part. Let us create a graphic identity for your business/practice that you will be proud of.

## Testimonials

### Tracy Gardner

[www.NutritionLifeSpa.com](http://www.NutritionLifeSpa.com)

"Before I started working with Cheryl I was overwhelmed with still being in school at IIN and trying to figure out how to grow my business. I have been a business coach/ marketing coach and business owner but even coaches need coaches. The first time I spoke with Cheryl I knew she was it! I was looking for a strategy partner and business coach. I have not experienced anything like Cheryl before and I instantly loved working with her. She has such great energy and really knows what she is doing. She keeps me on my toes and very accountable. When I need Cheryl she is just an email away and she is so good at getting back with her clients. I had the opportunity to meet Cheryl in person and she is one of the neatest women I have met and I just adore this woman. I feel I honestly have a business partner when I work with Cheryl. She really is there for you, supporting you and she wants you to succeed! She is worth every penny to me and I can't say enough about her skills and quality of work. Cheryl will be the best investment you will make- trust me!

### Karen Russell

[www.Recipe4Wellness.com](http://www.Recipe4Wellness.com)

"Your promotion and publicity coaching has paid off in a big way! By using your teleseminar promotion strategies, Lifetime television's show The Balancing Act noticed my online announcement and have invited me to appear on their show in February! I'm really excited about this opportunity. Thanks so much for showing me how to market my business with strategies I had never considered before. Your techniques certainly work!"

### Christie Korth

[www.HappyandHealthyWellness.com](http://www.HappyandHealthyWellness.com)

"I took several of Cheryl's internet marketing classes and they were nothing short of outstanding. I was so impressed by her innovative and creative ideas for marketing my nutrition practice. I would recommend her services to anyone who is ready for major success. Since utilizing her class, I signed 10 new clients in one month! Thanks Cheryl!"

## Healthy Business Coaching Hosts No Cost Online Training for Health and Wellness Coaches and Experts

Cheryl Heppard, founder of Healthy Business Coaching, is offering a free teleclass "Learn How to Quickly and Effectively Get More Done in A Week than most People Accomplish in a Month!" on Wednesday, May 18th at 8:00 p.m. ET. The workshop will reveal proven simple and safe strategies to help increase productivity and time management skills.

Heppard is a PR and visibility coach for small business owners and specializes in health and wellness related companies. "It's crucial for entrepreneurs to master time management and prioritization to increase their productivity and so they can ultimately increase their income. I wanted to host a call that helps business owners learn about techniques and tools that I've found to make an impact on my own business. It's a cliché, but true, time really is money," says Heppard.

### Teleclass topics will include:

- *Main factors in determining your personal time*
- *How to become proficient in the art of prioritizing*
- *A very powerful tactic that can help you get more things done in one week than what most people can accomplish in a month*
- *The most notorious (and oftentimes irresistible) activities that steal away most of your time, and \*How you can effectively overcome them*
- *How to make your time productive when you really can't avoid the time monsters*
- *How to do just once what people are doing many times*
- *How to distinguish the key difference between urgent and important*

Workshop participants can listen to the teleclass via phone or through the computer.

To register for this workshop, use the following link to register for call details. All registrants will receive a recording of the call in case the call timing isn't convenient.

Space is limited on the bridgeline. Register for the call here using the following link:  
<http://www.CherylHeppard.com/free/>



## Healthy Business Coaching Launches Membership Site to Help Health and Wellness Experts Master Essential Marketing Skills

Get Busy With Clients, an online professional-development resource for health and wellness practitioners and experts, has announced the launch of Get Busy With Clients (<http://www.GetBusyWithClients.com>), a group-coaching membership program designed to help health and wellness practitioners and experts develop and master the marketing skills they need to thrive in a competitive marketplace.

Get Busy With Clients offers comprehensive training in sales, marketing, and technology use and outsourcing. The yearlong program is now enrolling professionals who are committed to taking their businesses to the next level, as well as their income to new heights. Participants receive exclusive access to a library of resources valued over \$2,000, and recordings of previous marketing trainings immediately upon registration.

"Many talented health/wellness practitioners, experts, and coaches eventually discover that it's their sales, marketing and technology skills, not their gifts, talents, experience or credentials, which affect their financial success the most," GetBusyWithClients.com founder Cheryl Heppard says. "Knowing how to identify, attract and get hired by prospective clients and consistently market your services to them is crucial. So is putting systems in place to effectively run your business, in order to enjoy a profitable practice which allows for more free time and freedom away from the office. It's my goal to help health and wellness professionals create six-figure businesses. That's why this program focuses on business, marketing and technology fundamentals."

Heppard, a veteran business and marketing coach-sultant, with a background in education, internet marketing, search engine optimization, freelance writing and health coaching, knows this firsthand, and she developed this course with health and coaching related small-businesses in mind. Heppard has taught marketing and social media courses online, as well as for Madonna University and has given dozens of workshops virtually.

Heppard continues by saying, "Whether a health and wellness practitioner, entrepreneur, or coach is looking to boost profits or expand their business model, is newly starting out, or a seasoned professional, this program will help them grow their business. I guarantee it."

**Continued on next page**

## Healthy Business Coaching Launches Membership Site to Help Health and Wellness Experts Master Essential Marketing Skills

### Membership to Get Busy With Clients includes:

- Monthly live tele-trainings 9 months of the year, covering specific business success topics
- Monthly live mentoring calls with on-the-spot coaching of participants where Heppard will answer questions and help callers breakthrough their challenges
- Access to a forum where members will interact, ask and answer questions, and form powerful strategic joint ventures
- Bonus guest-expert sessions on business, marketing, sales and technology related topics
- Exclusive offers, such as private live trainings and discounted pricing on other programs and resources offered by Cheryl Heppard
- Access to comprehensive resources library filled with step-by-step guides, trainings, tools, checklists, templates, and other resources

"Our program and materials are designed to transform struggling entrepreneurs into marketing savvy and successful business owners," Heppard shared. "I teach the crucial skills members need to navigate the current new media marketplace and set them up to successfully seize new opportunities."

The mentoring call in May is titled, "How to Write Copy with Gets Results, Makes you Look and Feel like aRockstar, and Boosts your Income without Gimmicks, Trickery, or Hype". This call will instruct listeners how to beat their competitors, attract more attention from prospective clients, and write like a professional even if they don't consider themselves to be good writers.

Get Busy With Clients is a total-immersion business school for health and wellness practitioners, experts, and coaches. Expert instruction, dedicated client-service representatives and talented peers will make this a high-impact learning experience. Any health and wellness professional, coach, or small business owner may register. The first month trial period is a mere \$9.97 for a 30 day limited membership. After the trial period ends, the investment is only \$297 per year, a fraction of what Heppard charges to work with her privately for one month.

For more details: <http://www.GetBusyWithClients.com>.



## Media Links

### Audio Clips

Check out some of Chery's Public Speaking

[Click here](#)

CherylHeppard.com



### [Video](#)

**Cheryl Heppard**

*Online Visibility and Publicity Coach-sultant & Strategist*

CherylHeppard.com



### [Video](#)

**Simple & Profitable Membership Site Secrets**

*4 Weeks to Multiple Profits*

CherylHeppard.com



### [Video](#)

**Get Busy with Clients**

*And Six Figure Online Business Coach*

CherylHeppard.com



### [Press Release](#)

**Healthy Business Coaching Hosts Free Teleclass**

**“Give Your Website a New Year Make-Over”**

PRWeb.com

January 5, 2011



### [Press Release](#)

**Healthy Business Coaching Hosts No Cost Online**

**Training for Health and Wellness Coaches and**

**Experts**

InventionExposure.com

May 2, 2011



### [Press Release](#)

**Healthy Business Coaching Launches Member-**

**ship Site to Help Health and Wellness Experts**

**Master Essential Marketing Skills**

PRWeb.com

April 20, 2011