



mindfulness
EXERCISES

A GUIDE FOR WELLNESS PRACTITIONERS

REACH MORE CLIENTS AND GROW YOUR PRACTICE

with Guided Meditation Scripts



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As a therapist, coach, yoga teacher, or any other type of wellness practitioner, your work is much needed. People around the globe are looking for ways to increase their experience of wellness, which is why the work that you do is so valuable.

Wellness and mindfulness go hand in hand, which is why introducing mindfulness and meditation to those you work with is an invaluable addition to your services. You can introduce mindfulness to your clients with confidence and ease using guided meditation scripts.

This guide explores:

- ✿ The Benefits of Using Guided Meditation Scripts as a Wellness Practitioner
- ✿ Grow & Engage Your Audience: How to Use Scripts for Business Expansion and Marketing
- ✿ 7 Ways to Enhance Your Offerings with Meditation Scripts
- ✿ Frequently Asked Questions by Wellness Practitioners

THE BENEFITS OF USING GUIDED MEDITATION SCRIPTS AS A WELLNESS PRACTITIONER

As a wellness practitioner, you already have a wealth of knowledge and insight into how to enhance one's experience of wellbeing.

By including mindfulness and meditation teachings in your services, you can deepen your clients sense of presence and awareness, which can further enhance their embodiment of wellness.

Using guided meditation scripts as a wellness practitioner can help to:

Diversify Your Offerings

Delving into mindfulness with your clients expands upon the ways in which you approach wellness.

Deepen the Impact of Your Services

Mindfulness and meditation enhance self-awareness, which can strengthen the impact of the wellness work you are offering.

Save Time

Without having to invest heavily in certifying as a mindfulness teacher, you can quickly access a wealth of techniques and teachings to share with clients.

Provide New Insight

Mindfulness is complementary to many other types of wellness services. When explored with a client, it can offer new insight into any ailments an individual is experiencing.

Grow and Engage Your Audience

Sharing meditation through the use of guided meditation scripts can support your marketing efforts by increasing your social media following, building your email list, and more.



PAUSE FOR REFLECTION

In what ways can guided meditation scripts benefit you as a wellness practitioner?



GROW & ENGAGE YOUR AUDIENCE: HOW TO USE SCRIPTS FOR BUSINESS EXPANSION AND MARKETING

Mindfulness and meditation are complementary practices to many other wellness services. The teachings explored in guided meditation scripts offer insight that can help your clients better understand themselves. With increased self-awareness, your clients will be in a better position to reach their goals.

Consider how mindfulness and meditation can uplift the great work you are already doing. Educating your clients about the potential benefits of mindfulness and your core services is the foundation of any solid marketing plan.

Guided meditation scripts can be used practically in several ways to help expand your reach and engage your audience. Below are just a few ways Guided Meditation Scripts can help you in your marketing efforts.

Expand Your Reach and Grow Your Social Media Following

Do you struggle with creating engaging social content that gets shared or seen beyond your current follower list?

Guided Meditation Scripts provide endless, valuable content for your social media channels. Meditations are highly shareable and provide your current and future clients with beneficial content. Sharing meditation allows your followers to get to know you in an intimate and beneficial setting.

- ✿ Share brief meditations or contemplations to your stories.
- ✿ Share LIVE guided meditations, and save them for later viewing.
- ✿ Build your video library with recorded meditations.
- ✿ The greater your following on social media, the more potential clients will see your message. Guided meditations are highly shareable and offer your followers valuable, must-watch content.
- ✿ Use guided meditation scripts to record videos that you can then post to your Instagram stories or live social feeds (such as on Facebook or Instagram). Close each meditation with information about your offerings and where viewers can connect with you.

Build Your Email List

Is gathering leads and building your client list a slow and challenging process?

Use Guided Meditation Scripts as a source of helpful collateral in exchange for a visitor's email. The recordings or videos you create using Guided Meditation Scripts can help make your offers more enticing.

- ✿ Expand your email list by offering downloadable guided meditations for signing up. You can make your offers more enticing by pairing these meditations with free or paid eBooks, journaling activities, or related mindfulness exercises.
- ✿ Create a 'members only' webpage with access to a library of recordings.
- ✿ Host weekly or monthly live sessions that require registration.

- ✿ Host an online meditation event using your guided meditation scripts. Ask for email opt-in at the beginning or end of the session to expand your email network.

Engage Your Client Base and Audience

Are low email open rates and lack of engagement frustrating you?

Building free or low-cost content around Guided Meditation Scripts provides your client base with meaningful content that spurs engagement. An engaged base is more likely to see and respond to your larger asks.

- ✿ Use meditation scripts as content for a daily or weekly inspirational email.
- ✿ Engage clients with online groups or community meet ups.
- ✿ Ask your participants to share how your meditations have helped them.
- ✿ Stay connected to your clients by hosting online guided meditations once daily, weekly, or monthly. You can offer these through private Facebook groups, Zoom sessions, or exclusive member spaces.
- ✿ The more often you connect with your clients in meaningful ways, the more likely they are to respond positively to a larger ask or offer. Meditation scripts make it easy to hold frequent live sessions.

Expand Your Offerings

- ✿ Bolster your product line with guided meditations in either audio or video format. You can personalize guided meditation scripts by weaving in your expertise related to other wellness modalities. Film or record just once and sell it multiple times.
- ✿ Increase interest in your paid services by offering guided meditations as an incentive to paid subscribers or members. You can diversify this and keep existing members engaged by designing new classes and programs based on different scripts going forward.

Guided Meditation Scripts not only enhance your offerings with current clients, but can be a gateway to your services for those who have yet to connect with you.

Whether you find new clients via online search, social media engagement, or in-person referrals, Guided Meditations provide an opportunity for someone to connect with you and your teachings in a favorable and authentic way.

7 WAYS TO ENHANCE YOUR OFFERINGS WITH GUIDED MEDITATION SCRIPTS

When we think about guided meditation, we often think of formal group sessions with an experienced teacher. As what we've already explored suggests, meditation can be offered in a variety of ways that make sense for your business needs and goals.

Consider the following 7 ways that you can introduce mindfulness into your work as a wellness practitioner.

Read guided scripts out loud during in-person sessions.

For example, if you are a coach or therapist you might consider beginning your client sessions with a short grounding meditation.

Create voice recordings to share with your clients.

Share recordings to complement paid sessions, offering them as bonus resources that your clients can use at home.

Design videos for your website or YouTube channel.

Consider which mindfulness practices are most complementary to the work that you do and record a video to upload on your website or social media channels. This can help to increase subscriptions.

Use the themes covered as inspiration and then go 'off-script'.

Consider the various topics related to mindfulness (such as compassion, focus, and stress relief). Use these as inspiration to have more mindful conversations with your clients.

Offer recorded meditations as homework to complete in-between sessions.

For example, if you are a coach offering long-term programs, consider recording yourself reading guided meditation scripts that your clients can listen to in-between your meetings with them.

Select brief, inspiring segments to record and share.

Scan the meditation scripts available to you and choose any segments that resonate with the other wellness services you offer. Record 30-60 second segments to share on social media channels.

Host multi-disciplinary workshops and sessions.

If you have a strong personal mindfulness practice and feel ready to share it with others in a big way, consider blending it with other modalities to offer as a single service. For instance, you might hold a 'yoga and mindfulness half-day workshop'.



PAUSE FOR REFLECTION

In what ways are you currently interested in weaving mindfulness into your work?

FREQUENTLY ASKED QUESTIONS BY WELLNESS PRACTITIONERS

Do I have to read meditation scripts word for word?

Guided meditation scripts can be used however they suit you. If you are leading a formal session, you can certainly read a script 'as is'. If you would like to modify or shorten scripts to better suit your needs, you are more than welcome to get creative with them.

Do I need to be certified to share mindfulness?

Mindfulness is simply a practice of paying compassionate, non-judgmental attention to our experience. You do not need to be certified to share mindfulness, but it is important to share what you yourself understand and practice. Be honest about your experience and share what you know for the benefit of those you work with. Start with the basics, expanding as your own knowledge and practice grows.

What is one simple way to bring mindfulness into my other offerings?

How you share mindfulness will be unique to the work that you do. That said, you might consider offering a 5- to 10-minute grounding meditation at the start of a session, whether in-person or online.