

Professional Partner Checklist

Prerequisite Steps

- Read post: “How to Start or Grow a Thriving Professional Ayurveda Practice”
- Register and attend the next free training at the bottom of the post
- Enroll in the Grow Your Ayurvedic Business program
- Complete Step 1: Map Your Market
- Complete Step 2: Committed Client Formula
- Complete Step 3: Sales Sadhana System
- Collect 2-3+ client case studies
- Complete the Professional Partner application
- Schedule and attend your program strategy session

90-Day Online Program Launch Steps

in partnership with Everyday Ayurveda*

- Outline online program modules and supportive documents
- Create supportive documents for each module
- Create presentation slides for each module
- Record and upload the video modules
- Build out the online program page
- Write onboarding email sequence
- Build online program sales page, order page, and delivery system
- Outline free online training
- Build and record free online training
- Write promotional and follow up email sequences
- Outline “pillar post” article
- Write, publish, and SEO “pillar post” article
- Launch and sell through newsletter, website, social media, and paid advertising
- Enroll new program members in your private and group coaching programs
- Optimize ads for views, registrations, sales, and coaching program enrollment
- Receive and cash monthly royalty checks

** Everyday Ayurveda is responsible for all program, webinar, article, and email outlines, design and technical elements, digital marketing and funnel implementation, program sales and program client support, social media and advertising strategy, creative, and advertising expenses.*