



SET UP AND BRANDING YOUR BUSINESS WITH

HEALTH PRACTICE ADVISORS

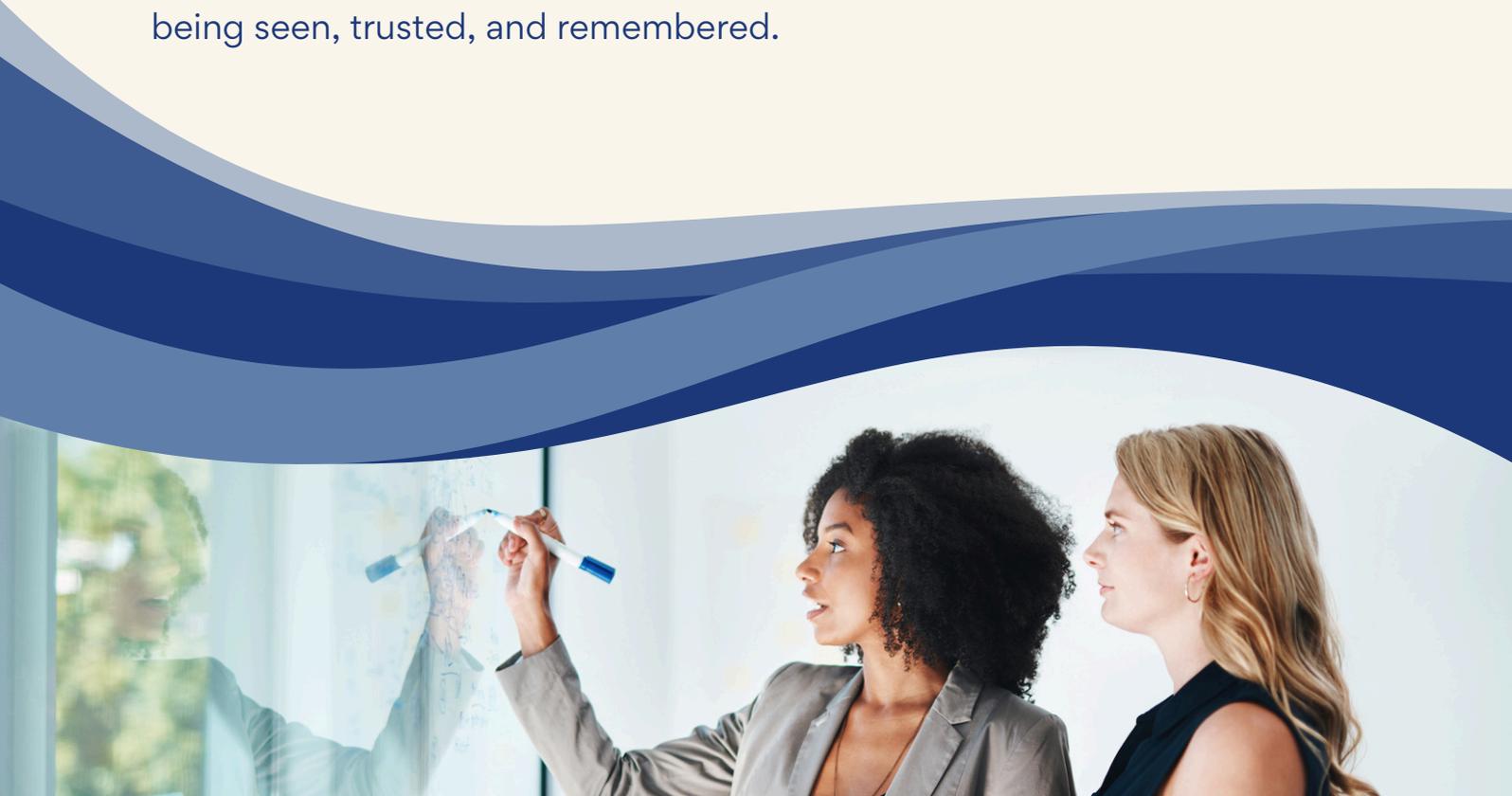
THE POWER OF A PROFESSIONAL PLATFORM

It's where growth gets strategic, your vision gets traction, and your business finally has direction.

Let's be real—coaches who look like pros, get treated like pros.

That means if you're trying to build something legit, you've gotta show up with tools that reflect it. The HPA Set-Up Plan isn't just about having a polished website or branding—it's about giving you a complete, all-in-one system that makes you look like the real deal, operate with clarity, and feel like the confident coach you are.

Here's something to know: Coaches who use professional, duplicatable tools are proven to generate up to 2.5x more engagement, referrals, and conversions than those who don't. That's not fluff—it's a proven path to being seen, trusted, and remembered.



And let's be clear—this online presence isn't meant to replace your real-world conversations, connections, and daily business-building. It exists to validate what people already sense about you: that you're credible, prepared, and professional. When someone meets you in real life and checks you out online—it all lines up.

It becomes a belief-building tool. A trust builder. A quiet “yes” in the minds of the people watching.

Sure, it works beautifully as an online enrollment tool...

But more importantly, it quietly works behind the scenes to help you close the loop—leading to income-producing activities like client enrollments, appointment bookings, and supplement sales.

This is how you build something that isn't just impressive—but sustainable.

And here's the line to let sink in:

You can't duplicate hustle... but you can duplicate systems.

This tool gives you both the edge and the ease. It becomes your go-to for client education, brand credibility, and team growth—so you're not just working smart, you're setting yourself (and your future colleagues) up for long-term success.

It's an investment in your brand, your energy, and your ability to build something that goes far beyond just “getting started.”

TURNKEY BUSINESS PACKAGES – EVERYTHING YOU NEED IN ONE STEP

For those who want a seamless, professional business setup from the start, this package delivers everything needed for immediate success.

ESSENTIAL SITE

\$497 for members | \$997 non members

- **Feel Great 21 Landing Page with license**
- **Your Name, Title and Credentials Professionally Displayed**
- **Contact form connected to your email**
- **Mobile-friendly design**
- **Social links included**
- **Basic product referral links**
- **One mentorship call for setup guidance**
- **Perfect for coaches who want a professional presence without delay or complexity.**

This package ensures that from day one, you have a polished, professional presence with expert strategy guidance, allowing you to focus on building relationships and growing your business.

TURNKEY BUSINESS PACKAGES – EVERYTHING YOU NEED IN ONE STEP

SIGNATURE SITE

\$997 for members | \$1,997 non members

Includes everything in the Essential Site plus:

- **Feel Great 21 Full Site with license**
- **Custom "About Me" section written and edited for you**
- **Personalized product referral links with optional video**
- **Scheduling System link setup for discovery calls**
- **Your photo and welcome video professionally embedded**
- **Video Script Written and Edited**
- **Three mentorship calls for setup, branding, and growth**

Perfect for launching your business with a professional presence that sets you apart right from the start.

HOW TO ADD THIS TO YOUR BUSINESS PACKAGE

Start with your Business Pack, then choose the website option that fits your direction. We'll guide you from there.

WEBSITE PACKAGE COMPARISON

FEATURE	ESSENTIAL SITE (\$497)	SIGNATURE SITE (\$997)
HPA-BRANDED TEMPLATE	✓	✓
NAME AND TITLE ADDED	✓	✓
CONTACT FORM SETUP	✓	✓
MOBILE-FRIENDLY DESIGN	✓	✓
SOCIAL LINKS INCLUDED	✓	✓
BASIC PRODUCT REFERRAL LINKS	✓	✓
MENTORSHIP CALLS	2 CALL	4 CALLS
ABOUT ME SECTION		✓
PERSONALIZED REFERRAL LINKS		✓
EXTENDED REFERRAL LINKS		✓
SCHEDULING LINK SETUP		✓
PHOTO AND WELCOME VIDEO EMBEDDED		✓
UNLIMITED SOCIAL LINKS		✓
PROFESSIONALLY WRITTEN ABOUT ME SECTION		✓
PROFESSIONALLY WRITTEN VIDEO SCRIPT		✓

MONTHLY SUBSCRIPTION OPTION – ONGOING SUPPORT FOR LONG-TERM GROWTH

Done-for-you content. Professional branding. Zero stress.

Most coaches don't have the time—or the desire—to be glued to their phones creating daily content. But showing up consistently online makes a big difference in building trust and traction.

That's why we created the **HPA Plug and Post Club**—a done-for-you content subscription for just \$49/month. Each month, you'll get 20 days of ready-to-post content with eye-catching images, captions that actually connect, and hashtags that help you get seen. Posts can reflect your personal brand and show you're part of a larger HPA community—giving your business that polished, professional vibe without all the time and energy it normally takes.

Here's what's included every month:

- **20 days of done-for-you social media posts**
- **Engaging captions written to connect and convert**
- **Eye-catching images ready to post on IG, Facebook, or TikTok**
- **Strategic hashtags to boost visibility**
- **Content that reflects your personal brand and aligns with HPA**
- **Zero stress about what to post—just plug and go**
- **3 months of social platform content for a discounted fee of \$99 - one time purchase**

PERSONAL BRANDING FEES

BRANDING	PRICE
LOGO DESIGN	\$75.00
BUSINESS CARD DESIGN	\$75.00
BROCHURES PERSONALIZED WITH LOGO	\$35.00
CUSTOM DESIGNED TRIFOLD (PRINT READY) OR FLIPBOOK	\$90.00
SOCIAL MEDIA PLATFORM POSTS SUBSCRIPTION	\$49.00 / MONTH
<p>FEEL GREAT WEBSITE (Includes product ordering referral links & scheduling links. Personal Video and personal Bio)</p> <p><i>*Guidance and Refinements will be provided on the Website Personalization</i></p>	\$997
<p>Website with Your Product Selling Referral Links and Scheduling Links</p> <p>2 Private Business Strategy / Mentor Call with Jan Bloom Access to ALL Health Practice Advisors Training Materials</p>	\$497
ADDITIONAL PAGES DESIGNED	\$100 PER PAGE



YOUR BUSINESS, YOUR CHOICE - FINAL THOUGHTS:

The right branding and business foundation can make all the difference in your success. Whether you're starting small, ready to scale, or looking for a fully equipped business package, Health Practice Advisors has an option designed for you.

Start where you feel most comfortable. Upgrade as your business grows. Stay supported with ongoing training and fresh content.

Which path will you take to build the coaching business you envision?

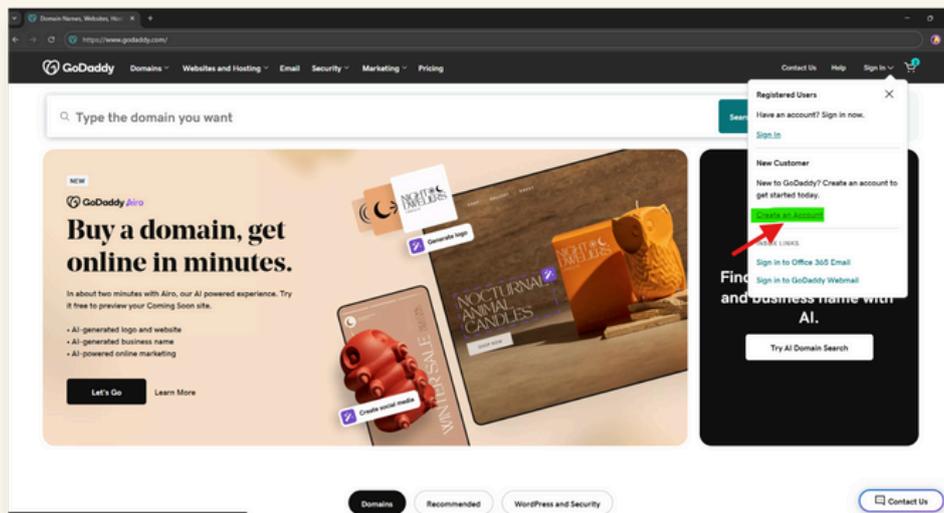
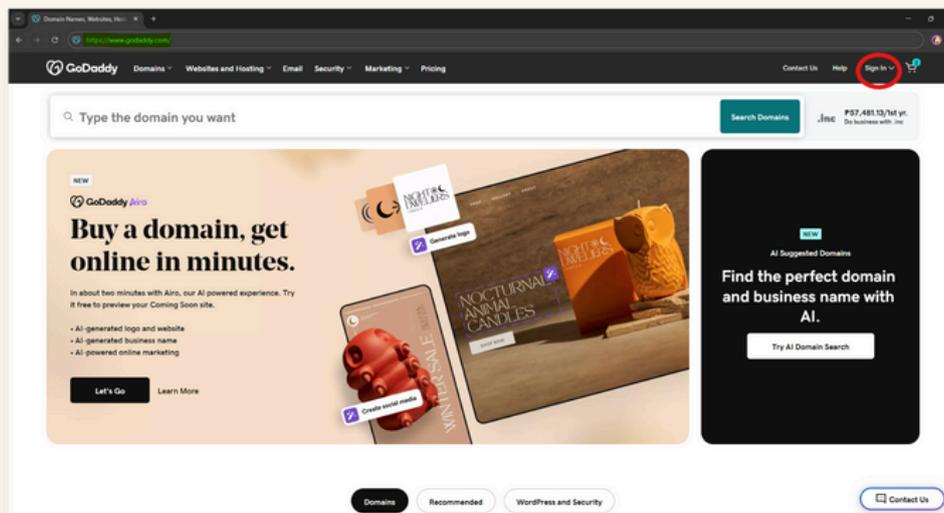


SETTING UP YOUR DOMAIN NAME WITH WORDPRESS PLAN

Follow these steps to register your domain name and set up your hosting plan with GoDaddy:

1 Visit GoDaddy

- Go to [GoDaddy's website](https://www.godaddy.com).
- Click "**Sign In**" at the top right corner **Create an Account**
- Scroll down and select "**Create an Account**."
- Enter the **email address** you would like to associate with your account.
- Choose a **secure yet memorable password** for future access.





2 Your domain name represents your brand and online identity. Follow these steps to secure your personal domain:

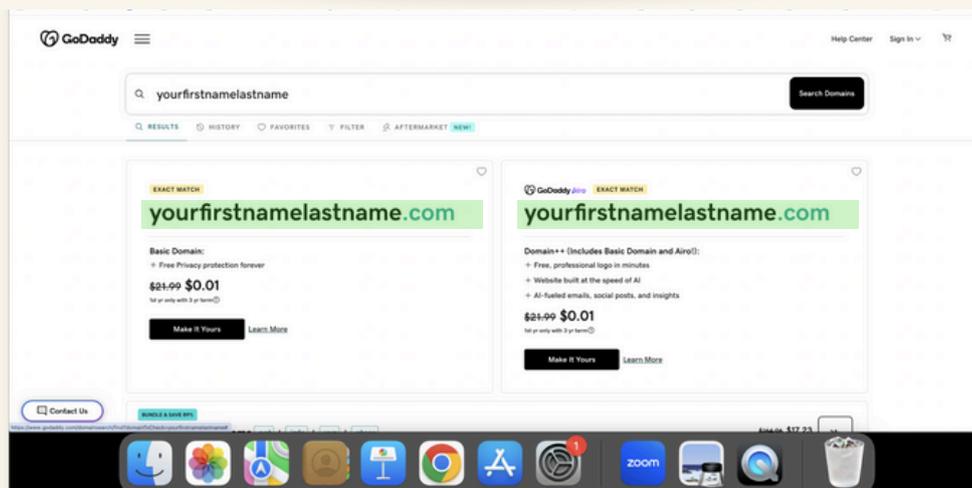
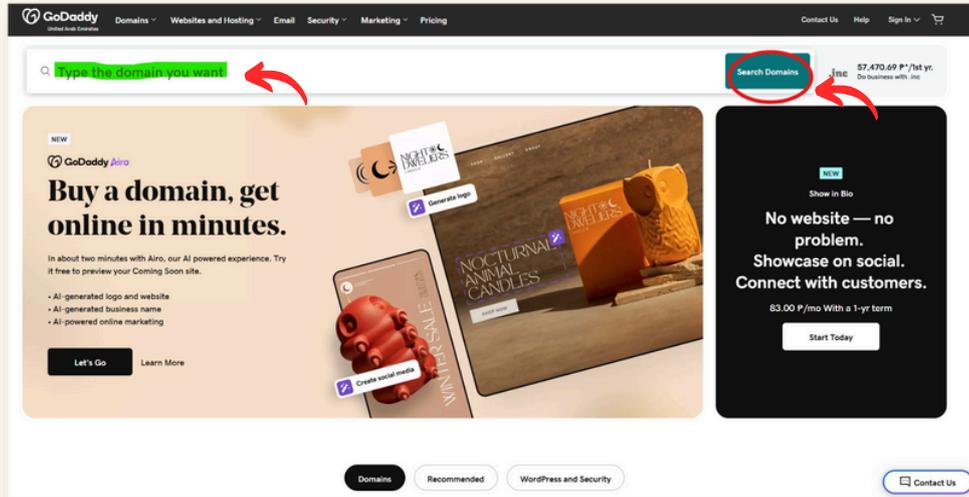
1. Purchase and Register Your Domain

- Visit your domain provider (e.g., GoDaddy).
- In the search bar, enter **yourname.com** to check availability.

2. Choose the Best Option

- If **yourname.com** is available, proceed with the purchase.
- If it's unavailable, explore alternative extensions such as:
 - **yourname.info**
 - **yourname.life**
 - **yourname.net**
- Scroll through the available options and select one that best represents you and your brand.

While **.com** is the preferred choice for a professional online presence, choose an alternative that aligns with your brand if needed.



3 Setting Up Hosting and Server

1. Select a Hosting Plan

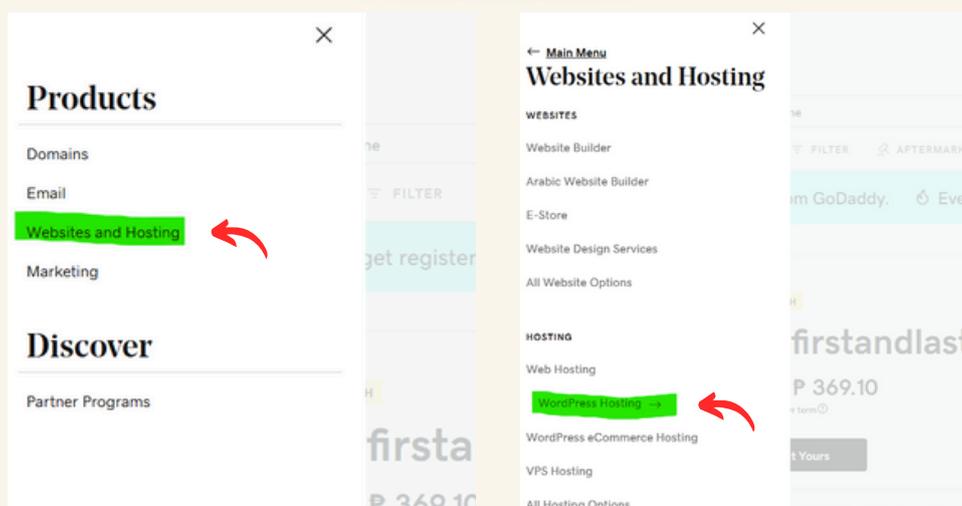
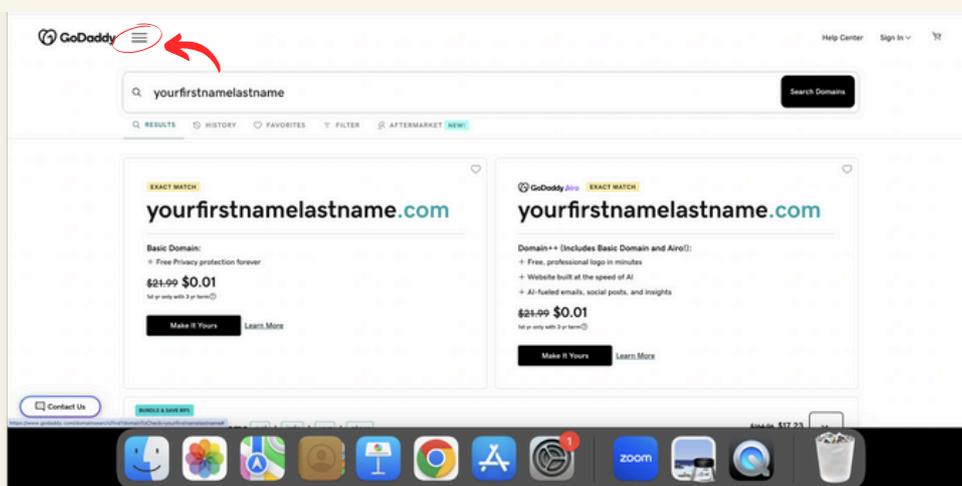
- Navigate to the "**Website and Hosting**" section and choose **WordPress Hosting** since your website will be built on WordPress.

2. Choose the Basic Plan

- The **Basic Plan** includes:
 - One professional email address
 - A free domain
 - Hosting at **\$5.99/month**
- Ensure the plan is set for a **minimum of 12** months to maintain consistency and reliability.

3. Create Your Professional Email

- When setting up your email, select a professional format such as **yourname@yourname.com** to enhance credibility and reinforce your brand identity.



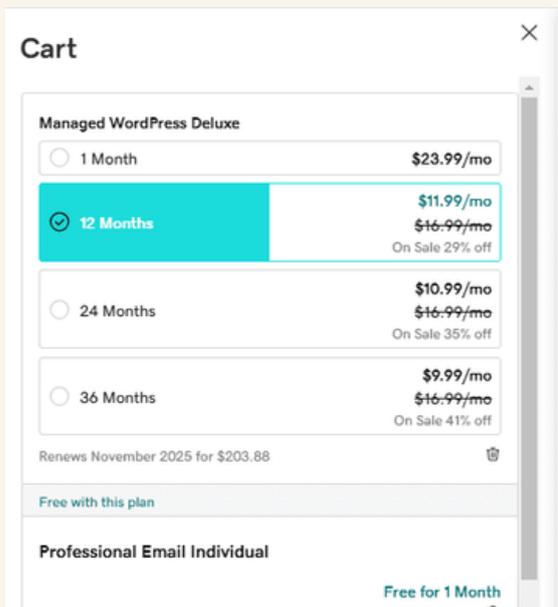
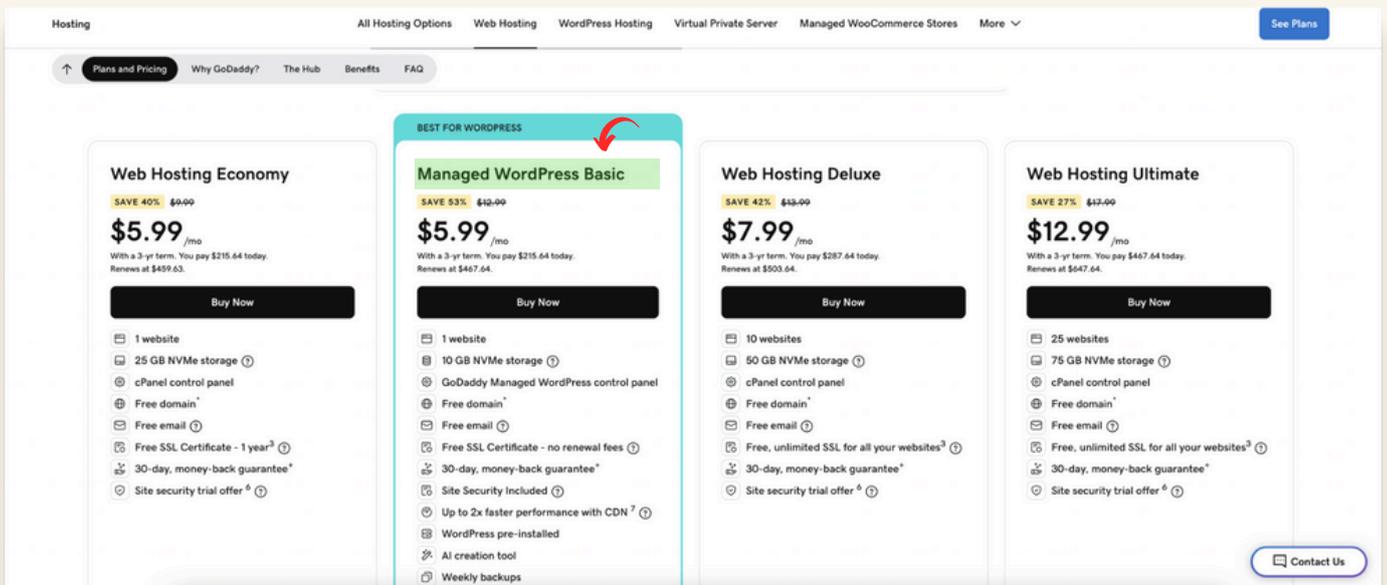


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Write down your account details and keep track of this information.

Congratulations... You have secured your domain name, you have secured your hosting and you have your GoDaddy account.

Provide those credentials to log in to me so I can provide them to our web team. This enables your site to be built and then uploaded onto the Godaddy hosting servers



WATCH THIS VIDEO FOR A COMPLETE TUTORIAL ON HOW TO SET UP YOUR GODADDY DOMAIN NAME.



TO ESTABLISH YOUR PERSONAL WEBSITE - THE FOLLOWING ITEMS NEED TO BE PROVIDED:

- ✓ **Go Daddy login credentials**
(username and passcode)

- ✓ **Your Bio in Typed Format, Video Format or Both**

- ✓ **An Image of You**

- ✓ **Your Personal Logo**

- ✓ **Your Unicity Referral Links**

- ✓ **Your Calendly Link**

- ✓ **Your Social Media accounts links**

- ✓ **Your Contact info**
(email - phone numbers)

BILLING & PAYMENT DETAILS

We like to keep things clear and uncomplicated, so your experience feels easy, thoughtful, and stress-free from the start. To reserve your spot in our design queue and begin the creative process, payment is required in advance.

We offer several flexible ways to make your payment:



***PREFER TO SPREAD YOUR PAYMENT OUT?
Affirm offers a zero-interest pay-over-time option.***

This is a great way to move forward without delay...
So let's get your branding on the way!