

BYOU Provider Profile Checklist

Your guide to creating an authentic, warm, and professional profile that resonates with your ideal clients. Easily print or download and check off tasks as you go.

1. Tell Your Story (About Me Section)

- **Start with a personal moment or experience** that inspired your journey.
 - Example: *“I found breathwork when I was searching for calm during a difficult time, and it completely transformed me.”*
 - Example: *“Are you a busy mom feeling overwhelmed with all your tasks? Let me help you feel at ease again.”*
- **Share your mission:** Why do you do what you do?
- **End with a client-focused statement:** How can you help others?
 - Example: *“I guide you to reconnect with your breath, reduce stress, and feel more balanced every day.”*
- **Include your certifications/achievements** to build trust and create a sense of security.

✔ **Tone Tip:** Write like you're chatting with a close friend who needs your help.

2. Showcase Your Services

For each service you offer:

- Write a clear, inviting title.
 - Example: *“1:1 Reiki Healing Session”*
 - **Describe your service in a friendly, simple way:**
 - What can clients expect?
 - How will they feel afterward?
 - **Highlight any unique features** of your service.
 - Example: *“My Reiki sessions include a calming breathwork practice to help you feel centered before we begin.”*
 - Include **session details:** duration, structure, and focus.
 - Add an **attractive, inspiring visual** that showcases the end result.
 - Create at least **1 affordable service** under \$50 or offer a free discovery consult (e.g., 15 minutes).
 - ✔ **BYOU's mission:** We aim to impact millions of lives worldwide, starting with accessible services.
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3. Add High-Quality Visuals

- Upload a **professional but natural headshot**:
 - A warm smile, good lighting, no distractions.
- Add **action shots**: Show yourself working with clients or visuals that reflect your business.
- Send a **short introduction video** to Grace:
 - Start with a hook that resonates with your client.
 - Introduce yourself.
 - Share why you're passionate about your work.
 - Tell clients what to expect when booking with you.

✔ **Visual Tip**: Avoid stock photos, real, relatable images connect best.

4. Make It Personal & Relatable

- Add a **fun fact or value statement** that resonates with clients.
 - Example: *"When I'm not guiding meditations, you'll find me hiking in nature or experimenting with herbal teas."*
 - Show who you are **outside your work** to build a connection.
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5. Profile Quality Checklist Before Submission

Before submitting, double-check that your profile:

- Feels like you—**authentic, warm, and inviting**.
 - Clearly explains your services in **simple, client-friendly language**.
 - Starts with a **relatable, inspiring personal story**.
 - Includes **high-quality visuals** (photos and/or video).
 - Highlights how you **uniquely help your ideal clients**.
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Need Help?

If you're unsure about any section, the BYOU team is here for you!

- **Contact Grace** for a quick review or feedback: ✉ Grace@byou-app.com.
- **Join our workshops** (every Monday and Friday) for support on service listings and profile updates: <https://calendly.com/daniquemotzheim/workshop-service-listing>