

# Checklist

- ☐ Phone number at top in graphic
- ☐ Video invitation/introduction
- ☐ Picture of office in action
- ☐ Professional photography of you the therapist
- ☐ Call to action "Call us now to schedule your appointment"
- ☐ Benefits to client (not myths of hypnosis or objections)
- ☐ Testimonials
- ☐ SEO headlines
- ☐ Prices for services
- ☐ Specific "products" delineated for easy purchase
- ☐ Collect emails of visitors in exchange for something of value
- ☐ Facebook remarketing pixels

