



Membership Explained...

Online Promotion

We know that being found online is essential for businesses today and it's a big part of why our members choose us. The website has been designed to give you the best opportunities to increase your online visibility and membership gives you access to:

Comprehensive business listing

(with multiple categories, image gallery and web links)

Special Offers (promote your own)

Events listings

Online articles (blogging)

Online Forum

We are also hugely proactive on social media, including; Twitter, Facebook, iPatter, Pinterest and LinkedIn and we do our best to spread the word about what you're up to in your business.



Marketing & Business Resources

Knowledgebase

We understand that being in business can be quite a journey and we want to help you be able to find the support you need when you want it. Our knowledgebase gives you access to a wide array of articles, downloads and resources from experts all over the world (and us too!) to help you with your business, marketing, accounts, branding and so much more. Plus you can access it 24/7.

Video Q&A's and Interviews

We run monthly Q&A Sessions with experts in different fields of business including; marketing, direct mailing, SEO, Google+, branding, PR and more. These sessions give you the opportunity to ask your own questions and get help with your own specific business conundrums.

Peer Group

Remember that other holistic business owners are on a similar journey to you, so we recommend connecting with them via our member only Facebook group and online forum as well as offline meet-ups to help keep each other motivated and support each other along the way.



How Do We Get The Message Out?

We work hard to ensure that both the directory and your business is seen online in a number of different places. Our marketing strategy includes:

Proactive social media presence including; Twitter, Facebook, LinkedIn, Pinterest, YouTube and iPatter and we actively post daily.

Search Engine Optimised website

Sponsorship of events | Advertising | Blogging

Newsletters | Direct Mail | PR | Networking

Leaflets and marketing materials | and more...

We understand that business promotion is a multi-media approach and we are creative in our efforts increase our visibility both on and offline. You can relax, safe in the knowledge that we are spreading the holistic message far and wide and also promoting your own business too.



Online Community

Support and connection with others on a similar path to yourself can be a lifeline for business owners. Working for yourself can be a lonely journey at times and knowing others are feeling the same way can be a real boost when work or life is getting you down.

Equally, when you're rockin' your business and you want to celebrate, having a close-knit community to share in your successes can be a real joy for the soul.

However you're feeling, a community of individuals that you can connect with is a wonderful thing. Because we feel so passionately about this, we have set up a member only, private Facebook group for you to connect, share, ask and answer questions and generally create and nurture relationships with other holistic business owners, just like you.



Offers & Discounts

Everyone loves a special offer and we want you to have some great opportunities to help you with your own business. That's why we've teamed up with a range of suppliers and businesses to give you some fantastic offers and discounts.

From insurance and advertising to courses and equipment, you can save money on the things you need and want and it's all part of the package.

OFFERS

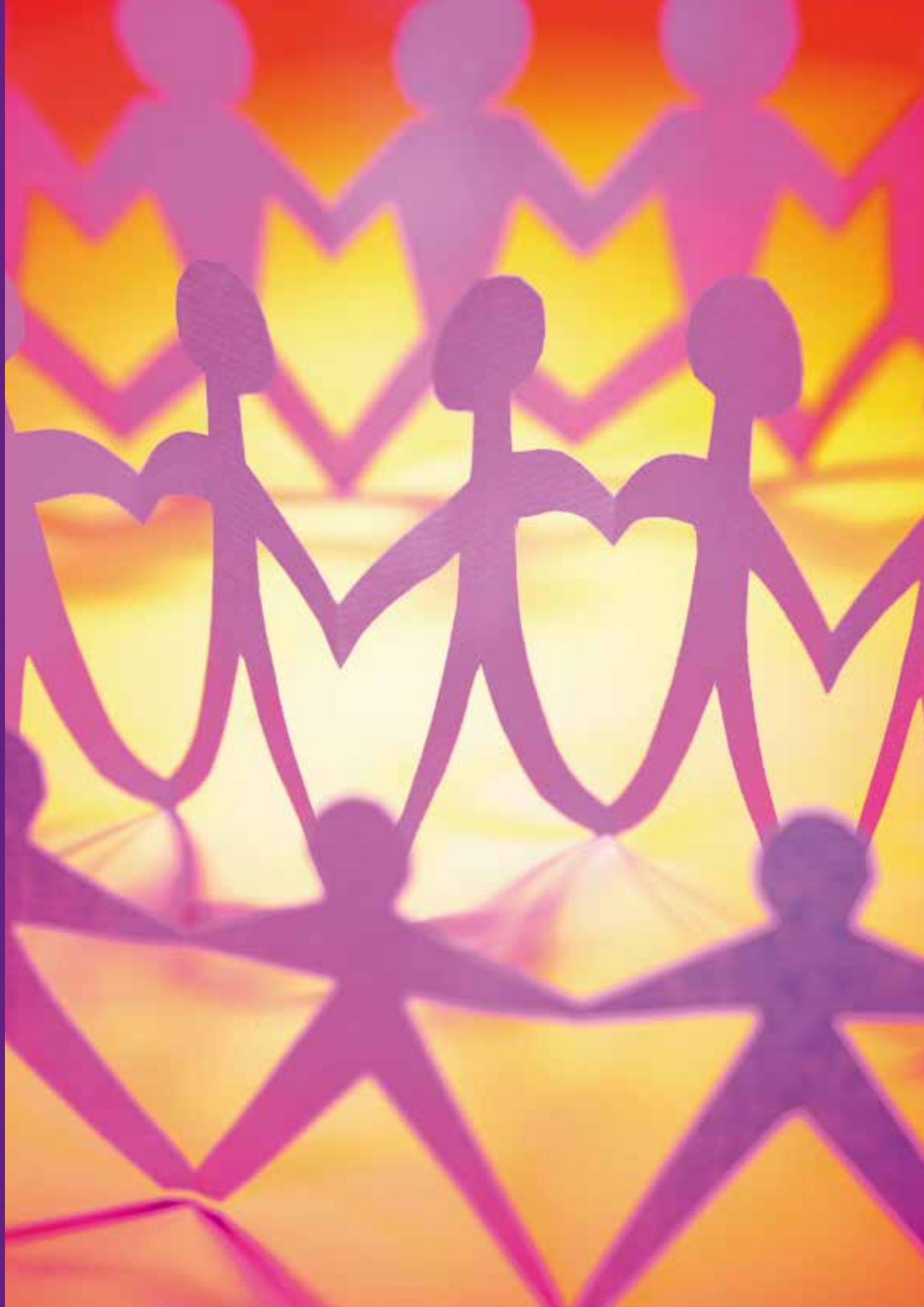


Supportive Team at HD HQ

We genuinely care about your experience with us at The Holistic Directory. We want you to enjoy your membership and get a lot of value from it too.

Our team is on hand to help you with every aspect of your membership, from getting started and setting up your account through to adding articles, events and offers. We are here to ensure you get maximum value.

You can get in touch with us by phone or email with your queries and requests.



Part Of Something Bigger

As a heart-based business owner you will understand the desire to be part of something bigger and we have a big vision here at The Holistic Directory.

You see, we want to spread the holistic message far and wide and create a better world for our children and grandchildren to grow up in.

We want to create the largest holistic community in the UK and we need your support to make this a reality.

We are firm believers that together we really can make a difference. By educating people in possibilities that are available and connecting those that want help to those that want to give help we can enable more people to discover ways to improve their own health and wellness and make the world a happier and healthier place. We hope that you want to be part of this journey with us.



Options For All Budgets

Every business is unique and we understand that you and our other members are each looking for something different from your membership with us, so we have created a range of options that give you the ability to choose what suits the goals for your business best.

For full details on all the memberships and advice on which one is going to be the best fit for you, please speak to Ruby by calling **01273 950010** or emailing **ruby@theholisticdirectory.co.uk** and she will be happy to help.

Basic Membership

This is our free membership and is designed for businesses with little or no budget who still want to have a presence online. It's also aimed at individuals who wish to increase awareness of their own free events.

Elite Membership

Our Elite package is right for you if you are serious about growing your business, developing yourself and increasing your visibility online. This level includes our comprehensive business listings, access to the knowledge base and member only, private Facebook group plus some other goodies too.

Pro Membership

Our Pro package is the membership option for you if you have big plans for your business and you appreciate having a team to support you on your journey. This level gives you all the Elite features plus extra promotion in the form of banner adverts and social media mentions, extra Pro member only resources in the knowledgebase, extra support access from our team and more.

What Next?

Want to join us?

Do it yourself by visiting:
www.theholisticdirectory.co.uk/register

Or we can help you, just call Ruby on 01273 950010

Got a question?

Get in touch by calling Ruby on 01273 950010
or emailing: support@theholisticdirectory.co.uk

