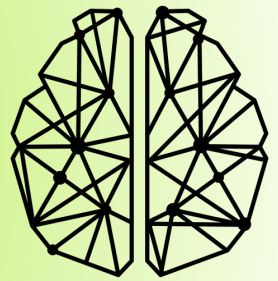


2026 Practice Growth Checklist

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SECTION 1: ECONOMIC REALITIES & REVENUE MODELS

YOUR PRACTICE MUST BE BUILT ON A MODEL THAT ALIGNS WITH HOW CONSUMERS ARE SPENDING NOW.

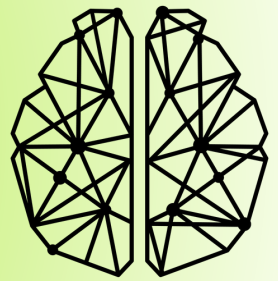
2026 REALITY: HIGHER-INCOME HOUSEHOLDS ARE INCREASING THEIR WELLNESS SPENDING, BUT THEY ARE NO LONGER BUYING APPOINTMENTS. THEY ARE BUYING OUTCOMES. LOWER-INCOME HOUSEHOLDS ARE SHIFTING TO ONE-OFF PURCHASES, SO YOUR CARE MUST BE DESIGNED DIFFERENTLY FOR EACH TIER.

CHECKLIST:

- ☐ **BUILD (OR REFINE) YOUR SIGNATURE CARE SYSTEM** — YOUR PROPRIETARY, STEP-BY-STEP METHODOLOGY THAT BECOMES THE BACKBONE OF YOUR TRANSFORMATIONAL OFFER.
- ☐ **PACKAGE CARE INTO TRANSFORMATIONAL PROGRAMS**, NOT MINUTES — YOUR SCS BECOMES THE STRUCTURE, NOT THE CALENDAR.
- ☐ **ENSURE YOU ARE PRICING YOUR OFFER TO ALIGN WITH HOUSEHOLDS ABOVE KEY INCOME THRESHOLDS (US \$75K+, CA \$80K+, UK £40K+)** WHO ARE SHOWING CONSISTENT SPENDING IN WELLNESS.
- ☐ **CREATE A ONE-OFF, LOWER-TOUCH ENTRY POINT** FOR BUYERS WHO CANNOT COMMIT LONG-TERM (E.G., A SINGLE ASSESSMENT OR STARTER KIT).
- ☐ **RECALCULATE PROFITABILITY OF YOUR TIME** — CONFIRM THAT YOUR TIME-FOR-MONEY SERVICES ARE NOT ERODING YOUR MARGINS.
- ☐ **IDENTIFY WHERE YOUR STRATEGY (THINKING) REPLACES SELLING YOUR TIME.**

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SECTION 2: HIGH-GROWTH WELLNESS TRENDS TO INTEGRATE

STAY RELEVANT BY SPEAKING TO WHAT CONSUMERS ARE ACTUALLY SEARCHING FOR IN 2025–2026.

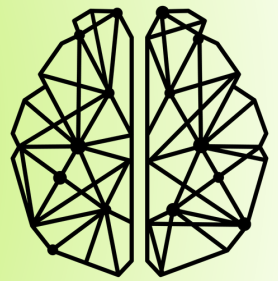
2026 REALITY: GLP-1S, MIDLIFE WOMEN, AND AESTHETICS-ADJACENT CARE CONTINUE TO DOMINATE AWARENESS AND SPENDING.

CHECKLIST:

- ☐ **MENTION GLP-1 OR METABOLIC SUPPORT IN YOUR MESSAGING**, EVEN IF YOU DON'T PRESCRIBE THEM — RELATABILITY MATTERS. (CONTINUITY OF CARE, MUSCLE PRESERVATION, METABOLIC SUPPORT).
- ☐ **IF APPLICABLE, CREATE AN ADJACENT GLP-1 CONTINUITY PATHWAY:** MUSCLE PROTECTION, NUTRIENT SUPPORT, LIFESTYLE MASTERY.
- ☐ **IDENTIFY YOUR SUB-NICHE IN MIDLIFE HEALTH** (E.G., MOOD, SLEEP, METABOLIC RESILIENCE, WEIGHT, COGNITIVE CHANGES).
- ☐ **IF YOU SERVE WOMEN 40–65, UPDATE YOUR OFFER COPY TO REFLECT THE SCALE OF THIS CONSUMER MARKET.**
- ☐ **EXPLORE WHETHER AESTHETICS-ADJACENT OFFERINGS (SKIN HEALTH, VITALITY, HAIR, CONFIDENCE) ALREADY ALIGN WITH YOUR EXPERTISE.**

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SECTION 3: CARE DELIVERY MODELS (HYBRID IS NOW EXPECTED)

CLINICS WITH HYBRID MODELS OUTPERFORM ON RETENTION, CANCELLATIONS, AND SCALABILITY.

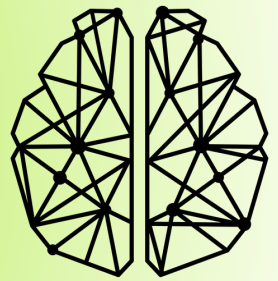
2026 REALITY: PATIENTS EXPECT A BLEND OF IN-PERSON, VIRTUAL, AND ASYNCHRONOUS CARE. HYBRID CARE IS NO LONGER OPTIONAL — IT IS A RETENTION STRATEGY.

CHECKLIST:

- ☐ **BUILD A HYBRID DELIVERY PLAN FOR YOUR SIGNATURE CARE SYSTEM:**
 - WHAT MUST BE LIVE?
 - WHAT CAN BE VIRTUAL?
 - WHAT CAN BE ASYNCHRONOUS EDUCATION?
- ☐ **ADD A PATIENT PORTAL OR DIGITAL EDUCATION HUB** (YOUR SCS MODULES, FAQs, PREP VIDEOS, TRACKING TOOLS).
- ☐ **UPDATE YOUR APPOINTMENT TYPES TO REFLECT PHASES OF YOUR SCS** (ASSESSMENT → STABILIZATION → TRANSFORMATION → MAINTENANCE).
- ☐ **REDUCE RELIANCE ON “FOLLOW-UPS EVERY 3 WEEKS” — INSTEAD SCHEDULE BASED ON MILESTONES, NOT MINUTES.**
- ☐ **IDENTIFY WHICH ASPECTS OF CARE CAN MOVE ONLINE WITHOUT COMPROMISING OUTCOMES (EVIDENCE NOW SUPPORTS THIS).**
- ☐ **CREATE A HYBRID RETENTION PLAN FOR 2026** — HOW YOU KEEP PATIENTS ENGAGED BETWEEN VISITS.

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SECTION 4: MARKETING & AUTHORITY BUILDING IN 2026

VISIBILITY NOW DEPENDS ON SEO, REVIEWS, DIRECTORIES, AND BRAND PROFESSIONALISM—NOT POSTING DAILY ON INSTAGRAM.

2026 REALITY:

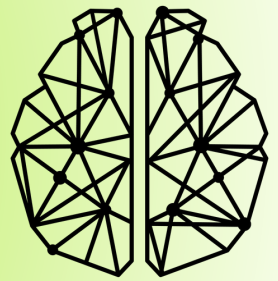
- SOCIAL REACH IS DOWN (36% FACEBOOK, 16% INSTAGRAM).
- META HEALTH ADS ARE CONSTRAINED.
- GOOGLE NOW SHOWS 10 RESULTS, NOT PAGES.
- REVIEWS DRIVE 96% OF CONSUMER DECISIONS.

CHECKLIST:

- ☐ **CREATE YOUR [FREE HEALTH HIVES PROFILE](#)** TO INCREASE DISCOVERABILITY, SEO AUTHORITY, AND REFERRAL TRAFFIC.
- ☐ **UPDATE YOUR WEBSITE HOMEPAGE** WITH A CLEAR SIGNATURE CARE SYSTEM DESCRIPTION + YOUR PRIMARY TRANSFORMATION.
- ☐ **COMPLETE YOUR GOOGLE BUSINESS PROFILE** (IMAGES, SERVICES, DESCRIPTION, BOOKING LINKS).
- ☐ **SET UP A WEEKLY REVIEW-REQUEST SYSTEM** TO BUILD GOOGLE CREDIBILITY (CRITICAL FOR LOCAL RANKING).
- ☐ **KEEP SOCIAL MEDIA CURRENT** — AIM FOR CONSISTENCY, NOT VOLUME.
- ☐ **NURTURE YOUR EMAIL LIST WEEKLY** — YOUR MOST RECESSION-PROOF CHANNEL.
- ☐ **BUILD PARTNERSHIPS WITH 5-8 COMPLEMENTARY HEALTH PROFESSIONALS AND SCHEDULE QUARTERLY CONNECTION MEETINGS.**
- ☐ **ADD TRENDING LANGUAGE (GLP-1, METABOLIC HEALTH, PERIMENOPAUSE, LONGEVITY) INTO YOUR EMAIL + CONTENT STRATEGY.**

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SECTION 5: PERSONAL BRAND & POSITIONING

YOUR ONLINE PRESENCE DETERMINES WHETHER YOU ARE SEEN AS A TRUSTED, YMYL-CREDIBLE HEALTHCARE PROVIDER.

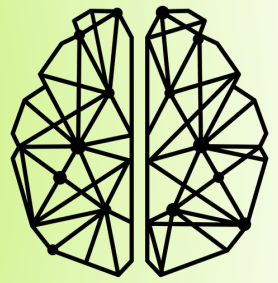
2026 REALITY: GOOGLE AND LINKEDIN HEAVILY REWARD PROFESSIONAL BRANDING FOR HEALTH PRACTITIONERS.

CHECKLIST:

- ☐ **REVIEW YOUR ONLINE PRESENCE THROUGH A “CREDIBILITY AUDIT”:**
 - DOES YOUR SITE LOOK CLINICAL, PROFESSIONAL, AND MODERN?
 - DOES IT CLEARLY COMMUNICATE YOUR CREDENTIALS, SCOPE, AND EXPERTISE?
- ☐ **ENSURE YOUR MESSAGING CENTERS AROUND YOUR SCS (YOUR METHODOLOGY = YOUR AUTHORITY).**
- ☐ **REFRESH YOUR LINKEDIN PROFILE TO POSITION YOURSELF AS A SUBJECT-MATTER EXPERT.**
- ☐ **ENSURE ALL BIOS, DIRECTORIES, AND SOCIAL PROFILES USE CONSISTENT LANGUAGE AROUND YOUR SIGNATURE CARE SYSTEM AND SPECIALIZATION.**

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SECTION 6: LEADERSHIP SKILLS FOR THE MODERN CLINICIAN

THESE ARE THE HUMAN SKILLS THAT SEPARATE THRIVING CLINICS FROM STAGNANT ONES.

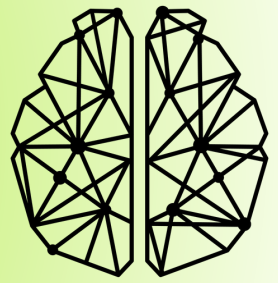
2026 REALITY: THE WORLD IS MOVING TOO FAST TO WAIT FOR CERTAINTY. THE CLINICIANS WHO WIN ARE THE ONES WHO ACT.

CHECKLIST:

- ☐ **BUILD YOUR TOLERANCE FOR UNCERTAINTY** — MAKE DECISIONS WITH INCOMPLETE INFORMATION.
- ☐ **PRACTICE DECISIVENESS: MAKE + IMPLEMENT AT LEAST ONE BUSINESS DECISION WEEKLY.**
- ☐ **INCREASE AUTHENTIC VULNERABILITY IN YOUR COMMUNICATION** — AVOID PERFECTIONISM.
- ☐ **RECONNECT TO YOUR CORE VALUES AND ALIGN YOUR BUSINESS DECISIONS WITH THEM.**
- ☐ **SCHEDULE QUARTERLY CEO DAYS TO EVALUATE DIRECTION, COMMITMENTS, AND PRIORITIES.**

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SECTION 7: AI INTEGRATION (THE INTELLIGENT PRACTICE)

AI IS THE NEW LEVERAGE MODEL. THE GOAL IS NOT LESS PATIENT TIME — IT IS MORE EFFICIENT PATIENT TIME.

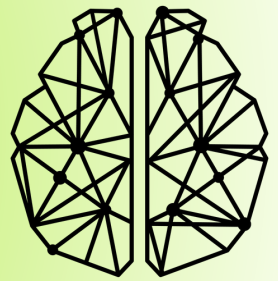
2026 REALITY: AI DOUBLED IN CONSUMER USAGE LAST YEAR. IT IS NO LONGER “NICE TO HAVE”—IT IS AN OPERATIONAL *REQUIREMENT*.

CHECKLIST:

- ☐ **CHOOSE ONE AI TOOL TO MASTER WEEKLY TASKS** (CHATGPT, CLAUDE, PERPLEXITY).
- ☐ **IMPLEMENT AI-POWERED ADMIN OR CHARTING SUPPORT** TO REDUCE DOCUMENTATION HOURS.
- ☐ **USE AI TO DRAFT PATIENT EDUCATION INSIDE YOUR SIGNATURE CARE SYSTEM** (PREP SHEETS, MODULES, FOLLOW-UPS).
- ☐ **USE AI FOR MARKETING SUPPORT:** NEWSLETTERS, SEO-OPTIMIZED POSTS, VIDEO OUTLINES.
- ☐ **SET UP AI WORKFLOWS THAT SAVE AT LEAST 5 HOURS WEEKLY** (CHARTING, ONBOARDING, CONTENT PLANNING).
- ☐ **DO A COMPLIANCE REVIEW TO ENSURE SAFE USE OF AI FOR PATIENT INFORMATION.**

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SECTION 8: MONDAY MORNING ACTION PLAN (NON-NEGOTIABLES)

THE 6 STEPS THAT WILL MOVE YOUR PRACTICE FORWARD IMMEDIATELY.

- ☐ [COMPLETE YOUR HEALTH HIVES PROFILE](#) (FREE TRAFFIC + SEO + REVIEWS).
- ☐ FINISH YOUR GOOGLE BUSINESS PROFILE (REVIEWS START HERE).
- ☐ WRITE A ONE-SENTENCE TRANSFORMATION STATEMENT FOR YOUR SIGNATURE CARE SYSTEM.
- ☐ MAP YOUR HYBRID MODEL FOR 2026.
- ☐ REACH OUT TO ONE COMPLEMENTARY PRACTITIONER FOR A REFERRAL PARTNERSHIP MEETING.
- ☐ SCHEDULE YOUR NEXT CEO DAY (WITHIN 30 DAYS).