

# Professional Pixie: Unit 2

## Showcase your knowledge:

display your knowledge on your website (blog articles, lessons, infographics, short courses) or via your social media accounts

DONE!

## Meet new clients:

participate in local groups, meetups, and events

DONE!

be highly interactive on social media and contact everyone who likes/follows/shares etc.

DONE!

connect with other sources by providing content for them, interviewing them, or commenting

DONE!

participate in online forums, message boards, and online groups with helpful info, advice, and answering questions

DONE!

## Being a guest contributor:

make a list of 5-10 places

follow for at least a month

follow submission guidelines to a T

act professionally

be on time (or early)

have a bio ready (50-200 words, image/logo)

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## Make your client list profitable:

raise your rates every 1-2 years at least 5% (no more than 50%) and don't lock in lower rates for anyone

DONE!

have a referral policy (send x amount of people who get a reading/consult, get x% off or a reading free)

DONE!

limit the scope of your readings/consultations (predictively, max at 1 year, and 6 months may be best; natal readings, pick a specific focus)

DONE!

keep record of your clients and readings for future reference

DONE!

reconnect with people (reminds them of you and to get another reading/consultation)

DONE!

## Extra notes:

set boundaries so you're not taken advantage of (have policies for followup questions, refunds, cancellations - include on the services page and in the first email you send to them after they book, and confirm their birth data for astrology readings)

DONE!

good idea to say: I reserve the right to refuse to do any reading at any time

DONE!

if you use discounts, don't use them too often, too predictably, or discount too much

DONE!