

RICA OH MY

Marketing Launch Checklist & Guide

Your complete marketing playbook for launching your yoni wellness business. From building your online presence to filling your first month with bookings, this guide covers every step of getting visible, attracting your ideal clients, and creating buzz around your opening.

Launch Marketing Timeline

Your marketing launch is organized into four phases. Start building visibility 4-6 weeks before your opening date for maximum impact on launch day.

WEEKS 1-2

Foundation & Setup

WEEKS 3-4

Build & Tease

WEEK 5

Pre-Launch Push

WEEK 6+

Launch & Sustain

PHASE 01

Marketing Foundation & Setup

WEEKS 1-2 (4-6 WEEKS BEFORE LAUNCH)

Before you post a single thing, get your marketing infrastructure in place. These are the behind-the-scenes essentials that make everything else work.

Online Presence Setup

- ☐ Secure your website domain name
Choose something short, memorable, and easy to spell. Match your business name if possible
- ☐ Build your website with essential pages: Home, About, Services, Book Now, Contact
- ☐ Write compelling service descriptions (focus on the transformation, not just the process)
- ☐ Add an online booking button prominently on every page
- ☐ Set up and verify your Google Business Profile
This is critical for local search. Add photos, hours, services, and your booking link
- ☐ Create your business Instagram account (optimize bio with what you do, location, and booking link)
- ☐ Create your business Facebook page with complete info, photos, and services listed
- ☐ Claim your listing on Yelp and relevant wellness directories
- ☐ Set up your email marketing platform (Mailchimp, Flodesk, or ConvertKit)
- ☐ Create a simple landing page or pop-up to start collecting email subscribers

Brand Assets Preparation

- ☐ Schedule or complete a professional brand photo session
Include: your space, products, lifestyle shots, portraits of you, and detail shots
- ☐ Create 3-5 branded social media templates (Canva or similar) for reusable posts
- ☐ Write your standard bio (short version for social, longer version for website)
- ☐ Create a media kit or press page (optional but helpful for partnerships)

- ☐ Design or order any printed materials: business cards, flyers, postcards, brochures

PRIORITY ORDER

If you're short on time: Google Business Profile first (free and drives local search), then Instagram (visual and high-engagement for wellness), then website. You can launch with just these three and add the rest as you grow.

PHASE 02

Content Strategy & Pre-Launch Buzz

WEEKS 3-4

Now it's time to start showing up and building anticipation. Your goal in this phase is to educate your audience, build trust, and create curiosity about your upcoming opening.

Your Content Pillars

Content pillars are the 4-5 topics you rotate through consistently. They keep your content focused, relevant, and never random.



Educate

What is yoni steaming, benefits, how it works, who it's for, myth-busting



Inspire

Self-care motivation, affirmations, wellness quotes, sacred feminine energy



Connect

Your story, behind-the-scenes, your "why," personal journey, real moments



Promote

Services, pricing, booking links, specials, launch announcements, testimonials



Engage

Questions, polls, "this or that," client Q&A, conversation starters

Pre-Launch Content Calendar (Weeks 3-4)

DAY	CONTENT TYPE	EXAMPLE POST IDEAS
Monday	Educate	"What is yoni steaming?" explainer, benefits carousel, myth vs. fact
Tuesday	Connect	Your story: why you started this business, a behind-the-scenes moment
Wednesday	Inspire	Wellness affirmation, self-care quote, "permission to rest" reminder

DAY	CONTENT TYPE	EXAMPLE POST IDEAS
Thursday	Educate	"Who is yoni steaming for?" "What to expect at your first session"
Friday	Engage	Poll: "How do you practice self-care?" or Q&A "Ask me anything about steaming"
Saturday	Promote (soft)	"Coming soon" teaser, space reveal, countdown to opening
Sunday	Connect	Personal reflection, gratitude post, weekly intention setting

"Coming Soon" Teaser Ideas

- ☐ Share a close-up detail photo of your space with "Something beautiful is coming..."
- ☐ Post a time-lapse video or before/after of your space being set up
- ☐ Share your herbal blends with a "guess what this is" prompt
- ☐ Introduce yourself and your story (face-to-camera video or written carousel)
- ☐ Post a countdown: "Opening in [X] weeks" with a save-the-date graphic
- ☐ Offer early-bird access or email sign-up for first booking priority

Sample Caption Templates

EDUCATE POST

"Yoni steaming is an ancient self-care practice where you sit over a gentle herbal steam. It's been used for centuries to support menstrual wellness, relaxation, and reconnection. It's not medical. It's sacred. It's intentional. And soon, it'll be available right here in [your city]. 🌿 Want to know more? Drop a question below."

BEHIND-THE-SCENES POST

"I've been dreaming about this space for months, and now it's becoming real. Every candle, every herb, every texture was chosen with you in mind. A space where you can exhale. A space where you are held. Opening [month]. Are you ready? 💜 "

LAUNCH ANNOUNCEMENT

"She's here. ✨ [Business Name] is officially open for bookings. Whether you're curious about yoni steaming or you've been waiting for a space like this in [city], your seat is ready. Link in bio to book your first session. Founding client pricing available for a limited time."

Recommended Hashtags

#yonisteam

#yonisteaming

#vsteam

#sacredselfcare

#womenswellness

#holistichealing

#selfcareritual

#wellnessbusiness

#yoniwellness

#feminineenergy

#[yourcity]wellness

#[yourcity]spa

#blackownedwellness

#healingspace

#herbalmedicine

#wombwellness

CONSISTENCY OVER PERFECTION

You don't need professional content every day. A mix of polished photos and casual, authentic phone content builds trust. Show up consistently (minimum 3-5x per week) even if it's just a simple Story. The algorithm rewards frequency and engagement.

PHASE 03 Email List & Lead Generation

START IN WEEK 1, PUSH HARD IN WEEKS 3-5

Your email list is the only audience you truly own. Social media algorithms change; your email list is forever. Start building it immediately, even before you officially launch.

Email List Building Checklist

- ☐ Choose your email platform (Mailchimp free tier, Flodesk, or ConvertKit)
- ☐ Create a sign-up form and embed it on your website
- ☐ Add your email link to your Instagram bio and Facebook page
- ☐ Create a lead magnet (freebie) to incentivize sign-ups
Ideas: "5 Benefits of Yoni Steaming" PDF, "Self-Care Checklist," "First-Timer's Guide to Steaming"
- ☐ Create a welcome email sequence (2-3 emails automatically sent after sign-up)
Email 1: Welcome + freebie delivery. Email 2: Your story. Email 3: Invite to book / follow on social
- ☐ Promote your email sign-up on social media at least once per week
- ☐ Collect emails at any in-person events, markets, or pop-ups

Launch Email Sequence

WHEN	EMAIL SUBJECT	CONTENT
2 weeks before	"Something special is coming..."	Tease the launch. Share your excitement. Hint at early-bird perks
1 week before	"Mark your calendar: [Date]"	Official announcement with launch date, services overview, link to book
3 days before	"Early access starts now"	Give email subscribers first booking access before public announcement

WHEN	EMAIL SUBJECT	CONTENT
Launch day	"We're officially open! 🌱 "	Celebrate! Share your booking link, launch promo, and a personal note
3 days after	"Limited spots remaining"	Urgency: share how many spots are left this week, testimonial from soft opening
1 week after	"What they're saying..."	Social proof: early client feedback, photos of your space in action

EMAIL GOAL

Aim for 50-100 email subscribers before launch day. Even a small, engaged list converts better than thousands of social media followers. These are people who raised their hand and said "I'm interested."

PHASE 04 **Pre-Launch Push**

WEEK 5 (1 WEEK BEFORE OPENING)

This is your final push before doors open. Energy should be high, content should be frequent, and you should be creating urgency and excitement everywhere you show up.

Pre-Launch Week Checklist

- ☐ Post daily on Instagram (feed + Stories)
- ☐ Share a countdown to opening day on Stories each day
- ☐ Host a soft opening for friends, family, and VIPs
Collect testimonials, photos, and feedback from this event
- ☐ Ask soft opening attendees to leave Google reviews
- ☐ Send "early access" email to subscribers with exclusive booking link
- ☐ Offer a founding client or grand opening special (limited spots or limited time)
- ☐ Share your grand opening event details (date, time, address, what to expect)
- ☐ Reach out to 3-5 local influencers, bloggers, or community leaders for a complimentary session
- ☐ Drop off flyers or postcards at local businesses (salons, yoga studios, juice bars, boutiques)
- ☐ Post in local community groups (Facebook, Nextdoor) about your opening

Launch Promotion Ideas

Founding Client Rate

Offer your first 10-20 clients a special introductory price in exchange for a review and rebooking. Creates urgency and social proof simultaneously.

Bring a Friend

Book your first session and bring a friend for 50% off (or free). Doubles your exposure and makes the experience feel less intimidating for newcomers.

Gift with First Booking

Grand Opening Event

Include a small gift (herbal tea sample, self-care affirmation card, mini herbal blend) with every first visit. Creates a memorable unboxing-style moment.

Host a free open house with mini demos, refreshments, space tours, and booking incentives. Invite your entire local network and make it feel like a celebration.

PHASE 05 Launch Week & Beyond

WEEK 6+ (LAUNCH AND FIRST 30 DAYS)

You did it. You're open. Now the real marketing work begins: maintaining momentum, collecting social proof, and turning first-time visitors into loyal repeat clients.

Launch Day Checklist

- ☐ Post your official launch announcement across all platforms
- ☐ Send your launch email to your full subscriber list
- ☐ Update your Google Business Profile to "Open"
- ☐ Share Stories throughout the day (getting ready, first client, space shots, celebrations)
- ☐ Go live on Instagram or Facebook (even 5 minutes: welcome people, show the space, share your excitement)
- ☐ Respond to every comment, DM, and inquiry within 2 hours
- ☐ Take photos and video content to repurpose throughout the week

First 30 Days Marketing Checklist

- ☐ Post on social media 3-5 times per week minimum (don't drop off after launch hype)
- ☐ Share a client testimonial or review at least once per week
Screenshot Google reviews, quote text feedback, or share video testimonials
- ☐ Ask every client for a Google review after their session (make it easy: send a direct link)
- ☐ Send a follow-up email to each client 48 hours after their visit
- ☐ Offer a rebooking incentive: "Book your next session before you leave and save \$10"
- ☐ Create a referral program: "Refer a friend, you both get [discount/bonus]"
- ☐ Track where your clients are coming from (ask "How did you hear about us?" on intake form)

- ☐ Review what's working: which posts get engagement? which promo fills spots?
- ☐ Plan your ongoing content for month 2 based on what resonated in month 1
- ☐ Start thinking about seasonal promotions, packages, or membership offerings

THE 30-DAY MINDSET

Your first 30 days are about momentum, not perfection. Some posts will flop. Some days will be quiet. That's normal. Keep showing up. Keep asking for reviews. Keep inviting. The compound effect of consistent marketing takes 60-90 days to really show results.

SECTION 06 Local Marketing & Partnerships

For a local service business, community connections are your most powerful marketing tool. People trust recommendations from businesses and people they already know.

Local Partnership Opportunities

- ☐ Identify 5-10 complementary local businesses (hair salons, yoga studios, doulas, midwives, therapists, juice bars, Black-owned boutiques, nail salons)
- ☐ Reach out with a collaboration proposal: cross-promotion, referral exchange, or joint event
- ☐ Offer a "partner perk" (their clients get 10% off their first visit with you)
- ☐ Leave business cards or brochures at partner locations (with permission)
- ☐ Attend local wellness events, women's circles, or community markets as a vendor
- ☐ Join local business networking groups (BNI, women's business groups, chamber of commerce)
- ☐ Sponsor or participate in community events aligned with your brand values
- ☐ Offer complimentary sessions to local influencers or community leaders in exchange for honest reviews

Google Reviews Strategy

Google reviews are the single most important factor for local search visibility.

Make collecting them a priority from day one.

- ✦ **Make it effortless:** Create a short link directly to your Google review page. Send it via text after each appointment
- ✦ **Ask in person:** "If you enjoyed your experience today, I'd love a quick Google review. It helps other women find us."
- ✦ **Follow up:** Include the review link in your 48-hour follow-up email
- ✦ **Goal:** 10 reviews in your first month, 25 by month three

- ✦ **Respond to every review:** Thank clients publicly. It shows you care and encourages others to leave reviews
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SECTION 07

Ongoing Marketing Strategy

Marketing isn't a one-time launch event. It's a consistent, ongoing practice that keeps your business visible and your calendar full. Here's how to sustain momentum long-term.

Weekly Marketing Rhythm

TASK	FREQUENCY	TIME NEEDED
Create and schedule social media posts	Weekly (batch content)	1-2 hours
Post Instagram/Facebook Stories	Daily (quick, in-the-moment)	5-10 min/day
Respond to comments, DMs, and inquiries	Daily	15-20 min
Send weekly or bi-weekly email to subscribers	1-2x per month minimum	30-45 min
Ask for and respond to Google reviews	After every client	2 min per client
Check analytics (what's working?)	Weekly	15 min
Nurture local partnerships	Monthly check-in	30 min

Revenue-Driving Marketing Ideas (Post-Launch)

- ✦ **Monthly specials:** Rotate a themed promotion each month to create urgency ("February: Self-Love Steam Special")
- ✦ **Seasonal packages:** Bundle services or create seasonal offerings (Spring Renewal Package, New Year Reset)
- ✦ **Membership or series pricing:** Offer a discount for clients who commit to monthly sessions
- ✦ **Gift certificates:** Promote heavily around holidays and Mother's Day, Valentine's Day, birthdays
- ✦ **Workshops or events:** Host a "Yoni Steaming 101" class, women's circle, or wellness night
- ✦ **Retail upsells:** Recommend take-home products at checkout (herbal blends, self-care items)
- ✦ **Rebooking before they leave:** Your highest conversion moment is right after a great session

THE MARKETING TRUTH

80% of your bookings will come from 3 sources: Google (SEO + reviews), word-of-mouth (referrals + partnerships), and social media (Instagram). Master these three and you'll stay booked. Everything else is a bonus.

SECTION 08 **Marketing Planning Worksheets**

Use these planning spaces to map out your specific marketing actions, content ideas, and partnership targets.

My Launch Date

My Launch Promotion

Local Businesses I Want to Partner With

BUSINESS NAME	CONTACT PERSON	COLLABORATION IDEA	STATUS

Content Ideas Bank

Brainstorm post ideas here so you always have something to pull from when it's time to create:

My First Month Marketing Goals

☐ Instagram followers: _____

☐ Email subscribers: _____

☐ Google reviews: _____

☐ Total bookings in month 1: _____

☐ Revenue goal for month 1: _____

☐ Referral partnerships established: _____

This marketing guide is provided as part of the Rica Oh My Yoni Wellness Business Launch Program for educational and planning purposes. Marketing strategies should be adapted to your specific market, audience, and budget. Results vary based on consistency, location, and engagement.

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"Your vision deserves a plan, and your purpose deserves a platform." 🌿