



A Step-by-Step Guide + 6 Simple Trackers for Your Spiritual Healing Business



HOW TO START YOUR OWN SPIRITUAL HEALING BUSINESS

A Complete Beginner's Guide to Creating, Selling, and Delivering Digital Healing Products

The Complete Manual — 14 Parts + 3 Bonuses

Updated September 2026

A practical, step-by-step implementation guide covering business setup, website build, product creation, marketing, and automation — written for complete beginners.

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This manual is organized into 14 sequential parts, meant to be followed in order. Each part builds on the ones before it, followed by three bonus chapters (including two editable Canva sales page kits) and a page of resource links.

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YOUR BONUS: SALES PAGE TEMPLATE KITS

Two professionally designed, fully editable Canva kits are included with this manual. Each kit has a matching sales page, opt-in page and thank-you page. Click a button to open yours.



Lavender & Gold

Soft, feminine and calming

OPEN LAVENDER & GOLD →



Midnight & Copper

Grounded, modern and masculine

OPEN MIDNIGHT & COPPER →

You will need a free Canva account. Step-by-step instructions: Bonus 3, page 67.

PART 1: CHOOSING YOUR SPIRITUAL BUSINESS

How This Chapter Works

This chapter is the foundation for everything that follows. Every later chapter — your domain, your hosting, your website, your product photos, your marketing — depends on the decisions you make here. Take your time with this one.

You do not need any technical skill for this chapter. You only need a notebook (physical or digital) to record your decisions as you go. By the end of this chapter you will have:

- A defined niche within spiritual healing
- A business name that is available as both a domain and a social handle
- A basic brand identity (colors, fonts, tone of voice)
- A logo you can use everywhere
- A professional business email address

1.1 Choosing Your Niche

"Spiritual healing" is too broad to build a business around. The riches are in the specifics. A beginner who picks "I help burned-out empaths reconnect with their intuition through sound healing" will out-market a generalist "spiritual healer" every time, because a specific promise is easier to believe, easier to search for, and easier to talk about on social media.

Common niches inside spiritual healing

- Reiki and energy healing (in-person or distance sessions)
- Sound healing and sound baths (recorded or live)
- Tarot and oracle card reading
- Astrology and birth chart readings
- Guided meditation and breathwork
- Chakra balancing and alignment
- Akashic records readings
- Crystal healing and grid work
- Shadow work and inner-child healing
- Manifestation and abundance coaching

The niche formula

Fill in this sentence and you have a working niche statement:

"I help [specific type of person] achieve [specific transformation] through [specific method]."

Example: "I help new moms release anxiety and reconnect with their bodies through guided breathwork and sound."

How to test a niche before committing

1. Search the niche phrase on Instagram and TikTok. If zero accounts exist, that can mean untapped opportunity — or no demand. If hundreds exist and are active, that confirms demand and shows you real competitors to study.
2. Search the niche on Etsy and Google. Are people already selling digital products (meditations, guides, courses) in this space? That is a strong signal of buyer intent, not just interest.
3. Ask yourself: could you talk about this topic for 30 minutes without running out of things to say? If not, narrow further or pick a different niche.

PRO TIP

Write down 3 niche candidates, not just one. You will test them for name and domain availability in the next section, and your first choice will often already be taken.

COMMON MISTAKE

Trying to serve "everyone who needs healing." A business that speaks to everyone is heard by no one. Riches are in the niches — narrow now, expand later once you have paying customers.

1.2 Naming Your Business

Your business name needs to work in three places at once: as a spoken word, as a website domain, and as a social media handle. A name that fails any one of these three will cause you problems later, so check all three before you fall in love with a name.

Step-by-step: naming your business

1. Brainstorm 10-15 name candidates. Mix your niche words ("breath," "root," "lumen," "bloom") with feeling words ("calm," "rise," "still").
2. Say each name out loud. If you stumble saying it, a customer will stumble typing it.
3. Check spelling difficulty. Avoid names that could be spelled two ways (e.g. "Luminaire" vs "Luminair").
4. Shortlist your top 3-5 names and move to the domain and social-handle checks below before deciding.

Checking availability (free, takes 15 minutes)

- Domain name: search your top names at Namecheap.com or Cloudflare.com (no purchase yet — just check availability; domain buying is covered in Part 2)
- Instagram / TikTok handle: search the exact name in the app's search bar
- Trademark conflicts (US): search your name for free at the USPTO Trademark Search tool (tmsearch.uspto.gov) to avoid legal trouble down the road

TIME ESTIMATE

30-60 minutes

COST ESTIMATE

\$0 at this stage (you are only checking availability, not buying anything yet)

AI PROMPT LIBRARY

Copy this into ChatGPT, Claude, or any AI chatbot, filling in your own niche:

"Give me 20 short, memorable business name ideas for a spiritual healing business focused on [your niche]. Keep names under 12 characters where possible, avoid names that are hard to spell, and avoid names already used by well-known wellness brands."

1.3 Choosing Your Domain Name (Preview)

Part 2 of this manual walks through actually purchasing your domain, comparing registrars, and setting up privacy protection. For now, your only job is to decide what you want your domain to say.

Domain name best practices

- .com is still the most trusted extension for a business; .co, .shop, and .healing are acceptable backups
- Keep it as close to your business name as possible — ideally identical
- Avoid hyphens and numbers (yourname-healing.com is harder to say and remember than yourname.com)
- Keep it under 15 characters when possible

COMMON MISTAKE

Buying a domain before checking if the matching social handles are free. Try to lock in a name that is available as both, so your brand looks the same everywhere.

1.4 Branding Basics

Branding is not just your logo — it is the consistent look, feel, and voice that makes your business instantly recognizable. As a beginner, you only need three branding decisions before you move forward:

1. Color palette (2-4 colors)

Pick one dominant color, one accent color, and one neutral (usually a cream, white, or charcoal instead of pure black). Spiritual and healing brands often lean into soft purples, sages, terracottas, or muted golds — but choose colors that reflect your specific niche and audience, not just what looks "spiritual."

2. Fonts (1-2 fonts)

One font for headlines (can have more personality) and one for body text (must be highly readable). Google Fonts (fonts.google.com) is free and has thousands of options that work in Canva, WordPress, and everywhere else.

3. Brand voice (a few describing words)

Write down 3 words that describe how your brand should sound when it talks to customers — for example "warm, grounded, direct" versus "playful, bold, energetic." You will use these words later when writing product descriptions and social captions.

PRO TIP

Create a one-page "brand sheet" in Canva (free) with your colors' hex codes, your fonts, and your brand words. Keep it open every time you design something so everything you make looks consistent.

AI PROMPT LIBRARY

"I'm building a brand for a spiritual healing business in the [your niche] space. My brand personality is [3 words]. Suggest a 3-color palette with hex codes, and 2 free Google Font pairings (one headline font, one body font) that match this personality."

1.5 Creating Your Logo

You do not need to hire a designer or spend money to get a professional-looking logo. Free AI-powered logo tools have gotten good enough for a beginner to produce something clean and usable in under an hour.

Recommended free logo tools

Tool	Best For	Free Plan Includes	Notes
Canva	Most beginners	Unlimited free logo design & PNG download	Also useful later for social graphics and product images

Tool	Best For	Free Plan Includes	Notes
Adobe Express	Clean, modern templates	Free logo maker, watermark-free download	Good font and graphic library
Looka	AI-generated concepts	Free preview, low-cost download	Paid download required for high-res files
Design.com	AI-assisted editing	Free preview, editing via AI chat	Good if you want AI to iterate on a concept for you

Step-by-step: making your logo in Canva (free)

1. Go to canva.com and create a free account
2. Search "logo" in the template search bar
3. Filter templates by your brand colors if possible, or pick a clean template and change the colors manually to your palette from section 1.4
4. Replace the placeholder text with your business name, using your chosen headline font
5. Download as a transparent PNG (Canva free plan supports this) — this lets you place the logo over any background later
6. Save a second, square-cropped version for use as a social media profile picture

TIME ESTIMATE

30-90 minutes

COST ESTIMATE

\$0 using Canva or Adobe Express free plans

COMMON MISTAKE

Downloading a logo with a white background instead of transparent. This causes an ugly white box around your logo when placed on a colored website header or social graphic — always export as transparent PNG.

1.6 Creating Your Business Email

A business email at your own domain (like hello@yourbusiness.com) looks far more credible than a free @gmail.com address, and it is one of the cheapest trust signals you can add to your brand. You cannot fully set this up until Part 2, after you own a domain — but here is what to expect.

Provider	Free Tier	Paid Starting Price	Best For
Zoho Mail	Up to 5 addresses free (with your own domain)	~\$1/user/month	Beginners who want a genuinely free option
Google Workspace	Free trial only	~\$6-7/user/month	Those who want Gmail's interface and Docs/Drive
Hostinger / DreamHost email	Sometimes bundled free with hosting	Varies by hosting plan	Those who buy hosting from these companies anyway (see Part 3)

PRO TIP

Zoho Mail is the most beginner-friendly free option because it gives you real @yourbusiness.com addresses at no cost, for up to 5 addresses, once you own a domain. This manual will walk through the full setup in Part 2.

COMMON MISTAKE

Running a business exclusively from a personal Gmail address for years. It works in the very beginning, but switching your email later means updating it on every account, invoice, and marketing platform — it is much easier to start correctly.

Chapter 1 Wrap-Up

Quick Summary

You chose a specific niche instead of a vague one, picked a business name that works as a domain and a social handle, defined a simple brand (colors, fonts, voice), built a free logo, and identified how you'll get a professional business email once you own a domain.

Checklist

- ☐ Niche statement written using the formula in 1.1
- ☐ 3-5 business name candidates checked for domain + social availability
- ☐ Final business name selected
- ☐ Brand colors chosen (with hex codes saved)
- ☐ Brand fonts chosen (from Google Fonts)
- ☐ 3 brand voice words written down
- ☐ Logo created and downloaded as transparent PNG
- ☐ Square logo version saved for social profiles
- ☐ Email provider chosen (to be activated in Part 2)

Recommended Free Resources

- Canva (canva.com) — logo design, brand sheet, social graphics
- Google Fonts (fonts.google.com) — free fonts for logo and website
- USPTO Trademark Search (tmsearch.uspto.gov) — free trademark conflict check
- Zoho Mail (zoho.com/mail) — free business email once you own a domain

Recommended YouTube Searches

Search these exact phrases on YouTube for current, free video tutorials (search terms are given instead of specific links, since the top results change over time):

- "how to design a logo in Canva for beginners"
- "how to choose a business name that isn't taken"
- "branding basics for small business beginners"

Next Steps

In Part 2, you will register your domain name using the business name you selected in this chapter, and compare Namecheap, Cloudflare, NameSilo, and Porkbun to choose the best registrar for your budget.

Final Goal of This Chapter

Walk away with a business identity — name, niche, colors, fonts, logo, and email plan — that is consistent enough to use on every platform in the rest of this manual.

[Business Tracker Templates \(Excel\) – Download Here](#)

Includes the Product Tracker, MP3 Tracker, Customer Tracker, Income Tracker, Marketing Tracker, and Social Media Planner.

PART 2: BUYING YOUR DOMAIN

What You'll Do in This Chapter

A domain name is the address people type to find your website — like yourbusiness.com. You do not own it outright; you rent it, one year at a time, from a company called a domain registrar. This chapter helps you pick the right registrar, actually register the name you chose in Part 1, and understand exactly what you're paying for.

By the end of this chapter you will have:

- A registrar account
- Your domain name purchased and owned by you
- WHOIS privacy protection turned on (so your home address isn't public)
- A basic understanding of what SSL is and why it's already included

2.1 Three Things People Confuse (Clear This Up First)

- Domain name — the address (yourbusiness.com). Bought yearly from a registrar. This chapter.
- Hosting — the computer that stores your actual website files so they can be viewed. Bought separately, usually monthly or yearly. Covered in Part 3.
- Website builder — the software you use to design pages (WordPress, covered in Part 4).

These are three separate purchases, sometimes from three separate companies, sometimes bundled together by one company. This manual keeps them separate on purpose: a domain kept at a dedicated registrar, apart from your host, is much easier to move if you ever switch hosting companies.

PRO TIP

Never let a hosting company talk you into registering your domain "for free" bundled with hosting unless you fully understand that free bundled domains are sometimes harder to transfer out later. A standalone registrar keeps you in control.

2.2 Comparing the Top Beginner-Friendly Registrars

Prices below are typical 2026 rates for a .com domain and change often, so always check the live price before buying. The number that matters most is the renewal price, not the first-year price — some registrars advertise a cheap first year and then raise the price sharply every year after.

Registrar	Typical First Year (.com)	Typical Renewal (.com)	WHOIS Privacy	Best For
Namecheap	\$6-10 (frequent promos)	~\$18-19	Free	Beginners who want a very cheap first year and a well-known, beginner-friendly dashboard
Cloudflare Registrar	~\$10.46 (at-cost, no markup)	~\$10.46 (same price)	Free	Anyone comfortable using Cloudflare's own DNS; cheapest honest long-term price

Registrar	Typical First Year (.com)	Typical Renewal (.com)	WHOIS Privacy	Best For
Porkbun	~\$10-11	~\$11 (stays flat)	Free	Beginners who want simple, predictable pricing that doesn't spike at renewal
NameSilo	~\$9-11	~\$11 (consistent)	Free	People who may eventually register several domains and want bulk-friendly tools

COMMON MISTAKE

Judging a registrar only by the first-year price shown at checkout. Always look up the renewal price separately before buying — that is the price you'll actually pay every year after the first.

PRO TIP

Whichever registrar you choose, make sure WHOIS privacy protection is turned on before you finish checkout. Without it, your name, home address, email, and phone number become publicly searchable by anyone on the internet — this is a common source of spam and unwanted contact for new business owners. All four registrars above include it free; never pay extra for it.

2.3 What Is SSL, and Do You Need to Buy It?

SSL is the technology that makes a website load with "https://" and a small padlock icon instead of a warning. It encrypts the connection between your visitor's browser and your website, and it is required for WooCommerce checkout in Part 5 — browsers will actively warn customers away from a store without it.

The good news: as a beginner, you do not need to buy SSL separately. It is included free by Cloudflare, by nearly every hosting company covered in Part 3, and by the free "Let's Encrypt" certificate system that most hosts turn on automatically. Treat any company trying to sell you SSL as a red flag rather than a necessity.

2.4 Step-by-Step: Registering Your Domain

These steps are similar across all four registrars above; Namecheap is used as the example.

1. Go to the registrar's website (e.g. namecheap.com) and use the search bar to search your chosen business name
2. If your first choice is taken, try a close variation, a different extension (.co, .shop), or go back to your Part 1 name list
3. Add the domain to your cart
4. At checkout, confirm WHOIS privacy protection is included and turned on (it should be free — do not pay extra for it)
5. Decline any upsells you don't understand (SSL certificates, "premium DNS," website builders) — you don't need them yet, and most are already free elsewhere
6. Create your account with the email address you'll actually check regularly — this is where renewal reminders and important security notices will go
7. Complete payment and save your login details somewhere safe (a password manager, not a sticky note)
8. Turn ON auto-renewal so you don't accidentally lose your domain when it expires — but calendar a reminder to review the renewal price each year

TIME ESTIMATE

15-30 minutes

COST ESTIMATE

\$6-15 for the first year at most registrars above; budget \$10-19/year for renewals going forward

COMMON MISTAKE

Letting a domain lapse because auto-renewal was off and the reminder email got buried. Losing your domain means someone else can register it the moment it expires — sometimes domain squatters who will then try to sell it back to you at a huge markup.

Chapter 2 Wrap-Up

Quick Summary

You now understand the difference between a domain, hosting, and a website builder, compared four beginner-friendly registrars on real renewal pricing (not just first-year deals), made sure WHOIS privacy is active, learned that SSL comes free rather than needing to be purchased, and registered your domain.

Checklist

- ☐ Registrar chosen (Namecheap, Cloudflare, Porkbun, or NameSilo)
- ☐ Domain name searched and available
- ☐ WHOIS privacy protection confirmed ON
- ☐ Unnecessary upsells declined at checkout
- ☐ Domain purchased
- ☐ Login details saved in a password manager
- ☐ Auto-renewal turned ON
- ☐ Renewal price noted and calendared for next year

Recommended Free Resources

- Namecheap (namecheap.com), Cloudflare Registrar (cloudflare.com/products/registrar), Porkbun (porkbun.com), NameSilo (namesilo.com)
- A free password manager (e.g. Bitwarden) to store your registrar login safely

Recommended YouTube Searches

- "how to buy a domain name for beginners 2026"
- "namecheap vs cloudflare domain registrar"
- "what is WHOIS privacy protection"

Next Steps

In Part 3, you will choose a hosting company to actually store and run your website, comparing Hostinger, Namecheap, DreamHost, and SiteGround for beginner-friendly WordPress hosting.

Final Goal of This Chapter

Own your domain name outright, with privacy protection active and no unnecessary extra charges, ready to connect to hosting in the next chapter.

PART 3: CHOOSING HOSTING

What Hosting Actually Is

If your domain (Part 2) is your business's street address, hosting is the actual building — the computer, running 24/7, that stores your website's files and hands them to anyone who types in your address. Without hosting, your domain just points to an empty lot.

By the end of this chapter you will have:

- A hosting account with a beginner-friendly, WordPress-ready company
- Your domain connected to your new hosting
- Free SSL active on your site
- Backups turned on
- A clear plan for whether to buy email through your host or through Zoho (from Part 1)

3.1 Shared Hosting vs. Managed WordPress Hosting

Every host in this chapter offers some version of these two options. Understanding the difference will save you money and confusion.

Shared hosting

You get a slice of a server alongside other websites, plus a general control panel (often cPanel). It is the cheapest option and it can run WordPress, but you are responsible for installing WordPress yourself and keeping it updated.

Managed WordPress hosting

The host pre-installs WordPress, handles core updates and security patches automatically, and often includes daily backups and a content delivery network (CDN) for speed. It costs a bit more but removes most of the technical maintenance — a strong choice for a true beginner.

PRO TIP

If budget allows, choose managed WordPress hosting for this project. WooCommerce (Part 5) runs better on an environment built for WordPress, and automatic updates mean fewer security problems for a beginner to troubleshoot alone.

3.2 Comparing Beginner-Friendly Hosts

Prices below are typical 2026 rates and change with ongoing promotions — always confirm the live price and, more importantly, the renewal price before buying.

Host	Entry Price (intro)	Typical Renewal	WordPress Fit	Best For
Hostinger	~\$2.99-3/mo (multi-year term)	~\$10.99/mo	WordPress pre-installed, AI tools, free SSL & migration	Best overall value; cheapest long-term cost for most beginners

Host	Entry Price (intro)	Typical Renewal	WordPress Fit	Best For
SiteGround	Budget intro rate	~\$17.99/mo	WordPress.org officially recommended; runs on Google Cloud	Beginners who prioritize support quality and speed over lowest price
DreamHost	~\$4.95/mo shared	Renews near intro on shared; DreamPress managed from ~\$16.95/mo	WordPress.org officially recommended	Those who want a generous money-back guarantee and don't mind slightly slower shared performance
Namecheap (EasyWP)	~\$3.88-9.88/mo (promo-dependent)	~\$9.88-18.88/mo by tier	Purpose-built managed WordPress, no cPanel	Simplicity fans already using Namecheap for their domain — note: no built-in email hosting

COMMON MISTAKE

Picking a host purely on the lowest advertised monthly price without checking the renewal rate and what happens after your promotional term (often 12-48 months) ends. Do the 3-year total-cost math, not just the first invoice.

PRO TIP

Free migration is common at these hosts. If you registered your domain elsewhere (Part 2) and just need somewhere to host the site, most providers above will move an existing WordPress site for you at no charge — ask their support chat before doing it manually.

3.3 What to Confirm Before You Buy

SSL

Confirm the plan includes a free SSL certificate (all four hosts above do). This should be automatic — you should never need to purchase this separately.

Backups

Look for at least daily automatic backups, ideally with one-click restore. Hostinger, SiteGround, and DreamHost's managed tiers include this; on cheaper shared or EasyWP-tier plans you may need to add a free backup plugin (UpdraftPlus is a popular free option) yourself.

Email

Some hosting plans include mailboxes at your domain; others (notably Namecheap's EasyWP) do not include email at all. If your plan doesn't include email, use the free Zoho Mail plan from Part 1 instead — it works with any host.

Number of websites and storage

Confirm the plan supports at least 1 website with enough storage for images and audio files (10-25 GB is plenty to start). You will not need a multi-site plan for this project.

COMMON MISTAKE

Assuming every hosting plan includes a business email inbox. Always check this specifically — running out of an unexpected email fee on renewal is a common surprise for beginners.

3.4 Step-by-Step: Setting Up Hosting

1. Choose a host from the comparison table based on your budget and whether you want email included
2. Select a plan — the entry-level or "Starter"/"Single" tier is enough for one website at launch
3. During checkout, look for an option to connect an existing domain (you already own yours from Part 2) rather than buying a new one
4. Complete the purchase and wait for your welcome email with login details
5. In your host's dashboard, find the domain/DNS settings and follow their instructions to point your Part 2 domain at this hosting account (usually by updating "nameservers" at your registrar to the ones your host provides)
6. Allow up to 24-48 hours for DNS changes to fully take effect worldwide (often much faster, sometimes within minutes)
7. Confirm SSL is active by visiting your site and checking for "https://" and the padlock icon
8. Confirm automatic backups are turned on in your dashboard, or install the free UpdraftPlus plugin once WordPress is installed in Part 4

TIME ESTIMATE

30-45 minutes active work, plus up to 48 hours of passive waiting for DNS to propagate

COST ESTIMATE

Roughly \$3-18/month depending on host and tier chosen; budget for the renewal price, not just the intro price

AI PROMPT LIBRARY

"I just bought hosting from [host name] and my domain from [registrar name]. Give me the exact steps to point my domain's nameservers at my new host, written for someone who has never edited DNS settings before."

Chapter 3 Wrap-Up

Quick Summary

You learned the difference between shared and managed WordPress hosting, compared Hostinger, SiteGround, DreamHost, and Namecheap's EasyWP on real renewal pricing, confirmed what each includes for SSL, backups, and email, and connected your Part 2 domain to your new hosting account.

Checklist

- ☐ Shared vs. managed hosting decision made
- ☐ Host chosen and plan purchased
- ☐ Domain connected via nameservers
- ☐ DNS propagation confirmed (site or placeholder loads at your domain)
- ☐ SSL confirmed active (https:// and padlock)
- ☐ Backups confirmed on, or backup plugin planned for Part 4
- ☐ Email plan confirmed — included with host, or Zoho Mail from Part 1

Recommended Free Resources

- Hostinger (hostinger.com), SiteGround (siteground.com), DreamHost (dreamhost.com), Namecheap EasyWP (namecheap.com/hosting/easywp)
- UpdraftPlus (free WordPress backup plugin, installed in Part 4)

Recommended YouTube Searches

- "how to point domain to hosting nameservers for beginners"
- "hostinger vs siteground vs dreamhost 2026"
- "how to check if SSL is working on my website"

Next Steps

In Part 4, you will install WordPress itself on your new hosting account and get comfortable with themes, plugins, users, and basic security settings.

Final Goal of This Chapter

Have a live hosting account, connected to your domain, with SSL and backups active — the foundation your WordPress site will sit on.

PART 4: INSTALLING WORDPRESS

What WordPress Is (and Isn't)

WordPress is free, open-source software that runs your website. It is not the same company as your host — think of hosting (Part 3) as the land, and WordPress as the house you build on it. Roughly 43% of all websites on the internet run on WordPress, which is why it has such a large library of free themes, plugins, and tutorials available.

By the end of this chapter you will have:

- WordPress installed on your hosting account
- A theme selected and activated
- A small, essential set of plugins installed
- A properly secured admin user (not the default "admin" username)
- Automatic backups confirmed and working

4.1 Installing WordPress on Your Host

Every host from Part 3 offers a one-click WordPress installer, so you will not be downloading or uploading any files manually.

Step-by-step: one-click install

1. Log in to your hosting dashboard (hPanel for Hostinger, Site Tools for SiteGround, the DreamHost panel, or the EasyWP dashboard for Namecheap)
2. Find the option called "Install WordPress," "Auto Installer," or (on managed WordPress hosts) it may already be pre-installed and waiting for you
3. Select your connected domain from Part 3 as the install location
4. Create your WordPress admin username — never use "admin" as your username, since it is the first guess in automated attacks
5. Create a strong, unique admin password (12+ characters, a mix of letters, numbers, and symbols) and save it in a password manager
6. Enter the admin email you want WordPress notifications sent to
7. Click Install and wait 1-5 minutes
8. Visit `yourdomain.com/wp-admin` and log in to confirm it worked

TIME ESTIMATE

Under 10 minutes for the install itself

COST ESTIMATE

\$0 — WordPress itself is free software; you already paid for hosting in Part 3

COMMON MISTAKE

Using "admin" as the username and a simple password. Automated bots constantly try this exact combination against WordPress sites — it is one of the most common ways beginner sites get hacked.

4.2 Choosing a Theme

A theme controls your site's overall look — layout, fonts, colors. As a beginner, choose a free, well-maintained, lightweight theme rather than a flashy premium one with features you won't use.

Recommended free beginner themes

- Astra — extremely lightweight, fast, and works well with page builders and WooCommerce (Part 5)
- GeneratePress — minimal, fast, well-documented for beginners
- Kadence — free tier with strong design flexibility

Step-by-step: installing a theme

1. In your WordPress dashboard, go to Appearance > Themes > Add New
2. Search for your chosen theme by name (e.g. "Astra")
3. Click Install, then Activate
4. Use the theme's built-in "starter templates" or demo import feature if offered — this gives you a real starting design instead of a blank page

PRO TIP

Resist premium themes packed with features at this stage. A heavy theme slows your site down, and slow load times hurt both visitor experience and search engine ranking.

4.3 Essential Beginner Plugin Stack

Plugins add features to WordPress. Install only what you need — too many plugins slow your site and increase security risk. This is the essential starter set for this project.

Plugin	Purpose	Cost
UpdraftPlus	Automatic backups of your whole site, with one-click restore	Free (paid tier adds cloud storage options)
Wordfence Security	Firewall, malware scanning, login attack protection	Free (core features)
WP Super Cache	Speeds up your site by serving cached pages	Free
Yoast SEO or Rank Math	Helps search engines understand and rank your pages	Free (core features)
WooCommerce	Turns WordPress into an online store — installed in Part 5	Free

Step-by-step: installing a plugin

1. In your dashboard, go to Plugins > Add New
2. Search the plugin by exact name
3. Confirm it shows recent updates (within the last few months) and a solid rating before installing — an abandoned plugin is a security risk
4. Click Install Now, then Activate
5. Follow the plugin's setup wizard if one appears (Wordfence and UpdraftPlus both walk you through initial configuration)

COMMON MISTAKE

Installing a plugin that hasn't been updated in over a year. Always check the "last updated" date on the plugin page before installing — outdated plugins are the single most common way WordPress sites get hacked.

4.4 Users, Settings, and Security Basics

User roles

If you're the only person running the business, you only need one Administrator account (yourself). If you later bring on a virtual assistant, give them the "Editor" role instead of Administrator — it lets them manage content without being able to change security settings or delete the site.

Five settings to configure before you publish anything

- Settings > General: set your site title and tagline
- Settings > Permalinks: choose "Post name" for clean, readable URLs
- Settings > Reading: keep "Discourage search engines" checked until your site is ready to launch, then uncheck it
- Users > Your Profile: enable two-factor authentication if your security plugin offers it (Wordfence includes this free)
- Plugins: delete (not just deactivate) any plugin or theme you are not actively using

PRO TIP

Turn on automatic updates for WordPress core and, where safe, for plugins. Only about 3 in 10 WordPress site owners have this enabled, yet outdated software remains the number one cause of hacked sites — this single toggle prevents most attacks.

AI PROMPT LIBRARY

"I just installed WordPress and the [theme name] theme for a spiritual healing business. Give me a beginner checklist of the first 10 settings I should configure before publishing my first page, explained in plain English."

Chapter 4 Wrap-Up

Quick Summary

You installed WordPress using your host's one-click installer, chose a lightweight free theme, installed a small essential plugin stack (backups, security, caching, SEO), configured core settings, and locked down your admin login with a strong username and password.

Checklist

- ☐ WordPress installed and wp-admin login confirmed working
- ☐ Non-"admin" username used, with a strong unique password saved in a password manager
- ☐ Theme installed and activated
- ☐ UpdraftPlus installed and backup schedule confirmed
- ☐ Wordfence (or similar) installed and initial scan run
- ☐ Caching plugin installed
- ☐ SEO plugin installed
- ☐ Permalinks set to "Post name"
- ☐ Unused plugins and themes deleted
- ☐ Automatic updates enabled for WordPress core

Recommended Free Resources

- WordPress.org theme directory (wordpress.org/themes) and plugin directory (wordpress.org/plugins)
- UpdraftPlus, Wordfence, WP Super Cache, Yoast SEO — all free at the WordPress.org plugin directory

Recommended YouTube Searches

- "how to install WordPress for beginners 2026"
- "best free WordPress theme for small business"
- "wordfence security setup tutorial"

Next Steps

In Part 5, you will install WooCommerce and turn your WordPress site into a functioning online store, ready to sell downloadable healing products.

Final Goal of This Chapter

A secure, working WordPress site — installed, themed, and protected — ready to become an online store in the next chapter.

PART 5: INSTALLING WOOCOMMERCE

What WooCommerce Adds to Your Site

WooCommerce is a free plugin that turns your WordPress site into a fully functioning online store — product pages, a shopping cart, checkout, and order management. It's used by roughly a quarter of the top e-commerce sites worldwide, which means enormous free documentation and support exist for it.

By the end of this chapter you will have:

- WooCommerce installed and the setup wizard completed
- A clear understanding of "downloadable" and "virtual" product types (what you'll use for MP3s and PDFs)
- At least one payment gateway (Stripe and/or PayPal) connected and tested
- Basic tax settings configured
- A test purchase completed successfully

5.1 Installing WooCommerce

1. In your WordPress dashboard, go to Plugins > Add New
2. Search "WooCommerce," click Install Now, then Activate
3. The WooCommerce setup wizard launches automatically — follow it screen by screen
4. Enter your store's address (needed for tax calculation, even though you're selling digital products)
5. Select your industry — choose the closest match (e.g. "Other" or "Education and Learning" both work for spiritual healing products)
6. When asked what you'll be selling, choose "Digital downloads" if offered — this pre-configures relevant settings
7. Skip or decline any add-on extensions the wizard offers unless you already know you need them — you can always add these later
8. Finish the wizard and land on your new WooCommerce dashboard

TIME ESTIMATE

15-20 minutes for installation and the setup wizard

COST ESTIMATE

\$0 — WooCommerce itself is free; payment processors take a small percentage per sale (covered in 5.4)

5.2 Downloadable vs. Virtual Products (Read This Carefully)

This is the single most important setting for a digital healing products business, and it's easy for beginners to get wrong.

Virtual product

Check this box for any product that isn't a physical item shipped in a box — a recorded session, a reading, a course. Checking "Virtual" tells WooCommerce not to calculate shipping for this product.

Downloadable product

Check this box for any product where the customer receives a file — your MP3 recordings, PDF guides, or workbooks. Checking "Downloadable" lets you attach a file (or a link to one, which is how Part 8's Amazon S3 setup connects in) that the customer can download after purchase.

PRO TIP

For nearly every product in this manual — recorded healing sessions, meditations, PDF guides — check BOTH "Virtual" and "Downloadable." This combination removes shipping fields and gives the customer an instant download link and download email after checkout.

COMMON MISTAKE

Leaving a digital product as a regular "Simple product" without checking Virtual and Downloadable. This causes WooCommerce to ask customers for a shipping address for a file that will never be mailed — a fast way to lose a sale to confusion.

5.3 Pricing and Taxes

Setting a price

Each product has a Regular Price field and an optional Sale Price field. Sale Price automatically shows a strikethrough on the regular price — useful for limited-time launch discounts without editing the main price.

Taxes on digital products

Whether you need to collect sales tax on a digital download depends on your state or country, and rules vary and change — this is genuinely worth a few minutes with a tax professional or your government's small-business tax site rather than guessing. WooCommerce can calculate tax automatically once configured at WooCommerce > Settings > Tax, and free/low-cost tax automation plugins (such as WooCommerce Tax) can apply the correct rate based on your customer's location.

COMMON MISTAKE

Assuming digital products are automatically tax-exempt everywhere. Many US states and countries do tax digital downloads — check your specific state/country rules before your first sale rather than after.

5.4 Connecting Payment Gateways

You configure gateways at WooCommerce > Settings > Payments. You can enable more than one so customers can choose their preferred method.

Gateway	Typical Fee	Good For	Setup
Stripe	~2.9% + \$0.30 per transaction	Credit/debit cards, Apple Pay, Google Pay; the most flexible all-round option	Install the official WooCommerce Stripe plugin, create a free Stripe account, paste your API keys into WooCommerce settings
PayPal	Similar to Stripe, varies by region	Buyer trust and familiarity, especially for international customers	Install the official PayPal Payments for WooCommerce plugin, connect your PayPal Business account

Step-by-step: connecting Stripe

1. Install the official "WooCommerce Stripe Gateway" plugin from Plugins > Add New
2. Create a free account at stripe.com if you don't already have one
3. In your Stripe dashboard, copy your API keys (found under Developers > API keys)
4. Paste them into WooCommerce > Settings > Payments > Stripe
5. Turn ON "Test mode" first and place a test order using Stripe's published test card numbers
6. Once the test order completes successfully, switch Test mode OFF to go live

PRO TIP

Always place at least one full test purchase — from adding to cart through to receiving the download email — before announcing your store is open. This catches configuration mistakes while no real customer is affected.

AI PROMPT LIBRARY

"Walk me through connecting Stripe to WooCommerce step by step, written for someone who has never used Stripe before and doesn't know what an API key is."

Chapter 5 Wrap-Up

Quick Summary

You installed WooCommerce and completed its setup wizard, learned the critical difference between Virtual and Downloadable product settings, set up pricing, looked into your tax obligations for digital products, and connected at least one payment gateway with a successful test purchase.

Checklist

- ☐ WooCommerce installed and setup wizard completed
- ☐ Store address entered for tax calculation
- ☐ Understand Virtual + Downloadable settings for digital products
- ☐ Tax settings researched for your state/country and configured
- ☐ Stripe and/or PayPal plugin installed
- ☐ Payment gateway API keys connected
- ☐ Test purchase completed successfully in Test mode
- ☐ Gateway switched to Live mode

Recommended Free Resources

- WooCommerce.com official documentation
- Stripe.com and paypal.com business accounts (both free to open)
- Your state or country's small-business tax authority website, for digital-goods tax rules

Recommended YouTube Searches

- "how to install WooCommerce 2026"
- "WooCommerce virtual vs downloadable product explained"
- "connect Stripe to WooCommerce tutorial"

Next Steps

In Part 6, you'll shift from setup to content — recording your healing sessions using free and low-cost software, so you have something to actually sell in your new store.

Final Goal of This Chapter

A working store with at least one tested, functioning payment method — the last piece of infrastructure before you start creating and listing products.

PART 6: RECORDING YOUR HEALING SESSIONS

What You're Actually Making

This chapter turns your knowledge into your first real product: an MP3 recording of a healing session, meditation, or reading. You do not need professional studio equipment. A quiet room, a decent microphone (even a good headset mic), and free software will get you a genuinely sellable product.

By the end of this chapter you will have:

- Recording software installed and set up
- A basic understanding of microphone placement and room treatment
- Your first raw recording captured
- That recording edited: background noise removed, volume normalized
- A finished MP3 file ready to sell

6.1 Comparing Recording and Editing Software

You need two things: something to capture the recording, and something to clean it up afterward. Some tools do both.

Tool	Platform	Best For	Price
Audacity	Windows, Mac, Linux	Free, offline, all-purpose recording AND editing — the default recommendation for this manual	Free
Adobe Podcast (Enhance Speech)	Browser-based	AI cleanup of a recording that already sounds noisy or echoey; fastest fix for bad room acoustics	Free
Riverside	Browser-based, desktop app	Higher production value, and useful later if you interview guests remotely	Free plan (2 hrs/month); paid from ~\$24/mo
GarageBand (Mac only)	macOS, iOS	Mac users who want a slightly more polished built-in recording and editing experience	Free (built into Mac)
OBS Studio	Windows, Mac, Linux	Recording video alongside audio (useful later for YouTube or course content)	Free

PRO TIP

This manual recommends Audacity as your primary tool: it's free, works on any computer, and can both record and edit. Use Adobe Podcast's free Enhance Speech tool as a quick second pass if a recording comes out noisier than you'd like.

COMMON MISTAKE

Buying expensive recording software before recording a single test file. Start entirely free — Audacity plus a decent microphone is enough to produce a product people will happily pay for.

6.2 Microphone and Room Basics

Microphone

A USB microphone in the \$30-100 range (common beginner options include the Fifine and Blue Snowball lines) is a significant upgrade over a laptop's built-in mic and is enough for this project. If you're not ready to buy anything, a decent wired headset mic will still outperform a laptop microphone.

Room treatment on a \$0 budget

- Record in the smallest, most "stuffed" room available (closets full of clothes absorb echo remarkably well)
- Hang a blanket or comforter behind you if you're in a room with bare walls
- Record when the house is quietest — turn off HVAC, fans, and nearby appliances
- Keep the microphone 4-8 inches from your mouth, slightly off to the side to reduce breath and "p" pop sounds

PRO TIP

Before recording your real session, record 10 seconds of silence in your space and listen back with headphones. Any hum, hiss, or rumble you hear on playback is exactly what Audacity's noise reduction tool will need to remove later — fix what you can at the source first.

6.3 Step-by-Step: Recording in Audacity (Free)

1. Download Audacity free from audacityteam.org and install it
2. Open Audacity, and under the toolbar, select your microphone from the input device dropdown
3. Click the red Record button and speak a test sentence, then click Stop
4. Play it back with headphones and check the volume — the waveform should reach roughly two-thirds of the track height without touching the top (touching the top means it's "clipping," or distorting)
5. Once your levels look right, record your full healing session, reading, or meditation in one take where possible — it's easier to edit out a few mistakes than to stitch many short clips together
6. Save your project file (File > Save Project) so you can come back and re-edit later if needed

TIME ESTIMATE

15 minutes to learn the basics, then as long as your session itself runs

COST ESTIMATE

\$0 with Audacity and an existing microphone; \$30-100 if you choose to buy a dedicated USB mic

6.4 Step-by-Step: Editing and Cleaning Up Your Recording

1. Select a section of pure background noise (a few seconds of silence at the start of your recording works well)
2. Go to Effect > Noise Reduction, click "Get Noise Profile"
3. Select the entire track (Ctrl/Cmd + A), reopen Effect > Noise Reduction, and click Apply — this removes constant background hum or hiss
4. Go to Effect > Normalize to bring your volume up to a consistent, standard level automatically
5. Use the selection tool to highlight and delete any long pauses, coughs, or mistakes
6. Add a few seconds of silence at the very start and end if you'll be layering in intro/outro music later
7. Export your finished file: File > Export > Export as MP3

8. Name the file clearly and consistently (e.g. business-name_product-name_v1.mp3) — this matters when you upload it to Amazon S3 in Part 8

COMMON MISTAKE

Applying noise reduction too aggressively. Overdoing it makes voices sound robotic or underwater. Apply it once at a moderate setting, listen back, and only increase strength if background noise is still clearly audible.

AI PROMPT LIBRARY

"I recorded a [meditation/healing session/reading] in Audacity and it has background hum. Give me the exact menu steps to remove noise and normalize volume, written for someone who has never used Audacity before."

Chapter 6 Wrap-Up

Quick Summary

You compared free and low-cost recording tools and chose Audacity as your primary editor, learned cheap ways to improve your recording room, recorded your first session, and cleaned it up with noise reduction and normalization before exporting a finished MP3.

Checklist

- ☐ Audacity (or chosen alternative) installed
- ☐ Microphone tested and levels checked
- ☐ Recording space quieted and softened as much as possible
- ☐ Full session recorded
- ☐ Noise reduction applied
- ☐ Volume normalized
- ☐ Mistakes and long pauses trimmed
- ☐ File exported as MP3 with a clear, consistent filename

Recommended Free Resources

- Audacity (audacityteam.org) — free recording and editing
- Adobe Podcast Enhance Speech (podcast.adobe.com/enhance) — free AI noise cleanup
- GarageBand — free, pre-installed on all Mac computers

Recommended YouTube Searches

- "Audacity noise reduction tutorial for beginners"
- "how to record a meditation at home cheap setup"
- "Audacity normalize audio tutorial"

Next Steps

In Part 7, you'll create the product images and cover art for your recordings using Canva and free AI image tools, so your store listings look professional.

Final Goal of This Chapter

A clean, professional-sounding MP3 file — your first real, sellable digital healing product.

PART 7: CREATING PRODUCT IMAGES

Why Product Images Matter So Much

A digital product like an MP3 has no physical packaging — the image you use to represent it in your store and on social media IS the packaging. A polished cover image builds trust before a customer ever hears your voice.

By the end of this chapter you will have:

- A Canva account set up with your Part 1 brand kit (colors, fonts, logo)
- A cover image for your product listing
- A set of correctly-sized graphics for Instagram, Facebook, and Pinterest
- A small library of AI prompts to speed up future image creation

7.1 Canva and AI Image Tools

Canva remains the best starting point for a non-designer: free, template-based, and it keeps every image on-brand automatically once you set up a Brand Kit.

Setting up your Canva Brand Kit

1. In Canva, go to your Brand Kit (under Projects or Apps, depending on your plan)
2. Enter the hex codes for the colors you chose in Part 1
3. Upload your two fonts from Part 1
4. Upload your transparent-background logo from Part 1
5. Every new design can now pull directly from this kit, keeping colors and fonts consistent without you remembering hex codes each time

Where AI image tools fit in

Canva's built-in AI generator (Magic Media) is genuinely useful for quick background art or abstract textures — think soft gradients, watercolor textures, or symbolic imagery like moons and mandalas. It is not reliable for rendering readable text, so always add your product title as a separate Canva text layer rather than asking the AI to generate it inside the image.

PRO TIP

Use AI-generated backgrounds as a starting texture, then layer your own text, logo, and brand colors on top in Canva. This combination looks far more professional than a raw AI image and keeps your branding consistent.

7.2 Creating Your Product Cover Image

1. In Canva, search "album cover" or "podcast cover" templates — these are usually the right square shape for a WooCommerce product image
2. Pick a template that matches your brand mood and swap in your Brand Kit colors
3. Replace the template text with your product's title, using your headline font
4. Add a short subtitle if helpful (e.g. "20-Minute Guided Meditation")
5. Keep the design simple — one focal image or symbol, your title, and your brand mark is enough; a cluttered cover reads as less professional, not more

6. Download as PNG (for a transparent version) or JPG (smaller file size, fine for most product listings)

TIME ESTIMATE

20-40 minutes per product cover once your Brand Kit is set up

COST ESTIMATE

\$0 using Canva's free plan

7.3 Correct Sizes for Social Media Graphics

Platforms crop or blur images that don't match their expected dimensions. These are the standard sizes to design for — always double-check current specs before a big campaign, since platforms occasionally adjust them.

Platform / Placement	Recommended Size	Notes
Instagram square post	1080 x 1080 px	Safe, classic choice for feed posts
Instagram portrait post	1080 x 1350 px	Takes up more vertical scroll space; often favored by the algorithm
Instagram / Facebook Story	1080 x 1920 px	Keep key text/logo inside the center "safe zone" so UI elements don't cover it
Facebook feed post	1200 x 630 px	Also works for link-preview thumbnails
Pinterest Pin	1000 x 1500 px (2:3 ratio)	Taller pins tend to get more visibility in Pinterest's feed

PRO TIP

Design one strong square version first, then use Canva's "Resize" feature (called Magic Resize on paid plans, or manual duplication + resizing on the free plan) to adapt it to each platform's dimensions rather than redesigning from scratch each time.

COMMON MISTAKE

Placing important text or your logo too close to the edges of a Story or Pin. Platform interface elements (like the reply bar or Save button) commonly cover the top and bottom of these formats — keep critical content centered.

AI PROMPT LIBRARY

"Suggest 5 Canva background texture ideas (colors and imagery, described in words) for a [your niche] healing product cover, using my brand colors of [list colors] and a [calm/warm/mystical/etc.] mood."

Chapter 7 Wrap-Up

Quick Summary

You set up a Canva Brand Kit using your Part 1 colors, fonts, and logo, created a product cover image, learned where AI image generation is (and isn't) reliable, and produced correctly-sized graphics for Instagram, Facebook, and Pinterest.

Checklist

- [] Canva Brand Kit set up with colors, fonts, and logo

- [] Product cover image created and downloaded
- [] Instagram square and/or portrait graphic created
- [] Instagram/Facebook Story graphic created with safe-zone text placement
- [] Facebook feed graphic created
- [] Pinterest pin graphic created

Recommended Free Resources

- Canva (canva.com) — templates, Brand Kit, Magic Media AI backgrounds
- Adobe Express — free alternative with similar template-based workflow

Recommended YouTube Searches

- "how to set up a Canva Brand Kit for beginners"
- "Canva album cover tutorial"
- "correct Pinterest pin size 2026"

Next Steps

In Part 8, you'll set up Amazon S3 to securely host your MP3 files, so your WooCommerce store can deliver downloads to customers reliably.

Final Goal of This Chapter

A complete, on-brand image set for your first product — ready to attach to your WooCommerce listing and to post across social media.

PART 8: AMAZON S3

Why Bother With Amazon S3?

Your hosting plan (Part 3) can technically store your MP3 files, but shared hosting is built for web pages, not for serving large audio files to many customers at once. Amazon S3 (Simple Storage Service) is a separate, extremely reliable file-storage service built by Amazon specifically for this job. It keeps your product files fast, always available, and off your main website's storage limits.

This chapter is the most technical one in the manual. Go slowly, follow each step in order, and don't worry about understanding every AWS concept — you only need the handful covered here.

By the end of this chapter you will have:

- An AWS account with MFA (two-factor login) enabled
- A billing alert so you're never surprised by a charge
- An S3 "bucket" created to hold your product files
- Correct permissions so customers can download what they buy, safely
- Your first MP3 uploaded, with its URL copied and ready for Part 9

8.1 Creating Your AWS Account

1. Go to aws.amazon.com and click Create an AWS Account
2. Enter your business email and choose an AWS account name (e.g. your business name)
3. This first login you create is called the "root user" — it has unlimited power over the account. Use a strong, unique password and never share these credentials or use this login for daily tasks once you're set up
4. Enter billing information (a credit or debit card is required even for free-tier usage)
5. Verify your identity by phone
6. Choose the Basic Support Plan (free) — you do not need a paid support plan for this project

Important: the free tier has changed

Older tutorials describe "5 GB free storage for 12 months." That offer ended for new accounts in mid-2025. New accounts now instead receive a \$200 credit that can be applied to S3 (and other AWS services), valid for 6 months from account creation. Budget accordingly — the costs in section 8.7 are very low regardless, but don't rely on outdated "forever free" claims you may see elsewhere.

COMMON MISTAKE

Using your root user login for everyday tasks. AWS itself recommends only using the root login for the few account-level tasks that require it, and creating a separate, more limited login (called an IAM user) for daily work — advanced IAM setup is optional for a project this size, but never skip MFA on the root account (next section).

8.2 Securing Your Account with MFA

Multi-factor authentication (MFA) requires a second code, usually from your phone, in addition to your password. AWS accounts are a common hacking target because a compromised account can rack up huge storage/compute bills — MFA is not optional for this project.

1. Log in to the AWS Console and search "IAM" in the top search bar

2. In the IAM dashboard, find your account's security recommendations and select "Add MFA" for the root user
3. Choose "Authenticator app" (free apps: Google Authenticator, Microsoft Authenticator, or Authy)
4. Scan the QR code shown with your chosen app
5. Enter two consecutive codes from the app to confirm setup
6. Store your backup codes somewhere safe — losing both your phone and these codes can lock you out of your own account

TIME ESTIMATE

10 minutes

8.3 Setting a Billing Alert

This step protects you from an unexpected bill — a small misconfiguration (like accidentally making a huge file public and heavily downloaded) can otherwise surprise you weeks later.

1. Search "Billing" in the AWS Console search bar
2. Go to Budgets > Create budget
3. Choose a simple Cost Budget
4. Set a monthly amount you'd be surprised to exceed (for this project, \$5-10 is a reasonable starting alert threshold)
5. Add your email under alert recipients so you're notified if spending approaches that limit

PRO TIP

A billing alert doesn't stop charges — it just warns you. For a small digital products store, actual costs are almost always well under a few dollars a month (see section 8.7), so an alert at \$5-10 will almost never fire, and that's exactly the point.

8.4 Creating Your Bucket

A "bucket" is simply a named storage container in S3. Everything you upload lives inside one.

1. Search "S3" in the AWS Console search bar and open the S3 dashboard
2. Click Create bucket
3. Choose a bucket name. Bucket names must be globally unique across ALL of AWS (not just your account), lowercase, no spaces or underscores — try something like yourbusinessname-products or yourbusinessname-files-2026 if your first choice is taken
4. Choose an AWS Region close to most of your customers (e.g. us-east-1 for a US-based audience) — this affects download speed, not your ability to use the bucket
5. Leave Object Ownership on the default "Bucket owner enforced" setting
6. You'll see "Block all public access" checked by default — leave this checked for now; section 8.5 explains exactly how to open only what's needed
7. Leave versioning off and default encryption on (both are fine defaults for this project)
8. Click Create bucket

COMMON MISTAKE

Picking a bucket name that's already taken by someone else, anywhere in the world. If you get a "bucket name already exists" error, add your business name plus a number or year (e.g. serenestudio-files-2026) rather than a generic word.

8.5 Permissions: Public vs. Private (Read This Carefully)

This is the step that trips up the most beginners, so slow down here.

What "Block Public Access" means

As of 2025-2026, AWS blocks public access to new buckets by default, at both the account and bucket level. This is a safety feature — it prevents accidentally exposing private files to the entire internet. You must deliberately turn part of it off before your product files can be downloaded by paying customers.

The beginner-friendly approach for this project

For selling downloadable healing products, the simplest reliable setup is: keep the bucket itself private, but allow public read-only access to files (objects) inside it via a bucket policy. This means someone with the exact file URL can download that file, but no one can browse or list everything in your bucket.

Step-by-step: allowing read-only public downloads

1. In your bucket, go to the Permissions tab
2. Under "Block public access (bucket settings)," click Edit, uncheck the box, confirm the warning — this only opens the door; nothing is public yet
3. Scroll to Bucket Policy and click Edit
4. Paste in a policy that allows GetObject (read/download) only — never allow public "write" or "delete" actions. Your host or a quick AI prompt (see below) can generate the exact JSON for your bucket name
5. Save changes
6. Test by opening one uploaded file's URL in an incognito/private browser window — it should download or play; if you see "Access Denied," recheck both the Block Public Access setting and the bucket policy

PRO TIP

Never grant public "List" permissions on the bucket itself — only GetObject on individual files. This means someone would need the exact, hard-to-guess file URL to access a product, which is sufficient protection for most small digital-download businesses, while keeping your entire file list private.

AI PROMPT LIBRARY

"Write me an AWS S3 bucket policy in JSON that allows public read-only access (GetObject only, no List, no Write, no Delete) to all files in a bucket called [your-bucket-name]. Explain each line in plain English."

COMMON MISTAKE

Granting broader permissions than GetObject "just to make it work." A bucket policy that allows public write or delete access can let a stranger upload or destroy your files. If a policy from a tutorial or AI tool includes actions beyond s3:GetObject for public access, don't use it.

8.6 Uploading Your MP3s and Copying URLs

1. Open your bucket and click Upload
2. Drag in your finished MP3 file(s) from Part 6
3. Click Upload and wait for it to complete (a progress bar shows status)
4. Click on the uploaded file's name to open its details page
5. Copy the Object URL shown — this is the exact link you'll paste into WooCommerce in Part 9 as the downloadable file
6. Test the URL in an incognito browser window before moving on, to confirm it downloads correctly

TIME ESTIMATE

5-10 minutes per file, after the account setup above

PRO TIP

Keep your S3 file names identical to the naming convention you started in Part 6 (business-name_product-name_v1.mp3). Consistent naming makes it much easier to keep your S3 bucket, your WooCommerce products, and your marketing all pointing at the correct files as your catalog grows.

8.7 What This Actually Costs

Real 2026 AWS pricing, for the US East region — actual pricing can vary slightly by region and always deserves a quick check at aws.amazon.com/s3/pricing before you scale up:

Cost Type	Rate	What It Means for You
Storage	~\$0.023 per GB, per month	100 MP3 files at ~10 MB each (about 1 GB total) costs roughly 2 cents a month to store
Data transfer out (downloads)	~\$0.09 per GB (first tier)	Each 10 MB customer download costs a fraction of a cent; even hundreds of monthly sales stay under a few dollars
Requests (uploads/downloads)	Small per-request fee, fractions of a cent each	Not meaningful at small-business volume

In practice, a small digital healing products business typically pays well under \$5/month in S3 costs — often closer to \$1. The billing alert from section 8.3 will catch anything unusual long before it becomes expensive.

COMMON MISTAKE

Confusing S3 with more expensive AWS services (like EC2 servers). S3 storage alone, for the file sizes and volumes typical of a digital audio business, is one of the cheapest parts of your entire tech stack.

8.8 Troubleshooting Common Errors

- "Access Denied" when opening a file URL: recheck that Block Public Access is off at the bucket level AND that your bucket policy is saved correctly with the right bucket name
- "Bucket name already exists": bucket names are globally unique across all AWS customers — add your business name and a number or year
- File uploads but URL doesn't work: confirm you copied the Object URL from the file's own details page, not the general bucket URL
- Slow downloads for customers far from your chosen region: for a small store this is rarely noticeable; if it becomes an issue later, look into adding Amazon CloudFront (a content delivery network) as a future upgrade

Chapter 8 Wrap-Up

Quick Summary

You created a secured AWS account with MFA and a billing alert, created an S3 bucket, carefully opened only read-only public access to individual files (never to the whole bucket or write/delete actions), uploaded your first MP3, and copied its URL for use in Part 9. You also learned realistic 2026 costs, which are very low for a small digital products business.

Checklist

- [] AWS account created

- ☐ MFA enabled on the root user
- ☐ Billing alert set
- ☐ Bucket created with a unique name
- ☐ Block Public Access turned off only at the bucket level, deliberately
- ☐ Bucket policy added, allowing GetObject only (no List, Write, or Delete)
- ☐ First MP3 uploaded
- ☐ File URL tested successfully in an incognito browser window
- ☐ File URL copied and saved for Part 9

Recommended Free Resources

- aws.amazon.com/s3 — official S3 product page and documentation
- aws.amazon.com/s3/pricing — current, official pricing
- Google Authenticator or Authy — free MFA apps

Recommended YouTube Searches

- "AWS S3 bucket setup for beginners 2026"
- "S3 bucket policy public read only tutorial"
- "how to enable MFA on AWS root account"

Next Steps

In Part 9, you'll create your actual WooCommerce product listing and paste in the S3 file URL from this chapter, connecting everything you've built so far into a sellable product.

Final Goal of This Chapter

A secure, low-cost, reliable place for your product files to live — with exactly the right amount of public access (no more, no less) so customers can download what they've paid for.

PART 9: CREATING YOUR PRODUCT

Bringing It All Together

This is the chapter where every earlier piece connects. Your MP3 (Part 6), its cover image (Part 7), and its S3 file URL (Part 8) all come together into one real, published, purchasable WooCommerce product.

By the end of this chapter you will have:

- Your first product fully created in WooCommerce
- The S3 file correctly attached as a downloadable file
- A written product description that actually sells
- Pricing and a category set
- The product published and live on your store

9.1 Step-by-Step: Creating a New Product

1. In your WordPress dashboard, go to Products > Add New
2. Enter your product title (e.g. "20-Minute Root Chakra Sound Bath")
3. In the main content box, write your full product description (section 9.3 covers how to write this well)
4. In the Product Data box, confirm "Simple product" is selected
5. Check both the Virtual and Downloadable checkboxes — this is the same setting from Part 5, and it's essential for a digital product
6. Under Downloadable Files, click Add File, name it clearly (e.g. "Root Chakra Sound Bath MP3"), and paste in the S3 Object URL you copied in Part 8
7. Set a Download Limit if desired (optional — leaving it blank allows unlimited re-downloads, which is generous and low-risk for a low-cost digital product)
8. Set your Regular Price (and Sale Price if you're running a launch discount)
9. In the right-hand sidebar, set the Featured Image using your Part 7 cover image
10. Add a Product Category (e.g. "Meditations," "Sound Healing") — creating clear categories now makes your shop easier to browse as your catalog grows
11. Add a short Product Excerpt if your theme displays one — a 1-2 sentence summary shown in shop listings
12. Click Preview to check everything looks right, then click Publish

TIME ESTIMATE

20-30 minutes per product once you've done it once

COMMON MISTAKE

Forgetting to check Virtual and Downloadable before publishing. If you forget, WooCommerce will ask for a shipping address at checkout for a file that was never going to be mailed — go back and fix this before your first real sale.

9.2 Testing Your Product Before You Announce It

1. Open your store in an incognito/private browser window (so you're checking as a real customer would see it, logged out)

2. Find your new product and add it to the cart
3. Go through checkout using Stripe or PayPal's Test mode from Part 5
4. Confirm the order completes and you receive a download link, either on the confirmation screen or by email
5. Click the download link and confirm the correct MP3 downloads and plays properly
6. Only after this full test succeeds, switch your payment gateway to Live mode

PRO TIP

Do this full test for every new product you add, not just your first. It only takes a few minutes and catches broken file links or misconfigured settings before a real customer ever sees them.

9.3 Writing a Product Description That Sells

A good digital product description for this space typically covers four things: what it is, who it's for, what transformation or feeling it delivers, and the practical details (length, format, how to access it).

A simple structure to follow

- Opening line: name the feeling or result ("Release the tension you're carrying in your chest and shoulders...")
- What it is: format, length, and method ("...a 20-minute guided sound bath using Tibetan singing bowls and breathwork cues")
- Who it's for: be specific, echoing your Part 1 niche statement
- Practical details: file format (MP3), length, instant download after purchase

AI PROMPT LIBRARY

"Write a warm, grounded WooCommerce product description (120-150 words) for a [length]-minute [type of session] MP3 aimed at [your specific audience from Part 1]. Include what the listener will experience, who it's best for, and end with a practical note that it's an instant digital download."

COMMON MISTAKE

Writing a description that only describes the technique ("this uses 432 Hz frequencies and binaural beats") without describing the outcome for the listener. Lead with the transformation; the technical details support it, they don't replace it.

Chapter 9 Wrap-Up

Quick Summary

You created your first WooCommerce product end-to-end: title, description, Virtual and Downloadable settings, your S3 file URL, pricing, featured image, and category — then tested the full purchase-to-download flow before going live.

Checklist

- ☐ Product created with a clear, specific title
- ☐ Description written using the who/what/feeling/details structure
- ☐ Virtual and Downloadable checked
- ☐ S3 file URL added under Downloadable Files
- ☐ Price set
- ☐ Featured image (Part 7 cover) added
- ☐ Category assigned

- [] Full test purchase completed successfully in Test mode
- [] Payment gateway switched to Live mode
- [] Product published

Recommended Free Resources

- WooCommerce.com documentation on Virtual and Downloadable products
- Your Part 1 brand voice notes, to keep descriptions consistent

Recommended YouTube Searches

- "how to add a downloadable product in WooCommerce"
- "WooCommerce product description tips for digital products"

Next Steps

In Part 10, you'll start marketing this product — with current best practices for Instagram, TikTok, Pinterest, and YouTube Shorts, plus AI prompts for captions and hashtags.

Final Goal of This Chapter

A fully live, tested, purchasable product — the moment your business officially has something to sell.

PART 10: MARKETING YOUR SPIRITUAL BUSINESS

You Don't Need to Be Everywhere

The single biggest marketing mistake beginners make is trying to post on five platforms at once and burning out within a month. This chapter helps you choose 1-2 platforms that fit your niche and your energy, and gives you a realistic, repeatable system for each.

By the end of this chapter you will have:

- 1-2 primary platforms chosen based on your niche and audience
- A realistic weekly posting rhythm you can actually sustain
- A content mix that doesn't feel like constant selling
- An AI prompt library for captions and hashtags

10.1 Choosing Your Platform(s)

Small businesses consistently do better focusing on one or two platforms well than spreading thin across five. Match the platform to your niche and the kind of content you can realistically make.

Platform	Best Fit For	Core Format
Instagram	Visual, aesthetic niches (crystals, tarot, sound healing imagery); the most versatile all-round choice	Reels (short vertical video) drive the most reach; Stories build daily connection
TikTok	Younger audiences, teaching-style or "behind the scenes" content, quick wins from a single viral clip	Original short-form video under 60 seconds
Pinterest	Long-shelf-life discovery — pins can drive traffic for months or years after posting, great for meditation/guide-style products	Vertical pin images and short videos linking back to your shop
YouTube Shorts	Repurposing clips from longer content; building searchable, evergreen presence	Vertical short video, easily repurposed from Instagram Reels/TikTok
Facebook	Reaching an older audience and local community; still the top platform overall for product discovery by user count	Native video and text posts; Facebook Groups for community-building

PRO TIP

Pick one "anchor" platform to post on consistently, and treat a second as optional repurposing (e.g. record once for Instagram Reels, then re-upload the same clip to TikTok and YouTube Shorts with minimal extra editing).

COMMON MISTAKE

Being mediocre on five platforms instead of strong on one or two. A consistent, focused presence on one platform will outperform sporadic posting spread across many.

10.2 A Realistic Weekly Rhythm

A commonly cited, sustainable baseline for a small business: about 3 strong posts per week on your anchor platform, plus daily Stories, plus roughly 15 minutes a day actively engaging (replying to comments and DMs, commenting on others' posts in your niche).

A simple content mix

- Educational (about 40%): teach something related to your niche — a breathing technique, what a chakra imbalance feels like, how to read a simple tarot spread
- Behind-the-scenes / personal (about 30%): you recording a session, your workspace, why you started this business
- Promotional (about 20%): direct posts about your product, with a clear link to buy
- Community / engagement (about 10%): questions, polls, responding to followers' comments in a full post

PRO TIP

Consistency matters more than frequency. A realistic 3-posts-a-week habit you can sustain for 6 months will outperform an ambitious daily schedule that burns you out in three weeks.

10.3 AI Prompt Library for Marketing

Caption writing

"Write 3 Instagram caption options for a Reel about [topic], for a spiritual healing business whose brand voice is [your 3 brand words from Part 1]. Include a hook in the first line, a short body, and a call to action pointing to the link in bio. Keep each option under 125 words."

Hashtag research

"Suggest 20 Instagram hashtags for a post about [topic] in the [your niche] space, mixing a few broad/high-volume tags with several specific, less-competitive niche tags. Explain briefly why you grouped them that way."

Content ideas

"Give me 15 short-form video content ideas for a [your niche] spiritual healing business over the next month, split into educational, behind-the-scenes, and promotional categories, following a roughly 40/30/20/10 content mix."

Canva prompts

Use the AI prompt from Part 7 (Canva background textures) as your starting point for any new graphic, then swap in the specific topic of that week's post.

PRO TIP

Always personalize AI-generated captions before posting — read them out loud and edit anything that doesn't sound like something you'd actually say. AI drafts save time on the blank page; they shouldn't replace your real voice.

10.4 A Note on Automation

Part 11 goes deep on automation tools like ManyChat and comment-to-DM funnels, which can turn a single viral post into an automatic lead-capture and sales system. For now, focus on building a consistent posting habit and a genuine voice — automation works best layered on top of content that's already resonating, not as a substitute for it.

AI PROMPT LIBRARY

"Build me a simple content calendar template for the next 4 weeks, 3 posts per week, following a 40% educational / 30% behind-the-scenes / 20% promotional / 10% engagement mix for a [your niche] spiritual healing business."

Chapter 10 Wrap-Up

Quick Summary

You chose 1-2 platforms that fit your niche instead of spreading across every platform, adopted a realistic 3-posts-a-week rhythm with a balanced content mix, and built an AI prompt library for captions, hashtags, and content ideas.

Checklist

- ☐ 1-2 primary platforms chosen
- ☐ Weekly posting rhythm decided and realistic for your schedule
- ☐ Content mix (educational/behind-the-scenes/promotional/engagement) understood
- ☐ AI prompts saved for captions, hashtags, and content ideas
- ☐ First week of content planned

Recommended Free Resources

- Canva (for graphics, reusing your Part 7 Brand Kit)
- CapCut (free video editing app, widely used for Reels/TikTok/Shorts)
- Later or Buffer free tiers (basic post scheduling, covered further in Part 12)

Recommended YouTube Searches

- "how to grow a spiritual wellness brand on Instagram 2026"
- "content pillars for small business social media"
- "CapCut Reels editing tutorial for beginners"

Next Steps

In Part 11, you'll layer automation on top of this foundation — comment-to-DM tools, lead magnets, and simple funnels that turn engaged followers into customers automatically.

Final Goal of This Chapter

A focused, sustainable content system — not a burnout-inducing schedule you'll abandon in a month.

PART 11: AUTOMATING YOUR BUSINESS

What Automation Actually Does for You

Comment-to-DM automation turns a single post into a 24/7 sales assistant. You say "comment MEDITATION and I'll send you the link" in a Reel; anyone who comments that word instantly receives an automatic DM with your link — no one has to be watching your phone.

By the end of this chapter you will have:

- An understanding of how comment-to-DM automation works and why it's safe when done through official tools
- A comparison of the leading automation tools and their real 2026 pricing
- A simple lead magnet planned
- Your first automated funnel set up and tested

11.1 How Comment-to-DM Automation Works

All of the reputable tools in this space connect through Instagram's official Graph API using OAuth login — meaning you never hand over your password, and Instagram/Meta has approved the connection. Look for "Meta Business Partner" status before trusting any tool with account access.

The basic loop

1. You post content and say something like "Comment MEDITATION below and I'll send you a free sample"
2. Someone comments the keyword "MEDITATION"
3. The automation tool detects the keyword and automatically sends that person a DM
4. The DM contains your link — often to a free lead magnet first, then a follow-up message with your paid product

COMMON MISTAKE

Using a tool that asks for your Instagram password directly instead of an official OAuth login through Meta. Password-sharing tools violate Instagram's terms of service and put your account at real risk of suspension — only use Meta Business Partner tools.

11.2 Comparing Automation Tools

Pricing changes often in this category — ManyChat notably cut its free plan from 1,000 contacts down to just 25 in March 2026, pushing many small creators toward flat-rate alternatives. Always check current pricing before committing.

Tool	Pricing Model	Free Tier	Best For
CreatorFlow	\$15/mo flat rate	500 DMs/month free	Solo creators who want simple, predictable pricing with no per-contact surprises

Tool	Pricing Model	Free Tier	Best For
LinkDM	\$19/mo flat rate	1,000 DMs/month, free forever	Those who want an established platform with a large track record and a genuinely useful free tier
InstantDM	~\$9.99/mo, unlimited contacts	7-day trial only (no forever-free tier)	Tightest budget, provided the 750 DMs/hour cap fits your volume
ManyChat	\$17-199/mo across tiers, billed per active contact	25 contacts (cut from 1,000 in March 2026)	Multi-platform needs — Instagram, WhatsApp, SMS, and email in one tool; better fit once you're established than for a beginner's first funnel

PRO TIP

As a beginner just testing whether automation is worth it, start with a genuinely free tier (LinkDM or CreatorFlow) rather than committing to a paid plan. You can always upgrade once you can see it's driving real sales.

COMMON MISTAKE

Choosing a per-contact pricing tool (like ManyChat) before you have volume, then getting a shockingly large bill the month a post goes viral. Flat-rate tools protect you from this specific risk while you're small.

11.3 Lead Magnets and Digital Downloads

A lead magnet is something small and free you give away in exchange for an email address or a follow — it's how you turn a one-time social media viewer into someone you can market to again.

Lead magnet ideas for a spiritual healing business

- A short (2-5 minute) sample meditation, distinct from your full paid sessions
- A simple one-page PDF guide ("5 Signs Your Root Chakra Is Blocked")
- A printable ritual or journaling worksheet related to your niche

Host lead magnets the same way you host paid products: upload the file to your Amazon S3 bucket from Part 8, and use the resulting URL as the download link inside your automation tool's DM.

PRO TIP

Your lead magnet should solve one small, specific problem completely, then naturally point toward your paid product as the next step for a bigger transformation. It's a preview, not a watered-down version of the full thing.

11.4 Step-by-Step: Building a Simple Comment-to-DM Funnel

1. Sign up for your chosen automation tool (start with a free tier) and connect your Instagram Business account through the official Meta login
2. Create a new automation, choosing "comment keyword" as the trigger
3. Set your trigger keyword (keep it simple and specific, e.g. "CALM")
4. Write the automatic reply comment (something brief, like "Sent! Check your DMs 📩") and the private DM message itself
5. In the DM, include your lead magnet's S3 link and a warm, brief note in your Part 1 brand voice

6. Add a short follow-up message (sent a day or so later, if your tool supports delays) introducing your paid product
7. Publish a post using your chosen keyword in the caption or spoken in the video
8. Test it yourself by commenting the keyword from a separate account or asking a friend to test it

TIME ESTIMATE

30-60 minutes to set up your first funnel

AI PROMPT LIBRARY

"Write a short, warm automated DM message (under 60 words) for a spiritual healing business, to be sent when someone comments a keyword asking for a free [meditation/guide]. Include the download link placeholder and a soft, non-pushy mention of the full paid product."

Chapter 11 Wrap-Up

Quick Summary

You learned how comment-to-DM automation works safely through official Meta-approved tools, compared current pricing across CreatorFlow, LinkDM, InstantDM, and ManyChat, planned a lead magnet hosted on your existing S3 bucket, and built your first automated funnel.

Checklist

- ☐ Automation tool chosen (starting with a free tier)
- ☐ Instagram connected via official Meta OAuth login (never password-sharing)
- ☐ Lead magnet created and uploaded to S3
- ☐ Trigger keyword chosen
- ☐ Automated comment reply and DM message written
- ☐ Follow-up message introducing the paid product written
- ☐ Funnel tested end-to-end before publishing the triggering post

Recommended Free Resources

- CreatorFlow (creatorflow.so) and LinkDM (linkdm.com) — both offer genuinely usable free tiers
- Your existing Amazon S3 bucket from Part 8, for hosting the lead magnet file

Recommended YouTube Searches

- "comment to DM automation Instagram tutorial 2026"
- "how to create a lead magnet for a coaching business"
- "LinkDM vs CreatorFlow setup walkthrough"

Next Steps

In Part 12, the final chapter, you'll set up simple Google Sheets trackers to keep your products, customers, income, and marketing organized as your business grows.

Final Goal of This Chapter

A working, tested funnel that turns social media attention into email addresses and customers automatically — even while you're not online.

PART 12: BUSINESS ORGANIZATION

Why Organization Is the Last (and Ongoing) Step

Everything in Parts 1-11 gets your business built and launched. This final chapter keeps it running smoothly as it grows — simple trackers so you always know what you're selling, who's buying, how much you're making, and what's actually working in your marketing.

This manual comes with a companion file, *Business_Trackers_Templates.xlsx*, containing six ready-to-use tracker tabs described in this chapter. Open it in Excel, or upload it to Google Sheets (File > Import) to use it there instead.

By the end of this chapter you will have:

- A Product Tracker, MP3 Tracker, and Customer Tracker in use
- An Income Tracker with an automatic running total
- A Marketing Tracker and Social Media Planner
- AI prompts to generate or extend any of these trackers yourself

12.1 Your Six Trackers

Tracker	What It's For	Key Columns
Product Tracker	One row per product, so you never lose track of what's live vs. still in draft	Product Name, Category, Price, File Location, Status, Date Published
MP3 Tracker	Every audio file, separate from products — useful once you have several versions or backups of each recording	File Name, Linked Product, Length, S3 URL, Upload Date, Backed Up Locally?
Customer Tracker	A simple supplemental log of who bought what — not a replacement for your official WooCommerce order records	Date, Customer Name, Email, Product Purchased, Amount Paid, Payment Method
Income Tracker	Every sale amount, with an automatic running total formula	Date, Description, Amount, Category, Notes
Marketing Tracker	What you posted and how it performed, so you can spot real patterns instead of guessing	Date, Platform, Post Type, Topic, Link, Likes/Comments
Social Media Planner	Plan a week of content at a time using the content mix from Part 10	Week Of, Platform, Post Date, Content Type, Caption Draft, Status

PRO TIP

Each tab in the companion workbook includes one example row in gray italics showing the expected format — replace it with your own data, or leave it as a reference and start entering your real information in the row below.

COMMON MISTAKE

Treating the Customer Tracker or Income Tracker as your official financial records. These are lightweight, personal-use trackers to help you see your business at a glance — for actual bookkeeping and taxes, use dedicated accounting software or a bookkeeper/accountant, especially once sales pick up.

12.2 How the Income Tracker's Formula Works

The Amount column totals automatically at the bottom of the sheet using a SUM formula. Add a new row for every sale, and the total updates itself — no manual math, and no risk of a typo breaking the total the way it would in a hand-added sum.

AI PROMPT LIBRARY

"I have an Income Tracker spreadsheet with columns Date, Description, Amount, Category, Notes. Write me a formula that totals only the rows where Category equals 'Product Sales', so I can separate product income from any other income types."

12.3 Generating or Customizing Your Own Trackers

As your business grows past these six starter trackers, you can ask any AI chatbot to build new spreadsheets or extend these ones — describing exactly what you want in plain English.

AI PROMPT LIBRARY

"Design a Google Sheets tracker for [describe what you want to track], with clear column headers, one example row, and any useful formulas (like totals or averages) explained in plain English."

"Here are my current spreadsheet columns: [list them]. Suggest 3 additional columns that would help me understand [specific goal, e.g. which products are most profitable], and explain why each one is useful."

PRO TIP

Resist the urge to build ten trackers on day one. Start with the six here, actually use them for a month, and only add complexity once you feel a specific gap — an overbuilt system you don't maintain is worse than a simple one you do.

Chapter 12 Wrap-Up

Quick Summary

You now have six simple, ready-to-use trackers — products, MP3 files, customers, income, marketing, and a social media planner — plus AI prompts to extend or customize them as your business grows past this starter setup.

Checklist

- [] Business_Trackers_Templates.xlsx opened in Excel or imported into Google Sheets
- [] First real product entered in the Product Tracker
- [] First MP3 file logged in the MP3 Tracker
- [] Income Tracker formula confirmed working
- [] First week of content planned in the Social Media Planner

Recommended Free Resources

- Google Sheets (sheets.google.com) — free, and the trackers import cleanly from the provided .xlsx file
- Any free AI chatbot (Claude, ChatGPT) for generating or extending trackers as you grow

Recommended YouTube Searches

- "import Excel file into Google Sheets tutorial"
 - "simple small business bookkeeping spreadsheet basics"
-

You've Finished the Manual — What Now?

Across twelve parts, you've gone from an idea to a real, technically functioning business: a defined niche and brand, a live WordPress and WooCommerce store, a securely hosted product file, a tested purchase flow, marketing systems, automation, and now the organizational habits to keep it all running.

None of this needs to be perfect before you launch. Publish your first product, make your first post, and let real customer feedback — not more preparation — guide your next improvements. The business that launches imperfectly and adjusts beats the one still being perfected in private.

Revisit any chapter as needed — this manual is meant to be a reference you come back to, not something you read once and set aside.

Wishing you every success as you bring your healing work into the world.

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BONUS: HOW TO CREATE YOUR OWN INSTAGRAM POSTS

A Hands-On Walkthrough, Start to Finish

Part 7 covered designing product images, and Part 10 covered marketing strategy — what to post and how often. This bonus chapter is the missing piece in between: the literal, tap-by-tap steps to turn a finished design into a live Instagram post. Follow along on your phone as you read.

By the end of this chapter you will have:

- A finished graphic ready to post, exported from Canva onto your phone
- A published Feed Post, with a caption, hashtags, and tags
- A published Story
- A basic understanding of posting a Reel, building on your Part 6 recordings

Step 1: Know Your Three Post Types

Instagram has three main ways to publish, and picking the right one for the job matters more than most beginners realize.

Post Type	Best For	Where It Lives
Feed Post	Your best, most polished content — things worth someone saving or returning to	Stays permanently on your profile grid
Story	Quick, casual, in-the-moment updates — behind-the-scenes, polls, reminders	Disappears after 24 hours
Reel	Short video, currently the format Instagram shows to the most new (non-follower) people	Stays on your profile and can appear in Explore/Reels feeds

PRO TIP

If you only have energy for one post type per week, make it a Reel — in 2026, Reels consistently reach more new people than any other format, which matters most while you're still building your first audience.

Step 2: Get Your Design Onto Your Phone

If you designed your graphic in Canva on a computer (Part 7), you need it on your phone before you can post it.

1. In Canva, open your finished design
2. Click Share (top right), then Download
3. Choose PNG or JPG as the file type
4. Click Download and save the file
5. Get it onto your phone: the easiest way is opening the free Canva app on your phone (log into the same account) and downloading it directly there — this skips the file-transfer step entirely
6. Alternatively, email the file to yourself or use a cloud service (Google Drive, iCloud) to sync it to your phone's photo gallery

PRO TIP

Using the Canva mobile app to design or at least export is the fastest path — you design or download on your phone, and it lands directly in your phone's gallery, ready to post immediately.

Step 3: Publish a Feed Post

1. Open the Instagram app
2. Tap the + icon at the top of your screen
3. Select Post
4. Choose your image from your phone's gallery (select more than one photo if you want a swipeable carousel post)
5. Tap Next
6. Apply a filter or adjust brightness/contrast if needed, then tap Next again (this step is optional — skip it if your Canva design is already finished)
7. Write your caption in the text box (see Step 5 for how to write one)
8. Tap Tag People if relevant (e.g. tagging a collaborator)
9. Tap Add Location if you want to include one — optional, but can help local discovery
10. Review everything one more time, then tap Share

TIME ESTIMATE

5-10 minutes once your design is ready

COMMON MISTAKE

Publishing without proofreading the caption on your phone screen — typos are much easier to spot after you've stepped away from the design process for a moment. Read it out loud once before tapping Share.

Step 4: Publish a Story

1. Open Instagram and either tap your profile picture at the top left, or swipe right from the main feed
2. Tap the camera icon or the gallery icon at the bottom to choose an existing image instead of taking a new photo
3. Select your image
4. Use the sticker icon (the small square smiley face) to add polls, questions, countdowns, or a music sticker
5. Use the text tool (the "Aa" icon) to add a short caption directly on the image
6. Tap Your Story at the bottom to post it

PRO TIP

Add a poll or question sticker to at least one Story a week. Stories with an interactive sticker get meaningfully more replies than plain image Stories, and every reply is a chance to build a real relationship with a potential customer.

Step 5: Writing a Caption That Actually Gets Read

A simple, repeatable caption structure works better than trying to write something perfect every time.

- Hook (first line): the only part visible before someone taps "more" — make it count (a question, a bold statement, or the core benefit)
- Body (2-4 short sentences): the story, tip, or context behind the post
- Call to action (final line): tell people exactly what to do next — "Save this for later," "Comment your sign below," "Link in bio to listen"

AI PROMPT LIBRARY

"Write an Instagram caption for a post about [topic], for a spiritual healing business with a [your 3 brand words] voice. Start with a strong hook in the first line, keep the body under 4 sentences, and end with a clear call to action."

Step 6: Adding Hashtags

1. After writing your caption, tap to add hashtags either inline in the caption or in the first comment (both work — pick whichever feels more natural)
2. Use a mix of broad tags (#spiritualhealing) and specific niche tags (#rootchakrahealing) — see the AI prompt from Part 10 to generate a fresh list for each post
3. Aim for roughly 8-15 relevant hashtags rather than the maximum allowed — quality and relevance matter more than quantity

COMMON MISTAKE

Reusing the exact same block of hashtags on every single post. Vary them post to post based on the specific topic — identical repeated hashtag sets can reduce how far Instagram shows your content.

Step 7: A Quick Note on Reels

Posting a Reel follows the same basic pattern as a Feed Post, using footage instead of a still image:

1. Tap the + icon and select Reel
2. Tap the gallery icon to upload a video you've already recorded and edited (a phone video, or a screen recording of you talking about your product)
3. Trim the clip using the bar at the bottom if needed
4. Add text overlays, auto-captions, or music using the tools on the right side of the screen
5. Choose a cover image that looks good both full-screen and cropped in your profile grid
6. Write your caption and hashtags exactly as you would for a Feed Post
7. Tap Share

PRO TIP

Turn on auto-captions for every Reel. Most people watch with sound off, especially early in a video before they've decided to stay — captions are often the difference between someone scrolling past and someone actually watching.

Bonus Chapter Wrap-Up

Quick Summary

You now know when to use a Feed Post, Story, or Reel, how to get a Canva design onto your phone, the exact taps to publish each post type, how to structure a caption that gets read, and how to choose hashtags that help rather than hurt your reach.

Checklist

- ☐ Design exported from Canva and saved to your phone
- ☐ First Feed Post published, with a caption using the hook/body/call-to-action structure
- ☐ Hashtags added (8-15, mixing broad and niche tags)
- ☐ First Story published, with at least one interactive sticker
- ☐ Comfortable with the Reel posting steps, ready to use once you have video from Part 6

Recommended Free Resources

- The Canva mobile app (iOS/Android) — design or export directly on your phone
- Instagram's built-in auto-captions tool — free, no extra app needed

Recommended YouTube Searches

- "how to post on Instagram for beginners 2026"
- "Instagram caption writing tips small business"
- "how to add auto captions to Instagram Reels"

Final Goal of This Chapter

The confidence to go from a finished design sitting in Canva to a live, published post — without hesitating over which button to tap.

BONUS 2: YOUR CANVA AI PROMPT LIBRARY

A Month of Instagram Content, One Prompt at a Time

The previous bonus chapter covered publishing a post once it's designed. This chapter covers the fastest way to design one in the first place: 30 ready-to-use Canva AI prompts, organized by content type. Copy a prompt, paste it into Canva AI, customize the result with your own branding, and you have a finished graphic in minutes instead of starting from a blank page.

By the end of this chapter you will have:

- A working process for generating designs with Canva AI
- A full library of 30 prompts covering welcomes, quotes, rituals, healing modalities, promotions, and engagement posts
- A simple file system to keep a month of content organized

How to Use These Prompts in Canva AI

1. Go to canva.com and log in (or click Sign Up to create a free account if you don't have one yet)
2. From the Canva home screen, click Canva AI in the left-hand menu, then click Create with AI
3. Copy any prompt from this chapter exactly as written
4. Paste it into the Canva AI prompt box and click Generate
5. Canva AI will produce one or more design options — review them and pick the one closest to your vision, or edit the prompt and generate again
6. Customize the result: replace the sample business name, logo, headline, and call-to-action with your own
7. Swap in your own photos if you'd like, by clicking the image and choosing Replace
8. Adjust colors and fonts to match your Part 1 and Part 7 brand kit, so every post looks consistently on-brand
9. When it's ready, click Share > Download > PNG to save the finished graphic
10. Post it using the steps from the previous bonus chapter

PRO TIP

If Canva AI doesn't produce exactly what you had in mind on the first try, don't edit for 20 minutes — just click Generate again. AI creates something different each time, so a second or third generation often gets you there faster than manual tweaking.

Before You Begin: Get Organized

Create one folder on your computer called Instagram Content, with these subfolders inside it. A little structure up front saves real time once you're producing content every week.

- Canva Templates
- Finished Graphics
- Captions
- Logos
- Brand Photos
- AI Images

- Instagram Posts

COMMON MISTAKE

Saving every finished graphic straight to the desktop "for now." Within a month this becomes impossible to search through — take the two minutes to save into the right subfolder as you go.

Foundation

Start here — these three establish your presence before you post anything else.

Prompt 1: Welcome Post

Create a premium Instagram post for a [business type]. Include an ultra-realistic image of [describe the scene]. Use elegant typography with a luxury wellness aesthetic. Headline: "Welcome to [Business Name]." Supporting text: "Helping you experience healing, growth, and transformation." Include an editable logo placeholder and a professional call-to-action. Instagram size (1080 x 1080).

Prompt 2: Inspirational Quote

Create a luxury Instagram quote graphic. Topic: [Insert Quote]. Use peaceful colors and botanical elements, with elegant typography. Include an editable logo placeholder and an ultra-realistic spiritual image related to the quote.

Prompt 3: Educational Post

Create an educational Instagram post. Topic: [Insert Topic]. Explain the topic using simple language, with a large headline and supporting text. Use a professional layout, editable branding, and a luxury wellness design.

Daily Rituals & Wellness

The bulk of your regular content: rituals, healing modalities, and everyday inspiration your audience will save and return to.

Prompt 4: Morning Ritual

Create a luxury Instagram graphic. Scene: [Describe the morning ritual], including sunrise, coffee or tea, journal, nature, and golden lighting. Include a large editable headline and professional typography.

Prompt 5: Meditation

Create an Instagram template promoting meditation. Scene: [Describe meditation location]. Use peaceful colors, elegant design, and luxury branding, with an editable logo and a professional call-to-action.

Prompt 6: Crystal Healing

Create an Instagram template. Scene: a beautiful crystal arrangement, candles, a healing space, and natural lighting. Headline: [Insert Headline]. Include supporting text and editable branding.

Prompt 7: Energy Healing

Create an Instagram post promoting energy healing. Scene: healing hands, golden light, a peaceful client, and a luxury healing room. Include editable text and a professional layout.

Prompt 8: Reiki

Create a Reiki Instagram graphic. Use calming colors, soft lighting, and a sense of healing energy, in a luxury editorial design. Include a large editable headline.

Prompt 9: Oracle Cards

Create a luxury Instagram post. Scene: oracle cards, candles, crystals, a journal, and moonlight. Include editable branding.

Prompt 10: Full Moon

Create a premium Instagram template. Scene: full moon, lake, meditation, candles, and crystals. Use luxury typography.

Prompt 11: Self-Care

Create a luxury self-care post. Scene: spa, candles, tea, flowers, luxury towels, and natural light.

Prompt 12: Gratitude

Create a gratitude Instagram graphic. Scene: journal, coffee, morning sunshine, fresh flowers, in a minimal luxury style.

Prompt 13: Journaling

Create an Instagram template encouraging journaling. Scene: an open journal, pen, coffee, flowers, and a peaceful home. Include editable text.

Prompt 14: Nature Healing

Create a luxury Instagram post. Scene: forest, waterfall, mountains, wildflowers, and golden sunlight. Use professional branding.

Prompt 15: Spiritual Awakening

Create a luxury Instagram post. Scene: a woman walking toward sunlight, mountains, soft mist, and golden lighting, in luxury editorial photography style.

Prompt 16: Manifestation

Create a luxury manifestation graphic. Scene: vision board, journal, candles, and gold accents. Use modern typography.

Prompt 17: Affirmation

Create an affirmation Instagram template. Headline: [Insert Affirmation]. Use a beautiful luxury image with minimal design and a professional layout.

Trust & Connection

Content that builds credibility and shows the human side of your business.

Prompt 18: Client Testimonial

Create an elegant testimonial template with a luxury background, editable testimonial text, editable client name, and professional typography.

Prompt 19: Behind the Scenes

Create an Instagram template. Scene: workspace, laptop, microphone, journal, coffee, and flowers, in a luxury entrepreneur aesthetic.

Promotion & Offers

Use these when you have something specific to sell or promote.

Prompt 20: Product Promotion

Create a luxury product promotion. Scene: digital product, tablet, laptop, flowers, and candles. Use professional branding and a large call-to-action.

Prompt 21: Online Course

Create a premium course promotion with an editable title, luxury design, a beautiful workspace scene, and professional typography.

Prompt 22: Workshop

Create a workshop promotion with an editable date, editable location, editable call-to-action, and luxury branding.

Prompt 23: Webinar

Create a webinar registration graphic. Scene: luxury office, laptop, microphone, in a professional design.

Prompt 24: Community Invitation

Create an Instagram template inviting people into an online community. Use warm, welcoming colors, luxury typography, and editable branding.

Engagement & Community

Posts designed to get replies, saves, and shares rather than just views.

Prompt 25: Daily Spiritual Message

Create a peaceful daily inspiration graphic with a beautiful AI-generated image, luxury design, and an editable quote.

Prompt 26: Energy Tip

Create an educational Instagram template. Topic: one daily energy tip. Use luxury wellness branding with an editable design.

Prompt 27: Business Tip

Create a business coaching Instagram graphic. Scene: luxury workspace, modern entrepreneur. Include editable text and a professional call-to-action.

Prompt 28: Frequently Asked Questions

Create an FAQ template with editable questions, editable answers, and luxury branding.

Prompt 29: Call-to-Action

Create an Instagram graphic encouraging engagement — for example "Save this post," "Comment below," "Share with a friend," "Join my newsletter," "Download my guide," or "Book a session."

Your Reusable Template

Once you've used the 29 prompts above, use this one to keep generating fresh content indefinitely.

Prompt 30: Custom Prompt (Reusable Template)

Create a premium Instagram template for my [business type]. Topic: [Insert Topic]. Scene: [Describe the image you want]. Headline: [Insert Headline]. Supporting Text: [Insert Text]. Call-to-Action: [Insert CTA]. Use luxury wellness branding, modern typography, editable colors, and an editable logo. Instagram size (1080 x 1080), ultra-realistic photography.

Bonus 2 Chapter Wrap-Up

Quick Summary

You now have a repeatable Canva AI workflow and a 30-prompt library covering every stage of a spiritual healing business's content calendar — welcomes, quotes, rituals, healing modalities, testimonials, promotions, and engagement posts — plus a simple folder system to keep it all organized as you scale.

Checklist

- Instagram Content folder and subfolders created
- First prompt generated and customized with your own branding

- First finished graphic downloaded
- A rotation planned across at least 3 of the 6 prompt categories for your first month

Recommended Free Resources

- Canva AI (canva.com) — included free with any Canva account, with expanded generations on Canva Pro
- Your Part 1 and Part 7 brand kit, to keep every generated design on-brand

Final Goal of This Chapter

A full month of Instagram content ready to generate on demand, so you're never staring at a blank page trying to think of what to post next.

PART 13: PROTECTING YOUR HEALING BUSINESS

How This Chapter Works

Parts 1–12 get your business built, stocked, and selling. This chapter protects it. Spiritual healing is a caring profession — and caring for your clients includes being clear about what your work is and is not, how refunds work, what you do with their information, and how you keep your shop open. None of this is complicated, and most of it takes an afternoon.

By the end of this chapter you will have:

- A healing disclaimer on your website and products
- A refund policy written for digital products
- A privacy policy and terms of service page
- A simple client consent form for live or distance sessions
- Permission-based email marketing (so your emails are legal and welcome)
- Your paid files protected from free sharing
- Two ways to take payment, and a monthly "is my shop working?" check

IMPORTANT

This chapter gives general, practical information — it is not legal or tax advice. Laws differ by country, province and state. For anything you are unsure about, a one-hour chat with a local small-business lawyer or accountant is money well spent.

13.1 Your Healing Disclaimer

A disclaimer tells people, kindly and clearly, that your work supports well-being but does not replace medical or psychological care. It protects your clients (who should never stop a treatment because of a meditation) and it protects you.

Where it belongs

- In your website footer (every page)
- On every product page, just above the Buy button
- Inside every PDF, workbook, and at the start of every recording's description
- On your client intake / consent form (13.4)

Sample disclaimer (edit to fit your work)

"The products and sessions offered by [Business Name] are for spiritual, educational and personal-growth purposes only. They are not a substitute for medical, psychological or professional care, and they do not diagnose, treat or cure any condition. Please continue to follow the advice of your doctor or healthcare provider."

COMMON MISTAKE

Promising physical results — "cures anxiety," "heals back pain," "removes illness." Words like these can break advertising and health-claim laws in many countries and can get Facebook ads and payment accounts shut down. Use supportive language instead: "supports," "encourages," "invites," "helps you feel."

13.2 A Refund Policy for Digital Products

Because a download cannot be "returned," most digital-product businesses say that sales are final — with a few fair exceptions. Say this clearly *before* someone pays. Link your policy in your footer and at checkout, and (in WooCommerce or Stripe) turn on "customer must accept terms" if the option exists.

What to include

- That products are digital and delivered electronically
- That sales are final once the product is purchased or downloaded
- Fair exceptions: a file that won't open, a duplicate charge, or a technical fault on your side
- How to contact you, and how quickly (e.g., "within 7 days of purchase")
- Your support email address

AI PROMPT LIBRARY

Copy this into ChatGPT, Claude, or any AI chatbot:

"Write a friendly refund policy for my spiritual healing business, [Business Name], which sells digital downloads (MP3 recordings and PDF guides). Sales are final once purchased, with exceptions for broken files, duplicate charges, or technical problems reported within 7 days. Keep it warm, clear, and under 250 words."

13.3 Privacy Policy and Terms of Service

The moment you collect a name, email or payment, you need a **privacy policy** — and payment processors such as Stripe ask for the link when you set up your account. A **terms of service** page explains the rules for buying and using your products.

The easy way in WordPress

1. Go to **Settings > Privacy**. WordPress creates a privacy policy page with a guide showing what to include.
2. List every service that handles your customers' information — for example your host, WooCommerce, Stripe/PayPal, your email-list provider, and any analytics.
3. Say what you collect (name, email, purchase details), why, how long you keep it, and how people can ask you to delete it.
4. Publish it and link it in your footer next to your Refund Policy and Terms.

Your terms of service usually cover: who you are, what you sell, that products are for personal use only (no sharing or reselling), your refund policy, your disclaimer, and how to contact you.

AI PROMPT LIBRARY

Copy this into ChatGPT, Claude, or any AI chatbot:

"Write a simple terms of service page for [Business Name], a spiritual healing business in [country/province] selling digital downloads for personal use. Include: personal-use-only licence (no sharing or reselling), refund policy summary, a spiritual/educational-purposes disclaimer, and contact details. Plain, friendly language."

PRO TIP

Free policy generators (search "free privacy policy generator") create a good first draft. Read every line — make sure it names the services you actually use.

13.4 Client Consent for Live and Distance Sessions

If you offer one-to-one sessions (in person, by video, or distance healing), ask each new client to complete a short intake and consent form first. It sets clear expectations and gives you a record.

- Their name, email and (optional) phone
- What they would like support with
- Any health conditions or medications they wish to share (optional), and a note that they should keep seeing their doctor
- Your disclaimer (13.1), and a checkbox: "I understand and agree"
- Permission to record the session (if you record) and how recordings are stored
- Your cancellation and rescheduling policy
- Date and signature (a typed name is fine for online forms)

PRO TIP

Free form tools such as Google Forms, Jotform or your booking app can collect this automatically when a client books. Keep completed forms private and secure.

13.5 Email Marketing — Doing It the Right Way

Emailing people who have not agreed to hear from you is not only unwelcome — in many countries it is against the law. The rules share the same heart: **get permission, say who you are, and make it easy to unsubscribe.**

Where your subscriber lives	Law	What it means for you
Canada	CASL	You need express consent (they ticked or typed to join) or implied consent (e.g., they bought from you — generally valid for 2 years). Every email shows your name, a mailing address, and an unsubscribe link.
United States	CAN-SPAM	No misleading subject lines; include a physical mailing address and a working unsubscribe link; remove people who unsubscribe promptly.

Where your subscriber lives	Law	What it means for you
EU / UK	GDPR / UK GDPR	Clear opt-in (no pre-ticked boxes), explain what they will receive, and delete their data if they ask.

PRO TIP

Follow the strictest rule for everyone: an unticked "Yes, send me emails" box, your business address in the footer, and one-click unsubscribe. Good email platforms add the address and unsubscribe link for you.

13.6 Outside the United States: Tax and Trademarks

Earlier chapters use US examples (such as the USPTO trademark search). If you live elsewhere, use your own country's equivalent.

CANADA

- **Trademarks:** search the Canadian Trademarks Database from the Canadian Intellectual Property Office (search "CIPO trademark search").
- **GST/HST:** you are generally a "small supplier" and do not have to register until your taxable sales pass **\$30,000** in any four consecutive calendar quarters. After that, you register and charge GST/HST — including on digital products sold to Canadians.
- **Keep records:** save every sale and expense from day one; it makes tax time easy.

Selling to other countries: some places (for example the EU and the UK) charge VAT on digital products sold to their residents, sometimes from the very first sale. Marketplaces such as Etsy often collect this for you; if you sell from your own website, ask an accountant how to handle it.

13.7 Protecting Your Paid Files

In Part 8, your Amazon S3 files are set to "public read." That keeps setup simple — but anyone who has the exact link can download the file, and a buyer could share that link. For low-priced products many sellers accept this small risk. As your catalog grows, protect your best products using one of these options:

Option	How it works	Best for
Store the file in WooCommerce	Upload the file in the product's Downloadable Files section instead of pasting an S3 link. WooCommerce keeps it in a protected folder and gives each buyer their own download link.	Smaller files (PDFs, single MP3s)
Download limits and expiry	In each product, set Download limit (e.g., 5) and Download expiry (e.g., 30 days). Links stop working after that.	Every product — takes 1 minute
Expiring S3 links	A WooCommerce Amazon S3 extension (e.g., WooCommerce's official "Amazon S3 Storage," paid) creates a private link that works for a short time only. Your bucket stays fully private.	Large audio courses and bundles

Option	How it works	Best for
Sell on a platform	Platforms such as Skool, MailerLite products, Etsy or Payhip deliver files for you behind a login or private link.	Beginners who want zero tech

PRO TIP

In WooCommerce go to **Settings > Products > Downloadable products**, choose the file download method "Force downloads," and tick "Downloads require login" if you want buyers to have an account.

13.8 Keep Your Payments Flowing

A shop can stop taking money without anyone telling you — a payment account can be restricted for a missing document, a free plan can go over its limits, or a link can break. Protect your income with these habits:

- **Offer two ways to pay** (for example Stripe for cards and Apple/Google Pay, plus PayPal). If one has a problem, customers can still buy.
- **Keep your payment accounts verified.** Respond quickly to any email asking for ID or business details.
- **Set your public details:** in Stripe, set your business name, support email, website, privacy policy link, and a statement descriptor people will recognise (e.g., your business name) — unrecognised charges lead to disputes.
- **Watch free-plan limits** on any sales or email platform; going over can switch off checkout.
- **Do a test purchase every month** — buy your cheapest product from a private browser window, then refund yourself.

TIME ESTIMATE

2–3 hours for the whole chapter

COST ESTIMATE

\$0 using WordPress, free generators and AI drafts; optional \$100–300 for a professional legal review

PART 14: BUILDING YOUR EMAIL LIST

How This Chapter Works

Social media platforms can change their rules or reach overnight. Your email list is the one audience you truly own. In Part 11 your free lead magnet was delivered by Instagram DM; in this chapter you will also collect email addresses, so you can welcome new people and let them know when you release something new.

- An email-marketing account connected to your own domain
- A sign-up form or landing page for your lead magnet
- A 3-email welcome sequence that runs automatically

14.1 Choosing an Email Platform

Popular beginner-friendly choices include **MailerLite**, **Kit** (formerly ConvertKit) and **Brevo**. All offer free plans — but free-plan limits change often, so check the current limits on their pricing pages before you choose.

PRO TIP

At the time of writing (September 2026), MailerLite's free plan includes up to 250 subscribers, 2,500 emails a month, one landing page, and one digital product you can sell through Stripe — enough to start.

14.2 Authenticating Your Domain (Do This First)

Before you can send from your business address (for example *hello@yourbusiness.com*), your email platform will ask you to prove you own your domain. This also keeps your emails out of spam folders. You add a few small records in your **DNS settings** — found wherever your domain's nameservers point (usually your host from Part 3).

1. In your email platform, find **Domains** or **Authenticate domain** and enter your domain name.
2. It will show 2–4 records. Typical ones: a **CNAME** for DKIM (a "signature" for your emails), a **TXT** for SPF (the list of services allowed to send for you), and a **TXT** verification code.
3. In your host's DNS page, click **Add Record**, choose the type (CNAME or TXT), and paste the Name/Host and Value using the platform's Copy buttons.
4. Save, then wait. Changes can take from a few minutes up to 24–48 hours to be recognised.
5. Return to your email platform and click **Verify** / **Check records** until every record shows green.

COMMON MISTAKE

Creating a second SPF record. A domain may have **only one** TXT record starting with *v=spf1*. If you already have one (your host often adds one for you), edit it and combine the services into a single line, for example: *v=spf1 include:[email platform] mx include:[your host] -all*. Two SPF records can stop **all** of your email — including your shop's order emails — from being delivered. Most email platforms show you the correctly combined line to copy.

PRO TIP

Paste with the Copy buttons rather than typing — one missing letter stops the record from working. If you get stuck, your host's live chat can check your records in minutes.

14.3 Your Lead-Magnet Sign-Up

1. Create a sign-up form or simple landing page in your email platform ("Get your free 5-minute meditation").
2. Add an unticked consent checkbox and a line explaining what they will receive (13.5).
3. Connect it to a group or tag called, for example, "Free Meditation."
4. Deliver the lead magnet automatically in the first welcome email.
5. Link the page in your Instagram bio and in the Part 11 DM automation, so people can join your list too.

14.4 A Simple 3-Email Welcome Sequence

Email	When	What to say
1 — Welcome & gift	Immediately	Thank them, deliver the free download, and share one sentence about who you help.
2 — Your story	Day 2	Why you do this work, a short client-style example (only with real permission), and one helpful tip.
3 — Next step	Day 4	Introduce your first paid product, what it helps with, the price, and a clear button to buy.

AI PROMPT LIBRARY

Copy this into ChatGPT, Claude, or any AI chatbot:

"Write a 3-email welcome sequence for my spiritual healing business, [Business Name], for people who downloaded my free [lead magnet]. Brand voice: [your 3 brand words]. Email 1 delivers the gift, email 2 shares my story and one tip, email 3 introduces my [paid product] at [price]. Each email under 200 words with a warm subject line."

14.5 Beyond Your Own Shop

Your WooCommerce shop is your home base, but you can also meet buyers where they already are:

Platform	Good for	Keep in mind
Skool	Communities, courses and memberships with one-time or monthly pricing	Members join your group; great for ongoing teaching
Etsy	Being discovered by people searching for digital downloads	Listing and transaction fees; Etsy handles VAT in many regions
Amazon Kindle (KDP)	E-book versions of your guides	If you join KDP Select, the e-book must be exclusive to Amazon for 90 days

Platform	Good for	Keep in mind
Email-platform products	Simple one-product sales with a checkout page	Check free-plan limits (14.1)

TIME ESTIMATE

2–4 hours, plus waiting time for domain authentication

COST ESTIMATE

\$0 on a free email plan

Chapter Wrap-Up

- Disclaimer, refund policy, privacy policy and terms published and linked in your footer
- Consent form ready for sessions
- Paid files protected and download limits set
- Two payment methods and a monthly test purchase on your calendar
- Email platform chosen and domain authenticated
- Lead-magnet sign-up live and welcome sequence switched on

BONUS 3: YOUR CANVA SALES PAGE TEMPLATE KITS

You now know how to build, stock and market your healing business. This bonus gives you a head start on the pages your customers actually see. Two professionally designed, fully editable Canva kits are included with this manual. Choose the one that fits your brand (or use both!).



Lavender & Gold

Soft, feminine and calming

[OPEN LAVENDER & GOLD](#)



Midnight & Copper

Grounded, modern and masculine

[OPEN MIDNIGHT & COPPER](#)

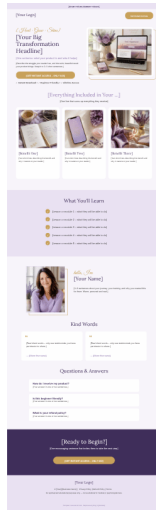
IMPORTANT

Click a button above (or the links in Resource Links) to open a kit. You will need a **free Canva account**. Canva makes **your own copy**, so you can change anything without affecting anyone else.

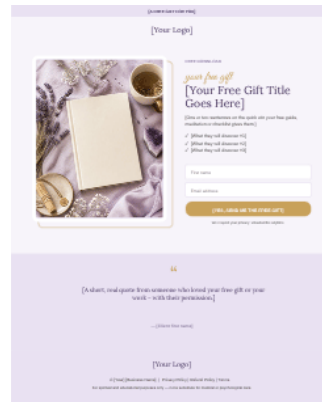
What Is Inside Each Kit

Each kit has four pages. The last three work together as a simple selling "funnel":

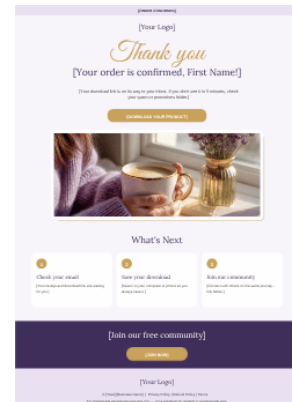
Page	What it is for	Where it fits
1. Cover mockup	A preview image of your pages on a laptop and phone. Use it as an example, or as inspiration for your own product mockups.	Social posts, your shop, your product listing
2. Sales page	Sells one product: headline, benefits, what they will learn, your story, testimonials, FAQ and buy buttons.	Parts 9 & 10: the page your posts and emails point to
3. Opt-in page	Gives away your free gift (lead magnet) in exchange for a name and email address.	Parts 11 & 14: grows your email list
4. Thank-you page	Confirms the order or sign-up, gives the download button, and invites them into your community.	Shown right after someone buys or signs up



Sales page



Opt-in page



Thank-you page

How they work together: a social post invites people to your free gift, so they land on the **opt-in page** and join your list. Your welcome emails (Part 14) introduce your product, so they visit the **sales page** and buy. After checkout they see the **thank-you page** and receive their download.

How to Use Your Kit: Step by Step

Step 1: Make your own copy

1. Click **Open Lavender & Gold** or **Open Midnight & Copper**.
2. Log in to Canva, or create a free account. Google or email sign-in both work.
3. Click the purple **Use template for new design** button. Canva opens **your** copy, and it is saved automatically in **Projects**.
4. Rename it (click the title at the top), for example "Sales Page – Heart Healing Meditation."

Step 2: Replace the words

1. Everything inside [square brackets] is a placeholder. Click the text, delete it (including the brackets) and type your own words.
2. Keep headlines short: one clear promise in 6–10 words.
3. The small grey line at the very bottom of the sales page ("Template: ... Replace everything in [brackets]") is a note for you. Delete it when you are done.

AI PROMPT LIBRARY

Copy this into ChatGPT, Claude, or any AI chatbot:

"Write the text for a sales page for my [product name], a [type of product, e.g., 30-minute guided healing meditation] for [who it helps]. Brand voice: [3 brand words]. Give me: a headline (under 10 words), one sub-headline sentence, a 3-sentence intro, 3 benefits with 2-line descriptions, 5 "What you'll learn" bullet points, 3 short FAQ answers, and a closing call to action. Price: [\$XX]."

Step 3: Replace the photos

1. Click **Uploads** on the left and upload your own photos.
2. Drag a photo from Uploads **onto** the photo you want to replace, and it swaps in automatically. Or select a photo and click **Replace**.
3. Double-click any photo to move or zoom it inside its frame.
4. Replace the sample "Meet Your Guide" photo with **a real photo of you**. People buy from people they trust.

PRO TIP

The sample photos are placeholders so you can see the finished look. You may keep them while you build, but your own photos and product images will always sell better. Canva also has thousands of free photos under **Elements > Photos**.

Step 4: Add your logo

1. Upload your logo (Part 1) to **Uploads**.
2. Drag it onto the page, place it where it says [Your Logo], then click the placeholder text and delete it.
3. Repeat in the footer and on the opt-in and thank-you pages.

Step 5: Make it match your brand

1. **Colours:** click any shape, then click the colour square in the top toolbar. Choose your brand colour, then click **Change all** to update it everywhere at once.
2. **Fonts:** click any text box and choose a font from the font menu. Stick to two fonts: one for headings, one for body text.
3. **Canva Pro users:** with a Brand Kit set up, click **Design > Styles** to apply your colours and fonts in one click.

Step 6: Add your links

1. Select a button's text (for example [GET INSTANT ACCESS – ONLY \$XX]) and type your real price.
2. With the text selected, click the **link** icon (it looks like a chain) and paste your checkout or sign-up link.
3. Link **Privacy Policy**, **Refund Policy** and **Terms** in the footer to your policy pages (Part 13).

Step 7: Put it to work

1. **Rebuild it in your shop or email platform (most common).** Use the finished Canva page as your blueprint: copy your words and photos into your WordPress/WooCommerce page, MailerLite landing page or systeme.io funnel. Everything is already written and designed, so building takes minutes.
2. **Download images.** Click **Share > Download**, choose PNG or JPG, and pick the pages you want. Use them for social posts, your product listing, or to show a web designer what you want.
3. **Publish with Canva (optional).** Canva can publish designs as a simple website under **Share > Website**. This works best with designs made in Canva's Website format. If the option does not appear for your design, use the first option instead.

COMMON MISTAKE

Leaving placeholder text behind. Before you publish, read every page slowly and search for the "[" character. One forgotten [Client first name] makes a page look unfinished. Also, only use testimonials from real clients who have given permission.

PRO TIP

Make a separate copy of the kit for each product. Open your finished design, then click **File > Make a copy**, rename it, and change only the product details.

Your Licence

You may use these templates to create pages for **your own business**, for as many of your own products as you like. Please do **not** share the template links, resell the templates, or offer them to others as your own design. Thank you for honouring this work.

TIME ESTIMATE

1–2 hours to personalise your first kit; about 20 minutes for each additional product

COST ESTIMATE

\$0 with a free Canva account (Canva Pro is optional)

Bonus Wrap-Up

- Your own copy of a kit saved in your Canva account
- All [bracket] text replaced with your words
- Your photos, logo, colours and fonts in place
- Buttons and footer links pointing to your real pages
- Pages rebuilt or published, and every link tested

RESOURCE LINKS

Every tool mentioned in this manual, in one place. Click any link to open it. Prices and features change often — always check the live website before buying.

Bonus 3 — Your Canva Sales Page Template Kits

- **Lavender & Gold template kit** — canva.link/za6g8sylv1aa56y
- **Midnight & Copper template kit** — canva.link/7hyixp69wqf97i4

Part 1 — Branding & email

- **Canva** — www.canva.com
- **Google Fonts** — fonts.google.com
- **Adobe Express** — www.adobe.com/express/
- **Zoho Mail** — www.zoho.com/mail/
- **Google Workspace** — workspace.google.com
- **USPTO Trademark Search (US)** — tmsearch.uspto.gov
- **Canadian Trademarks Database (CIPO)** — ised-isde.canada.ca/cipo/trademark-search/srch

Part 2 — Domains

- **Namecheap** — www.namecheap.com
- **Cloudflare Registrar** — www.cloudflare.com/products/registrar/
- **Porkbun** — porkbun.com
- **NameSilo** — www.namesilo.com

Part 3 — Hosting

- **Hostinger** — www.hostinger.com
- **SiteGround** — www.siteground.com
- **DreamHost** — www.dreamhost.com
- **Namecheap EasyWP** — www.namecheap.com/wordpress/

Parts 4–5 — WordPress & WooCommerce

- **WordPress** — wordpress.org
- **WooCommerce** — woocommerce.com
- **Stripe** — stripe.com
- **PayPal Business** — www.paypal.com/business

Part 6 — Recording

- **Audacity** — www.audacityteam.org

- **Adobe Podcast Enhance** — podcast.adobe.com/enhance
- **OBS Studio** — obsproject.com
- **Riverside** — riverside.fm

Part 8 — Amazon S3

- **Amazon Web Services** — aws.amazon.com
- **AWS S3 console** — console.aws.amazon.com/s3/

Parts 10–11 — Marketing & automation

- **ManyChat** — manychat.com
- **LinkDM** — www.linkdm.com
- **InstantDM** — instantdm.com
- **CreatorFlow** — creatorflow.so

Parts 13–14 — Protection & email

- **Canada Revenue Agency — GST/HST small suppliers** — www.canada.ca/en/revenue-agency/services/tax/businesses/topics/gst-hst-businesses/when-register-charge.html
- **CASL (Canada anti-spam law)** — crtc.gc.ca/eng/com500/faq500.htm
- **CAN-SPAM guide (US)** — www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business
- **MailerLite** — www.mailerlite.com
- **Kit (ConvertKit)** — kit.com
- **Brevo** — www.brevo.com
- **Skool** — www.skool.com
- **Etsy** — www.etsy.com/sell
- **Amazon KDP** — kdp.amazon.com

Last updated: September 2026. This manual is reviewed once a year. Have a question or found something that has changed? Email hello@sacredattunements.com.