

Day 16 - Show Behind-the-Scenes

Who doesn't love a sneaky peek into another world??

Behind-the-scenes content helps build connection. People love seeing what goes into your work, even if it feels boring or messy to you. It could be how you prep for consults. Your tea setup. The herbs you're mixing. The space you work in. Or even a slice of real life as a practitioner and human.

This builds trust. It reminds people there's a real human behind your work. And we all want to work with real humans, not massive company or a faceless business that just takes your money from you. So show people who you are today, even in little ways.

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Today's action step?

Share a behind-the-scenes glimpse of your work or routine. Some ideas include:

- A photo of your workspace
- A story about how you prep for clients
- A small ritual you do each day

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!



SAMANTHA GEMMELL



Let's talk about behind the scenes

What part of your day or process might make someone feel more connected to you?

What feels real and authentic to share?

What feels normal to you now but was super exciting as a student prac?