



# SHARING THE MESSAGE OF **Your Guiding Practice** WITH THE WORLD



GUEST MASTERCLASS

PRESENTED BY JESS THENHAUS



# WHAT YOU WILL LEARN

1	Why it's important to start sharing the message of your practice sooner than later.
2	How to get clear on who you're talking to and what you should be sharing about.
3	How to define your authentic marketing voice so it connects with your target audience.
4	How to create a system to support you in sharing your message so you don't feel overwhelmed and give up.



HI THERE,  
I'M JESS THENHAUS

Jess Thenhaus is a Certified Forest Therapy Guide, Holistic Health and Wellness Coach, and a Business and Marketing Strategist who brings over 20 years of experience supporting small businesses with everything from branding, messaging, marketing strategy, website, and e-commerce site design & development, digital and print design, social media strategy, and systems development.





# IMPORTANT ACKNOWLEDGEMENTS

The land on which I practice are the ancestral lands of the Osage people among many others who have called this region home, including the Quapaw, Miami, Kaskaskia, and Kickapoo peoples. With deep reverence and gratitude for this land and inhabitants (past, present, and future) I prioritize supporting and applying regenerative practices where I am able, within the capacity I contain.

## Marketing hat vs Guide hat / Yin/Yang

Minding my words // no "Shoulding" from me or on yourself

## Take what feels helpful

## Broad spectrum overview vs info dumping







# WHY SHARING YOUR MESSAGE IS IMPORTANT

WHY IS THIS RELEVANT TO MY GUIDING PRACTICE?

- You have a unique message to share with the world
- When you start to share your message publicly, opportunities start to arise
- Withholding that message stifles you from growing both internally and with your guiding practice /business
- When you don't share your message, others lose the opportunity to have a life changing experiences
- Yes. Your words and what you have to say hold the possibility of transformation for others.

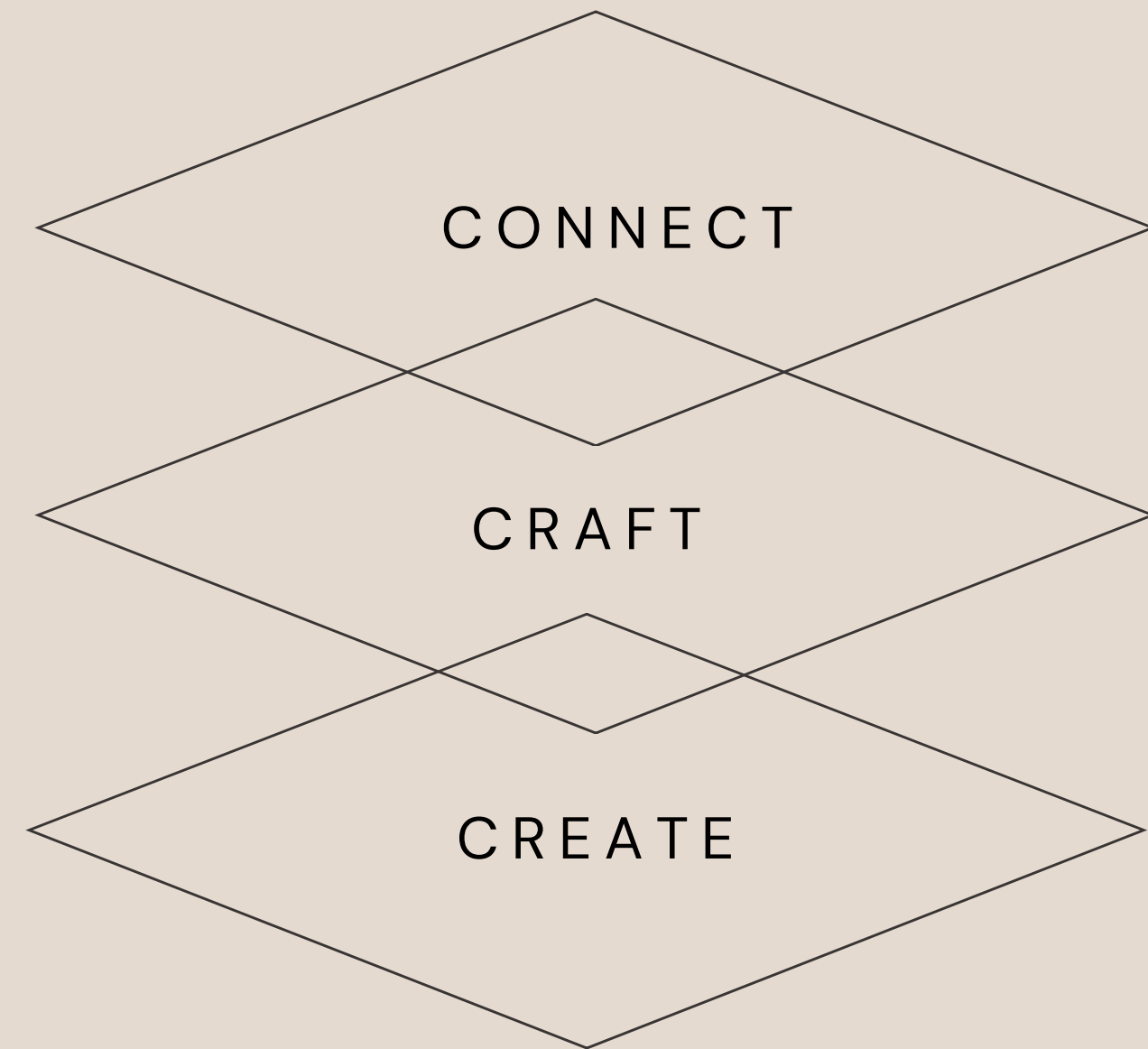






# THE 3 STEP FRAMEWORK

A high level view of the process  
I'm taking you through today  
so you can start expressing  
yourself and the message  
behind your guiding practice.





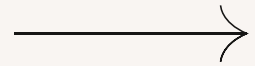
# THE THREE STEP **FRAMEWORK**

## CALLING IN AND HONING YOUR MESSAGE

# STEP ONE

## CONNECT

Connecting both internally and externally to get clarity around who your work is for so you can start to shape your message and marketing voice.



## STEP TWO

CRAFT

In order to reach your target audience, you need to find an authentic and consistent way to communicate your message, this step is all about defining and honing that voice.



## STEP THREE

CREATE

Once you know who you're talking to and what you're marketing voice sounds like, it's time to start planning, creating and sharing your message!

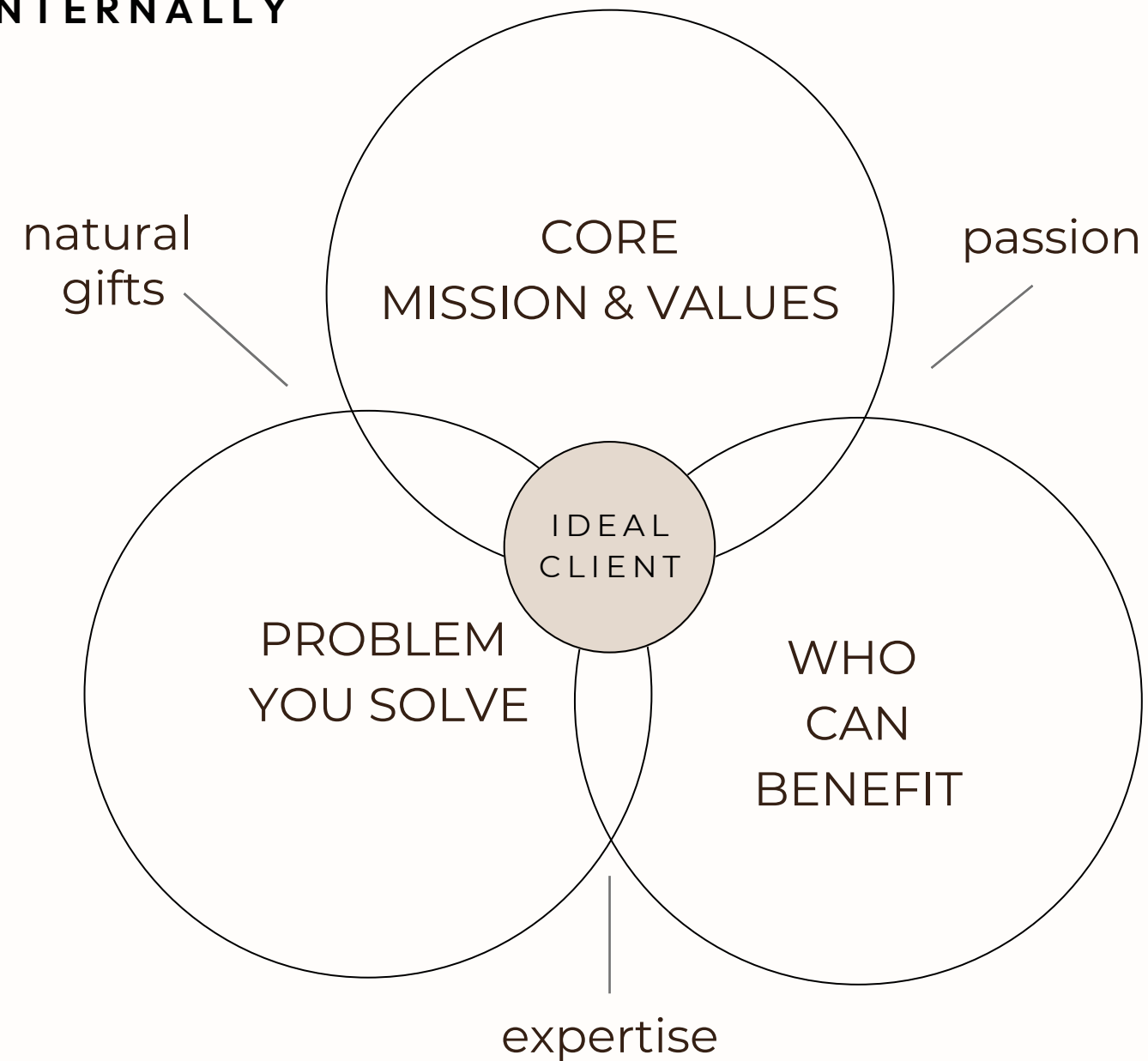




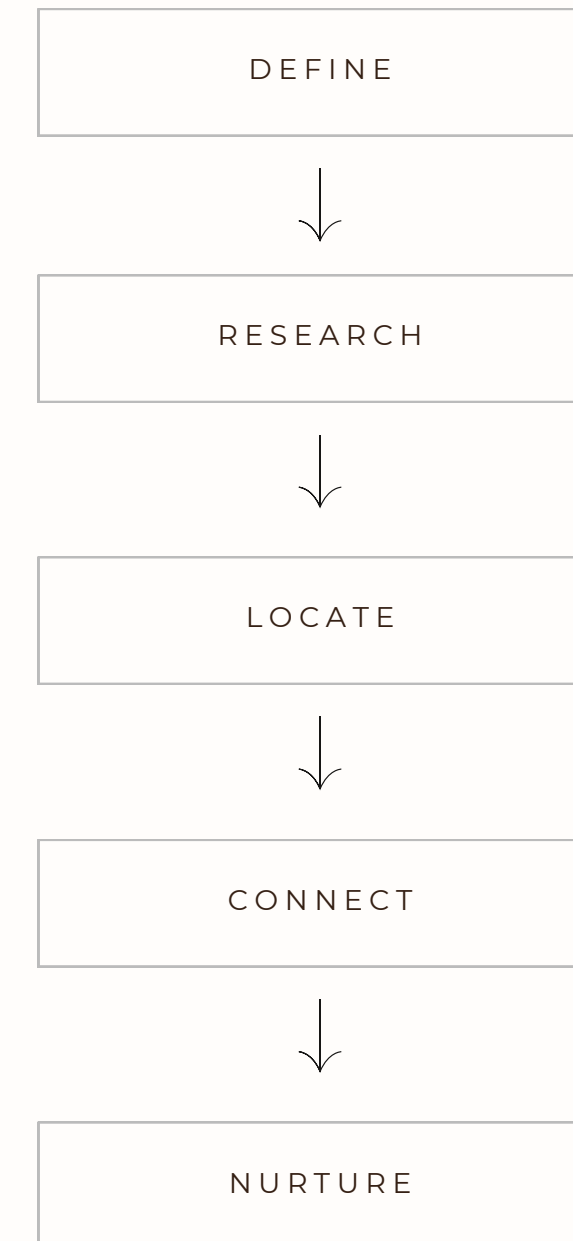
# Connecting with your **Target Audience**

## BIRDS EYE VIEW + WHERE WE'RE GOING WITH THIS

## CONNECT INTERNALLY



## CONNECT EXTERNALLY









What inspirational people does he/she follow right now?:

What are they wearing right now?

## What's a typical day like for them?

What problem are they experiencing in relation to the service that you are offering?

How does this problem make them feel?

## Why do they need a solution so badly?

What will happen if they don't find a solution?

What would be their ideal solution to this problem?





Acorn Programs

Nadine Mazzola and Tam Willey

## MISSION

Acorns helps new forest therapy guides establish and build a thriving guiding practice in a way that supports and feels in alignment with the guide.

## Q2 GOALS

Increase membership enrollees by 30%

Seek new 2-3 channels for lead generation

Cultivate a following of 1k raving fans to like and share the message of their offerings

### DISCLAIMER:

I TOTALLY MADE THIS UP. THIS MAY OR MAY NOT ALIGN WITH ACORN PROGRAM MARKETING THIS IS FOR INSTRUCTIONAL PURPOSES ONLY



# Target Audience EXAMPLE

## TARGET AUDIENCES

### PRIVATE:

- All genders
- Age: approx 25 - 65
- Income: \$45K+
- Lives in US
- Marital Status: Mixed
- Occupation: In transition, considering pivot, retired
- Hobbies: loves nature, spending time outside, walking, hiking, etc..
- Blogs/websites they follow: ANFT.earth, foresttherapyhub.com,
- What do they do with free time?
- What inspirational people does he/she follow right now?
- Struggling with getting started with guiding privately or publicly
- Wants to learn how to run the business aspect of guiding

- Understands that business/practice building needs to be a priority but struggles to prioritize it.
- Wants to pivot their work but doesn't think they have the time or feels guilty about taking time to start
- Doesn't know where to start with creating a successful guiding practice.
- Struggles to know what to do first with establishing a practice
- Wants to create a guiding practice in a way that doesn't feel pushy or overwhelming to them personally

### B2B COLLABORATIONS:

- Forest and Nature Therapy programs and associations
- Businesses / organizations that facilitate and train nature based practitioners



BUSINESS SUPPORT FOR CREATIVES + COACHES



Acorn Programs

Nadine Mazzola and Tam Willey



URBAN FOREST THERAPY

GUIDED WALKS & WELLNESS PROGRAMS







# Survey says...

40%

CONSUMERS

33%

CONSUMERS

32%

CONSUMERS

BUSINESS SUPPORT FOR CREATIVES + COACHES







# Define Your Marketing Voice

## QUESTIONS TO ASK YOURSELF TO SHAPE YOUR MARKETING VOICE:

one

What is the tone and language that your target audience will resonate with most?

two

What struggles do they have and what does the voice that soothes those struggles sound like?

three

What values do they align with?

four

What tone and messaging do they need to hear to know you align with their values?





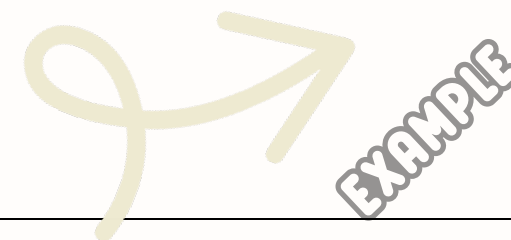
# Empower Your Marketing Voice

What are the key themes you keep using to reinforce your marketing voice?

Pull out the important messages you want people to attach to and make sure the marketing voice weaves the essence of these message into the content you create.



"Your bridge to the next part of your guiding journey."





# DEFINE YOUR **KEY PHRASES**

Key phrases are short phrases that you weave into your content over and over to help ensure that your message resonates with consumers and establishes trust.

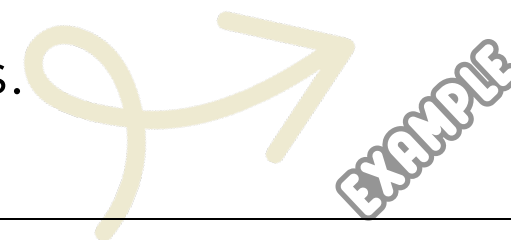


- Focus on words that are simple yet meaningful; avoid jargon or over-complicated language.
- Consider how the words you choose align with your brand identity and values.
- By using authentic, simple language in your messaging, you can create memorable marketing content with lasting resonance — ultimately resulting in higher engagement from customers.

# "Connecting to your path"

"Find ways to  
celebrate often"

# "Honoring you and your own pace"







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# Define the Marketing Voice

## EXAMPLE

## DEFINING THE MARKETING VOICE

### VOICE:

- Speak to people who need to put self first
- Self Aware
- Invite people into the result
- Calming and reassuring
- You can do this your way
- Transparent
- A journey led by a guide
- Using language that is congruent to the 'way of the guide'

### EMPOWER THE VOICE:

- Honor you and your own pace
- We're guides and we've built a practice and you can too
- Celebrate every small accomplishment
- Take what you need or what feels aligned
- Trust the Wisdom in nature
- Take it to the land
- Inclusive and no wrong ways
- Incorporation and practice development

### KEY PHRASES:

- “Connecting to your path”
- “Honoring you and your own journey”
- “Find ways to celebrate often”



BUSINESS SUPPORT FOR CREATIVES + COACHES



Acorn Programs

Nadine Mazzola and Tam Willey



URBAN FOREST THERAPY

GUDIED WALKS & WELLNESS PROGRAMS





# Define the **Marketing Voice**

## EMPOWER THE VOICE:

## KEY PHRASES:

- What is the tone and language that your target audience will resonate with most?
- What struggles do they have and what does the voice that soothes those struggles sound like?
- What values do they align with?
- What tone and messaging do they need to hear to know you align with their values?

- What are the key themes you keep using to reinforce your marketing voice?
- What are the important messages you want people to attach to?
- What messages *convey a clear benefit for and really connect with the audience's needs.*
- *What core messages do they identify with and need to hear?*

- Short phrases that you weave into your content over and over to help ensure that your message resonates with consumers and establishes trust.
- Focus on phrases that are simple yet meaningful; avoid jargon or over-complicated language.
- Consider how the words you choose align with your brand identity and values









# DEFINE YOUR CONTENT PILLARS

Defining Content pillars is the first step in creating a content plan.

Pillars are 3-6 high level topics your content will be about.

Defining these now makes coming up with your content plan and brainstorming ideas much easier.







Nadine Mazzola and Tam Willey

GUIDED WALKS &amp; WELLNESS PROGRAMS











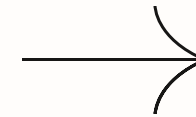




# What type of **Content to Make?**

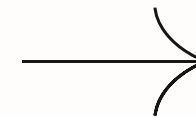
IF YOU:

LOVE TO WRITE



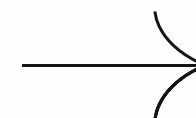
BLOG POSTS, NEWSLETTERS & INFO  
CAROUSELS ON SOCIAL MEDIA

LOVE TO TALK ABOUT  
FOREST THERAPY



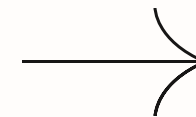
VIDEOS ON YOUTUBE, REELS ON  
INSTAGRAM/TIKTOK

LOVE TO TALK ABOUT FOREST  
THERAPY BUT ARE CAMERA SHY



PODCASTS AND WRITING ON  
PUBLIC PLATFORMS LIKE  
MEDIUM.COM OR SUBSTACK

## LOVE TAKING PHOTOS OR VIDEO



# USING YOUR WORK AS A SPRINGBOARD FOR STORYTELLING POSTS AND NEWSLETTERS







# Tips for Drafting your **Content Plan**

Use your content pillars as themes to rotate through.

Consider creating an overarching monthly theme.

Consider a theme that helps lead up to or "seeds" an upcoming practice event (promotion).

Look at what's going on seasonally, are there themes relative to the time of year?

Are there any important things happening in your life that feel pertinent to share?

I prefer to map out 6 months of content but if you're just starting out, you might want to go quarterly so you can experiment with things and make adjustments every few months.

Using the template planner or creating your own spreadsheet is a great way to stay organized and intentional with creating content.

Consider what feels good to your body and also what is realistic for your schedule when determining how often to create something.





## CONTENT PLAN EXAMPLE

## CONTENT TYPE

POST/TOPIC TITLE

## MONTHLY THEME

PROMOTION LINK

GOAL  
DATE TO  
PUBLISH

A	B	C	D	E	F	G	H	I	
Goal Publish Date	Content Type	Channel	Post Topic/Title	Content Pillar	Monthly Theme/Topic	Holidays / Events	Coordinating	Promotion link	Status
	Video	All	Energy clearing, why it's so important	Intuitive Practices	March - Energy of Spring	Shine Your Light Workshop Spring Eqinox			
	Video	Blog / Newsletter	Slowing down is a Spiritual practice	Slowing down					
	Video	Instagram / Facebook	Abundance is yours by birthright	Living Abundantly					
	Written	Blog / Newsletter	Shine Your Light Workshop	Event Promotion					
	Blog	Instagram / Facebook	Tuning into the moon cycles	Connect ancient practices/ritual and modern life					
	Video		What keeps us stuck in Fight or flight?	Slowing down	Moving from overwhelm to Overflow - APRIL				
	Video		Trusting your inner voice	Intuitive Practices					
	Video		The key to receiving more - Returning to your flow: Move at your own pace	Living Abundantly					
	Video		Stop pushing, come into alignment to recover presence	slowing down					
	Video		Who am I? My journey to this work	Connect ancient practices/ritual and modern life					
	Video		Want to live a longer and healthier life? Breathe more slowly!	Slowing down	May Heal Your Nervous system				
	Video		Setting nourishing Boundaries	Intuitive Practices					
	Video		Resetting your nervous system	Living Abundantly					
	Video		The time when I healed my heart from chronic high blood pressure...	Connect ancient practices/ritual and modern life					
	Video		Simplify and magnify your results in life	Reclaim Your Freedom/slowing down					
	Video		You are a cyclical creature: tune into your rhythms	Intuitive Practices	June - Turning of the Wheel / Equinox				
	Video		The cost of busyness: slow down,create space for YOU	Slowing down					
	Video		Become Lovingly Selfish	Living Abundantly					
	Video		Remebering and embracing your shamanic roots	Connect ancient practices/ritual and modern life					
	Video		Letting go of what is no longer needed.... free Your energy	Slowing down	July - Releasing what no longer serves				
	Video		Chord cutting Ritual, clearing the path	Intuitive Practices					
	Video		Opening to deeper abundance in my day to day life (personal share)	Living Abundantly					
	Video		How slowing down creates a sense of ease	Slowing down					
	Video		Call on your ancestors for support and healing	Connect ancient practices/ritual and modern life					

STATUS  
PUBLISHED/  
DRAFTED

CHANNEL

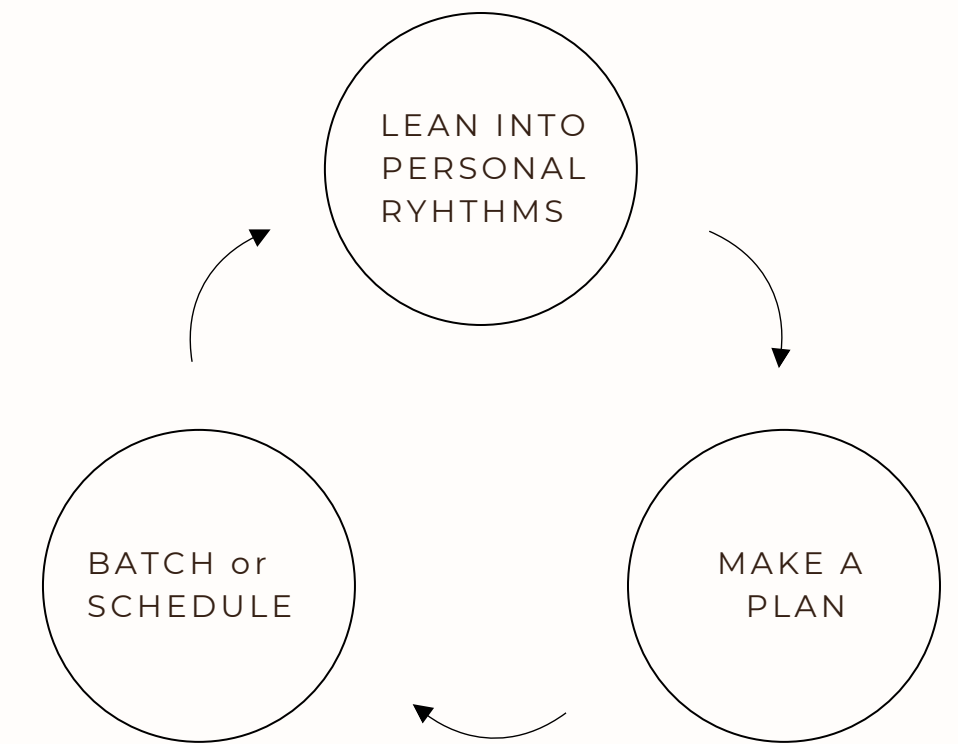
# CONTENT PILLAR

## HOLIDAY/ EVENT SCHEDULE

Link to Access Template

# A SYSTEM FOR **CONTENT CREATION**

## Create a system to support your creation process



- **Plan!** Create a CMO (Chief Marketing Officer) date on your calendar each month or quarter and flesh out the content plan.
- **Batch!** Pick a couple days per month or week to batch create content and post. Try not to build the plane as you fly. Consistency is key here, if you're creating on the fly, it's hard to sustain consistency.
- Use the pomodoro method to help you stay focused on creating.
- Lean into your personal rhythms. Are you most productive in the mornings? Don't plan a content creating session in the afternoon - match up with your own cycles and rhythm to feel more easeful as you create.





# A SYSTEM FOR PRODUCTION + ASSETS

# Create a system to organize and streamline your workflow

- Map out the workflow for whatever platforms you decide to create content for.
- Get a sense of how much time each post takes from start to finish.
- Consider using a scheduling tool or plan a "Content Posting day" on your weekly schedule so you don't have to dip into posting every day.

- Create a file system on your computer. Create folders by month, then add your images and document files.
- Establish a naming convention for your files so you can easily sort and locate your files when it's time to post.

YOU MADE IT!



## Schedule / Post Content

## Organize assets

Evaluate tools & time required

Map out workflow for platform

# THE DO'S AND DON'TS

**do this**

## TRUST YOUR OWN WISDOM

Set up inspiration dates for yourself, journal, go for a walk, or take it to the land to set yourself up for a fruitful brainstorming, planning and content creation session.

## BE CONSISTENT BUT FLEXIBLE

Set goals, make a plan, try to hold yourself accountable to it but follow your what your body/mind and intuition says you need.

## KEEP AN EXPERIMENTAL MINDSET

When you keep the mindset that everything is just an experiment it helps you stay resilient. Nothing is wasted, nothing is a 'failure'. You've only learned what doesn't work. Don't be afraid to try different things.

# don't do this

## COMPARE AND DESPAIR

If you want to look to others for inspiration that's fine, but try to not get caught up in what other guides are doing, seek inspiration from other types of businesses that have an aligned mission rather than others in our field.

## CREATE AN UNREALISTIC PLAN

Be realistic when planning, lean into what feels fun and intriguing to you and be realistic about the amount of time and energy you have to put into it. Don't beat yourself up if you realize you bit off more than you can handle, just adjust the plan.

OVERTHINK IT OR GET TOO MUCH IN YOUR OWN HEAD

Imperfect action is the path to success. Start before you feel 'ready' and just put something out there. You can always change things up and any action will be helpful (see the experimental mindset)



# A BRIEF WORD ON **BRANDING**

You don't need to have your branding figured out (or even a website set up) to get started sharing your message and creating content. (Read that again)

If you don't have established branding, just keep it simple and be as consistent as possible! Just pick two or three colors for your communications and stick with them. Same goes for fonts. The simpler and easy something is to look at the better, and maintaining a consistent look (even if it's going to change) helps you look professional.

Source images responsibly. Be mindful to respect copyright and artist's work. There are many free resources for images (Acorns has a listing of them in the Marketing and Networking Module).

Best design advice I've ever received: When you're creating a graphic or flyer, for every element, color, or extra font you add, ask yourself what makes this element essential? If you don't have a good answer, simplify!

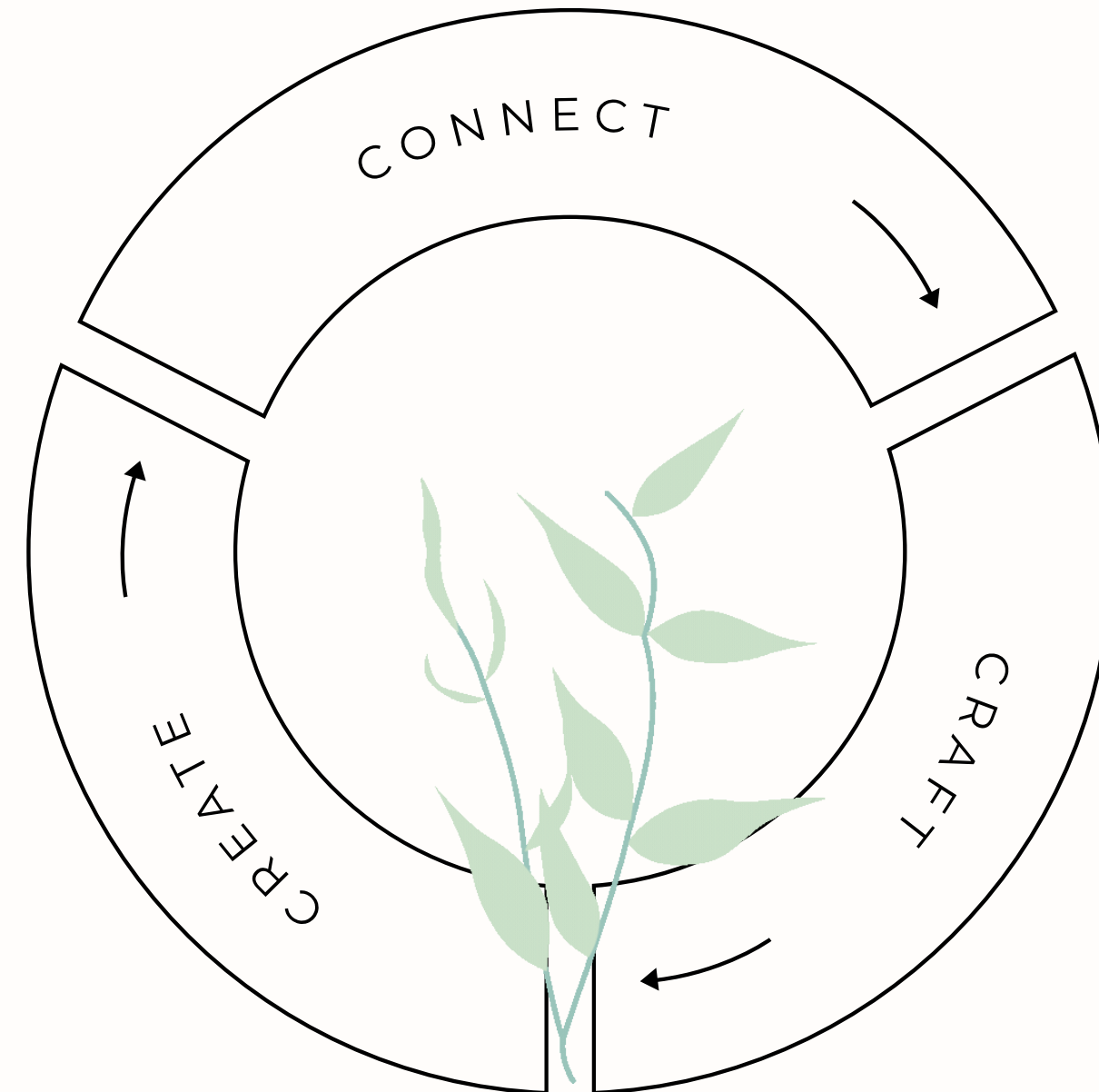
# EVOLVE & GROW

Over time you will refine, finesse and likely redefine your message as your practice evolves and grows.

This three step framework is meant to be iterated and cycle with you as you need it.

Always coming back to the connect step,  
tuning in internally to what feels aligned  
for your practice and externally to who you  
serve.

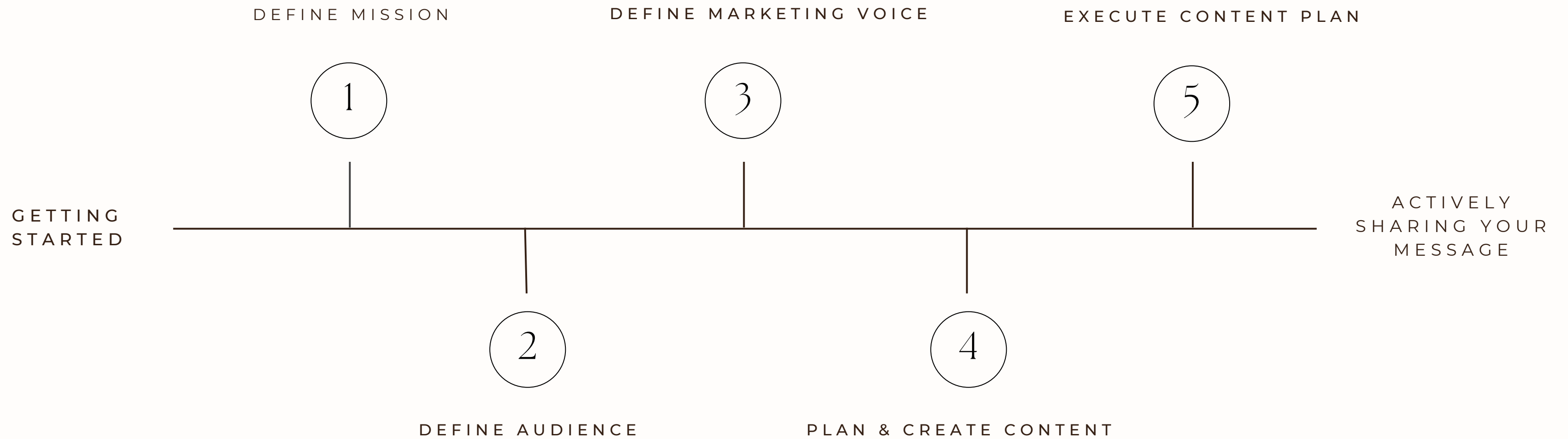
The crafting and creation steps will ebb and flow right along with you as you flex your content creation muscles and learn new tools and methods for sharing your message with the world.





# TIMELINE

## STEP BY STEP **PROCESS**







# THANK YOU!

## STAY CONNECTED

MARKETING + CONSULTING



BUSINESS SUPPORT FOR CREATIVES + COACHES

[JESS-STL.COM](https://jess-stl.com)

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FOREST THERAPY + WELLNESS PROGRAMS

 **URBAN FOREST THERAPY**  
GUDIED WALKS & WELLNESS PROGRAMS

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