

PREPARED FOR ALISON TINDALL · SEPTEMBER 30, 2026

A clearer way to get found, get booked, and get time back.

Your new website is already doing more of the work. I reviewed the site, your Google profile, and the booking pages connected to them. Here is what I found, what I would fix first, and where AI may save you time.



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THE OPPORTUNITY

3

areas to work on: getting found, responding to inquiries, and reducing repeat work.

- ✓ Improve search visibility
- ✓ Capture and respond to more inquiries
- ✓ Reduce work that still depends on you

The website work is paying off. A few details still need attention.

01

Website

The new site is a real improvement, and Google now points to `thrivingwillowhealth.com`. The public brand still uses several versions of the name, so we should confirm whether “Whole-Person Health” is the business name, a tagline, or a description before changing the remaining references.

02

Booking and offers

People can book online, but the general booking page puts many unrelated services and prices into one long list. The next step is to guide people to the right service before they see the calendar.

03

Your time

Before adding automation, let’s look at the work you repeat every week, where follow-up gets delayed, and which tools you already use.

First, finish what is already in progress.

We will review this list together, compare it with your website provider’s current work, and decide who will handle each open item.

Your new site is stronger. Here is what still needs attention.

The site now shows the full business: coaching, movement, lymphatic drainage, breathwork, infusions, and injections. I checked ten website pages for booking links, reviewed five core pages for search setup, and compared the public profiles and booking pages connected to them.

01

Fix the homepage “Explore” button

The main navigation link works correctly. A separate homepage button labeled “Explore Infusions, Injections & GLP-1s” opens the resilience coaching page. That specific button should open the infusion page.

[See the homepage ↗](#)

02

Simplify the booking paths

I found nine distinct Practice Better links across ten website pages. The repeated general “Book Now” link opens the full service list, while other buttons open a specific service or category. Use the general button for a short “Choose where to start” page, then send each service to its matching booking route.

[See the general booking list ↗](#)

03

Explain what \$0 means

The infusion and injection options show \$0 and say pricing will be discussed. Tell visitors whether they are booking a screening call, asking for information, or scheduling treatment. The descriptions also say “promoted” where “prompted” appears to be intended.

[See the service booking page ↗](#)

What nearby competitors explain clearly

Business	What is easy to find	What Thriving Willow can improve
<u>The DRIPBaR - Glen Carbon</u>	Hours, services, prices, and booking links.	Explain each priority offer before opening the calendar, then use a service-specific booking link.
<u>Infinite Vitality - Glen Carbon</u>	Separate local pages for IV therapy and weight-loss services.	Give each main service a clear explanation and an obvious way to get started.

These businesses compete with selected IV and wellness services. They do not offer everything you offer. This comparison does not tell us who ranks higher, earns more, or provides better care.

Track inquiries and booked appointments.	Record how many real people contact Thriving Willow and how many book. Keep test submissions out of the count. Review the numbers before adding more work.
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Fix what visitors see first. Add automation only where it is needed.

01

GET FOUND

AEO / SEO

Fix the links, page descriptions, and website files identified in the audit. Choose the services to focus on first and track inquiries for them.

02

GET BOOKED

AI Voice Agent

First, we check how many calls you miss and what callers usually need. If the numbers support it, the voice agent gets one clear job and an easy way to send a caller to a person.

03

GET TIME BACK

AI Operating System

We start with the work you actually repeat. Then we choose five jobs that can be done faster without giving up your judgment or final approval.

Reputation Management and the Website Chat Widget can be added now or later. Custom software is scoped only when a simpler tool or workflow will not solve the problem.

Make Thriving Willow easier to understand, trust, and discover.

We start with this audit and your website provider’s current work list. Before adding monthly content work, we decide who is fixing each item and how you will know it is done.

- ✓ Review placeholder URLs still listed in sitemaps and llms.txt
- ✓ Correct the homepage infusion CTA and create one approved map of every booking route
- ✓ Finish old-domain references on social profiles and booking pages
- ✓ Keep Thriving Willow as the primary name and define how “Whole-Person Health” supports it
- ✓ Use 15 minutes consistently for the free coaching conversation, unless you approve a different format
- ✓ Replace the long general service list with guided service choices and focused booking links
- ✓ Plan useful weekly content around the agreed local service priorities
- ✓ Track inquiries and bookings; decide whether a coaching quiz would be useful

Included with the six-month AEO engagement	We will define the primary name, supporting line, one-sentence description, and naming pattern for public pages. I will also use my private offer-development tool, informed by methods taught by marketers such as Alex Hormozi and Perry Belcher, to structure your priority offers and connect them to the right pages and booking paths.
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No one can guarantee search rankings or AI recommendations. This work makes the business information clearer, fixes technical issues, and keeps useful content current so Thriving Willow has a better chance of being found.

INVESTMENT

\$2,000

setup

\$500/month

6-month minimum

\$5,000 over the initial six months, including setup. Confirm the remaining setup work with the current website provider before approval.

A coaching quiz to consider after the booking pages are clear.

This mockup shows one way to start a coaching conversation. Before building it, we decide who it is for, what the visitor receives, how you follow up, and what consent is needed. It is not a clinical assessment and does not replace your current booking pages.

STEP 1 OF 4 · 25% COMPLETE



What Kind Of Transition Are You Navigating?

Choose the option that feels closest to where you are today.

Career Or Business Change

Health Or Lifestyle Change

Relationship Or Family Transition

Identity, Purpose, Or Next Chapter

A Change I Did Not Choose

Try The Interactive Version: **Interactive version will be available after publication**

Use a voice agent only if missed calls are costing you time or business.

A voice agent can answer common questions, take messages, send selected calls to a person, and request appointments. Before building it, we decide exactly which calls it should handle and when you or another person takes over. It should say an appointment is booked only after the calendar confirms it.

- ✓

24/7 call answering
- ✓

Calendar booking
- ✓

Custom qualification flow
- ✓

Defined transfer hours
- ✓

Message capture
- ✓

Ongoing monitoring

\$2,500 setup

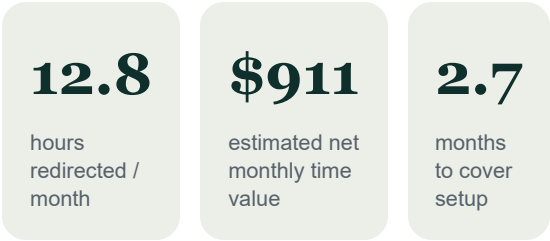
\$297/month per agent · usage billed separately

A second business should use its own number and separately configured Voice Agent when the audience, services, or call flow differ.

ILLUSTRATIVE INPUTS ·
REPLACE WITH YOUR NUMBERS

What could fewer phone interruptions be worth?

These are sample assumptions, not measured call activity or guaranteed savings.



7 calls × 5 minutes × 22 days = 12.8 hours.
\$1,283 time value – \$297 management – \$75
estimated usage = \$911 net monthly time value.

Five repeatable jobs, built around how you already work.

We first document what you know about your clients, services, standards, tools, and day-to-day work. Then we build five workflows. Each one gets a clear job, the information it may use, what it must check, and where you review the result.

01

How the business works

Clients, services, voice, standards, people, tools, policies, and what requires approval.

02

What the system may use

Organized references, past decisions, examples, and approved business information.

03

Five specific jobs

Each workflow gets the right information, tools, checks, output, and a place for human review.

You own what we build.

After training and handoff, you can use and expand the system without a required monthly management fee from Fix Revenue Leaks.

AI OS VALUE CALCULATOR

Where could you get time back?

Use net hours after review time. Count outsourced spending only when it will actually stop; do not count the same work again as team hours.

ILLUSTRATIVE • 4
WEEKS/MONTH

\$58,800

estimated annual value from time freed and spending replaced, less added AI and software costs

15

hours freed / week

\$5,000

proposed system build

\$4,900 1.0

estimated monthly value

months to cover build

(10 owner hours × \$100 + 5 team hours × \$25) × 4 weeks + \$500 replaced spending – \$100 added software = \$4,900 per month.

Time value can mean more capacity, fewer delays, or less evening work. It becomes cash savings only when actual spending falls. Estimates are not guaranteed.

Examples we can choose from after the diagnostic.

The AI OS includes five customized workflows. These are examples, not a preset package. We choose the final five after reviewing your recurring work, current tools, source information, and approval needs.

EXECUTIVE ASSISTANT Inbox Triage Sort incoming mail, prepare reply drafts, and summarize what needs attention.	EXECUTIVE ASSISTANT Daily Task Rundown Show overdue, due-today, upcoming, and blocked work across agreed tools.	EXECUTIVE ASSISTANT Meeting to Action Turn notes or transcripts into decisions, owners, deadlines, and next steps.
BUSINESS DEVELOPMENT Lead Follow-Up Prepare timely, personalized follow-up without making unapproved commitments.	BUSINESS DEVELOPMENT Proposal Builder Turn discovery notes into proposals using approved services, prices, and terms.	CLIENT EXPERIENCE Client Onboarding Prepare welcome materials, intake questions, expectations, and next steps.
CLIENT EXPERIENCE Client Check-In Draft thoughtful progress check-ins and surface clients who may need attention.	CLIENT EXPERIENCE Review Request Follow-Up Prepare review requests and route concerns for personal follow-up first.	BRAND & CONTENT Facebook Content Write conversational posts using your stories, expertise, and voice.
BRAND & CONTENT LinkedIn Content Turn business insights into clear professional posts.	BRAND & CONTENT Blog & Article Writer Develop useful articles from expertise, audience needs, and verified sources.	BRAND & CONTENT Video Repurposing Planner Turn a long-form recording into a plan for clips, posts, articles, and carousels.
BRAND & CONTENT Content Calendar Build a realistic publishing plan around priorities, offers, and available material.	OPERATIONS SOP Builder Turn a real process into clear instructions and a completion checklist.	DECISION SUPPORT Research & Decision Brief Compare options with sources, dates, assumptions, and unanswered questions.
KNOWLEDGE MANAGEMENT Website FAQ Knowledge Maintain approved answers for common client questions across the website and tools.	CLIENT EXPERIENCE Client Resource Builder Create worksheets, summaries, and practical support materials from approved methods.	CUSTOM Ask for another workflow Describe a recurring job you want the diagnostic to evaluate.

Diagnose first. Build what is worth building.

STEP 1

See where the time goes

In a 2–3 hour working session, we look at recurring tasks, delays, decisions, current tools, and the work only you can do. The written plan shows what to fix, what may be worth automating, and what should stay as it is.

\$1,000 · credited in full toward the build

STEP 2

Document what you know

You provide the information only you can define: your clients, services, standards, tools, voice, decision preferences, and examples of good work.

Included

STEP 3

Build, test & handoff

We build the five agreed workflows and test them with real examples. The handoff takes 2–3 hours, and the price includes up to five additional training hours if the written plan identifies a need for them.

\$5,000 total build

5 customized workflows	\$0 required monthly FRL management	\$500/hr optional consultation after handoff
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Third-party software, AI platforms, usage, APIs, automations, and subscriptions are separate. The build covers one business. Adding a second business is \$4,000 and begins with its own diagnostic. Work outside the standard AI OS scope is proposed separately before it begins.

OPTIONAL ADDITIONS

Other services to consider only when there is a clear need.

WHEN YOU WANT A CONSISTENT PROCESS

Reputation Management

Your website shows ten distinct client testimonials in the sample reviewed, while Google currently shows three reviews. A simple, neutral request process can help more clients share their experience publicly. This service sets up review requests, monitoring, reply support, and an optional website display. We first confirm permissions and what you already do.

\$1,000 setup

\$97/month

Choose this with any two other services and both the setup and monthly management fee are waived while you remain a Fix Revenue Leaks client.

IF INQUIRY VOLUME SUPPORTS IT

Website Chat Widget

A chat widget can answer approved service questions and send inquiries to the right place. It can book only after we confirm it works with the calendar. Clinical questions and anything uncertain go to you.

\$2,000 setup

\$197/month · usage separate

When purchased with the AI Voice Agent, the setup fee is discounted 50% to \$1,000.

IF YOU WANT A VISUAL BRAND UPDATE

Brand Positioning & Visual Identity

We can refine the logo, typography, colors, image direction, and basic usage guide after the primary name and supporting line are approved. Brand-message alignment is already included in the six-month AEO service; this option covers the additional visual work.

Custom scope

Defined after the brand decision

WHEN NEEDED

Custom Business App

Consider a custom app only when existing software or a simpler automation cannot do the job. We define and price the work in stages before it begins.

Custom scope

No standing monthly fee unless proposed

NEXT STEPS

Keep the proposal. Bring the questions.

Email me with the services you want to discuss or any questions. We can start with the work your website provider already has underway.

Proposal pricing is valid through October 28, 2026.

QUESTIONS

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Referral benefit: receive a \$300 credit or payment for each qualifying service purchased by a referred business owner.