

Health Touch NC: New Practitioner Profile Questionnaire

Section 1: The "At-a-Glance" Sidebar

These details appear at the top of your page alongside your photo.

1. **Professional Name & Credentials:** Exactly how should your name and degrees appear? (e.g., *Jane Doe, LMFT #12345*)
2. **Business Name:** What is the name of your private practice?
3. **Contact Information:** Which phone number and email address should clients use to reach you?
4. **Website:** What is the URL for your primary business website?
5. **Modalities List:** Please provide a bulleted list of the 3–10 primary modalities you practice.
6. **Office Hours (Optional):** Would you like to list specific days/times you are available at Health Touch?

Section 2: "About Your Work" (The Services)

In this section, we describe the "what" and "how" of your services. Please answer for each modality you listed.

- a. **What is it?** Provide a 2–4 sentence description of this modality for someone who has never heard of it.
- b. **How does it help?** What are the primary benefits or outcomes a client can expect? (e.g., *"Reduces anxiety," "Improves mobility,"* or *"Clears emotional blocks."*)
- c. **Who is it for?** Do you have a specific "niche" for this service? (e.g., *"Ideal for high-performing leaders,"* or *"Safe for pregnancy/postpartum."*)

Section 3: "About You" (The Bio)

This is the narrative section that builds trust and connection.

- a. **The "Origin Story":** What led you to this work? Was there a personal experience or a specific realization that inspired your path?
 - b. **Clinical/Professional Background:** Where did you receive your training? Mention any significant certifications or "advanced" studies (e.g., *"Trained with Thomas Hübl"* or *"Graduate of Duke Integrative Medicine"*).
 - c. **Your Philosophy:** How would you describe your "vibe" as a practitioner? (e.g., *"Trauma-informed," "Strengths-based," "Intuitive,"* or *"Research-driven."*)
 - d. **The Human Element:** What do you enjoy doing in your spare time? (e.g., *"I enjoy exploring the NC mountains," "I am an avid knitter,"* or *"I've written two children's books."*)
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Suggested Content Guidelines for New Practitioners

- **Word Count:** Aim for 250–400 words total for your "About" section. Modality descriptions should be concise (around 50–75 words each).
- **Tone:** Use a "Warm Professional" tone. Write in the third person (e.g., "*Abby is passionate about...*") or first person (e.g., "*I have loved science...*")—the HT site seems to allow both, but third person is more common.
- **Photo:** Please provide a high-resolution, professional headshot. A "nature" or "warm" background works well with the Health Touch aesthetic.
- **Action Items:** If you have a specific booking link (Calendly, JaneApp, etc.), please provide it so we can include a "Book Now" call to action.