

BABY'S **BEST** SLEEP

**GETTING STARTED:
YOUR CHECKLIST TO
SUCCESS WHILE YOU
WAIT TO START YOUR
COURSE**



Hey there, future sleep consultant!

You've taken the first step toward your dream career by signing up for the BBS sleep consultant certification program. We know how excited you are to start. But why wait until the course begins to start building your empire? Let's get a head start with this handy checklist to set you up for success!

Secure Your Social Handles

Claim your unique identity in the digital world by grabbing your perfect Instagram/FB/Tiktok handle. Choose something catchy and memorable that represents your brand. Don't forget to start following industry influencers, engaging with potential clients, and sharing sleep-related content to get the ball rolling!

Lock Down Your Domain Name

Make your mark on the internet by registering your ideal domain name. Choose a name that's easy to spell, memorable, and reflects your brand as a sleep consultant. This will be your website's address, so make it count!

Create a Memorable Logo

A picture is worth a thousand words, and a logo is no exception! Design a simple, eye-catching logo that captures the essence of your brand. If design isn't your forte, consider hiring a professional or using a logo-making tool online.

Write a Captivating "About Me"

Introduce yourself to the world with a compelling "About Me" section. Share your story, your passion for sleep consulting, and your unique approach. Be authentic and relatable to connect with your future clients.

Start Networking Online

Join sleep consultant communities, forums, and Facebook groups to connect with fellow professionals and potential clients. Engage in conversations, share your expertise, and ask questions to learn from others in the field.

Set Up Your Business Email

Establish a professional email address using your domain name. This not only adds credibility to your brand but also helps you stay organized as you manage client inquiries and communications.

Prepare Your Workspace

Create a dedicated workspace that fosters productivity and inspiration. Make it comfortable, organized, and clutter-free to help you focus on building your sleep consulting business.

Learn About Your Local Market

Get to know the sleep consulting industry in your area. Research the competition, identify potential clients, and discover any unmet needs you could address with your services.

Develop Your Elevator Pitch

Craft a concise, persuasive pitch that clearly communicates your unique value as a sleep consultant. Practice delivering it confidently so you're always ready to make a lasting impression.

With this checklist in hand, you'll be well on your way to launching a successful sleep consulting business before you even begin your course. Take these steps now to hit the ground running and make your mark on the world of sleep consulting.

Best of luck!