

SLP
creativecon

CONFERENCE PLAYBOOK

**A BUSINESS CONFERENCE FOR SLP
ENTREPRENEURS & CREATORS**

2ND ANNUAL



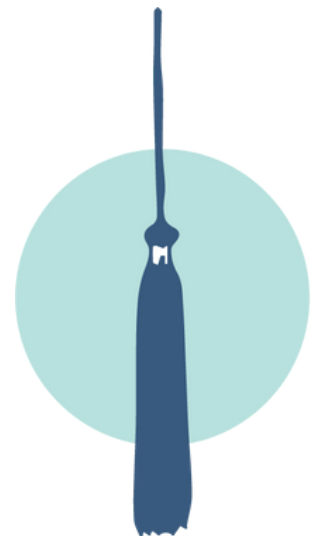
WORKSHOP FOR SLP CREATORS & ENTREPRENEURS

MARCH | 23 | 2024



FREE TO ATTEND LIVE OR UPGRADE TO CATCH THE REPLAYS

HOSTED BY:



TASSEL LEARNING

03

Welcome to SLP CreativeCon!

04

Conference Schedule

05-10

Course Handouts & Worksheets

11

Thank You to Our Sponsors

12

Closing

13-50

Resource Library

51-57

Notes

58

How to Access The Exhibit Hall

59

How to Upgrade



TABLE OF CONTENTS



SLP CreativeCon is an online conference for entrepreneurs and creators in the field of speech-language pathology to learn what they didn't teach us in grad school and earn ASHA CEUs while building your dream.

WELCOME

to SLP CreativeCon!

We are so excited to welcome you to this online event.

As SLPs, we are committed to helping people communicate effectively and live their best lives. But in order to do this, we need to be constantly innovating and adapting to new challenges and opportunities. That's where entrepreneurship and creativity come in.

Whether you're an established entrepreneur, a budding creator, or simply someone with a passion for making a difference, this conference is the perfect opportunity to connect with like-minded individuals, learn from experts in the field, and discover new ways to make a lasting impact.

Thank you for joining us and we hope you leave this workshop feeling inspired, empowered, and energized to create positive change in the world.

We hope you enjoy SLP CreativeCon as much as we enjoyed putting it together. We welcome your feedback and input to make future iterations of SLP CreativeCon as comprehensive and fun as possible. Send us a note any time!

Venita Litvack
Co-Host, Speechie Side Up
Owner, Tassel Learning

Nicole Aman
ASHA CE Administrator,
Tassel Learning

LIVE EVENT SCHEDULE

COURSES ARE ONE HOUR
PANEL DISCUSSIONS ARE 30 MIN

9:45 AM ET/8:45 CT/6:45 PT

CONFERENCE PRE-GAME

Welcome to SLP CreativeCon! We are so thrilled to have you with us. Join us at 9:45 AM eastern for an SLP Trivia Game and brief review of the event.

10 AM ET/9 AM CT/7 AM PT SCHOOL CONTRACTING 101

Elise Mitchell, M.S., CCC-SLP (she/her)

We discuss how to become a school contractor so that SLPs are working with schools and not for them. We will define who is a good candidate for this kind of position and the basic steps to take to become a school contractor.

11 AM ET/10 AM CT/8 AM PT

A GUIDE TO REAL ESTATE FOR SLP ENTREPRENEURS

Anesha Frazer, M.S., CCC-SLP (she/her)

We discuss when it is time for an SLP to get an office space, the differences in leasing versus purchasing a space, and what makes an appropriate office or clinic space. We will also discuss legal considerations when finding and obtaining office space and how SLPs can protect themselves and their possible employees.

12 PM ET/11 AM CT/9 AM PT

NAVIGATING THE FUTURE OF SPEECH THERAPY WITH AI

Daj Mitchell, M.S., CCC-SLP (she/her)

We discuss how SLPs can use artificial intelligence (AI) tools in their business. We will explore how AI can enhance or change your approach to therapy. We will watch a live demo of some of the top AI tools so you can leave feeling confident to use them in your practice.

1 PM ET/12 PM CT/10 AM PT

PANEL DISCUSSION WITH MORNING SPEAKERS

1:30 PM ET/12:30 PM CT/10:30 AM PT

BREAK

2 PM ET/1 PM CT/11 AM PT

BOOKKEEPING 101 FOR SLP BUSINESS OWNERS

Rhian Dodd-Tovey (she/her)

We discuss the essentials of bookkeeping from a certified tax preparer, key performance indicators for business SLPs, different types of business entities, reports to understand your financial situation, 1099s, and how to pay contractors versus employees.

3 PM ET/2 PM CT/12 PM PT

BRAND BUILDING SUCCESS FOR SLPs

Marcia Church, M.A., CCC-SLP (she/her)

We discuss the positive impacts creating a cohesive brand can have on a private practice, what differs between a personal brand and a practice brand, and social media ethical guidelines for therapists in private practice. We will also explore some principles and good practices concerning branding for people who are looking to start a private practice.

4 PM ET/3 PM CT/1 PM PT

TO INSTAGRAM & BEYOND: HOW SOCIAL MEDIA FITS INTO YOUR MARKETING STRATEGY

Sarah Breshears, M.A., CCC-SLP (she/her)

We discuss how SLPs can grow as a brand on social media and the difference between social media and marketing. We will describe what a marketing funnel is, how to create one for your business, and different tools you can use to generate sales, and revenue to grow your business.

5 PM ET/4 PM CT/2 PM PT

PANEL DISCUSSION WITH AFTERNOON SPEAKERS

SLP creativecon

SCHOOL CONTRACTING 101 WITH ELISE MITCHELL, M.S., CCC-SLP (SHE/HER)

DESCRIPTION

We discuss how to become a school contractor so that SLPs are working with schools and not for them. We will define who is a good candidate for this kind of position and the basic steps to take to become a school contractor.



TOPICS & QUESTIONS:

- What is School Contracting?
- What makes someone a good or bad candidate for school contracting.
- Basic steps to becoming a school contractor.
- What it's like to contract with schools and delegate responsibilities.

don't forget

RESOURCES

- <https://www.asha.org/slp/schools/school-services-frequently-asked-questions/#med3>
- <https://www.thetherapistsupportnetwork.com/>

SLP creativecon

A GUIDE TO REAL ESTATE FOR SLP ENTREPRENEURS WITH ANESHA FRAZER, M.S., CCC-SLP

DESCRIPTION

In this session, we discuss when it is time for an SLP to get an office space, the differences in leasing versus purchasing a space, and what makes an appropriate office or clinic space. We will also discuss legal considerations when finding and obtaining office space and how SLPs can protect themselves and their possible employees.



TOPICS & QUESTIONS:

- When to get an office space
- Leasing vs purchasing
- What makes an appropriate office or clinic space
- What are some legal considerations

don't forget

RESOURCES

- Small Business Administration (SBA)
- Americans with Disabilities Act (ADA)

SLP creativecon

NAVIGATING THE FUTURE OF SPEECH THERAPY WITH AI FEATURING DAJ MITCHELL, M.S., CCC-SLP

DESCRIPTION

We discuss how SLPs can use artificial intelligence (AI) tools in their business. We will explore how AI can enhance or change your approach to therapy. We will also watch a live demo of some of the top AI tools so you can leave feeling confident to use them in your practice.



TOPICS & QUESTIONS:

- Practical AI tools for SLPS
- How AI can enhance or change your approach to therapy/diagnostics
- Guidelines when using AI
- How to incorporate AI in the real world

don't forget

RESOURCES

- ASHA (American Speech-Language-Hearing Association). (2023). AI and Ethics: Implications for SLPs and Audiologists. ASHA Leader. <https://leader.pubs.asha.org/doi/10.1044/leader.FTR1a.28092023.AI-ethics-slp-aud.48/full/>
- ASHA (American Speech-Language-Hearing Association). (2020). [How Will Artificial Intelligence Reshape Speech-Language Pathology Services and Practice in the Future?](#) ASHA Academy.

SLP creativecon

BOOKKEEPING 101 FOR SLP BUSINESS OWNERS WITH RHIAN DODD-TOVEY

DESCRIPTION

In this session, we discuss the essentials of bookkeeping from certified tax preparer and key performance indicators for business SLPs. We will discuss the different types of business entities, what reports to look at to understand your financial situation, who needs to be issued 1099s, and how to pay contractors versus employees.



TOPICS & QUESTIONS:

- Types of business entities
- Who sends or receives 1099s
- Performance indicators
- How to pay contractors versus employees

don't forget

RESOURCES

- [IRS info on 1099 forms](#)
- <https://www.rdtsupport.com/>

SLP creativecon

BRAND BUILDING SUCCESS FOR SLPs WITH MARCIA CHURCH, M.A., CCC-SLP

DESCRIPTION

In this session, we discuss the positive impacts creating a cohesive brand can have on a private practice, what differs between a personal brand and a practice brand, and social media ethical guidelines for therapists in private practice. We will also explore some principles and good practices concerning branding for people who are looking to just start a private practice.



TOPICS & QUESTIONS:

- What is the impact of a cohesive brand
- Differences between a personal brand and a practice brand
- Social media ethics
- Dos and Don'ts when starting a private practice brand

don't forget

RESOURCES

- American MarketinG association: <https://www.ama.org/topics/branding/>
- Asha Code of ethics 2016: Issues in ethics: Ethical use of social media, 2020
- ASHA CIVILITY DIGITAL TOOLKIT
- Digital branding checklist
- Building a story brand- Donald Miller

SLP creativecon

TO INSTAGRAM AND BEYOND: HOW SOCIAL MEDIA FITS INTO YOUR MARKETING STRATEGY WITH SARAH BRESHEARS, M.A., CCC-SLP

DESCRIPTION

In this session, we discuss how SLPs can grow as a brand on social media and the difference between social media and marketing. We will describe what a marketing funnel is, how to create one for your business, and different tools you can use to generate sales, and revenue to grow your business.



TOPICS & QUESTIONS:

- Social media vs social media marketing
- What is a marketing funnel?
- Components to start a marketing funnel
- Tools to automate the process

don't forget

RESOURCES

- [Eugene Schwartz - level](#)
- www.social-moguls.com

THANK YOU TO OUR SPONSORS!

IN-KIND SUPPORT DISCLOSURE

Tassel would like to thank the following companies for offering products, services, and/or discounts to giveaway to attendees at no charge.



SLP CreativeCon is brought to you in part by our incredible sponsors who donated goods and services to help make this event possible. A special thank you to Social Moguls, Grow Pediatric Therapy Center, RDT Support, The Therapist Support Network, Speech Stars Branding, Nicole Umana Creative, Tassel Learning, and Speechie Side Up. You can learn more about our Sponsors at www.slpcreativecon.com

Closing

01.

ON DEMAND

Video and audio replays will be available to Tassel members on March 25, 2024. Check out our website at <https://tasseltogether.com/courses/slp-creativecon-2024/> to upgrade and find direct links to each replay once they become available.

02.

CERTIFICATE/ASHA CEUS

This workshop is available for .6 ASHA CEUs. You can review the course information [here](#) and register to earn ASHA CEUs. You must purchase a Tassel membership/pass in order to receive CEU processing. You can compare the registration tiers [here](#).

Once registered, you will have access to the course materials, including quizzes, evaluation surveys, and your certificates. The exam and course evaluation for the live courses on March 23, 2024 are due by March 25, 2024 at 11:59 pm ET. The exam and course evaluation for the recorded self-study courses are due by September 23, 2024 at 8 PM eastern.

03.

ACCOMMODATIONS

Auto-captions will be provided during the live Q&A sessions via Zoom. If you are unable to attend the live webinar, you can [upgrade](#) to watch or listen to the replays. You can get the links to the replays in the course schedule under each title where it says "replay."

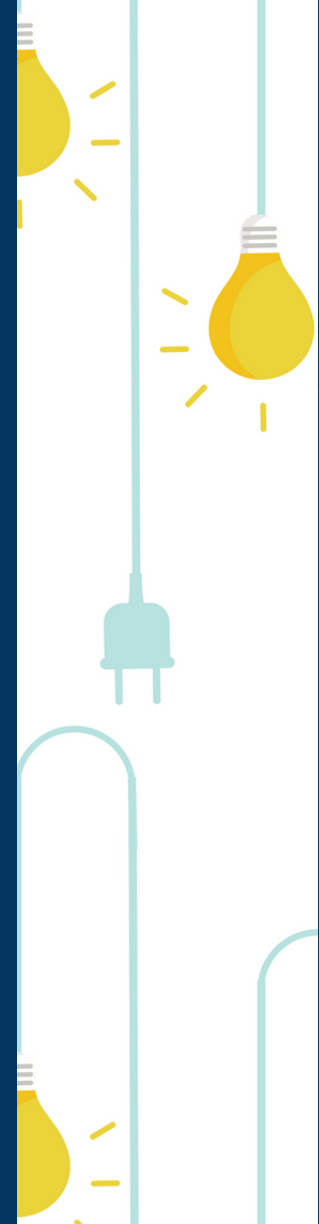
If you are in need of a disability-related accommodation, please contact info@tasseltogether.com. We will review your request and respond in a timely manner. Please note that we require a minimum of 36 hours to provide a reasonable accommodation for your request.

04.

ADDITIONAL INFO

Tech Support: [Check out this article](#) to learn how to join Zoom Webinars. [Here is another article](#) that answers common Zoom FAQs.

Have Questions? Check out our [FAQ page](#) to see if there is already an answer to your question. If you don't see your question, please feel to reach out to info@tasseltogether.com.



RESOURCE LIBRARY

The Therapist Support Network School Contractor Checklist



Work WITH schools without working FOR them.

© 2023 Therapist Support Network, LLC



HI! I'M ELISE.

Mom of Three
Speech-Language Pathologist
School Contractor
Hobby Farmer

*and your go-to for
all things school
contracts!*

I'M GLAD WE FOUND EACH OTHER!

After years of working as a sales and management for a large staffing company, I left and thought I was done with schools for good. However, COVID struck and I needed a way to make money BUT also accommodate a schedule now full of quarantines, etc.

The opportunity to contract fell into my lap. I realized that it wasn't schools I was done with, it was the lack of control and low pay that I was done with.

I haven't looked back. I added on more contracts and now get my summers off AND Fridays off, as well.

If you love school populations but are done with caseloads and pay you can't control--AND you feel that drive towards self-employment--you're in the right place.

Let's do this thing!

School Contractor Checklist

- Determine Offerings (niche, virtual, etc)
- Establish Target State(s)
- Prepare Your "Script" for Calling Schools
- Identify Schools With a Need
- Contact School SpEd Department
- If Using an RFP, Submit Documents
(if won proceed with contacting SpEd Director and marketing)
- Pitch Your Services
- Register Business (if applicable)
- Obtain EIN/TIN/Liability Insurance
- Send Contract
- Upon Signature, Send W9/Other Docs
- Onboard the School and Start!

NEED ADDITIONAL SUPPORT?

I would love to support you with materials (including contracts) and information needed to execute a contract OR just hop on a coaching call and discuss your needs.

My goal is to address provider burnout AND the staffing shortages schools are facing by making school contracting easier and affordable for SLPs and OTs.

Check out our additional offerings ↓

www.thetherapistnetwork.com

Work WITH schools without working FOR them.

Digital Branding Checklist For Private Practice SLPs

How to ditch the overwhelm & save time branding
your boutique private practice



MARCIA CHURCH, M.A., CCC-SLP
FOUNDER OF SPEECH STARS BRANDING,
LLC

Hi AND...

Welcome!



Thank you for downloading the digital branding checklist! I know this will help you kickstart your SLP brand so you stand out as a skilled professional and become a sought after therapist.

I remember feeling completely overwhelmed with the idea of branding and marketing my practice. I know these tips will help you create a solid foundation that you can build off of.

Marcia Church, M.A., CCC-SLP

Speech Language Pathologist | Private Practice Owner |
SLP Coach | Entrepreneur



Digital Branding Checklist

All the things you need to create an online presence

Website "A great digital presence starts with a clear and effective website." Donald Miller

Google Business Profile - Add branded photos or instagram posts that include your logo ★ Tip: Create in Canva

Email Signature ★ Tip: I use Wise Stamp

Social Media Channels: Instagram, IG Bio Link, Tik Tok, Facebook Business Page, Linked In

Digital Business Cards-★ Tip: I use HiHello

Electronic Medical Record System ★Tip: input logo on all intake forms

Sign up for a free Yelp account and add Branded Photos or Social Media posts

Create a Brand Kit in Canva to include all your logos, fonts, colors, iconography and stock photos/headshots



Physical Branding Checklist

All the things you need for your clients & community

- Marketing Print Materials: Trifold, Flyer, Business Card used for doctor's offices, schools and daycares
- Folders: ★ Tip: I recommend a Black Zazzle account
- Uniforms: ★ get your logo embroidered or screen pressed on Tshirts, hoodies, or scrubs Tip Bella Canvas & CodeNxt Scrubs are great
- Intake Forms, Inquiry Packet, Referral Pads- ★ Tip: Try to create and print on Canva
- Thank you cards & blank notepads/notebooks
- Create a QR code (in Canva) for your google review link and print cards to send to current and past clients
- Stickers- ★ Tip: You can create on Canva and purchase Vinyl Sticker Paper on Amazon to print & cut from home
- Name Tag with photo identification ★



Branding Photography Tips

Branding photography is a strategic photoshoot where you receive a library of professional photos that showcase you, your business and your personality. It helps to build your brand and attract your ideal clients. Here are a few tips:



Find a photographer that specializes in Branding Photography



Book a natural light studio for the shoot



Ensure to get 20-40 photos from the shoot to use for digital and print marketing



Plan the shoot to include both head shots, flat lays, and photos with “pretend” ideal clients



Try to stick with neutrals or your brand colors when picking out your photo shoot outfits



Don't forget props that you frequently use during evaluations, therapy and behind the scenes



Branding Development Tips

A cohesive brand is much more than a logo.



Create or purchase a logo and a sub logo



Request both color and black/white versions



Pick your colors (Hex color codes) 1-2 high contrast to 1-2 low contrast colors but up to 8 colors



Pick 3 Fonts: One Main Font & 2 Secondary fonts out of these Serif Fonts, Sans Serif Font, Scripts Front, Display fonts



Create or purchase iconography (icons that are parallel with your brand)



Create a brand board in Canva to display all of your brand elements

THANK YOU!
let's stay in touch!



If you want to dive deeper into building a brand and learn more tips like this make sure you check out the Speech Stars Branding Shop and follow me on Instagram.

Marcia Church, M.A., CCC-SLP
Private Practice Owner | Entrepreneur

USEFUL SLP PROMPTS FOR **CHATGPT**

● General Prompts

- Help me practice articulation for [specific speech sound].
- Generate sentences to improve fluency for [fluency technique].
- Provide engaging prompts for expressive language development.
- Suggest activities to enhance pragmatic language skills.
- Generate tongue twisters for articulation exercises.
- Assist in creating narratives to work on language skills.
- Offer strategies for improving vocal quality.
- Provide conversation starters for social communication practice.
- Help me create exercises for auditory processing skills.
- Generate vocabulary-building exercises for language enrichment.

● AAC Tailored Prompts

- Generate AAC-friendly phrases for daily communication.
- Help me create core vocabulary sentences for AAC users.
- Provide suggestions for expanding an AAC user's expressive language.
- Generate social scripts for AAC users in various situations.
- Assist in creating visual supports to enhance AAC communication.
- Generate AAC-friendly questions for interactive conversations.
- Help me develop personalized communication boards.
- Suggest AAC strategies for different communication functions (requesting, commenting, etc.).
- Generate ideas for incorporating AAC into daily routines.
- Assist in creating AAC-friendly stories for language development.

● Receptive Lang. Tailored Prompts

- Generate listening comprehension exercises for understanding spoken instructions.
- Help me create activities to improve auditory discrimination skills.
- Provide prompts for identifying and categorizing objects or concepts.
- Assist in developing exercises for following multi-step directions.
- Generate questions to assess comprehension of verbal information.
- Help me design listening activities that focus on specific vocabulary.
- Provide prompts for sequencing events in stories or instructions.
- Assist in creating exercises for identifying main ideas and details in spoken passages.

USEFUL SLP PROMPTS FOR **CHATGPT**

Expressive Lang. Tailored Prompts

- Help me generate expressive language tasks for forming complete sentences.
- Provide prompts for creating descriptive sentences about specific topics.
- Assist in developing activities to improve narrative and storytelling skills.
- Generate questions to prompt the expression of opinions and feelings.
- Suggest exercises for expanding vocabulary and using synonyms.
- Help me design prompts for expressing thoughts and ideas coherently.
- Provide scenarios for creating dialogues and practicing conversational skills.
- Assist in developing exercises for using appropriate grammar structures.
- Generate prompts for formulating questions and participating in discussions.
- Help me create expressive language games to make therapy engaging.

Fluency Tailored Prompts

- Explore strategies to enhance fluency in everyday conversations.
- Generate exercises targeting smooth transitions between words and phrases.
- List scenarios for practicing fluency techniques across school settings.
- Elaborate on techniques to build confidence in communication situations.
- Explore exercises to improve airflow during connected speech.
- Develop scenarios to practice easy onsets and gentle speech initiations.

Dysphagia Tailored Prompts

- Discuss strategies for managing dysphagia for different food consistencies.
- Create scenarios to practice effective swallowing techniques.
- Elaborate on techniques to improve coordination between breathing and swallowing.
- Explore the use of compensatory strategies for safer eating and drinking.
- Discuss the role of posture and head positioning in dysphagia management.
- Generate prompts for improving sensory awareness during swallowing.
- Explore exercises to address difficulties with oral clearance and residue management.

USEFUL SLP PROMPTS FOR **CHATGPT**

Voice Tailored Prompts

- Explore exercises to enhance vocal projection and clarity.
- Discuss techniques for maintaining a resonant voice tone.
- Create scenarios to practice pitch variation for expressive speech.
- Generate exercises focusing on breath support and diaphragmatic breathing.
- Develop prompts for reducing strain during speech production.
- Explore the impact of intonation patterns on effective communication.
- Discuss the role of vocal hygiene in maintaining a healthy voice.
- Generate exercises to address monotone speech and promote dynamic expression.
- Create scenarios for practicing increased vocal volume in loud settings.

Articulation Tailored Prompts

- Develop activities to target specific speech sounds for articulation practice.
- Explore strategies to improve articulatory placement of [specific speech sound].
- List 50 consonant vowel consonant combinations to use in speech therapy.
- Generate prompts for addressing difficulties with speech sound discrimination.
- Discuss techniques to promote clear and intelligible speech in various contexts.
- Develop scenarios for practicing articulation in connected speech.
- Discuss strategies for transitioning from isolation of sounds to words and sentences.

Social-Language Tailored Prompts

- Develop scenarios for practicing active-listening in conversations.
- Explore strategies to identify nonverbal communication cues in social interactions.
- Create exercises for recognizing and interpreting social cues.
- Discuss the role of conveying social intentions and emotions.
- Elaborate on exercises for understanding and using appropriate humor in conversation.
- Explore strategies to improve perspective-taking and empathy in communication.

Business Loan Application Checklist



I. Business Items Required

Financial Information (Sign and date each document):

- Business Federal Tax Returns for last 3 years
- Interim business financial statements within last 60 days (balance sheet and income statement)
- Business debt schedule (should agree with interim balance sheet) (form included in application)
- Aging of Accounts receivable and accounts payable (should agree to interim balance sheet)

Entity Documents (please provide those that are applicable):

- If Partnership – Partnership agreement and amendments
- If LLC; operating agreement, articles of organization, amendments, list of members and ownership percent If Corporation articles of incorporation, bylaws, amendments, list of officers and directors
- If Sole Proprietor; attach copy of fictitious name filing
- Copy of business license(s)

II. Personal Items Required for All Business Owners Greater Than

20% Financial Information (Sign and date each document):

- Federal Income Tax Returns (last 3 years)
- Personal financial statement dated within the last 60 days (SBA Form 3245-0188)
- K-1's for last 3 years (if applicable)

Other Information:

- Resumes of all borrowers, guarantors, key management personnel (SBA Form 3245-0080)

III. Other “Deal Specific” Information Required as

Listed Below: If Start-up Business:

- Business plan
- Two years of projections with assumptions – first year must be on a month-by-month basis

If Real Estate Purchase or Construction:

- Real estate purchase contract Construction contract or cost estimates

If Non-U.S. Citizen:

- INS Form G845 and copy of front and back of Alien Registration Card

If Franchise:

- Franchise Agreement and FTC Disclosure Statement

	January-23	February-23	March-23	April-23	May-23	June-23	July-23	August-23	September-23	October-23	November-23	December-23	Total
Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Returns & Discounts	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Less:													
Cost of Goods Sold (Direct Materials)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gross Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Less: Expenses													
Advertising	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Car & Truck Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Commissions and Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Contract Labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Insurance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Interest	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Legal and Professional Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Office Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Rent or Lease: Vehicles, Machinery & Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Rent or Lease: Other Business Property	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Repairs and Maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Taxes and Licenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Travel Meals	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Wages	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Daily Planner

MTWTFSDATE

S

— // —

SCHEDULE

05:00

06:00

07:00

08:00

09:00

10:00

11:00

12:00

1:00

2:00

3:00

4:00

5:00

6:00

7:00

8:00

9:00

10:00

FOCUS 3

1

2

3

OTHER TASKS

- _____
- _____
- _____
- _____
- _____
- _____



NOTES

TODAY I'M GRATEFUL FOR

WARM UP YOUR AUDIENCE TO
SELL OUT YOUR OFFER

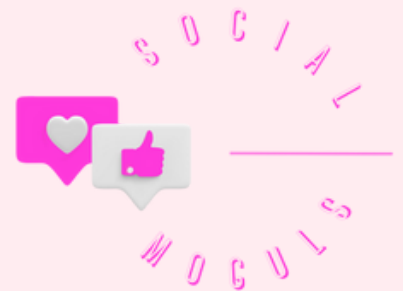
FILL

YOUR

FUNNEL

\$

TURN LURKERS INTO
LOYALISTS



@SOCIAL.MOGULS

OUTLINE YOUR FUNNEL

FUNNEL FILLERS

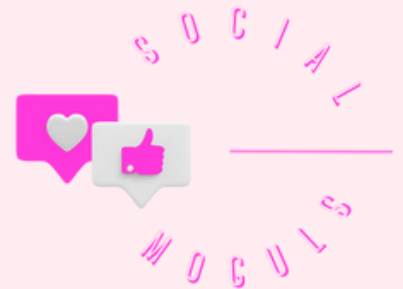
SOCIAL
MEDIA &
PAID ADS

CATCH + NURTURE

EMAILS, FREE
TRIALS, LEAD
MAGNETS,
BLOGS,
WEBSITE

SHARE YOUR OFFER

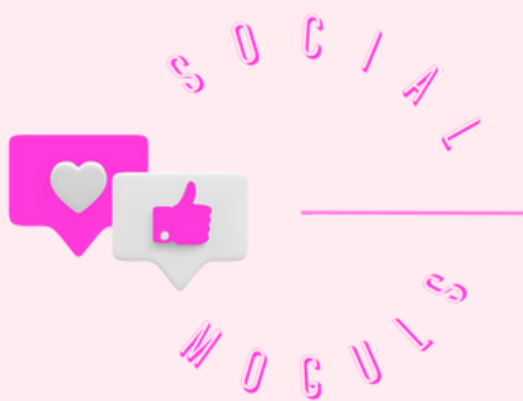
SALES PAGES,
SALES CALLS, DM
SALES



@SOCIAL.MOGULS

LOOKING FOR MORE INFO TO TURN LURKERS INTO LOYALISTS, SELL OUT YOUR OFFERS, AND BOOK OUT YOUR APPOINTMENTS?

**FIND COURSES,
COACHING, VIP DAYS,
AND SOCIAL
MEDIA MANAGEMENT AT
WWW.SOCIAL-MOGULS.COM**



23
FIRST DAY OF FALL

24
© social moguls 2024

25



smart goals

WHEN SETTING GOALS FOR YOURSELF OR YOUR BUSINESS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR GOALS ACHIEVABLE AND SUCCESS WILL FOLLOW!

S	<u>SPECIFIC</u> WHAT DO I WANT TO ACCOMPLISH?	
M	<u>MEASURABLE</u> HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?	
A	<u>ACHIEVABLE</u> HOW CAN THE GOAL BE ACCOMPLISHED?	
R	<u>RELEVANT</u> DOES THIS SEEM WORTHWHILE?	
T	<u>TIME BOUND</u> WHEN CAN I ACCOMPLISH THIS GOAL?	

YOUR GO-TO

RESOURCE LIST

CANVA.COM

THIS IS OUR GO-TO WEBSITE FOR CREATING SOCIAL MEDIA GRAPHICS, LESSON PLANS, WORKSHEETS, AND BRANDING MATERIALS.



UNSPLASH.COM

THIS IS OUR GO-TO WEBSITE FOR FREE ROYALTY FREE STOCK PHOTOGRAPHY. BEFORE YOU GO BUY STOCK PHOTOS, CHECK UNSPLASH OR PIXABAY.COM. YOU CAN EVEN DOWNLOAD IMAGES YOU FIND FROM CANVA.



WAVEAPPS.COM

THIS IS OUR GO-TO SOFTWARE FOR BOOKKEEPING. WAVE IS A FREE RESOURCE FOR INVOICING, ACCOUNTING, AND MORE. KEEP YOUR BOOKS NEAT FROM THE START BY USING A BOOKKEEPING SOFTWARE.



PROJECT MANAGEMENT SOFTWARE

THIS IS THE MOST IMPORTANT STEP TO FIND OUT WHAT YOU LIKE TO USE FROM THE START. THERE ARE SO MANY OUT THERE FROM: ASANA, MONDAY, AIRTABLE, CLICKUP, HIVE, ETC. FIND ONE THAT WORKS FOR YOU AND USE IT!



MY BUSINESS PLAN

FOR SLP CREATORS & ENTREPRENEURS



FROM THE CREATORS OF TASSEL

Executive Summary Braindump

Let's examine who you want to be in the business space. Just start with a brief summary.

Outline your motivation:
Why are you doing this?

What is your vision?

THE SERVICE OR PRODUCT YOU WILL PROVIDE	
THE LEADERSHIP: WHO IS ON YOUR TEAM?	
THE OVERALL FIELD	
THE COMPETITORS: WHAT WILL MAKE ME DIFFERENT?	
THE FINANCIAL STATUS:	
FUTURE PLANS: Keep it general, you'll expand more on this later	



Business Description

GIVE A MORE DETAILED DESCRIPTION OF YOUR BUSINESS

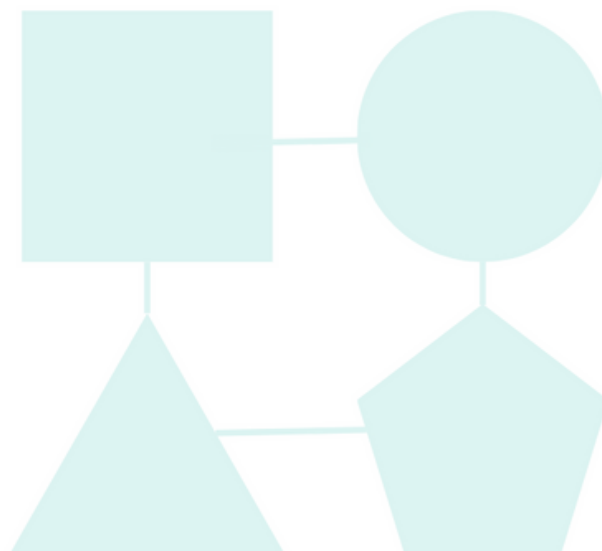
What is your mission statement?



Explain in detail what your business does:

What is the business's main product/ service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

OUTLINE YOUR CORE VALUES:



Future Plans & Milestones

Where do you see this business going?



Four large white circles arranged horizontally, corresponding to the time periods above. These circles are intended for users to write their future plans and milestones.

Elevating And Expanding Your Brand:

In this section, map out your future plans for the business. **Dream big!** These plans could include expansion projects, new service or product offerings, major partnerships, and more. Discuss how much impact you want to bring to the field.

A series of ten horizontal grey lines provided for writing out the user's future plans and brand expansion strategies.

MARKETING PLAN

HOW TO REACH YOUR AUDIENCE

YOUR IDEAL CLIENT

Who is your ideal client?

Where do they show up or spend their time?

THE 4PS OF MARKETING

Use this table to map out your marketing mix

Product - the brand, its features, its packaging

Common questions:

- What needs does this product fulfill?
- What frustrations or pain points does it address?
- What makes it compelling to customers that they will want to have it?

Price - discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market or field?
- How will this price compare with competitors?

Promotion - print & broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

Place - physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels of content?


YOU GOT THIS!

TASSEL IS ROOTING FOR YOU!

We hope you enjoy this freebie and it helps you get started in your journey.



Created by: Nicole Umana founder of
Nicole Umana Creative

 Nicole Umana Creative
nicoleumana.com



Podcast checklist

Before Launch

- Find podcasts that inspire you
- Decide on the tone of your podcast
- Pick a title
- Identify your ideal listeners
- Make a dream guest list
- Plan out at least 5 episodes
- Write your intro, outro, and description
- Decide on your episode frequency
- Create a podcast cover
- Register with Apple podcasts
- Purchase your equipment and software
- Choose your hosting service

During the Interview

- Check audio
- Turn on Krisp™ plugin
- Ask warm up questions and explain format
- Answer any questions
- Note the start time
- Hit record
- Refer to outline
- Follow guest's lead
- Ask clarifying questions

Before Recording

- Reach out to potential guests
- Set aside time to batch record
- Schedule your interviews
- Send agreements out for signature
- Write the episode outlines
- Find a podcast editor (optional)
- Request your guest's headshot, logo, & bio
- Send the outline to your guest
- Record the intro and outro
- Send out video/audio call link

Before Release

- Edit recording
- Add intro, outro, and relevant ads
- Schedule in hosting platform
- Send to guest with promotional ideas
- Write and schedule show notes
- Create audiograms for social media
- Create and schedule social media posts
- Write and schedule a newsletter

HOST INTRO:

- Your Name
- Podcast Name
- Primary Focus
- Format

GUEST BIO:

- Guest's Name
- Title
- Experience
- Passion

WELCOME STATEMENT:

- Greet your guest
- Ask if they have anything to add
- State the episode topic
- Bonus: Ask warm up/getting to know you questions

TALKING POINTS:

- Highlight 4-5 talking points
- Format into questions
- Ask clarifying questions

WRAP UP:

- Share any social or contact info

INTERVIEW NOTES:

- Write down any notable quotes
- Mark any re-starts or major pauses for the editor

© 2023 Speechie Side Up, LLC



Questions?

speechiesideup@gmail.com

www.vtheslp.com

[@speechiesideup](https://www.instagram.com/speechiesideup)



social media audit

Business Mission

What products & services do you offer?

Name at least 5 brands/businesses that inspire you on social media and why. Do you like their aesthetic, customer service, brand voice, or something else?

Identify the top 3 social platforms you'll focus on:

- Instagram
- Facebook Page
- Facebook Group
- Tik Tok
- Podcast
- YouTube

Identify your top 3 goals:

- Grow my following
- Build brand awareness
- Manage brand reputation
- Increase traffic to my site
- Improve community engagement
- Boost conversions or sales
- Build an email list
- Improve customer service & response time
- Gain market insights with social listening





Most Popular Post Insights:

Does your IG account include the following?

- Identify your business mission in bio
- Optimize SEO in your name and bio
- Complete your contact information
- All links are working
- Use brand colors
- Use consistent tone of voice
- Include high quality images and video
- Include call-to-action in captions
- Use relevant hashtags
- Use of storytelling

Instagram Tips:

- Reels:
- Keep text within 4:5 dimensions
 - Ensure text timing isn't too short
 - Always include call-to-action in video: Comment with..., read the caption..., follow for more..., etc.
 - Try other trending features: filters, GIFs, Remix
 - Post often! Aim for at least 1 a week. IG is competing with TikTok and trying to keep users on the platform so the algorithm prefers these short-form videos right now.
- Posts Feed:
- Try to create Reels covers that fit in the 1:1 square to keep your branding style consistent
 - CTA in captions can include messages like: save this post, like this post, comment below with, tag a friend, follow @account, share this post, or (new) turn on notifications by clicking on the bell. Pick one and then include check out the website to learn more (link in bio) if it's appropriate. If a follower reads your caption, it should only take 1-2 steps for them to find the link/information.
 - Start the caption with a one line hook - What does your client want or need? This can be a question or statement.
 - Use storytelling in the caption to show empathy and provide a consistent tone of voice. This resource is super helpful for writing captions: <https://www.mystorybrand.com/>
 - Try out some live videos every now and then! You can start by partnering with another allied brand or run a live Q&A.
 - Use GIFs to share an SLP relatable message
 - Hashtags: Use around 10 hashtags a post if you want to build your following. Include popular hashtags in your field and specific ones related to your post. Always change these up! IG recognizes if you keep using the same hashtags over and over.
 - Optimized SEO in name & bio: You can now include more characters in your IG name. Use SEO terms that people might search for to find you.
- Other IG tips:
- Find 5 relevant hashtags a day, like 20 posts per hashtag. Your engagement increases when you are social with other accounts. Other accounts are likely to find and follow you if you engage with their posts as well.
 - Provide thoughtful comments on at least 5 popular, related accounts - Their followers might see your comment and follow you too.
 - Share posts from other influencers and popular, related accounts to your stories and tag them (very important so they get notified). They might even re-share your story and their followers might click on your account and follow!
 - Spend 5-10 minutes each day engaging with other people's story. You have to be social on social media. Like, comment, or engage with their stories. This shows IG that you are "friends" and the other accounts are more likely to see your stories and posts. Notice how your favorite accounts/family/friends are the first stories you typically see!
 - Create engaging stories using all of the different features that IG offers: stickers, questions, polls, rating, music, etc. This keeps people looking at your stories longer and tells IG that your stories are interesting and engaging.



Most Popular Post Insights:

Formats to Try:

1. Story of product
2. Results first & work backwards - break down steps
3. Step-by-step
4. Iterate trends - old and new
5. Build a series
6. Participate in a hashtag challenge
7. Duet with other users
8. Go live to your followers when you have 1000 followers

Recommend this training:

<https://later.com/training/tiktok-for-business/>

Does your Tik Tok account include the following?

- State your business mission in bio
- Complete your contact information
- Include call-to-action in video
- Use relevant hashtags
- Strong hook in caption
- Design for sound off
- Shoot Vertically
- Good lighting
- Short & Sweet (7 secs)
- Use trending audio

Tik Tok Tips:

Share your IG Reels on Tik Tok. Create your SEO bio, add a logo, and contact info. You can record your Reels on Instagram, save them to your camera roll, and upload them to Tik Tok. It's that easy to start off! Here are some other notes about TikTok:

- Shorter tends to perform better (15-25 secs) but you can record up to 3 minutes
- Captions are limited to around 500 characters
- You cannot upload a cover photo so keep the text overlay consistent
- Where you place text on video is important - not on right side and bottom!!
- Unfiltered look is Tik Tok trademark
- Authenticity comes before aesthetic
- Switch to pro account for analytics
- Main goal is to be featured on the For You Page (FYP)
- Use trending sounds and effects (works with trending audio)
- Always use hashtags
- Tik Tok uses hashtags to get on users' FYP
- Very generic hashtags like Pinterest (no niche!)
- Not a place to make a sale
- Brand awareness and engagement should be at forefront of strategy
- Always use vertical video
- Strong hook at the beginning
- Make captions relevant
- Create consistent covers
- Post to stories
- You can check insights after 100 followers



Most Popular Post Insights:

Does your Facebook page include the following?

- State your business mission in bio
- Complete your contact information
- Include call-to-action in video
- Use relevant hashtags
- Strong hook in caption
- Design for sound off
- Shoot Vertically
- Good lighting
- Short & Sweet (7 secs)
- Use trending audio

Facebook Page Tips:

- Only 20% of what you post should be self-promotional
 - Upload and publish videos within your Facebook posts instead of linking out
 - If you're not doing so already, share IG stories to Facebook. Shares posts to Facebook stories as well.
 - Ask employees and guests to promote content and comment as well to improve engagement shortly after something is posted.

Facebook Post Ideas:

1. Quick questions to followers
 2. Quotes or stats from an article that require a click for more context
 3. Snappy or witty statements coupled with a picture
 4. Pull from pop culture and current events
 5. Share page and product reviews and ask for reviews - (Idea: pick one winner every month)



The Sweet Spot

Use this worksheet to find the intersection between your passions, strengths, and what your community needs. This will help you discover your purpose and make your work more meaningful.



WANT ACCESS TO THE EXHIBIT HALL?

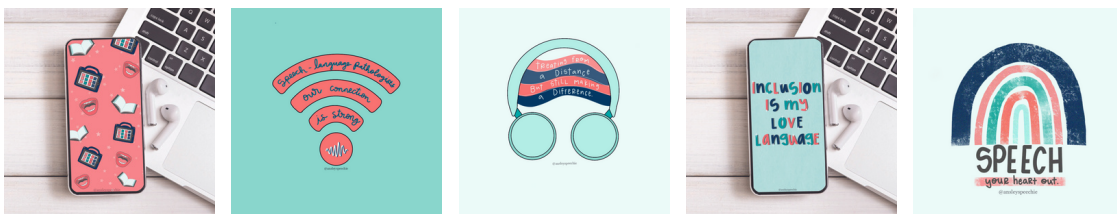
Social Moguls
FREE SOCIAL MEDIA CONTENT CALENDAR FOR SLPs
WWW.SOCIAL-MOGULS.COM/OFFERS/P6D8TDD? COUPON_CODE=CREATIVECON
CODE: CREATIVECON

THERAPIST
SAVE 10% OFF ALL PRODUCTS
USE THE CODE TASSEL24
VALID UNTIL 4/15/24
CODE: TASSEL24

TASSEL
WEBINAR REPLAY:
DON'T PUT ALL OF YOUR SKILLS IN ONE BASKET:
HOW TO CREATE INCOME STABILITY WITH A SIDE HUSTLE
FREE FOR SLP CREATIVECON ATTENDEES

N/U
50% OFF A 1 HOUR BUSINESS PLAN CONSULTATION CALL
WWW.NICOLEUMANA.COM
CODE: SLP CREATIVECON

OVER \$3000 WORTH OF DISCOUNTS + PERKS



GO TO THE LESSON CALLED EXHIBIT HALL UNDER THE SLP CREATIVECON COURSE OR

TASSELTOGETHER.COM/FREE-GOODS-SLP-CREATIVECON

PASSWORD: **getcreative** (all lowercase)

WANT TO UPGRADE YOUR MEMBERSHIP?

UPGRADE FROM YOUR SLP CREATIVECON VIP PASS TO A FULL SLP CONNECT MEMBERSHIP AND UNLOCK A WORLD OF OPPORTUNITIES FOR YOUR PROFESSIONAL GROWTH.

Here's why upgrading is a game-changer:

- ★ Free Admission to Future Events
- 🔒 Unlimited Access to All Courses
- 👥 Unlimited Group Enrollment
- 🕒 Admission to Past and Future Events
- 📖 Access to Resource Libraries

🎓 RECOMMENDED FOR SLPs & PROFESSIONALS WHO WANT IT ALL:

If you crave comprehensive learning and unlimited access to resources, the SLP Connect Membership is tailor-made for you. Recommended for those who seek relatable, evidence-based fun professional development.

Dive into a diverse range of courses with unlimited access. Explore Tassel courses at your pace, unlocking a broader spectrum of learning opportunities. 📍 Upgrade now and embrace a year filled with unlimited learning, growth, and success! 🚀

UPGRADE YOUR MEMBERSHIP

SLP CONNECT FULL ACCESS PASS

\$167
(\$506+ value)

- ★ EVERYTHING included in the VIP ticket
- ★ Access 7 additional business courses
- ★ Free admission to future events
- ★ Unlimited access to all courses
- ★ Unlimited group enrollment
- ★ Unlimited access to resource libraries

USE THE CODE LEVELUPBIZ

GO TO TASSELTOGETHER.COM/MEMBERSHIP-LEVELS/