

Developing your Web Profile on the Eclectic Health website is the first (and most important) way to gain visibility among Eclectic Health subscribers and the general public. The following are a few guidelines that will clarify the development process. If you have any questions or require additional support, please call customer service at **(888) 707-5716**.

Narrative Intro

This narrative is a two-paragraph introduction, a maximum of 250 words (but we're flexible), and written in first person. The first paragraph ought to be warm and invitational, and should provide a good sense of your overall orientation, approach, beliefs about health and well-being, and perhaps why you love what you do, etc. The second paragraph is more the nuts of bolts of your practice, including some description of the modalities you offer. We encourage you to read what others have written as examples.

Fact Sheet

The fact sheet is your practice at-a-glance. Here are the five basic ingredients:

- (1) List all your office locations, a phone number for each, and website if you have one.
- (2) List all the modalities and therapies you'd like to offer Eclectic Health subscribers, including the years of experience you have for each.
- (3) List all your relevant education and training, including the credential earned at each institution, and information about your license to practice (if applicable).
- (4) List specific health challenges or populations in which you specialize, or which you see most frequently in your practice.
- (5) List your standard rates for services, whether it be hourly or per session.

Client Testimonials (optional)

Testimonials help to enhance your profile with voices other than your own. There is no limit to the number of testimonials you can have. We assure anonymity by using only the client's first name and city. If you don't have testimonials, we recommend that you ask two or three of your clients to write one.

Practice Bio (optional)

There is no limit to the length of your practice bio, which is located on a sub-page of your Web Profile. This may include any number of items of your choosing, including a resume or CV, a brief history of your practice, a detailed description of your modalities and the services you offer, or an engaging narrative on your healing arts philosophy, what you love about your work, or what a client might expect in a session with you. The practice bio is an important way to build trust with potential clients and provide information not found in your narrative intro and fact sheet.

Photographs

Until you take your professional portrait with us, you can temporarily use a headshot of your choosing. We encourage high-resolution photographs with ample lighting. There is no need to crop the image. Your Web Profile can also have up to 4 additional photographs of your practice space or of you working with clients. JPEG files are best.

If you paid for a headshot (included in our regular start-up fee), you can find a local photographer and request an appointment by going to the following page on the Eclectic Health website:

www.EclecticHealth.net/photographers

Articles

You can post an unlimited number of articles, so long as you control the copyright. Articles should be timely and relevant to your practice. All articles must be in PDF format. If you do not have the software required to create a PDF, you can send your articles in any format (including Word, HTML, and Plain Text) and we'll convert it to a PDF for you. Articles are a great way to motivate potential clients.

How To Submit Information

When you join the Eclectic Health network, you'll receive an email with links to our online submission forms. You can return to these online forms as many times as you wish to update your profile. We highly recommend writing out the information required BEFORE pasting them into the online form (in case there is a problem with your internet browser, or an interruption in your internet service). Since we personally review the information you send us, you will not see the actual changes to your Web Profile for 3 to 5 business days.

We recommend you visit your Web Profile periodically to ensure it's up-to-date. If changes are required, the URL for updating your profile is as follows:

www.EclecticHealth.net/prac_profile_form.php

You are NOT required to fill in all the information found on this submission form. Simply include your name, plus any information in ONLY the fields to be updated. Any blank fields will tell us that those fields should be left unchanged.

Again, if you ever need assistance with this online form, or if you prefer to phone in or email us your changes, please contact our executive administrator, Megan Willson, at **(888) 707-5716 ext. 2** or via email at Megan@EclecticHealth.net.