

Marketing and Practice Building Expert for Holistic Practitioners



AnaMaria Herrera

AnaMaria has been in the Holistic Field since 1991.

After struggling to get clients in her private practice, she was determined to learn how to build her practice and took extensive training in marketing and business.

In the process, she discovered she had two passions; the first was her private practice and the second was teaching Holistic Practitioners how to market themselves and their practice is an authentic, successful way.

AnaMaria is now the Director of the Practice Building Institute and teaches Holistic Practitioners (such as Naturopaths, Acupuncturists, Classical Homeopaths, Massage Therapists and Nutritionists) how to build sustainable, profitable Practices and make a great income doing what they love.

A sought-after speaker and educator, AnaMaria's humor, dynamic teaching style and passion for Holistic and Complementary modalities has assisted both participants and clients in propelling themselves and their practices to new heights.

"AnaMaria Herrera is a repeat speaker at my Web Marketing Applications Classes at UCSB Extension. Her passion for marketing, engaging speaking style and talent for explaining a challenging subject matter make her a revered speaker every time she comes to my classroom. Student evaluations often include how appreciative they were to have her bring her expertise.

I recommend AnaMaria as a speaker for events large and small. She inspires, educates, connects and serves!

-Lorrie Thomas, Speaker, Writer, Educator and Founder of www.WebMarketingTherapy.com

Book AnaMaria for your next event:

AnaMaria Herrera
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www.ThePracticeBuildingInstitute.com
Build Your Practice, Love Your Income™

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What Participants of the University of California at Santa Barbara Are Saying:

"An energetic speaker and very knowledgeable, I found AnaMaria to be very inspiring... I left waiting more!" Elizabeth Guy

"I'm in Marketing and AnaMaria shared tips and strategies that you don't often encounter. She knows her stuff!" Nilagia McCoy

"AnaMaria provides clear, concise tips that can change the way you market your business online." Karl Eggertsen

What Clients Are Saying:

"AnaMaria's skills were an invaluable asset to my business while she initiated new marketing strategies for my private practice and clinic. She's a great communicator, I highly recommend AnaMaria's work and marketing strategies to any business owner or Practitioner." Kirk Mann, Acupuncturist, California

AnaMaria has an extremely effective way of coaching. I learned how to present my sessions so clients could easily and quickly choose from my services and make the decision to move forward and work with me. At the end of our call I was valuing my services higher than before. -Sam Adkins, Classical Homeopath, Sydney, Australia

I worked with AnaMaria a few months ago and gained clarity about how I could improve what I was already doing. I learned how to prevent "no-shows" and cancelled appointments as well as how to sell myself and my services. She knew the right questions to ask so I'm seeing my business in a new light. I've doubled the sales of my session packages! I highly recommend AnaMaria to Holistic Practitioners who're looking to grow your current business and gain the right answers to do so. - Amy Chalker, Registered Dietician, California

AnaMaria is an outstanding, articulate, compassionate and creative business coach. She is expert at sharing her successful strategies and how to implement them. She has assisted in creating intense focus and structure me. In fact this is one of her greatest assets (ie. the ability to create structure) so that one doesn't become a victim of the "bright shiny object syndrome as she calls it, or getting distracted. This has enabled me personally to be more focused and productive in my medical practice. And now I can attend to what matters the most to me: healing. - Dr. Thelma Jones, Integrative Medical Doctor, New York