



## **Taking Charge of Change**

September 2nd - 4th, 2016

### **Bio - Jonathan Callinan**

From health professional to web entrepreneur, Jonathan is passionate about online strategy as it offers small business owners a simple and convenient solution to grow and free up valuable time in today's fast-paced world.

As a health advocate, he has run several website and marketing workshops for natural health professionals over the past 6 years. In 2009, he founded and continues to manage *The Wellness Directory*; one of NZ's most popular web directories for both the public and practitioners. He loves helping practice owners build a trustworthy memorable brand which helps grow their business online.

Jonathan will be focusing on how to quickly engage your audience on that all-important 1st visit. You have 7-seconds (on average) to keep your visitors from leaving so he'll demonstrate which type of website strategies and content convert passive browsers into future clients. In particular, he'll reveal the 4 KEY questions going on inside your prospect's mind and how to answer them all within 10 seconds to increase enquiries and paid bookings for your practice.

His current projects include [The Wellness Directory](#) and [Audience Websites](#). Jonathan will shortly be launching a new online project which helps all small-medium Kiwi businesses generate regular client leads from today's web space.