

The background of the entire page is a white area with a teal border. Scattered throughout the white area are numerous gold coins, some of which appear to be falling from the top, creating a sense of motion and wealth. The coins are of various denominations, including what look like US quarters and dollars.

HOLISTIC MARKETING MASTERY

The Complete Marketing System
With Easy to Follow **STEP-BY-STEP** Guidelines

IAMBIZ

Creating Purposeful & Profitable Practices

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Also by **Shelene Taylor – Multi Million Dollar and Multi Location Massage Business Owner** and copyrighted by **IAMBIZ**

Books:

Massage Business Success: How To Attract a Steady Stream of Clients and Create More Income - No fluff, no frills, just straightforward information so that you get into alignment with your business mindset and purpose as well as learn techniques to attract your ideal clients and create more income.

Training Programs:

Holistic Marketing Mastery – *a step by step guide for successful holistic marketing! Learn how to put a solid foundation in place that supports your marketing efforts by maximizing your marketing message, implementing the basics and using the test, track and measure method to make sure you are getting the results you need. Learn how to avoid advertising traps, follow the venues section to get your message out there and develop the right marketing mindset to create success.*

5 Star Customer Service – *learn five ways to elevate your skills that will create loyal clients! This training program covers the basics, takes you through creating your Signature Client Experience and makes recommendations for effective treatments. Get clear on the four components of client's expectations so that you are congruent in all client areas.*

How to Hire Successfully – *Improve your hiring success by 50% by having these key elements in place. Your staff is an integral part of your business, and effective interviewing processes can help you bring the right people on board.*

Smart Scheduling Strategies – *discover the secrets to maximizing your schedule and create more income! Let's face it our schedule is what produces the majority of our income and when you design your schedule to provide optimal use of time you will be able to serve more clients. This training program shows you how to look at the big picture of scheduling.*

Holistic Biz Alchemy – *learn 5 keys that will guide you to a successful practice. Discover how your Magic, Model, Marketing, Money, and Mindset elements are the foundational touch points to making sure your business is set for growth.*

Holistic Marketing Mastery[©]

Workbook

For best results follow the recommended step by step guidelines and take action on a weekly, if not daily, basis to create a great client and cash flow.

In this Workbook:

Welcome to Holistic Marketing Mastery!

Lead Generation, Conversion, and Retention

Best Way to Use Workbook

Marketing Mindset

Ideal Clients

Create Your Elevator Speech

Write Your Bio

Beware the Advertising Trap: Image-Building

Marketing Impact Tips

Create Your Offer

Test, Track, and Measure

Marketing Demographics

Marketing Mindset

Making Marketing Connections

Public Relations/Press Releases

Marketing Venues

Marketing Awareness

Marketing Mindset

Holiday Offers Planning

Gift Cards

Website

Social Media

Ezines, Articles and Blogging

Testimonials

Reminders

Resources

Training Programs

Coaching Programs

Turnkey Business Model Opportunities

IAMBIZ

About Shelene Taylor

Welcome to Holistic Marketing Mastery!

The purpose of this training program is to give you tools and strategies that you can implement to market your business successfully. All too often it can be frustrating to feel like you are out there giving it your all but not getting the results you want.

Who would have thought that getting into the holistic world would mean that we would have to learn how to market ourselves! I don't know about you, but I just wanted to help people feel better, relieve their stress, and alleviate their pain. I didn't know the first thing about marketing, much less how to market effectively. I knew nothing about creating a brand or determining a market niche. "Shotgun marketing" best describes what I did for the first many, many years of my business career. This is when you scatter your advertising to everybody in a general way and hope that your ideal clients are receiving your message.

As a shy person, advertising myself and my business to my community was daunting and actually downright scary. Quite frankly, I put it off, and would do anything to avoid getting out to drum up business. Can you imagine a time without the internet? I started my business without it, and marketing was actually simpler. The choices were mail, direct mail, a few print publications, even fewer TV and radio stations, and billboards. Now there are so many TV and radio stations that it is challenging to make sure that you get decent coverage for your advertising dollars. But email and the

internet now provide us with amazing opportunities to reach our ideal clients!

If you are just focusing your energies on improving your services, menus, or systems and expect that these activities will pay off, you may still find that you are not prospering.

The amount of effort you put into your business is not a predictor of your success, rather the right effort made in the right way will create prosperity for you.

The companies that succeed are the ones that have effective marketing strategies and materials in place. The effort you put into your business systems and strategies are the important invisible tangibles, but your marketing is what truly makes you visible. And a strong, unique, and authentic brand and marketing message will attract your ideal clients.

Marketing Is About Lead Generation, Conversion, and Retention

The purpose of marketing is to create **leads** – potential ideal clients for your business. Once they contact you and experience your services, that is a **conversion** – you have converted them into clients. The next step is to **retain** that client by marketing internally to them to encourage them to take advantage of your services more regularly.

A great marketing mantra is:

Generate leads.

Each time you start a marketing campaign; have a goal in mind of how many clients you expect to convert from it. Pick a specific number to aim for.

Convert them to clients.

Focus on capturing each client who calls so that they are converted!

Consistently market internally to retain those clients.

This is absolutely the most important element of your marketing. Your internal touch-in strategies must be consistent and congruent with your brand. Keep your business top of mind – top of your clients' minds!

Best way to use this Workbook!

Step One:

Begin to exercise your marketing muscles and follow the Marketing Mindset worksheet and get 5 clients NOW!

Step Two:

Complete these three workbook exercises so that your basics are in place:

- Ideal Clients – discover your target audience and niche.
- Create your compelling or interesting elevator speech.
- Get an appealing bio written.

The first one helps you to narrow your marketing efforts so that you save time and energy and pursue the right market. The other two assist you in developing your unique voice and style; you will also need them for professional reasons, when you meet people face to face and for any press releases or letters of introduction.

Step Three:

Read about Marketing Impact and then follow the section on designing your offers then take the time to design offers for use in your marketing.

Make use of the checklist to make sure you have all the right elements before having postcards printed or running an ad

Step Four:

Read section on Marketing Demographics to help you ask the right questions regarding any marketing opportunities, expos or advertising possibilities.

Step Five:

Continue to exercise your marketing muscles and follow the Marketing Mindset worksheet and get 5 clients NOW!

Step Six:

Read section on Test, Track and Measure, use the forms included to track your marketing efforts to implement this important element of marketing.

Step Seven:

Read section on marketing connections, make calls, and drop off information at professional offices and use the sample letter to begin building your network.

Step Eight:

Go through venues section and choose three to get started with. You now have your offer, your elevator speech, you know your ideal client so use this section to begin fleshing out your marketing campaign.

Step Nine:

Continue to exercise your marketing muscles and follow the Marketing Mindset worksheet and from your chosen venues get 10 clients NOW!

Step Ten:

Begin to design and create your annual special event/holiday programs so that you know exactly what you are going to offer when Valentine's Day or Mothers Day rolls around.

Step Eleven:

Read the website section to make sure your website is performing for you like it should, the quick website assessment will highlight any changes you need to make.

The remaining sections of Social Media and Online Articles have information for you to utilize if you decide to add them to your marketing toolkit.

Marketing Mindset

It is easy to take a class or learn a skill but not implement what you have learned, so in this program, the very first thing I want you to do is embrace the *Marketing Mindset* of always being focused on getting clients.

The very first action to take right now is:

Go out and get 5 clients – *Right Now!*

I am a believer in immediately getting clients in your office, so put yourself out there right now, and get 5 clients! You might call friends and family, ask for referrals or leads, visit the businesses near you... list 8 ways you can get 5 new clients Right Now!

1.

2.

3.

4.

5.

6.

7.

8.

Ideal Clients

It is *essential* to do two things to cement your marketing effectiveness so that you save time, energy, and money:

- **Establish your market niche**
- **Create your brand**

There are two types of markets – or actually three if you have staff. There is your internal market – your current clients; your external market – potential clients; and your stakeholder market – your staff. This training program is going to focus on external marketing.

What is effective marketing? It is getting yourself and your company in front of your market. Not just *any* market but *your* market – your ideal clients. Choosing your niche narrows your target market and allows you to focus in on a particular group of potential clients. All of us must “niche”; some niches are just tighter than others.

Examples of niches:

Broad niche: my ideal clients are predominately female, between the ages of thirty-five and sixty-five, live within five miles of my office, and have the means to invest in their health.

Narrow niche: my ideal clients are those looking for a solution to their chronic pain.

It can be a bit more challenging to market to a broad niche than to a narrow niche. For example, if your niche is a more medically oriented holistic practice, you can quickly and easily make a list of all the pain management doctors, physical therapists, and other medical experts working with people who have chronic pain in your community, to develop a working relationships with and a referral system. All of your marketing material would be about the benefits of being pain free and how your services can help your clients get there. You would list your credentials and provide specific testimonials.

With a broader niche, you must recognize that your clients hang out in many different places which makes a bit more challenging to find them in concentrated groups, and your message will also reach people who are *not* your ideal clients. It may take a bit longer to build your business from a broad market, but it can pay off in the long run. For example, you may reach someone who doesn't want to spend the money on holistic treatments (or believes they can't afford it), yet they may refer someone they know. It is also a bit more challenging to present all your services in an attractive way. It can begin to look like a grocery list, with many different modalities and services.

If you don't say the magic words that are going to capture the attention of those who will become your ideal clients, you may be wasting your time, energy, and money on large ads with too much information. Your clients may be looking for stress relief, pain relief, simple relaxation, luxury

pampering, or just feeling better about themselves. So which one do you address – all of them? Or should you poll your current clients to discover the top two reasons they visit you and market those two benefits? I highly recommend the second option.

No matter where you advertise or who you are marketing to, treat each and every person as a potential client – you never know who they might send your way.

Niche Exercises

In the holistic world, everyone is really a potential client, or so we would like to think. And potentially most people are. But the truth is we **do** have some criteria. They have to be able to pay for our services, they must respect professional boundaries, and they must be able to physically receive treatment. This is an example of a very, very broad niche.

In order to get the best results from our marketing efforts, it is important to have some idea of who our ideal clients are.

The following exercises are designed to help you focus in on who you want to work with. Sometimes you will discover your niche just by looking at who you currently work with!

Who do you

ENJOY & LOVE

working on?

Exercise One

List the attributes of those you love to work on. For example, they might be people who are available in the morning, people who work at computers, people with chronic pain, people who love to be pampered, or people who are looking to improve their performance.

1.

2.

3.

4.

5.

6.

7.

Exercise Two

List the ways in which you want to help them. What are the results you provide, or what specific skill or training do you specialize in. Are you masterful at creating profound relaxation or do you specialize in back work, do you bring people back into optimal health and wellness?

1.

2.

3.

4.

5.

6.

7.

Exercise Three

Write a description of your ideal client. Ask yourself how important it is to your ideal client to solve their issues by working with you. How high do they rank their need to take care of their issue? Do they have the wherewithal to do so?

My Ideal Client is:

(Example: My ideal client is committed to receiving regular treatments as part of their wellness program, is always on time and a joy to work on. My ideal client refers me to everyone they know and has brought me many new clients to work on.)

(Example: My ideal client has chronic pain issues and works with me to alleviate their pain; this allows me to use my skills and they are open and clear about what works and what doesn't so that we are able to design the right ongoing treatment plan.)

Just dream here and write down anything that creates the image of your ideal client!

Create Your Elevator Speech

When you are out marketing yourself, you will need to have your “elevator speech” memorized so you can effortlessly state what you do, with confidence and clarity, without reinventing a speech every time you need one. Practice your elevator speech until your delivery is smooth and you can improvise as needed without stumbling or forgetting where you were. If you struggle with it, change it until it rolls off your tongue authentically!

Your elevator speech is a powerful and concise description of who you are and what you offer, delivered in twenty-five to thirty-five words. It should inspire your listener to say, “Tell me more!” The best thing about having a preplanned introduction to your business is that the words will flow naturally and present you in an interesting way. Here are some examples of elevator speeches:

For a lawyer for non-profits:

“I’m saving the people who are saving the world!

(Instead of, “I’m a lawyer for non-profits blah blah blah,” this is a bold statement that captures your attention.)

For a customer service representative:

“I have a ‘calling.’ I am a customer satisfaction representative who *calls* customers to insure they’re satisfied. Yes is my favorite word. What’s yours?”

(This one engages the listener by asking a question.)

Don't the previous examples sound interesting?

Rather than saying, "I am holistic therapist, accuputureist, chiropractor or whatever your "label" is," create something that is more interesting. One massage therapist I know calls herself "the body detective." She "finds and fixes" chronic pain. Another calls himself a "body mechanic" for the same reasons.

When you design your elevator speech, make sure it fits your brand and your personality, and engages your ideal client. Remember not to be too generic. Present the benefits of what you do. People don't really care about the process; they want the benefits. They don't even necessarily care what your label is; they just want to know what you can do for them. "Finding and fixing chronic pain" is a benefit for those with pain. Athletes and even weekend warriors are looking for better athletic performance, or perhaps to relieve the pain of intense workouts or athletic events.

People are also looking for stress relief. In fact, in most recent studies, the number one reason why people receive massage and other holistic treatments is to relieve stress. It makes sense, because relieving the body and mind of stress helps people live healthier and more productive lives. It allows them to experience a deep sense of well-being.

Elevator Speech Exercise

Write out how you see yourself serving and helping your clients. Brainstorm some introductions, and practice them out loud. Sometimes things look great in writing, but don't translate well into the spoken word.

Elevator Speech tip:

You could write descriptive words for the results that you help people achieve on small pieces of paper and move them around to form different sentences.

Use the following templates to help generate your elevator speech!

Template 1:

"I help *[your ideal client]* so they can *[outcome]*."

Example:

"I help athletes who want to heal faster so they can be at peak performance."

Example:

"I help office workers so they can eliminate computer strain and work in a more relaxed state."

Example:

"I help stressed people so they can let go, relax, and enjoy life more!"

Template 2:

"I/my *[skill you employ]* to/for people who *[client problem]* so they can *[outcome]*."

Example:

"I *bring amazing relief* to people who *live with chronic pain* so they can *experience a better quality of life*."

Template 3:

"I *[your skill]* and I help people *[outcome]*."

Example:

"I *was born with the gift of touch* and I help people *experience a level of relaxation that takes them to another world*."

Template 4:

"My specialty is *[your specialty]*. *[Outcome]*."

Example:

"My specialty is *taking you on a mini vacation*. *You will feel like you had a weekend away after your treatment*."

Write Your Bio

As part of your marketing efforts, you may be required to submit a biography (bio), particularly when you submit an article to a website or journal. So be prepared! Create micro, short, and long bios to fit any of a variety of purposes. Your micro and short bios can be used on your social media pages. The micro might even be your elevator speech!

Rules of thumb for these bios are:

Micro – about 40 words – so a bit longer than an elevator speech, but could be used as one.

Short Bio – about 100 words – covers all the important information about you.

Long Bio – this can be one page, and it would include the short bio with more details to sum up you and your business completely.

You know how important first impressions are. Your bio may end up as a first impression, so look at it from that angle and give it some heart and some focus, and allow it to inspire others to want to get to know more about you.

Important elements in your bio:

1. Start with your name. Although I have seen interesting bios that start out differently, just make sure that your bio is “on brand” for you. Bios

are like introductions, and normally we start out learning someone's name and then something about them.

2. Include the benefits or results of your services. A boring description of your training or business isn't necessary. People are captured by outcomes. Capture their attention by using action words that will draw people in. Naturally you will need to list your credentials, just recognize that people will expect you to have those credentials away and this is to capture their attention.
3. Add personality. Who are you and what do you want people to know about you? Some people are humorous and add a funny twist at the end of their bios. Or you might add some fact about yourself like "He is a chocolate connoisseur" or "She is an avid fan of zumba."
4. Have an outcome in mind that you want to elicit from readers of your bio. What reaction do you want to create? Remember that your bio is another branding piece. Bios are narratives, so tell your story in an authentic and interesting way.
5. Include your contact information! As with any piece of marketing, people need to be able to get a hold of you.

Take the time to create a compelling bio and don't make it just a grocery list of your training, certifications, and jobs held. Allow your unique self to shine through so that it captures the spirit of who you are. Here are my micro and short bios as examples:

Shelene Taylor turned her struggling massage therapy career into a multimillion dollar, multi-location success. She now has a passion to help other holistic practice owners worldwide thrive, by showing them how to create purposeful and profitable

businesses using proven and practical strategies through the International Association of Massage Business.

Shelene Taylor turned her struggling massage therapy career into a multimillion dollar, multi-location success. She now shows other massage practice owners worldwide how to create purposeful and profitable businesses. An international coach, speaker, and author, Shelene wraps her message of conscious entrepreneurship with a layer of genuine encouragement. As the founder of the International Association of Massage Business, she shares the time-saving, proven, and practical tools and strategies that she uses to run her own company. Her natural effervescence and down-to-earth practicality will lift you up and support you in believing that you can have the business of your dreams! It is her vision to transform the world of holistic practice owners into one of purposeful prosperity. Shelene invites you to take action today by visiting www.iambiz.com to download her free valuable business tips.

These bios cover the following elements:

- My story – the narrative, the struggle to success
- The results I offer – purposeful and profitable businesses through the use of proven and practical strategies
- What I am – biz owner, coach, speaker, and author
- How to reach me – www.IAMBIZ.com

- My uniqueness is my belief in conscious business practices, and my personality is both effervescent and down to earth. My passion is to transform the world of holistic practice owners.

My longer bio has some personal information about me and my life, but you can see the necessary elements here for bios that you would normally use. The only place I have used my long bio is on my website.

I encourage you to do some searching for bio ideas. Seeing how others write theirs can stimulate thought and help you to craft your compelling bio!

Beware the Advertising Trap: Image-Building

In the early days of my business I fell into the advertising trap. I'm sure you've heard a salesperson tell you, "You have to advertise for at least a year to get results." Not knowing any better, I advertised in local publications for years, diligently spending my advertising budget on monthly ads. What these salespeople fail to tell you (perhaps they actually don't know this), is that unless you have the *right* ad, in the *right* venue, with the *right* offer, then you are just "image marketing."

Image marketing is very expensive. It is what all the big companies do. It's about getting your business name and image out there on a consistent basis. Image marketing is not the right path for small businesses. We need measurable results, and the only way to get them is to have the right offer, with an expiration date, so we can tell whether or not the ad or marketing effort is working.

You should be able to tell within the first month or two if a particular advertising venue is working for you. Don't sign an annual contract until you determine whether that advertising is working or not. You can get a great price break if you sign up for a certain number of runs, but paying more for one or two ads may reap greater results, especially if you find that an ad is not effective and you have to start over. Don't lock yourself in. Use small advertising campaigns until you know what works in your community for your business.

Marketing Impact Tips

In order for your marketing to have the most impact, you must include:

- **The benefits and results clients can expect**
- **An offer**
- **Easy-to-find contact details**

Don't waste any opportunity to showcase your benefits. Always make an offer. And make sure that you are easy to get in contact with. People are totally bombarded with massive amounts of information and marketing messages, so leading with benefits or results, or addressing their problem, will capture their attention. Write down all the key benefits of the services you offer and then put them in order of importance, with the most impressive benefit or result at the top of the list. Use the top benefits in your marketing and advertising campaigns to immediately attract your ideal clients.

The number of years you have been in business is not a benefit that the majority of people are looking for. It may be part of your image, but it doesn't address a *problem* that you want to solve for your client. Also refrain from including a benefit such as "we provide the best customer service." This is far too general, and many businesses can make the same claim.

Here is an example of addressing a problem:

“Is your back pain keeping you from sleeping at night?”

And here is an example of a benefit:

“Sleep well every night by banishing your back pain!”

People purchase results, emotional connections, and experiences.

Studies have proven that the majority of purchases are emotion-driven, not intellectually driven. When people find something they crave and really enjoy, they make sure to budget for that item. When you provide treatments that are profound – truly changing your clients’ mental, physical, and emotional states – you create a need for those feelings.

Remember – have the mindset that your clients **CAN** afford your services!

Key benefits your treatments offer:

1.

2.

3.

5.

6.

What problems do your services solve?

1.

2.

3.

4.

Tie your results and your unique offer together to form your marketing messages.

Create Your Offers

Always include an enticing offer in your marketing and advertising campaigns. You want to see results as quickly as possible. Don't think in terms of discounting. With the advent of marketing crazes like Groupon™ and Living Social™, our clients are being trained to look for deep discounts, which make marketing through the discounting filter more challenging. Change your language so you're not using the word "discount." Instead, think of offering a "savings" on packages of sessions. Make your "value pricing" available only on Mondays (or whatever day is your slowest), or add a free enhancement to a full-priced service. Your offer must be attractive enough to pull your clients in to take advantage of it. A five-dollar off special pricing offer just won't cut it anymore!

The other important thing to remember is keep your offer simple, and only make one or possibly two offers. Make the offer as clear and straightforward as you can. The more time people need to spend figuring out y their savings the more likely they won't take advantage of it.

Samples of straight forward offers:

\$10 off a one hour treatment.

Save 20% on any service.

Free (insert any enhancements here) with the purchase of....

Receive an hour and a half session for the price of an hour.

Invest in a membership and receive \$10 off every service for the year.

Invest in your well being today and save \$50 on a package of 4 one hour sessions.

Don't forget these vital ad elements:

Expiration dates – Always include an expiration date with your offer, otherwise your flyer, coupon, or other marketing material will just sit around while your potential client decides on the perfect time to use it. Give them a motivation to use it soon – a thirty-day window is generally effective. Think about what motivates *you* to pick up the phone. If a good deal lasts only a short while, do you take advantage of it? The longer people have, the longer they will save it for the “right time”.

Contact Details – It may seem basic, but many great marketing materials – especially websites – leave out the most important piece of information: how to easily contact the company. Or they hide it so well that we can't find it. Look at everything from the client's perspective. If they are drawn to the benefits, and the offer makes them want to pick up the phone and call immediately, then make it easy on them and put your phone number in a prominent place!

Design Your Offers

Offer One:

Offer Two:

Offer Three:

Advertising Checklists

Print/Postcard/TV Ad Checklist

On each ad, make sure that the following elements are in place:

1. Offer – this should be the focal point of the ad
2. Contact information – it generally needs to be close to the offer to make it easy for the client to contact you
3. Logo
4. Business name
5. Expiration date – if applicable. Most of your ads will have a call to action, and therefore require an expiration date
6. Make sure the ad isn't cluttered; the offer and contact info must stand out.
7. Use company colors to keep branding congruent and build brand identity with each piece.

Radio Ad Checklist

1. Offer – again, the focal point of the ad
2. Contact information, mentioned at least twice
3. Company name, mentioned at least twice
4. Expiration date

Test, Track, and Measure

A smart practice for managing your marketing is to test, track, measure, and then test again. It is an ongoing process, as sometimes what has been working no longer works. By keeping track of what is bringing in business, you will save valuable time, energy, and money by eliminating marketing activities that are no longer paying off.

Test

Ads can fail to attract clients or they can be amazingly effective, and the only way to determine which style of ad works is to try different ones. Be leery of advertising templates. All of your marketing material should be branded with your business's look and feel. If you use a template, customize the wording and colors to match your brand and make sure that your logo and offer stand out.

Often people see things in our ads that we miss, and getting feedback is a wonderful way to see our marketing from a fresh perspective. But it can also be confusing to hear many different viewpoints, so limit your requests for feedback to your ideal clients. Family members, friends, and even your own staff members may not be your target clients, so take their feedback with a grain of salt.

Test your offers as well as your advertisements. Decide upon a couple of value-priced offers or free upgrades and try out each one individually to

determine what works best in your market. You will be able to tell through your tracking system which offers are producing results.

Track

You'll want to track your leads and your conversions. To find out how many calls were generated from a particular campaign, just ask each person who calls how they heard about you, write it down, and add up how many people called after seeing the ad. Adding up the other categories, such as referrals from other clients, is, of course, illuminating as well.

Also keep track of how many of those calls turned into appointments. If people are calling but not booking, you'll want to find out why. Was the ad not clear? Was the offer confusing? Tracking conversions can help you fine-tune your marketing offers.

Measure

The return on investment (ROI) of any marketing or advertising campaign is a key element in choosing where to spend your time and money. What are the metrics for determining ROI? There are many schools of thought, and many variables.

For example, if you have a lot of time on your hands, any amount of return is beneficial. But when you get to the point at which you need to use your time more wisely, you should adopt a 1:1 ROI expectation, which means that for every dollar earned, a dollar was spent on the related marketing.

You must include the value of the time you spend working on your advertising instead of doing treatments in the actual cost of the advertising to calculate ROI properly.

For businesses that have payroll expenses, an ROI of at least 1.5:1 is desirable. The first number is the return; the second is the investment, so this ratio shows that for every \$1.50 earned, \$1.00 was spent.

You also need to consider the *value* of a client. An ideal client comes in more than once, and many come in on a weekly or monthly basis. So if your marketing efforts are bringing in quality clients who become long-term clients, your ROI is much larger than initially calculated right after the ad campaign.

Base Your Decision to Continue Marketing Efforts on This Criteria:

Was the time, energy, and money (if any) well spent? Were enough leads generated and converted to make it worth your while to continue this particular marketing effort?

Use your Marketing Response Tracking Form every day!

(Sample of form on the next page.)

IAMBIZ DAILY/WEEKLY

MARKETING RESPONSE TRACKING

Location:

Week-ending:

When answering the phone, ask new clients how they heard about us! Everycall is marked in the appropriate row. Your mission is to ALSO GET the coordinating "booked" tick marked. (Example: Caller indicates "Radio," you place a tick mark in "radio" for the day. Caller books appointment, you also place a tick mark in "booked" ~~OUR~~ **OUR GOAL IS TO HAVE THE SAME NUMBER OF "Called" marks as "Booked" marks for each day of the week under every category. ARE YOU UP TO THE CHALLENGE?**

| | | MONDAY | TUESDAY | WEDNES- DAY | THURS- DAY | FRIDAY | SATUR- DAY | SUNDAY | TOTAL |
|-----------------|--------|--------|---------|----------------|---------------|--------|---------------|--------|-------|
| Postcard | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| Client REFERRAL | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| INTERNET SEARCH | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| SIGN/ BANNER | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| Staff REFERRAL | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| NEARBY BUSINESS | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| PRINT AD | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| APART- MENT | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| TV | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| HOTEL | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| EXPO | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| RADIO | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| | CALLED | | | | | | | | |
| | BOOKED | | | | | | | | |
| Total Called | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Booked | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

When you are tracking your results you will also want to look at total cost of advertising/marketing including the time spent if you are doing a free event.

This will show you if the effort and money that you expended was worth it or not. Granted the long term value of a client is tremendous, but generating just one or two off of each event or ad just isn't going to be enough to make it worth your while.

At a minimum look to have your investment returned to you by the end of the campaign.

For those of you with staff use the 1:5 ratio as the optimum number, but breaking even is also good!

MARKETING ROI FORM

| Campaign Name | Dollar Cost | Hours Cost | Revenue | # of New Clients | # of Return Clients |
|---------------|-------------|------------|---------|------------------|---------------------|
|---------------|-------------|------------|---------|------------------|---------------------|

Marketing Demographics

In order to make sure that you receive the best results from your marketing efforts, qualify your marketing venues. Make sure you are reaching your ideal clients; otherwise you are potentially wasting time, energy, and money. Even if you get a rock-bottom price on an advertisement, if it doesn't reach your target market, it's wasted money. For example, my community stages a variety of expos and events, but not all of them are attended by my target market. Before agreeing to participate in an expo as a vendor, ask the following questions:

- *Who will be attending and what are their demographics?* If half of the attendees are students, and students are not your ideal clients, then this might not be the right expo.
- *How is the event being marketed and advertised?* You want to make sure the word is getting out so that you don't participate in an event with very little traffic. Are they advertising on your local radio or television station or running print ads? Find out exactly how they are getting the word out.
- *How many people are expected to attend?*
- *How are the space assignments handled?* Be sure that you will actually be seen by the attendees, and that you won't be off in a corner with no traffic. Negotiate the best possible space for yourself – it will pay off to spend a little more to get an optimal spot.

- *Will you be able to charge for any services you provide, or is the expo for information booths only?* Optimally you'll want to be able to provide a mini experience, without giving it away for free. An exception would be an event at a hospital or school where you can trade for a blurb in the newsletter or some other way to communicate with the employees about how your company is supporting them by providing much-needed stress or pain relief. At the very least you must be able to post signage and give away coupons that will encourage attendees to visit your clinic.

Marketing Mindset

Yes, here it is again! In order to make your marketing activities a habit you must schedule it into your calendar and let nothing get in the way of getting out into your community.

Go out and get another 5 clients – *Right Now!*

You could skip to the venues pages for some marketing ideas to generate 5 more new clients or look at what worked well in your first round and do more of that!

1.

2.

3.

4.

5.

6.

7.

8.

Making Marketing Connections

An easy way to get starting with your marketing is to let your current clients and your current relationship circle know what you are up to.

Tell them you are looking for an opportunity to connect with other professionals that they think highly of and who they respect and use personally. Who do they use personally that they would recommend that you contact so that you can build a referral network system.

Contact each one using the name of the referring person in your letter.

For the other professionals that you don't have a referral for send a letter of introduction or request to so that you begin building a referral network in your community.

It takes perseverance to build relationships from scratch so be consistent in connecting with them, don't overwhelm them with calls, emails or letters but send out something every few months – you never know when they will say yes to you!

Use the following guidelines and letter sample to create your personalized letter of introduction.

Writing a Letter of Request/Introduction

In some cases you may want to send a formal letter of introduction and request a meeting. Be mindful of the schedules of other professionals.

Letter of requests/introductions can be used to introduce yourself to different businesses, other doctors and professionals in your community.

When you write your letter of request, put yourself in the shoes of the person who will read it. Read your draft letter over a few times to make sure it makes sense and perhaps have someone else read it to see how they interpret it. Double check that the reader won't need any further information in order to decide whether they can say yes to your request.

Follow these simple steps to increase the chances of getting a “yes!” in response to your letter. The following suggestions will help you write a more effective letter of request:

1. Keep it simple. In the first paragraph, tell the recipient why you are writing.
2. If the person was recommended to you by someone then make a note of that to create a connection point.
3. Briefly explain what you are looking for and the action that you would like your reader to take. Be sure to focus on how you can be of service to them or enhance their offering to their clients!
4. Provide your credentials and/or information about your company.
5. List your contact information, including full name, mailing address, phone number and e-mail address in the body of the letter. Ask the reader to contact you if they have any questions or concerns about your request.
6. Thank the person for their consideration of your request.

Always follow up your letter with a phone call or email.

SAMPLE LETTER

Name

Address

Salutation (be formal since you don't yet have a relationship)

I would like to introduce myself (or my company), (name here).

A mutual (client/friend) (name here) recommended you to me and I am writing to explore potential avenues for collaboration that would be mutually beneficial to us both!

I (we) have a well-established track record and our services have always met with great customer satisfaction. My company offers great service at a very competitive price and I believe that our services would be of great benefit to your company (clients). (List any special credentials in addition to the above here.)

I would like to offer our (services) to your (Hotel/Office). I will connect with you next week to present my ideas in person, or over the phone.

Thank you for taking the time to consider my request.

Sincerely,

(your name)

Public Relations

What is public relations? It is the art of getting the media to write or talk about your business and it is an excellent vehicle for free advertising! It is public relations at its finest. The point of PR is for the public, your community, to recognize you as creditable or as the expert and to also share what is happening with your business such as a major company milestone, expansion or new services.

If you can alert and interest an editor or reporter to something that is news worthy and interesting in your business then they will cover everything – from the launch of a new product, expanding hours (which creates new jobs) to the opening of a new clinic.

Being newsworthy is about sharing information about things that people must know, should know, need to know, will want to know OR will be interested to know. Your PR story will need to satisfy one of the above criteria without being an advertisement.

The following three things define what public relations is all about:

1. Exposure – puts you and your business in front of the community.
2. Credibility – When the media talks about you it gives you a level of expert credibility that advertising just doesn't provide.
3. Cost Effective – since it is free and only requires time and energy your ROI is great!

What can it do for you?

The best reasons to use PR is that it can really help to educate your community about you and your services, puts your message out to a very large audience and establishes you as an expert.

Some other benefits are:

- Can bring in more customers
- Cheaper than paying for advertising
- Drives traffic to your web site or stores

The media is always looking for the next new fascinating or groundbreaking story, or sometimes they are even just looking to fill an empty airtime or page slot. The key is to turn our stories into newsworthy and interesting topics. It is often said in media circles that there are no boring stories just boring approaches to stories! All it takes is a little creativity and effort to make almost any situation newsworthy!

Some questions to ask yourself when looking for a newsworthy story about your business:

- What is new or unique about my service or products, or business set up
- What do I do that my competitors don't
- How do I save people time or money
- What new trends are in my industry
- Can I start a new trend
- What event or contest could I sponsor
- Do any of my stories tie into a holiday or community event
- What local angle can I tie into a national event
- Do any of my services or products tie into the first day of any of the seasons or how I can design them so they do

Print

The best way to get in front of the print media is to send a press release – you can also call and send an email. But be aware that they are often bombarded with calls, press releases and emails so it is up to you to create a stand out release. Most important is the headline – make it compelling.

Press Release Writing:

- Have a hook, something interesting that will capture attention. Perhaps you are creating new jobs or introducing an eco friendly product, or maybe you are having an event to help a charity in your community.
- Think about why your story will interest the public
- Make it short yet concise and attention grabbing

TV and Radio

In order to become a guest on a radio or TV show you have to pitch yourself. Use all three of these methods to do so: phone, mail and email. Research the programs you want to be on and then create your story and contact them.

- Make your pitch brief, to the point and interesting.
- If you get to speak with a journalist ask if this is a good time to call, they may be in the middle of a deadline and won't really hear you.
- If it is for TV think about the visuals that you can bring to make it more appealing.
- If you are turned down, just continue to approach them every 3 or 4 months with a new twist.
- Create a commercial message that doesn't sound like an advertisement.
- Make sure that you have some promotional material to send to whomever you are contacting as well as your bio.

When beginning to craft your story think about coming up with an attention getting headline.

- Local company creating JOBS for the community – if you are hiring when others are laying off this might be interesting.
- “This could happen if your performance increased” or “how your life could improve” – this story could be about athletes or business people and how increased performance improved their lives.

- “Suppose this happened on your wedding day!” – perhaps tell a story about a bride who pulled a muscle or who’s neck was out and how she had to hobble up the aisle or was in so much pain she couldn’t enjoy the day and how acupuncture, chiropractic, massage or whatever your holistic modality is that could have helped.

MAKE SURE THAT YOUR CONTACT INFO IS EASY TO FIND AND STANDS OUT – DON’T MAKE THEM SEARCH FOR HOW TO GET A HOLD OF YOU!

Some dos and don’ts:

Do make sure you are credible

Don’t speculate

Do act courteous at all times

Don’t be pushy

Do look and listen for opportunities

Don’t exaggerate

Do have something interesting to say

Don’t put off creating a press release

Think about what the media’s function is, sure it appears to be about news, but it really seeks to entertain in various ways: provoke, inspire, capture imagination, amuse or challenge. They tell stories in different ways. So brainstorm some ways to turn your services or products into a great story!

To begin connecting with the press in your area first ask everyone you know if they know a reporter or someone that could introduce you to one so that you could connect and find out what types of information their venue would be interested in covering a story on.

Make a list of your local press and keep it with your press release template so that you can efficiently send them out.

TV stations

Radio Stations

Community stations

Newspapers

Business Papers

Community Papers

On the next page is the actual press release that I sent out twice, the first heading was 50 New Jobs for Tucson and the second heading was Ribbon Cutting Ceremony in Oro Valley. I was contacted after sending out the second press release by our local paper. They wrote a fabulous article and took pictures of the new studio. It was great exposure and brought in new clients! Keep it simple and straight forward with something meaningful for your community.

50 NEW JOBS for Tucson!

Rubs Massage Studio, a locally owned company, created 50 new jobs this year for the Tucson community. Despite downward business trends, one local company is growing and providing the Tucson community with much needed services, new jobs and renting space owned by local developers. It's a win/win scenario all the way around!

The founder and owner, Shelene Taylor, of Rubs Massage Studio, says that more and more people are recognizing the power of massage therapy to help them manage stress, relieve pain and sleep better. These are just a few of the benefits that clients receive through massage therapy. This year, Rubs has opened two new locations, which, in addition to the 3 currently open, is providing over 125 jobs in Tucson. Rubs Massage Studio is the largest massage business in Tucson!

In US News money section an article stated that Massage Therapy is one of the 50 best careers and is expected to show continued strong growth over the next decade.

"As massage therapy becomes more popular, employment is expected to grow faster than average—19 percent between 2008 and 2018, according to the Labor Department. Although this industry certainly hasn't been spared the wrath of the recession, more spas and massage clinic franchises are popping up to meet increased demand for massage services, creating new openings for therapists."

Contact Information:

Shelene Taylor or Jackie Van Ort

520-382-8888 or 520-907-8848

shelene@rubsmassage.com

Jackie@rubsmassage.com

Marketing Venues

There are unlimited ways to market yourself and your business. Go through each of these venues and pick out the ones you want to implement first. If you create your marketing calendar with each venue in one month you will move your business forward and create more income!

Expos

Most communities host expos of one kind or another. The ones I focus on are health and wellness, and employee fairs. But whenever possible, explore any community event you hear about – you may find a fit for your business in an unexpected place. Some events are free to vendors and some charge a fee to attend.

On the next page list all of the available expos in your community, and then decide which the best fit is for you!

Once you get some expos lined up then use the Expo Checklist to ensure that your event goes smoothly!

List your community expos:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Expo Checklist

Event: _____

Date: _____

Contact Name: _____ Phone No. _____

Set-Up Time: _____ Event Begins: _____ Event Ends: _____

Staff Name(s) Location & Phone #

Contact Name(s), Location & Phone #

Items needed:

Responsibility of:

- Brochure
- Brochure holder
- Business cards – manager
- Business cards – therapist
- Chair – director's
- Equipment
- Candy & bowl
- Contest sign(s)
- Coupons/handouts

- Credit card machine _____
- Credit card slips _____
- Decor (candles, flowers, vase) _____
- Entry forms _____
- Gift cards _____
- Gift card ledger (to record sales) _____
- Sign – company _____
- Sign – pricing _____
- Sign stand _____
- Signup sheet for services _____
- Supplies: clipboards, Kleenex, paperclips,
pens, scissors, stapler, tape, trash bin/bags _____
- Tablecloth _____
- Hats/t-shirts/totes _____
- Therapist bag (stopwatch, batteries,
alcohol, face cradle covers, paper towels, etc.) _____
- Umbrella _____
- Water – bottled _____
- Donation requested: _____
- Packet w/location: _____

Special Instructions (vendor badge needed, parking, etc.)

Neighboring Businesses

A neighboring business can be a great resource for you! Introduce yourself, meet other business owners, and offer a free upgrade or value pricing to encourage them to learn about your business. You may not even have to offer anything; just being conveniently located to them might be all that is needed.

Just like any relationship, continue to cultivate it, stay in communication. When you introduce a new service, product, or therapist, use that as a reason for getting in touch, and drop off a flyer. Make it a point to drop by and just say hi every few weeks.

If you are in an office or retail location, think about collaborating on an ad with another business. Many shopping centers purchase major ads, and all the tenants pitch in. This way your business, along with the others, gets a bigger, more attention-getting ad than you could have afforded individually.

On the following page list your neighboring businesses and then go visit them, connect and build relationship! Do this marketing in person!

List your neighbors and find out who to connect with:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Professional Offices

Visit all the professional offices around you and introduce yourself to them. I found that medical and dental offices were happy to receive coupons from us. Many employers offer “flex spending accounts.” Employees can spend this money on wellness activities and receive reimbursement up to a certain amount. Many companies require employees to use up such accounts annually or they lose the benefit. Research ways in which you can attract people who have flex spending accounts.

List professional offices within a 3-mile radius:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

Chiropractors *

Working with a chiropractor can be an excellent source of new clients, particularly if you accept medical insurance. Submitting and following up on insurance claims can be time-consuming and frustrating, and, of course, payment will be delayed. You and/or your staff will have to learn how to use CPT codes and fill out insurance forms properly. But if you have empty appointments, then you have time to learn how to take insurance efficiently. You might want to avoid personal injury clients. These cases can take years to settle, and you may never receive any reimbursement.

Even if you decide not to take insurance, still meet the chiropractors near you. Though some of the doctors near us offer holistic therapy as part of their practice, we STILL receive referrals from them! So just connect and create relationships.

***If you are a Chiropractor then research the acupuncturists, massage therapists and other holistic practice owners in your area.**

**On the next page make a list of the
Chiropractors/Acupuncturists/Holistic Therapists
in your area and get to know them!**

List them here:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Speaking Engagements

Look around for opportunities to speak publicly about your work, perhaps at your local chamber of commerce, a health food store that offers workshops for their customers, or networking events – anyplace where you can showcase yourself as the expert in your field. Perhaps you can connect with another complementary business and create an educational event for your combined clients.

Research and list speaking opportunities:

1.

2.

3.

4.

5.

Now think of a few more!

6.

7.

8.

9.

10.

Donate to Charities

This is a great way to get your name out! Select charities that resonate with you and donate your services and/or products to them. Some hold silent auctions, which are ideal as advertising venues and you can display a beautiful visual marketing piece which can be used over and over each year. You can take it a step further and award a gift basket along with the holistic service you are donating that contains a relaxation CD, a soy candle, bath items, or products you sell at your clinic. That way there is something tangible for bidders to crave besides the service you are auctioning. Sometimes even the auction sheet that people use to bid on your donation can be customized to reflect your brand. Often people attending these events make it a point to support the companies that are supporting their favorite charity.

If you decide to offer more than a gift certificate, design a gift basket and display that you only have to think about once and can use over and over again. Create a list of your basket contents and keep a stock of baskets on hand so a staff member who has a good eye for balance can make them up in the future.

On the next page create an awesome basket to make a desirable auction item!

Basket contents:

Design a sign that describes the contents of the basket:

Hotels

There are many hotels that love to be able to offer their guests something extra for staying with them. Get your business onto their “recommended services” list. Try a “room key card” program to encourage guests to come and see you. You print up cards with a special pricing or free upgrade offer that are displayed at the front desk or in the hotel rooms, and guests can come in with their room key and one of your cards to receive the offer. But I have to say that developing relationships with bellmen and concierges was the most beneficial strategy for us in regard to hotels. When a guest asked them where they could get a holistic treatment, we were on the tips of their tongues.

List hotels in your area:

1.

2.

3.

4.

5.

Apartment Buildings

Did you know that moving is the ***third-highest stressor*** in people's lives? Many apartment buildings hand out new tenant packages. Put some marketing material and coupons in these. You will have to provide them yourself, but it is well worth it.

Tip:

Attach a sample of BioFreeze or any product that you sell that is available in a small sample size that can be stapled to a postcard with your contact information on it.

Reminder:

Use the checklist on page 31 to make sure this postcard is effective.

On the next page make a list of apartment complexes and contact them to find out what type of new tenant package they have and find out how you can be a part of it!

List apartment buildings in your area:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Human Resource Companies

Human resource companies offer services such as payroll processing and health insurance administration to their client businesses – and those businesses have lots and lots of employees. Connect with the human resource companies in your town and offer their clients something special that they can pass on to their employees. This gets your name and brand out to many, many people with little effort on your part.

Tip:

Attach a sample of BioFreeze or any product that you sell that is available in a small sample size that can be stapled to your postcard.

Reminder:

Use the checklist on page 31 to make sure this postcard is effective.

On the next page list all of the Human Resource Companies in your area and find out if they have a vendor list or benefit package that you can be a part of for their clients!

List the human resource companies in your area:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Hospitals

Provide some type of free service at a hospital on nurses' days, or perhaps the hospital has an employee appreciation day event that you can attend. We offer our services for free at such events because we get a lot of great exposure. We generally offer a two-hour block of time, and if they want more we offer them a competitive pricing structure for the additional time. Make sure that you can hand out coupons during this time. It isn't about selling to them – it's about providing a great experience, connecting with the nurses or other medical professionals, and having coupons available for them to experience your full treatment.

Tip: Don't forget to take special offer coupons with you!

List the hospitals in your area:

1.

2.

3.

4.

5.

Wedding Planners

Connect with all the wedding planners in your community and create a bridal package. There is often a lot of stress around weddings and a regular treatment during this time could help out the bride and groom tremendously!

Make a list of all Wedding Planners:

1.

2.

3.

4.

5.

6.

7.

8.

Schools

Teacher appreciation days work the same way as nurses' days at the hospitals, and are very effective. You can perhaps reconnect with old clients and bring new clients in. Some "touch-in" strategies don't bring everyone back in, but when you get your hands on someone in a venue like this, they often book again.

Tip: Don't forget to take special offer coupons with you!

List the schools in your area and don't forget the trade or other specialty schools in your community:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

NOTES:

Real Estate Offices

I used to take flyers and postcards to all the real estate offices near my studios, each agent had a personal folder or box that the company would allow me to put them in. Moving is a very stressful time and I would offer the agent a discount that they could offer to their clients, and of course a referral program for the agent. (Check with your state laws to see if this is something that you can legally do.)

An agent that cares about making the process of purchasing or selling a home as stress free as possible for their clients will love this!

Make a list!

1.

2.

3.

4.

5.

6.

7.

8.

Joint Ventures

Put together a special offer with a restaurant, gym, or other business, and market your services together. You could create a personal night out – dinner and a massage/holistic service; a date night – yoga and holistic session; a workout topped off with a treatment; or maybe some sort of adventure package.

Steps to take to create a joint venture:

1. Make list of potential JV partners.
2. Create an example of an offer to present to each place.
3. Set up an appointment and meet with the decision-making person to present your idea to.
4. Your offer should be marketed by you to your list and by your potential JV to their list. Unless they will allow you to handle all the marketing and add their list to yours.
5. Make sure that you have an agreement to split the cost of any advertising.
6. Create a quick checklist of things to do and agree on who is going to handle each task.

Jot down some Joint Venture possibilities here:

Marketing Awareness

Elevate your awareness around opportunities to market – for example when you hear about an event or listen to an ad think about how your company could fit in.

A couple days ago I heard an ad about how stressful being in an accident is and having to have your car fixed. Now for years I have worked with doctors and attorneys to help people that have been in accidents. But never did I think about the fender benders where no one was hurt. This may be a good connection – you could give the auto repair place coupons for their clients.

When you practice thinking about how your company could work with every ad or every event you hear about, you will begin to be even more creative in your marketing.

Take an even closer look at businesses around you, at one of my studios we have a tire repair place and I realized that people were just sitting in their waiting room bored to tears, so we made a connection with the shop and their clients would walk over and receive a massage while they were waiting for tires to be put on their cars!

Build those relationships.

Several times I have sold greatly discounted packages to personal trainers that wanted to give clients that signed up for their services something as a signing bonus that was healthy. So create a package and be creative in approaching potential referring partners.

Marketing is a Mindset!

Marketing Mindset

Yes, here it is again! In order to build the muscle of marketing you have to exercise it consistently. By now you have your message and offer in place which will make it really easy to bring in more clients.

Go out and get 10 clients – *Right Now!*

Pick from the list of venues – write them down here and start marketing!

1.

2.

3.

4.

5.

Holiday Offers

All of the special holidays during the year are great opportunities for marketing, particularly the December holidays, Valentine's Day, Mother's Day, Secretary's Day, Father's Day, and Boss's Day. Make sure to include holidays consistently in your marketing.

By creating your holiday offers/programs in advance you eliminate the rush and possibility of creating a program that nobody wants or one that you give away too much in!

Some ones that work well are:

An hour and a half for the price of an hour!

\$15 to \$20 value card with the purchase of a \$100 gift card. (this value cards can also have expiration dates on them)

Create a couples treatment for Valentine's Day, get creative with your rooms – it can be cozy for this once a year event.

Create a holiday stress buster treatment available only in December or at Tax Time.

For Mothers Day give away a flower with every session.

Maybe for Bosses Day or Secretary's Day have a stress relieving aromatherapy session.

For any holiday create a 2 or 3 hour experience.

Use different items like the Scandle candle to create a special experience. Scandle candles are candles that can be used as the massage lubricant during the session and the guest gets to take the candle home.

Create your Holiday Programs here:

Gift Cards

Gift cards are a great source of income and a fabulous marketing tool. What better way to bring in new clients than having your regular clients purchase gifts for their family, friends and coworkers!

Offering gift cards is part of being of service to our clients, it makes it easy and simple to purchase the gifts they need without having to travel to a store or get online and go through the ordering process. You can even make it more attractive by offering to mail the gift card for them.

In order to make the most of your gift card sales follow these tips:

Gift Card Presentation:

1. Make sure the Gift Card is branded with your image.
2. Make sure the Gift Card is of good quality so that your clients will love giving them as gifts. Perhaps use gift boxes or small bags www.papermart.com.
3. Have contact info easily available so they can book their appointments.

Internal Advertising:

1. Display in a picture frame or container to draw the eye.
2. Display in every room, in prominent and strategic locations.
3. Send out email blasts to your current clients- create a special.
4. Have message on your voice mail that talks about GC's.
5. Put a sign in your window or on front door advertising GC's.
6. Just like you would a service – up sell your gift cards. More time or retail product.
7. ASK EVERYONE THAT COMES IN THE DOOR IF THEY WOULD LIKE A GIFT CARD!

Marketing:

1. Have prominent notice on your website that you offer GC's.
2. Have the ability to sell gift cards on your website.
3. Joint venture with a restaurant or yoga studio to create an experience and market to each other's lists.

4. Check out www.spaboom.com, www.thegiftcardcafe.com or www.spafinder.com to see if any of them are a fit for you.

Often a challenging time of year is December so here are 7 Tips to Boost Service Sales:

Tip #1: Think about giving your client money to use on themselves when purchasing gift cards – this has worked really well for my company. You can offer a free upgrade with the purchase of \$100 gift card, or the purchase of two treatments depending upon how you are selling your gift cards – by service or dollar amount.

Tip #2: Create a Holiday Stress Buster Service – make it easy, quick and affordable.

Tip #3: Offer a peppermint foot rub to ease their feet and revive their mental state. This could be a standalone service and an add on to any other service you offer.

Tip #4: Send out special pricing for your slower times – doing a value priced session with the opportunity to sell gift cards is better than sitting around! It allows you to gift your long term clients with value pricing and create good will during a time of extreme busyness and stress.

Tip #5: For every service you do in November hand out a coupon good for a value priced service during particular hours in December. For every December treatment offer a coupon good for December only to get them back in that month, this can also be an opportunity to show people what a difference it makes to receive two sessions in a month.

Tip #6: Offer an hour and a half for the price of an hour, or split your sessions up into smaller time period and book clients in for three times that month. Be creative and imaginative – come up with something unique to you and your business that you can offer every year. People will look forward to it when it is memorable to them.

Tip #7: Have a FREE give away! For example give a soy candle or luxurious bath salts with the purchase of a gift card and a stress buster service.

**Remember to bank as much of your gift card sales as you can!
Start a new money habit of banking a portion of your gift card sales.**

Website

Your website is one of the most important elements of your marketing – it allows your potential clients an easy way to get to know about you and your company 24/7. It is also a client information capturing tool if done correctly.

Think of your website as an online client attracting, list building and selling brochure. Much of the content will mirror your brochure, but be sure to take it a step farther and implement some of the features below.

First things to consider:

Appearance – your website must be attractive and consistent with your brand. People will get an automatic sense of who you are through your use of color, graphics and text.

- Make sure your use of graphics is meaningful and not over done, graphics add visual appeal but the use of too many is overwhelming. Your graphics will convey a mood so make sure you are “saying” what you intend with your pictures.
- The use of color, along with your graphics, set the tone or the mood of your site. Be consistent with your brand and use 2 or 3 colors – the use of too much color or the wrong color can be overwhelming and distract from your message.
- Fonts – be sure to choose easy to read fonts and be consistent throughout your site; too many competing styles will detract from your message while the judicious use of a different font or bolding will highlight sections of your message that will capture your viewers eye.

Content – your content really is performing several functions - educating, building relationship and asking your viewers to take action. So keep in mind your primary goals and write your content from that space. As with

your website appearance your content must be YOU, your brand, and your style. Make sure that your website content matches that of your brochure or other marketing materials. It is always helpful to also have some testimonials on your site, collect them from your top clients. Remember to get permission to use them on your website and in any print material. Email approval works just fine, just say in your email, “may I please have your permission to use your amazing testimonial on my website and print material?”

The purpose of your site:

- Educating – who you are, what you do and where you are and your pricing, along with the benefits of your services.
- You want to hit a fine balance with your text – not too much and not too little. Make sure that your branded message gets across first, again the benefits and results that you offer. Then you can elaborate on other areas for those people that like to have more in depth information. One good example is to have two bio’s or two “abouts” – one would be short yet informative and the other would be more like a story for people that like lots of info. There is a technique you can use to keep the text short on the page which is to write the short version and then have a “read more...” clickable link that takes them to the longer version. This way your site looks cleaner and not cluttered with too much text.
- Building relationship – have an opt in feature so that you can collect someone’s contact information. Be of service here; offer a free gift such as downloadable at home stretching diagrams, relaxation tips or maybe even a downloadable video or audio that offers a meditation. Or maybe even just saying “sign up here for our value priced offers” and send out the occasional value priced offer. By capturing their information you are adding to your client list and these are people that may not be clients yet but you will build relationship with them and establish your credibility.

- Give clients the ability to purchase gift cards on your site, there are several companies that you can utilize to generate sales from your site. You may also have the ability to book appointments from your site. Think in terms of engaging you website viewers in as many different ways that suit your company. Check out spaboom.com, thegiftcardcafe.com and spafinder.com. I am sure there are many different alternatives so do your research here and ask about all the fees attached to providing this service.

One of the most important components of your website is in functionality and ease of use. My suggestion to you is to have someone use your site, and ask them to find the following items listed below – without your help! Take a breath, don't get frustrated with the feedback, and remember that you are doing this to create a better website. Just keep in mind that when we design it we think everything makes perfect sense! You may want to find someone who isn't actually familiar with your business so that you can see how a brand new person experiences your website.

Have them find:

- Your location - address
- Your phone number and email
- Your services and prices
- Your opt in offer
- Pretend to purchase a gift card
- Make an appointment (if you have this capability)

You can also have them look through each page of your site and give their feedback on what they understand and what they find confusing. Again, remember to listen with an open mind to learn how user friendly your site is – this is valuable information!

Quick Website Assessment Checklist

1. Is your site branded with your look, colors and feel? All of your marketing materials which includes your website must have the same look and feel as well as delivering the same message about who you are and what you offer.
2. Consider an opt in element so that you can capture visitors information and add it to your database. Be sure to have a privacy statement if you choose to do this.
3. Make sure everything is updated on your site, pricing, services and especially staff if you put staff pictures up. If you have a blog make sure that you keep it up to date.
4. Navigation – make sure your site is easy to navigate and that visitors don't get stranded on a page that won't take them back to your home page if you have any pages that open in a PDF format.
5. Consistent use of fonts – you can mix a few, but the look needs to be consistent and fonts are a part of that. There are also search engine friendly fonts that you want to make sure you use.
6. Use graphics or pictures to create interest but don't make the site so busy your visitor's eye doesn't know where to land first.
7. Have all of your contact information on a contact page or location page so that your clients find easily find your address(es) and phone number(s). **You will also want to put your phone number on the home page.**
8. Make sure that any pictures or graphics are congruent with your message – use professional quality images.
9. Put lots of eyes on the final drafts to make sure there are no typos, spelling errors and glaring grammatical issues.
10. Make sure that your site loads easily – visitors don't want to hang around waiting for your site to load up. You can easily use flash items that enhance you site but don't slow it down.
11. Evaluate your presence on the web; do you come up on the first page when someone types in massage (city) into their browsers? Having the right key words and hiring a good web person to help with placement can be key to driving more traffic to your web site.

Social Media

This is one area that really needs a well thought out and consistently implemented plan. I know that I am going to ruffle some feathers here but I not believe that social media is a good place to put your marketing attention, unless you have a national or international business. For local businesses you either have to have a large list or a very responsive list.

I do believe that it is something that can benefit you ***if done correctly and without a large investment of time***, in my marketing plan this is the last activity on the list. My opinion about social media comes from tracking the percentage of leads that come in through my social media versus the leads that come in through other sources.

Done properly it can round out your marketing toolkit nicely, but it takes time and effort to get it started and then unlike many other marketing venues you must keep it up relentlessly.

As I am no expert in this area I would recommend that you find someone who is – someone who is actually getting results and can prove that they are getting results.

Social Media Basics:

- Social media activities should all be tied together – twitter, Face book, LinkedIn and whatever else you are involved in so that all posts are done once but go out to all of your sites.
- Having contests engages people, or some sort of interactive activity such as voting on something or sharing their ideas.
- Creating a contest for a prize, such as refer three people and receive a free session, or get ten people to like this page for half off, something that builds your contact list on each of your social media

sites. Generally a small amount of likes, fewer than 500 generally aren't going to produce results, unless your list is really responsive as I said above.

- If you have a blog then make sure that your blogs post to all your social media sites with a link back to your website.

Focus solely on local contacts – unless people travel a lot someone that is following you or on your fan page you more than likely won't see them on your table. Now, I agree that getting your name out and building your celebrity and reputation is important so anyone on your page is a good contact in that regards. Just remember that this needs to translate into clients coming in your door, sooner rather than later.

Be thoughtful about how you present yourself on social media, be yourself as this is about building and maintaining relationship but be professional at all times. In other words be on brand with your posts. Remember that everything you post can be reposted so think about that when making comments.

Social Media is about relationship and about driving traffic to your office or your website so at least half of the time have an offer, a request or a link back to your website to engage them with you.

Good luck with Social Media and as with every marketing venue – Test, Track and Measure! Your website stats will be able to show you how many visitors click over from your social media sites and your intake form should have a box to check for it or use a box called “other”. In tracking your leads and in talking with people you will see where most of your clients are coming from – do more of that!

Online Ezines, Articles and Blogging

One way to drive online traffic to your website is to submit articles to different publications, article sites and to blog about your company and services.

But unless you are a natural writer these activities can be a stressful and time consuming task. Like all marketing efforts these activities need to reach the highest volume of people possible to produce results, so make sure that this is an area in which you want to put your efforts.

People are bombarded with information and you must capture their attention quickly by either zeroing in on one of their issues or with interesting, perhaps even quirky writing.

When writing think about the following:

- Who are you focused on – who are you speaking to?
- What need are you solving or what question do they have that you are answering?
- What is the purpose of the article? Is it to drive traffic to your site or perhaps to get your name out as an expert, focus on your purpose.
- Offer a solution or make an offer of how you can help.
- Generally a 300/400 word article is a good size to aim for – depending on your message. You want to give good information, but not too much. Chunk it down; maybe create a series of articles from just one topic. How many components or steps of your information could be broken into separate sections and easily delivered in fewer

words or maybe said a few different ways to reach the understanding of more people. Blogging is a much more organic process and you can have short blogs of just a couple paragraphs.

Articles - Check your local publications to see how you could provide informative and educational information to your community. Generally in these articles you would not make an offer, or recommendation directly related to your business as you would be submitting the article as an expert, but your name and the name of your business would be at the end of the article so people could contact you. This is a good route to go as this type of article directly reaches your local community.

Blogging - in order to blog effectively it requires a more regular commitment, but blogs can also post to your social media pages. The good thing about blogging is that it is an easy way to share new information or introduce new services to your community. You also give a more interactive voice to your company as people can comment and you can respond.

Online Ezines – this is where you submit, at your own pace, articles that people will find interesting and relevant information in. For example, writing about your service and how it helps with pain and stress – educating people and offering solutions to them. These articles must be informative and not focused on selling your business – that comes with a link to your website under your name. This can be a bit challenging to reach your local potential clients with as people from all over the world will read your submissions. But if you are writing articles anyway you may want to consider taking the few extra steps to posting them in some free sites.

- Submit your articles to places like ezinearticles.com, articlesbase.com, goarticles.com or articlecity.com. Check out each site to see what their requirements are for submission. If you are a prolific writer these sites can help with drive traffic to your website as you include a link with your short bio.

Testimonials

Our clients often come out of their treatments with flowing praise about how amazing their sessions were! This is a great opportunity to capture their praise and use it in our marketing as a tool to give potential clients the confidence to work with us.

Here are the steps to capturing these words and using them to enhance your image:

Step One: Make a list of your top clients – your raving fans. If you have any celebrities or well known people in your community as a client that is even better. Choose people that will highlight key aspects of your business and the results they receive.

Step Two: Contact them via email, letter or phone to ask if they would be willing to give you a testimonial. You can do this via an interview process using the following questions or have them write it out and send it to you:

Questions:

- What was it like before they received your services?
- What was it like working with you?
- What results do they get?

If you do it through the interview process then craft the testimonial from the answers, let it sit for 24 hours then go back and read it again and polish it up if necessary, then send to your client for approval.

You do want “approval to use” – this can be done via email. Send the testimonial as an attachment or in the body of the email and say “here is the testimonial I crafted from the questions you answered, does it reflect accurately your experience with me?” “If so, may I use this on my marketing material?”

The easiest way is to just ask your top clients to send you a self written testimonial via email – this was the method I used and it worked well for us.

Step Three: Use testimonials on your website and in your marketing material.

Step Four: Thank your clients with a small gift, or free session (again if this is legal in your state).

Step Five: Every so often review your testimonials and add new ones to keep your marketing content fresh. But remember to always use the best ones, ones that really showcase your skills and the results you provide.

Testimonial Tips:

Another way to collect testimonials to have a feedback button on your website, this allows clients to send you feedback directly from your site and it lands in your email inbox!

If you are brand new and don’t really have any clients, then have a friend or family member write one for you, begin collecting them as you build your business.

Reminders

For each piece of marketing material, present an offer and a call to action to generate appointments immediately. Even your brochures and website can include that call to action that encourages people to pick up the phone and book an appointment!

Marketing alone will not make your business profitable or successful, but it must be done – consistently and consciously. Evaluate your marketing to make sure that you are getting the best returns you can for your efforts. When you take the time to test, track, and measure your results, you will narrow down the best options for your business and create better results.

- ✓ Know your niche and have your brand in place so that your marketing message is consistent.
- ✓ Generate leads and convert them to clients.
- ✓ Have your elevator speech ready!
- ✓ Benefits and results are what people buy!
- ✓ In each marketing piece, include an offer with an expiration date, creating a call to action.
- ✓ Determine your ROI.
- ✓ Don't sign annual advertising agreements.
- ✓ Test, track, and measure your results.
- ✓ Marketing venues are unlimited – think outside of the box!

Resources

...for building your

PURPOSEFUL and **PROFITABLE**

Holistic Practice!

What are you doing to grow your business? Would you like to receive **practical** and **proven** strategies for promoting, marketing, and growing your business? Visit www.iambiz.com and elevate your income!

IAMBIZ provides you with little to no-cost ways of marketing and growing your business. **Plus** supplying you with the **breakthrough** beliefs, **mindset**, habits, strategies and systems that propelled its founder to a multimillion, multi location massage business.

Learn to implement simple steps that bring:

Remarkable clients, money and JOY!

And connect with likeminded successful holistic entrepreneurs!

YOUR Membership Includes:

Monthly Training and Assignment Action Calls

These monthly training and assignment calls are designed to move your business forward in significant ways, covering relevant and practical strategies for business building, marketing, money management, mindset, and much more. The calls are delivered by Shelene Taylor and are recorded so that you can listen at your convenience!

At the end of each training call there will be an **action step** to take so that not only will you learn new information, but you will actually begin to profit from it by incorporating valuable systems and strategies into your business. Each call will be recorded and posted on your member's page within 72 hours of the call. As an IAMBIZ member, you will also have access to all archived calls.

Sample Topics of Calls:

- How to attract your **Ideal Clients**
- How to create a fabulous **Client Experience**
- How to create **Marketing Strategies** for special events

- How to heal your **Money Relationship**
- How to add **Multiple Streams of Income** to your business
- How to create some **Credibility and Celebrity**
- How to **Price Your Services** for profit
- How to **Leverage** your time and talent
- How to deal with **Difficult Clients**
- How to discover your **Best Marketing Venues**
- How to create an **Effective Postcard or Ad**
- How to **Master Your Mindset** so that you thrive no matter what the economy

...and much more!

These calls generally take place on the **first Tuesday of each month**.

Periodic Monthly Q & A Calls with Dedicated Member Time

This monthly 90-minute live call is when you can ask questions about **any aspect of your business** – from how to keep your clients coming back, to when you should raise your prices, how to handle staffing issues, how to market strategically, how to ask your clients to rebook, how to best manage your time, and everything else you would like answers to!

Even if you can't be present during the call, you can send your question via email prior to the call, and your question will be answered, recorded, and posted on the member's page.

During the last 20 minutes of the call, one member per month will receive dedicated time and be able to present one topic or issue for review or assistance with. These dedicated times will be allocated on a first-come, first-served basis.

These calls generally take place on the **second Tuesday of each month**.

Monthly Inspiration: Each month receive an inspirational email or audio with a practical tip to keep you connected to your passion.

Monthly Marketing Calendar Checklist – a done-for-you checklist that will be in your inbox every month! Marketing is one of the keys to success; follow this guideline to stay on track.

Audio Recordings of Monthly Training and Q&A Calls!

In order for you to receive the information you need at your convenience all calls will be recorded and placed on your members page for easy access!

Downloadable forms, checklists, scripts and success guides!

Success Guides on the following topics that you can download immediately when you become a member:

Client Policies – a short policy list you can add to your website and brochure.

Late, Cancel, and No-Show – scripting and refinement for your no-show policy for regular clients.

Vision Creation Exercise – your big WHY is important to the success of your business; formalize it so that you have a lodestar to follow!

Website Assessment Checklist – a quick assessment to make sure your website is maximized for sales.

Forms, Checklists and Scripts:

Intake and Confidential Health Information forms – designed to protect your database information.

Clinic Inspection Checklist

How to stop your Feast or Famine Income and Make More Money Checklist

Expo Checklist

Client - No Show, Late Cancel and Late Arrival Script

Throughout the year virtual workshops are provided:

Virtual workshops provided live *online* – all you need is a phone! (For the workshop webinars, you'll also need a computer.) There are many benefits to virtual workshops. There is no travel required, and you can take part from the comfort of your home or office!

There will be a variety of these webinars and workshops provided during the year, including:

Money Belief Breakthrough – “Break Free from Your Money Drama & Step into Your Wealthy Self” – This training series will transform how you experience money. You will learn new beliefs and skills so that you can make and keep more income, and experience more freedom in your life! As healers, we often under-charge for our services and over-deliver to our clients. Most of us also live pretty much month-to-month with very little profit for ourselves. If you are tired of this struggle and ready to change, this program is for you! Transform your money mindset, eliminate old patterns that you probably didn't even choose for yourself (think family patterns here!), and embrace a new self-worth image that creates more net worth. By healing your relationship with money, you will be choosing to create your own personal money legacy.

Branding with Archetypes – Discover how to make your brand **truly brilliant** by utilizing the gifts and attributes of your personal archetypes!

Create Your Signature System – In this webinar you will develop your own unique Signature System that will wow your clients, transform your services, and keep them coming back!

Niche Breakthrough Secrets – In this webinar, discover what business you are really in, choose your ideal clients, and brainstorm out of the box to find your tribe, test your niche (“hot or not”), and craft your answer to the question “What do you do?”

Massage Biz Alchemy – *learn about the 5 keys that will guide you to a successful practice. Discover how your Magic, Model, Marketing, Money, and Mindset elements are the foundational touch points to making sure your business is set for growth.*

Priceless Experience!

You will benefit from the founders hard work and experience so that you can **have the business and lifestyle you desire**. In addition you will have access to various experts during the year to deepen your understanding of various topics.

Simple techniques, practical strategies, and proven formulas will help you create your ideal biz and ideal life. Every resource you need is available, and I am here to support you on your path to success!

Coaching Programs

Choose a VIP day or Essentials Biz in a Box Program

VIP Days:

On VIP Days, I spend a short and focused amount of time with you so you can learn new skills and habits to improve your business performance. Choose from one of the topics below or contact me to design a day that fits your own special requirements. Forms, checklists, and scripts are included so that you are ready to leap forward with your new tools.

My Fool-Proof Formula for Pricing Your Services & Money Mirror Day –

Learn how to price your services based on your skills, and integrate the mindset of being able to charge what you are worth. You will also learn what your Money Mirror is, and receive a beautiful set of cards to keep.

Massage practice owners who say they would **love to make more money** in their business often don't because of 4 unconscious money "programs" that typically cause the giving away of services, discounting, bartering, over-delivering, under valuing and even feeling guilty about charging or making more. Luckily, there's a proven template that can **instantly identify which is your Money Mirror** and a checklist of actions you can take to stop giving away income AND self-worth.

Branding with Archetypes & Niche Day – Archetypes are universal, mythic characters that everyone can relate to because they symbolize our core human desires and evoke strong, deep emotions. Your Brand Archetype **magically captures the spirit**, personality and passion of you and what you do, giving you freedom and permission to integrate your **authentic personality** into your marketing.

The Branding With Archetypes™ System also includes a **set of gorgeous full color Archetype cards** that beautifully illustrate the qualities, strengths, Spiritual Contract and specific language of your Brand Archetype and influencing archetypes, which will help you craft your personal marketing message.

Biz Model Development Day – together we will **design and map out** your business model complete with an action plan for you to follow. If you are struggling with overwhelm and not getting things done then you may not have the systems to support you in place. **Systems will liberate you!**

Creating Your Signature Client Experience Day – transform your **special magic** into a signature client experience that will help you to stand out in your community! During our time together we will create your client flow strategy as well as your client signature experience so that you gain **repeat clientele** easily and effortlessly!

Business Breakthrough – 90 days to a 20% income increase coaching program! This program will take you through a series of steps **designed to increase your income** within 90 days. Several elements of business are addressed in this program along with money and mindset strategies to help you maintain your growth.

Essentials Biz in a Box Program

This six month program provides time tested proven and practical strategies, as well as the tools and accountability to implement the done for you Biz in a Box manuals, forms and checklists that will assist you in transforming your business and igniting your growth and profitability.

Are you....

- ✓ **Overwhelmed** with all the responsibilities of running your biz, and can't see any end to your "to do" list much less **imagine how you could** possibly expand your business **into a higher level of performance**, as you have no extra time right now?
- ✓ **Utterly Frustrated** with the lack of return clientele and staff that isn't **performing**, are you perhaps feeling a bit like a kindergarten teacher with all the **drama** from staff?
- ✓ **Nervous** each month about the bills you have to pay and aren't sure the money will be there?
- ✓ **Desperate to** transform your biz into what you had imagined it would be like when you first opened your doors, having more **free time and more money** to do the things that mean most to you?
- ✓ **Tired of working too many hours** for too **little pay**?

This Program is for you if you:

- ✓ **Are Ready to accelerate your biz growth** and take advantage of done for you materials that will save you time, energy and money?
- ✓ Want access to **proven and practical strategies** that will help you finally achieve the biz and lifestyle of your dreams?

- ✓ Want to experience the **CONFIDENCE** of knowing that you have key elements in place so that your staff performs with excellence?
- ✓ the **Peace of Mind** that comes from knowing that your biz is operating smoothly?
- ✓ to **BENEFIT** from the hard work of someone else that has already paved the way for you and can relate to you on every level?
- ✓ Are absolutely ready to break out of your current mindset and embrace a new one.

This program is **NOT** for you if:

- ✓ You believe that massage practice owners really can't make money.
- ✓ You want to treat your biz as a hobby and then wonder why you are not making money.
- ✓ You are not willing to experience transformation in your biz and your life.
- ✓ You are not willing to take the actions required to accelerate your growth.
- ✓ You believe that others can achieve their goals but you can't, that you have no control over your outcomes.

Program Includes:

Essentials Biz in a Box done for you manuals and forms – see below

Six monthly coaching calls

Three emergency calls

Weekly email question

Six months free membership in IAMBIZ

Essentials Biz in a Box Done For You Products

- Interviewing Forms & Strategies
- P & P Therapist Manual
- P & P Forms
- Therapist Contract
- Simplified Front Desk Job Aide
- Front Desk Job Description/Contract
- Delegating Strategies & Form
- Performance Review Forms
- Benefit Program for Staff – how to create a low cost benefit program.
- Communication Form
- Budget Sheet

Turnkey Business Model

A proven, successful business model that will save you time, energy, and money!

Massage Biz in a Box

This turnkey business opportunity offers you the ease and comfort of knowing that you are investing in a proven and replicable massage business system.

Owners are often the bottlenecks in their businesses, generally because they don't have a plan or systems to carry out the plan, or they haven't implemented effective systems that allow things to flow more easily. There are unique challenges for those already in business, and making the decision to grow brings an additional set of concerns to the table, particularly for owners who are very hands-on. Having the right tools available will assist you in creating your leadership role so that exponential growth can occur more easily and without as many breakdowns. Learning to delegate appropriately and effectively is a key component in empowering your staff to assist you in running your business smoothly. So whether you are just beginning or are already a savvy businessperson, the most important things to have in place are effective systems and strategies.

The key to profitability and a thriving business is to have:

- Effective systems that allow the business to run smoothly: policy and procedures, opening and closing, what to do in a crisis, and operating systems to guide your staff.
- Strategies for client attraction, retention, referral, and recapture are the foundation of profitability.
- Systems for managing client complaints and employee incompetence, and protocols for how tasks should be accomplished, empower your staff and free you up from constantly being asked how to handle issues.
- A great compensation program that is benefit-rich and supports both your company and your staff. It has been proven that staff retention is an important element of any successful business.
- A business plan, which is your blueprint for success. A well-thought-out business plan requires you to think about the future and the challenges you'll face. It also requires you to consider your financial needs, your marketing and management plans, your competition, and your overall strategy for coming out on top. *Proformas* will assist you in making business decisions more effectively when budgeting or deciding to expand.

- Strict attention to your finances. Keep careful records of all money coming in and going out.
- Client loyalty, which doesn't just happen – you have to earn it. If you don't take care of your clients, your competition will. Remember to only be in competition with yourself, but make sure you watch the moves and strategies of your competition.

Research has shown that most businesses fail because they lack:

- effective systems
- effective management and/or leadership
- sufficient capital or good money management
- proper planning
- five-star client service

So take advantage this turnkey system:

There's tremendous value in not having to re-invent the wheel by using a proven system, and Massage Biz in a Box is a proven system that will help you get the results you want. Of course, there are no guarantees; it is up to you to effectively implement the systems in the box.

With these proven systems and strategies, you will be able to manage your business more easily and without having to go through the learning curve of hiring more staff and dealing with more clients. Shelene Taylor, the founder of a multimillion-dollar, five-location business with over 120 employees, is the creator of Massage Biz in a Box. Having started from scratch, she has experienced all phases of business ownership, and she knows exactly what that learning curve is like. You will make mistakes – that is a part of business – but having a guide who has already been there and done that will make your path much smoother.

For more details on this contact Shelene Taylor at shelene@iambiz.com.

About Shelene Taylor

Shelene Taylor turned her struggling massage therapy career into a multi-million dollar, multi location success. She now shows other massage practice owners worldwide how to create purposeful and profitable businesses. An international coach, speaker and author Shelene wraps her message of conscious entrepreneurship with a layer of inspiring encouragement. As the founder of the IAMBIZ she shares the time saving, proven and practical tools and strategies that she uses to run her own company. Her natural effervescence and down to earth practicality will lift you up and support you in reaching your goals and creating the business of your dreams! It is her vision to transform the world of holistic practice owners into one of purposeful prosperity.

Shelene is happily married to her soul-mate, and has one truly amazing daughter, a wonderful son-in-law, and a precious granddaughter. She is a competitive dressage rider, and has won state championships after taking up riding at the age of forty! Her love of horses started when she was a child, and owning a horse is a dream come true. She loves to read, loves to receive excellent massage, enjoys expanding her mindset, and loves pistachio ice cream!

Notes