



NEWSLETTER

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E-mail: myreflexologystore@cox.net
Web: www.myreflexologystore.com
Blog: <http://myreflexologystore.blogspot.com>
TEL: 401-714-5722/401-568-6449



*Tell Your Sweetie
that you want an
MRS Gift Certificate
for Valentines Day !*



10 Ways To Market Your Business

By Colleen Steigerwald Holloway
www.MassageToday.com

Many therapists cringe when it comes to the topic of marketing. There are so many methods of marketing, how do you decide which ones will benefit your business? Will you net a return on your marketing investment or will it be a waste of your hard earned money?

While there are endless ways to market your business, some are expensive and others are free of charge. Here are ten effective ways to market your practice that won't cost you a dime.

1. List your Business Information on the Web:

In addition to adding your business information to any professional organizations you belong to, there are some Web sites that will list your business information free of charge such as www.BodyMindSpiritDirectory.org. Google 'free business directories'

2. Work with your Competition:

Establish a business relationship with a few of your fellow local therapists, by calling and asking them to trade treatments with you, or to have coffee together. Offer to send all potential clients that you cannot

accommodate (usually those last minute calls for a desperately needed session) to this therapist and in return ask them to do the same.

3. Radio Advertising:

Call your local radio station and offer to send them some gift certificates to give away to callers in exchange for their announcing your business name, address and telephone number. People love to call in and win something for free. Either way, you get free radio advertising, and if the winners redeem their gift certificate, you get the opportunity to make them a regular client.

4. Email Openings to Clients:

Collect email addresses of clients. Whenever you have a slow time, email your entire list and say, "I have four appointments on Wednesday and Thursday that are free and I'll give \$10 off to the first 4 clients who reserve them."

5. Advertise with your Signature line:

Most e-mail programs allow users to create small files of text that automatically appear at the bottom of every outgoing e-mail message. This is called a Signature file. Create a catchy phrase such as,

- Company Name. *We Keep Clients for Life*
- Include your Web site address, mailing address, and telephone #.

You can also promote gift certificates here.

6. Cross-Link Web Sites:

If you have a business Web site, you can attract more traffic by adding a "recommended resources" page to your Web site. Then, search your surrounding area for businesses that also have Web sites AND a "resources" page and ask them to cross-link sites. Ideal businesses to cross-link with are those that attract tourists, such as the chamber of commerce, bed and breakfasts/inns, restaurants and retail stores.

7. Client Referrals:

Display a sign in your treatment room, with your business cards next to it, that says, "*If you enjoyed your session today, please let someone you care about know by giving them my business card*". Adhere a "Referred by: _____" sticker to back of the business card so you can track the referral and send a thank you.

8. Do A Joint Venture:

Team up with a business professional who has a similar customer base to do a joint venture. Use your customer list to send a letter to your clients endorsing the other businesses' products or services. In return, have the other business do the same for you.

An endorsement letter is like a good testimonial. This will generate new customers for both businesses. (Okay, this one will cost .41 cents per client but it's worth it)

9. Increasing Gift Certificate Sales:

Increase gift certificate sales by placing signage everywhere possible within your office; the reception area, the bathroom, and each treatment room. Remind your clients that there are many occasions to buy gift certificates; the holidays, birthdays, anniversaries, graduations, baby and bridal showers, and just because. As you close out each client, ask them if they need a gift certificate for anyone special.

10. Enlist a Hair Stylist/Barber

Give your hair stylist/barber a free session in exchange for displaying your business cards or gift certificates on their styling mirror. Offer the hairstylist/barber \$10-\$15 toward their next session for each referral or gift certificate sale you receive.

Book Review

Shannon forwarded her book to me to review. I heartily recommend it for all beginning reflexologists, and perhaps for teachers who want to give their students some added 'know-how'. We've all had these questions, found the answers over time and then forgot what it was like to be starting out..... This book will really fill in that "niche" between school and the established reflexology practice. Wish this book had been around when I started.

Nancy



Written by Shannon Kuharik

E-Book for beginning Reflexologists

Reflexology 101. Everything a Beginning Reflexologist Needs to Know to Start, Grow and Market Their Reflexology Business!

As a new Reflexologist I know you have many concerns and questions. How do you start a Reflexology business? How do you market it? Should you rent space or be a sub-contractor? What is the difference? How do you get a corporate account? Where can you get all these answers and more?

“Reflexology 101: Everything a Beginning Reflexologist Needs to Know to Start, Grow and Market Their Reflexology Business!

This book covers everything from speaking presentations to referrals to ideas to help you market your Reflexology business or practice. It's the first Reflexology book of its kind and very comprehensive. I have put all the information I have learned over the past 4 years as a Certified Reflexologist into this book which gives you the advantage. You do not have to learn everything the hard way. You do not have to search the internet for endless hours or pour through books. This book has it all. There are other marketing books out there, BUT they are not written for Reflexologists. This book is written specifically for the Reflexologist business owner. Plus there are many topics that are not covered in regular marketing books that a beginning Reflexologist needs to know to avoid mistakes and pitfalls of starting their business.

Price: \$14.99 for the ebook

http://relaxingfeetreflexology.com/site06/index.php?option=com_content&task=view&id=68&Itemid=89

Speaking of E-Books - There is a FREE e-book (32 pgs) on the national MS Society site. Exercises for people with MS to do with a helper. It may seem a little 'off topic' from reflexology, but if you have a client who has MS this would be good info for them - AND - there are foot exercises as well which will reinforce the fact that reflexology is helpful.

<http://www.nationalmssociety.org/docs/HOM/StretchingHelper.pdf>

'Tis The Season!

Sore Throats: At the first sign of a sore or scratchy throat, mix 2 tsps of apple cider vinegar in 6-8 oz of warm water. Take a mouthful, gargle with it and spit it out – then swallow a mouthful. Repeat the gargle/swallow pattern until there's nothing left in the glass. Do every hour until your throat is better – usually 2-3 hrs.

Did you know?

Ever reach for a pot handle that's surprisingly hot? How about grabbing the wrong wire of a plugged-in iron? Here's a unique way of treating these minor first-degree burns, where the skin is painful and red but unbroken. It's a form of acupressure. Place your thumb on the back side of your earlobe, and the burned fingertips on the front side of the same earlobe. Press firmly. After a minute, the pain is gone.

Nancy Bartlett, NBCR

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