

---

# Successful Massage Marketing

*(Introduction)*

Hello, and welcome to your FREE e-book on effective marketing for your practice. *(You may prefer to print this so you can get comfortable and make some notes or highlight certain key points as you read.)*

**The purpose of this e-book is to teach you the basic concepts of promoting and marketing your massage practice.** The main focus will be on providing information to help you effectively evaluate and create your own marketing plans. Later, I'll explain why I chose certain marketing tools and show some examples. I believe our *Massage Marketing* services can help you build a stronger practice — but I encourage you to evaluate the following information and decide for yourself what will most benefit you.

**Why am I offering you this information for free?** Besides spreading the word about our services, there is an even bigger reason: I sincerely believe that your success as a therapist has a positive impact on our world. As a healing tool, massage is a very valuable commodity and the more therapists who succeed, the better for everybody. Your services are sorely needed! (Pun intended.)

**The business of massage.** One of the major reasons massage therapists don't succeed — and why so many massage careers last five years or less — is a lack of business and marketing skills. Very few therapists have any business experience to guide them.

Hundreds of therapists have told me they weren't really prepared to start and develop a practice once they graduated. They had to do their best with the "trial & error" method of marketing, and many say they just don't have time to spend on creating marketing materials. But putting together an effective marketing program is one of the most important steps in building a strong practice.

**Don't overlook this vital step to your success!** If you don't make your marketing plans a priority, they can easily get overlooked or delayed. And rather than steadily getting busier, you end up on a roller coaster ride of "too busy to promote" followed by "where is everybody?" A system that consistently promotes your services can handle this problem for you.

No matter where or how long you've been practicing massage, this e-book will give you some ideas on improving your marketing efforts. **Implementing even one change can increase your long-term income, so consider the value of each idea.**

Enjoy the information and as you read, ask yourself: *"How does this apply to me and my goals?"* Take notes of any questions or comments you have. Once you're done and you'd like to get some feedback on your marketing plans, **please feel free to call or email me.** I'm here to help you succeed as a therapist. I hope you'll think of me as your personal "marketing assistant."

Jon Lumsden, LMT

[www.MassageMarketing.com](http://www.MassageMarketing.com)

info@MassageNewsletters.com

**877.634.1010** (toll-free in U.S. & Canada)

**417.264.7662** (direct office line)

---

## Chapter One: First Steps

- **Have fun!**

Having a positive outlook and expecting things to go the way you want them to are key to your success. If you keep things pretty reasonable, you really can do things your way.

Do you prefer having a mobile practice, setting up an office, or a little of both? You decide! If you don't want to work on Tuesday afternoons, it's your call. You can choose to relocate almost anywhere and establish a practice. You could work in exotic settings, or spend a season on a cruise ship. You might land a job with an entertainer and go on tour for several months a year.

What about being the therapist for a sports organization? When I was in school, one of the alums stopped by to share what he'd been doing since graduation. He had become the massage therapist for the US Women's Soccer team around 1998-1999. Can you imagine what a learning experience and exciting practice he had traveling with such a famous, winning team?

**The good news:** Once you envision what your "perfect practice" is, the right tools can enable you to operate your business on your terms — with just a little patience and without much compromise. A good place to start is writing down all your ideas, and we'll discuss that further in the next chapter.

- **Understand the difference between *marketing* and *promotion*.**

To build a successful practice, you need to develop a clientele. You attract and build your client list through marketing and promotion.

*Marketing* is an umbrella term that includes all the activities involved in moving products and services from the source to the end user. You are marketing your services as a massage therapist.

*Promotion* is one aspect of marketing: the process of notifying the consumers for your product or service of your availability to serve them.

In other words, in order to *market* — or sell — your services, you need to *promote* to the appropriate audience what you have to offer. And every positive thing you do is promoting your practice.

- **Cultivate confidence.**

**To be successful, you must be mentally prepared.** It's well worth your time to make sure you really believe in your own abilities as a therapist and as an independent businessperson. Here's why:

When you decide to start your own massage practice, you are the "life force" of your business. It only exists to the degree that you create it. It's much harder to succeed when you doubt yourself.

---

So, how do you feel about your ability to deliver excellent massages consistently? How do you know you're really a good therapist? Your confidence in your abilities affects how you come across to your clients and potential clients.

If you have any doubts about your abilities, you should take immediate steps to improve your techniques:

- Trade with other therapists who you feel are really talented and get them to critique your massage.
- Ask people you've worked on to give you their feedback — and tell them to be brutally honest with you. If your goal is to be the best therapist you can be and you want to know any area that could be improved, you should discover any weak spots you need to work on.
- Look into joining a study group of massage therapists. Also, continuing education in the areas of bodywork that most interest you can help you to improve your techniques and abilities, making your services more valuable (and further increasing both your confidence and your income).
- Look for books, magazines, videos, online sources, etc., that can provide you with positive information on marketing and personal development as well as massage techniques.

The more massage you deliver, the more you'll see your confidence and abilities improve. And if a fairly high percentage of your clients rebook with you regularly, you'll know that you're doing a good job.

• **Listen to your clients.**

Since the real assets of your practice are your clients, learning how to be a safe and caring communicator is a vital step in your long-term success.

Remember that people's situations and moods change from day to day. As you talk with clients, start by really listening and learning how they're doing. Communicating at a similar emotional tone with them will help you to relate better.

For instance, if you speak with enthusiasm to a client who is feeling down, you won't be matching her current level of reality. I'm sure you've experienced a situation where you're having a rough day and someone starts talking to you in a cheerful manner. Your first thoughts are something like: *"Don't you see I'm not in the mood for that right now? Aren't you listening to me? Don't you care about what I'm going through?"*

The key is to be sincerely interested in the well-being of your clients. When you honestly care about them as you ask: *"How are you doing today?"* you'll pick up on their current mood and respond to them at an appropriate emotional level. And your stock will go up in their eyes because it's obvious that you really are listening.

---

## Chapter Two: You're The Boss.

If you've always worked for others, one important skill to develop is to **think like a business owner**.

As an employee, you may work at a business in which systems have been developed before you ever came along. You may be unaware of the many steps taken to keep the gears in motion. You just come to work, do what they tell you, and get paid.

When you start your own business, your point of view needs to be different. Now, it's up to you to do all the things that bring business in the door. As an employee, you probably could call in sick and still get paid, but not as a business owner. Now, rather than just taking care of your "job," you're responsible for every aspect of your success. And this all starts with setting goals.

If you're new to the concept of being the boss, you may not realize the importance of writing down your goals and your business plan. Without these, you have no roadmap for where you're going — or a clearly defined reason for making the "trip."

Your goals are the yardstick that you use to measure all your actions. *"If I add another therapist to my practice, will it help me reach my specific goals?"* or *"Will spending this much money on a Yellow Pages ad be an affordable way to make my business target for the next year?"*

**A good place to start is to write down your concept of the ideal practice.** Write down all the little details that come to mind. You're painting a picture of the future you want to create, so don't scrimp on the particulars! If you can make a good living doing things exactly the way you'd like to do them, it will make you a happier therapist and you'll be more motivated to take the necessary steps to become successful.

- **Think big-picture and long-term.** A goal is something like: *"To find personal fulfillment helping hundreds of people improve their overall well-being through regular massage"* or *"Build a career delivering excellent massage in my community and make a meaningful difference in the lives of others."* Evaluate how each goal contributes to your concept of your ideal practice. If it doesn't fit with your big picture, it doesn't belong on your list.
- **Clearly define why you've chosen this path.** This is your purpose in pursuing your massage career. Why did you choose to become a therapist? Is it the personal reward you get when a client tells you what great massages you give? Do you have a spiritual calling to help others? Identifying your purpose gives you the emotional and mental fuel to persist with your plans.
- **Decide on the steps you'll take to reach your goals.** Did your notes help you decide on some of the details, like where your ideal office would be located? What sort of atmosphere do you want for your space — soothing and spa-like or maybe

---

more clinically oriented? How many massages will you deliver each week? How many clients do you need to develop in order to maintain a full schedule?

- **Organize your notes into step-by-step projects.** Then, decide the logical order for your to-do list (like get your business phone number *before* you order business cards) and assign a timeline for each step.

Keep in mind that in business, everything is in a constant state of change. As you accomplish some of the steps, you'll undoubtedly need to revise your plans to accommodate surprises that pop up along the way. Basically, you want to put a promotional plan into action, then keep doing the things that are bringing in business and drop the things that aren't. If you're lucky, the things that are working for you will remain effective for quite a while, but always monitor your results and be prepared to adjust your efforts when necessary.

**Take that bright marketing idea for a test drive.** Whenever possible, try out your marketing ideas on a small scale before you sink too much time, effort, and money into them. For instance, before you sign a contract for a year's worth of ads in the local weekly paper, you'd be wise to run a shorter series of ads to test the waters. To get a good sense of the potential of a project, you do need to try it long enough to see how things develop. (Once is not a fair test.) You can also make slight changes to the content of your promo piece to see if a certain key phrase or idea gets a better response.

### Chapter Three: Get Organized.

Most therapists have solo practices, which means you get to wear all the "hats" in your business. It also means if you don't really plan your time well, you can wear yourself out trying to get everything done. The last thing your clients need is a stressed-out therapist trying to help them to relax!

**Set up a system that allows you to operate your business and still have a life.** Start by getting your calendar and laying out a typical workweek. Pencil in your work schedule and all the other regular activities, including tasks from your personal life. Don't forget to figure in some "me-time" just for yourself.

How does your schedule look compared to your notes on your "ideal practice?" With everything laid out before you, do you see any areas that you want or need to adjust? Are you committing hours to anything that isn't really worth it? Any tasks you could re-schedule to save time and energy?

Also ask yourself if you are spending valuable time on activities that you could farm out. One of the great benefits of being a massage therapist is being able to exchange massage for other services. For instance, you could give someone a massage once a month in exchange for help with some of your administrative duties, like data entry or labeling and addressing a promotional piece.

---

While we're on the subject of getting organized, realize that creating effective marketing materials can be time-consuming — and a key reason to look into prepared promotional pieces. The time you'll save can be used making money delivering massages.

Unless you have a background in marketing, chances are you'll get a much better result using professionally written marketing tools — and there are plenty of affordable tools to choose from. When making your selection, be demanding. The promotional pieces you choose will establish your image, so make sure any postcards, newsletters, etc. you choose have a professional look and match your beliefs. Will the content inspire people to take action and call you? Does the message feel like it's coming from you? Consider all these things as you review any marketing materials for your practice.

## Chapter Four: Getting and Keeping Clients

**Your main task is to build and maintain an active client base that will keep your appointment book full.** You must first attract people who want your services, then keep as many clients coming back as possible. As a rule, it takes more time, effort and money to attract new business than it does to keep it. Realize, too, that it may take several years to build a thriving practice. Knowing this from the beginning can help you to allow adequate time and not get discouraged.

**Take stock of your location.** If you plan on developing some regular clients, you must have access to people who can afford regular massage. Are you offering your services in an affluent area? Is your office in a desirable part of town? What can you offer that sets you apart from other therapists in your area?

There are ways to promote your services very inexpensively (like handing out business cards), while other methods will be more costly (like a Yellow Pages ad). Taking time to plan your initial marketing campaign is well worth the effort. You don't want to commit money toward promotional activities that aren't attracting enough business to make them worthwhile.

**Getting new clients.** You may focus more time on getting new clients when you first launch your practice, but you'll always need to attract new ones too. Here are some ideas:

➤ **Referrals**

- Network with other alternative-health providers
- Give sample massages to eligible referrers (doctors, etc.)
- Create a referral program for clients
- Promote gift certificate sales

➤ **Get involved**

- Volunteer at community events
- Join business leads exchange groups

Speak to groups (*Take handouts!*)  
Operate a booth at health fairs, etc. (*handouts!*)  
Join the local Chamber of Commerce

➤ **Increase your exposure**

Try to hand out at least 5 business cards each day  
Distribute educational newsletters in your community  
Get a website and include it on business cards, newsletters, etc.  
Link your website to other sites  
Offer discounts on links to businesses

Make adding new clients a game. Ask yourself: “*How can I attract more business?*” and make a list of all the ideas you come up with. Your goal should be to get enough clients to keep your schedule full. Keep adding until it’s easy to fill your appointment book each week.

**Keep them wanting more.** Getting clients to keep coming back is vital to a successful practice, and there are some helpful secrets that virtually all seasoned bodyworkers know:

- **Make a connection.** The secret to repeat business is a sincere, heartfelt concern for your clients. Get to know each one for the special person he or she is and let them know you are there to help. When you are truly interested, your client will feel it and keep coming back.
- **Be committed to delivering excellent service.** You’ve probably had a massage from someone who wasn’t really “there” for you that day. It’s all too easy to fall into a rut and operate on automatic. People can feel the difference, so be sure to put 100% into each massage you deliver.
- **Get feedback from clients to make sure they are getting what they need and want from you.** We’re all taught to be polite, so it’s your responsibility to make sure clients are telling you if they are *really* satisfied with your services. Let them know it’s okay to share their feelings — and make it safe for them to do so.

**Two kinds of people ...**

*When dealing with large numbers of people, you’re bound to encounter some who expect the worst in any given situation. It’s helpful to be able to recognize the people who prefer to talk about the negative side of things. You’ll begin to recognize that a “positive” comment from them will be something like: “Well, my back doesn’t hurt as much today as it usually does.” If you were to take to heart the opinions from these folks, you’ll find that nothing is quite as good as it could be. These are not the people you want to seek out for feedback.*

*Instead, be sure to ask your more positive-minded clients. You already know that the negative-minded people are more likely to find fault, so their opinions are not really going to help you evaluate things properly.*

*Be aware of others in your environment. If someone gives you strong negative feedback — doesn’t believe in you and what you’re doing — it can hamper or stop your goals. How do you handle such a situation? If this is someone who is close to you (a relative, etc.), you need to find a way to tell him or her that you’re pursuing your dream and you prefer positive support or no input. When you know you are on a life-affirming, positive path and someone is telling you that you shouldn’t get your hopes up, you have to ask yourself why you would listen to these opinions. Do they really have your best interests in mind? Why don’t they want you to succeed?*

*Keep the positive influences in your life and handle the negative ones so they no longer affect you. It’s your life!*

- 
- **Be responsive.** Return calls and set appointments promptly; always be on time, and stay in good communication with your clients. Show them how important they are to you.
  - **Spoil your clients!** Little things can make a big difference. An example from my own experience is when my therapist added a heated neck pillow to my sessions. For me, it made a noticeable difference and each session became more enjoyable.

## Chapter Five: Marketing & Promotion

Quite simply, your level of success depends on the effectiveness of your marketing & promotion program.

Earlier, we covered what promotion is. Virtually everything you do for your practice serves as a promotional activity — the design of your office space, the message on your answering machine, your clothing choices, the way you communicate with people — all these things promote an image. And since every action you take leaves an impression on others, you are constantly promoting yourself — either positively or negatively.

Check out what others are doing. Visit some day spas and other therapists' offices to get a feel for what's working and what isn't. Base your decisions on what will attract business.

**The first goal of promotion is to attract attention to your services.** You need to make people aware of what you have to offer them and motivate them to call you — now!

**The second goal of promotion is to demonstrate the value of your services.** The more personal benefits people perceive, the higher they will place your services on their list of things to buy or do.

Consider the successful businesses you deal with. Virtually all of them remind you of their existence and value via radio, television, ads or mailers of some type. They find the most effective ways to remind you they are there for you and continually deliver their message. This is the action that keeps a business successful, an appointment book filled.

Create a sense of urgency. When it comes to massage, educating your target audience is crucial. When clients know only that massage is relaxing or helps to soothe the sore spots, they are far less likely to make regular visits a priority. But when you continually remind your public that you are there — and educate them on the importance of regular massage for their health, happiness and well-being — the value of your service increases. More on this in the next chapter.

**Consistent promotion builds momentum.** You never know when you are going to reach the right person at just the right time with the specific information that inspires action. When you regularly promote the many benefits you can deliver, public awareness and interest increase exponentially over time.

---

Can you imagine giving a massage without using any lotion or oil? Operating without a consistent marketing plan is just as bad. Regular promotion is the tool that gets results and keeps your business gliding smoothly along, so make it a priority.

## Chapter Six: Educating your Target

In order to demonstrate what you have to offer, you have to get people in the door — and to do that, you need to tell them why they need your services. What can you do for them? How can you make their lives better? Answer these questions successfully and they'll be flocking to you.

**The ongoing education of clients is one of the most overlooked steps to a therapist's success.** The more your current and potential clients understand how massage improves their health and well-being, the more valuable your services become to them.

Think how much you learned in massage school about how massage contributes to proper function and optimum health. Most likely your clients haven't studied massage and are still unaware of its many life-changing benefits. But you can share information on a regular basis to increase that awareness!

**Avoid information overload.** When you regularly share information with your clients, feature just a couple of specific benefits in each promotional piece. People are inundated with information these days, and you want to share just enough to get their attention and plant another seed in their minds. This steady flow of information is like fertilizing and watering your "business" garden. You want to grow a strong relationship with your clients, and by steadily sharing the benefits you offer, you'll be nurturing a long-term client relationship. And **with roughly 50,000 new therapists entering the marketplace each year, building strong client relationships is vital.**

Picture having a base of clients that really appreciates the importance of regular massage and makes seeing you twice a month a high priority. Developing just 20 or 30 such clients could fill 50-75% of your appointment book every week. Wouldn't that be nice?

Remember that although virtually everyone would benefit from receiving regular massages, there are many people out there who are not likely candidates to be your client. Some people can't afford massage services, others will not understand the benefits massage offers them, and some folks don't want to be touched by "strangers."

As much as you might want to help all these people, you can burn yourself out trying to "sell" them on what they're missing. There are plenty of people who will appreciate what you do and will gladly pay for your services, so focus your efforts on connecting with them.

Remember that the secret to effective marketing is to reach the correct public (those people who want and can afford massage) with the correct message. What is the correct message? Generally, you want to share with them the benefits your services offer that will

---

handle their physical problems and concerns. Think about the physical complaints you hear most from your clients. Things like handling stress, tense or sore muscles, headaches, inadequate range of motion, chronic pain, etc. — when you can explain to them *how* your massage services can improve these conditions, then you've grabbed their attention.

By sharing this information in a friendly, inviting format on a consistent basis, you'll steadily increase their understanding of how much you can help them. Over the months, you should find that more of your clients respond to your promotional pieces and call you more frequently for that next appointment.

So what are the most effective marketing tools to use in your business? Your options include personal letters; brochures; post cards; newsletters; and online marketing tools, such as e-newsletters and websites.

## Chapter Seven: Marketing Tools

### The client educational newsletter

This is where I get to sing the praises of my favorite marketing tool, the client educational newsletter. You can create a newsletter yourself or use a newsletter service like mine. Either way, an attractive newsletter is a great marketing tool.

**The educational client newsletter is the ultimate multi-tasker.** In one easy step, a well-written newsletter sent to your client list can:

- Educate your clients on the many benefits your services offer
- Remind them to call for their next appointment
- Promote referrals and gift-certificate sales
- Build client loyalty
- Strengthen your professional image
- Let your clients know how important they are to you

"A newsletter is truly unique," wrote Don Sadler, vice president and editorial director of Media 3 Publications in Atlanta, Georgia, in an online article ([www.smallbusinessadvocate.com](http://www.smallbusinessadvocate.com)). "No other marketing vehicle lets you communicate relevant, educational information to carefully targeted audiences and cross-sell products and services using a soft-sell approach that's not perceived as an advertisement.

"People read — and value — newsletters," Sadler continued. "In a survey by Standard & Poor's that focused on newsletters published by financial services companies, 92 percent of newsletter recipients said they read at least some of the issue ... Newsletters help you build brand awareness, strengthen customer loyalty and increase customers' lifetime value."

**A newsletter works in 10 different ways.** You can get a lot more mileage from each issue than by just mailing copies to your existing clients. You have an effective marketing tool at your disposal, so make the most of it:

- 
- 1) Mail or email your newsletter to potential clients.
  - 2) Encourage your clients to share their issues with others.
  - 3) Generate new business by mailing to selected professionals with a cover letter introducing your services.
  - 4) Use it as a handout at health fairs and public presentations.
  - 5) Leave copies with willing merchants, such as health-food stores and chiropractors.
  - 6) Use as inserts in community newspapers.
  - 7) Mail to nearby residents (You can purchase a mailing list of selected names near you.)
  - 8) Use with a cover letter and mail to new neighbors with a first-visit discount (You can obtain the addresses of new residents for free through the utility companies.)
  - 9) Provide issues to services like Welcome Wagon.
  - 10) Use in place of business cards (this saves you money too).

Wow! That's quite an effective marketing tool! But what return on your investment should you expect?

**Newsletters are cost-effective.** In order to properly evaluate a marketing tool, you should have a basic idea of what constitutes a good financial return for the dollars you spend. For example, if you spend \$100 producing and sending a marketing piece like an educational newsletter, how much income must you bring in to make it worth your time and effort?

One way to measure the value of your newsletter marketing campaign is to keep track of activity in your practice from week to week, so you can observe any changes. For instance, if you keep track of the number of massage sessions booked and delivered each week, you can monitor how close to reaching your target you are. If you want to deliver 22 massages a week and you are averaging 14 now, you know you need to take some action to generate eight more appointments per week.

Once you mail your newsletter, track how this mailing affects your schedule. If you begin averaging 16 massages a week for several weeks following your mailing, you'll know the results your newsletter is bringing — in this example two more massages per week. Without a way to measure your results, all of your marketing actions will be guesswork. So, be sure to track the important practice activities, as they are the scorecards for your business.

Say you generated ten additional massage appointments from your latest mailing to 200 clients. If you spent \$100 on the mailing and brought in \$500 on the increased massage appointments, you earned a return of \$400 on your marketing dollars. If these were typical results and you sent six issues a year, you'd spend a total of \$600 to increase your profit \$2,400 — which is a great return for your efforts!

Or look at it this way: If you send a client four to six issues each year at .50 per issue, you'll be investing about \$3 per year on that client. Even if they respond with just one \$50-visit a year, you're coming out way ahead.

---

Another benefit of sending scheduled newsletters to your clients is that occasional clients may become regulars. If the educational seeds you plant nurture a client from seeing you a couple of times a year to once or twice a month, you've increased your annual income as much as \$1000 from just that one client.

The possibilities are endless. For instance, if you sell an extra 10-20 gift certificates a year because of your newsletters, that alone could pay for your promotional expenses for the year — not to mention if two or three of these new clients begin to see you regularly. Or you could print 100 extra copies of an issue as handouts (cost: about \$10) and with just two new clients, you could earn an extra \$100 on initial appointments and many times that in the coming months and years. Are you beginning to see the huge potential that a regular newsletter has for your practice?

**How often should you mail your newsletters?** If you're actively building your practice, send your client newsletters six or more times a year. Minimally, you should send three or four a year to strengthen your client-therapist connection.

The really important thing is to send newsletters to all your current and potential clients on a regular basis. It's one of the easiest and most cost-effective ways to build a strong practice and to stay in your clients' minds.

**Newsletter preparation.** Begin by creating an attractive, easy-to-read look that enhances the image of your practice. The guidelines listed below are ones I use in creating my *Staying in Touch*® newsletters. Even if you are evaluating other newsletter services, be sure to consider these points. Not only do you want an attractive newsletter, you want one that really interests your clients, feels like it comes from you, and gets your clients to call you for their next appointment! Pretend you are one of your clients as you evaluate the newsletter you're considering and see if it increases your interest in getting a massage.

**Tips for an effective newsletter:**

- Keep it short and to the point. Offer information on the subjects your clients bring up during their appointments, such as handling stress, neck complaints and back pain. Ask what they would like to see in future issues. You can also share results from recent studies on massage.
- Don't get too technical. Remember that most people don't have much knowledge of anatomy and physiology, so refrain from using too much industry terminology.
- Stay positive. Have your newsletters match the direction of your practice — to improve your clients' lives physically, mentally and spiritually. Carry that message forward in your writing.
- Say "you." Directing your message to the reader, not your entire client base, makes your message more personal and more effective.

- 
- Include a time-dated special offer to get clients to book sessions right away. Consider offering a discount for booking an appointment by the end of the month or a package discount for clients who are interested in pre-paying for several massages.

Feel free to add personal touches. When massage therapist Leslie Hendricks sends my *Staying in Touch* newsletters to her clients, she includes a *Cozy Client Corner* section featuring a client who has his or her own business, as a reciprocal networking gesture. She also includes *Leslie's Classic Movie Pick of the Month*, where she reviews a classic movie of her choice.

Leslie says that mailing her newsletters on a bi-monthly basis has made a huge difference in her massage income. “The newsletters act as a gentle reminder for my clients to call and schedule their next appointment, as well as purchase gift certificates for special occasions,” she says. “My clients even tell me that they truly look forward to receiving them. So it’s well worth the effort.”

### **Important points to consider ...**

- Plan on spending anywhere from 10 to 30 hours to research and write the articles; find appropriate artwork; create the layout, etc. for each issue.
- Compare the layout and design you create for your newsletter with other newsletters you’ve seen for professionalism. A good reason for using a service is that many therapists don’t see the weak points in their own work and end up creating issues that don’t really “promote” their practice image. You’ll end up wasting your time and money because your well-intentioned newsletter won’t really do the job you intended it to do — educate your clients and inspire them to call you.
- You shouldn’t even consider creating your own promotional materials if you aren’t good at grammar, writing, etc. Misspelled words, grammatical errors, confusing or poorly worded sentences, etc. will give your marketing materials an unprofessional image and could actually do more harm than good.
- For the same reason, you should have a good sense of design if you plan to invest your valuable time in attempting to create your own newsletters.

I usually tell therapists who are considering creating their own marketing pieces that it’s a great idea *if* they really enjoy the entire process and have the skills required; otherwise they are just burdening themselves with a task that will drain them of time and energy that could be spent on seeing clients and making money.

**Newsletter services.** You can do everything yourself or use a newsletter service like mine. A newsletter service provides ready-to-send newsletters on many topics — you just add your contact information and mail them, or you can add an additional cover letter before sending them out. I’ll explain some of the features of my service in a moment.

But whether you create your own newsletters or pay a service to create one for you, the bottom line is this: **A well-written client newsletter is a proven marketing tool that can help you build a stronger practice.**

## Chapter Eight: The *Staying in Touch*® Newsletter

### Make it easy on yourself!

Since an effective marketing program is essential to your long-term success, wouldn't it be nice to have a simple system working for you? If you already have plenty to do and would like to make your marketing program as easy as possible, I think you'll love my newsletter service. With many options, one will be just right for your needs. I have over 40 different issues available covering subjects such as:

- *Handling Stress with Massage*
- *Massage and Pain Relief*
- *How Massage Helps Improve Immune System Function*
- *The Benefits of Regular Massage*
- *How Bodywork Helps Muscle Function*
- And many more!

My full-color *Staying in Touch* client newsletters are available individually and in packages that come in **Basic** and **Premium** versions. Individual issues are \$22 each; package pricing is as little as \$8.50 per issue! **Build a health information library; print as many copies as you need for just pennies apiece!**

~ See *Staying in Touch* sample at the end of this e-book ~

**The basic packages allow you to add your contact information to the issues.** You just open an issue in your computer using Adobe® Reader® (5.0 or newer), type in your contact info, and print your copies!

The return address area includes ample room for you to add a short special offer if you wish. You can add your name, phone number(s), and "issue number" (Vol. 1 No. 1, etc.) under the *Staying in Touch* title on the front page as well. There's even a place to add a postal permit number if the need arises.

### What *Staying in Touch*® clients are saying

*"My practice has expanded from one to four massage therapists since I began mailing your newsletters to our clients six years ago. Generally, we mail six issues a year. My client list has grown from 400 clients to over 2,200. Whenever we send a mailing, we see clients who haven't booked with us in a while."*

— Kip Treece

*"Last year, I sold 100 gift certificates; the year before, 75 (the first year I'd used your newsletter). People start using the gift certificates right away, which guarantees me some steady business for the first four months of the year."*

— Julie Friar, CMT

*"The newsletter is a fabulous tool, and my clients love it. This is my only form of keeping in touch with my clients. Usually I have about five people I haven't seen in a while pick up the phone and call for an appointment right after a mailing. It pays for itself and then some! I have a group of people who order gift certificates from me every year — one guy buys 10 every December — and that's because of the newsletter."*

— Aimee Moulder, LMT

**The premium packages include great bonus features.** In addition to the basic (add your contact info only) versions of each newsletter, the premium packages contain versions that allow you to add your own personal messages and/or special offers. This gives you the choice of adding your own columns whenever you choose. If you're pressed for time, you can prepare a "basic" issue for printing in just minutes. Take a little longer to add your own message and really give each issue that personal touch.

The premium packages (except for package 6) also include alternate versions of two issues with gift certificate reminders for Valentine's Day and Mother's Day. And when you purchase the premium packages, you have permission to reuse the text elsewhere, like on your website. (Ready-to-use, text-only files are included in these packages.)

Each newsletter package contains a pre-selected group of *Staying in Touch* client education newsletter issues at special, reduced prices. You can order and download your newsletter package from our shopping cart by going to [www.MassageMarketing.com](http://www.MassageMarketing.com) and clicking on "Shopping Cart". *(All issues carry a 100% satisfaction guarantee.)*

If you'd prefer to send your clients all the latest news in the massage field (the most recent study results, consumer health surveys and reports, etc.), you can subscribe to our "new issue" service. I write two brand new issues every four months, with much of the content based on the most recent news reports from the top massage organizations and magazines. For more information or to subscribe to this service, you can reach me at 877.634.1010 toll-free in the US or Canada, or at 417.264.7662.

---

## **Earlybird Special Offers:**

**Order any newsletter package at our shopping cart by the end of this month and save 10% on your order!**  
**[Enter code: 10%OFF during checkout]**

---

**Prepay for 6 months of E-newsletters — Save \$50!**  
**Professional website + 6 mos. E-newsletters and hosting**  
**For \$950 — Save \$157!**

To learn more about our online services & specials (*websites, etc.*) or to get started, call my partner, Yari, at **727.369.8017**

## **What *Staying in Touch*® clients are saying**

*"Having Massage Marketing's newsletter service has been a tremendous help for marketing my business. I've always had good intentions of writing my own newsletter, but never got around to the task. It always felt overwhelming to make the time. Your newsletter service looks so much more professional than anything I would have designed. Each time I send out the newsletter, an average of five clients that have not been in for massage — for sometimes two or three years — have called to schedule appointments. That's a great return for my time and effort."*

— Rochelle Clark, LMP

~~~~~

*"Hi Jon, I got the newsletter printed, and they are going like hot cakes. We have used them at all our events and are putting them in our 2nd day client packet, a packet that we hand out to our patients after they have their x-rays and other things. Thanks so much for all your help; you have wonderful customer service."*

— Rita Townley, LMP

**What about e-newsletters?** Since virtually everyone now has access to e-mail, you should also consider sending e-newsletters. The first obvious advantage is your savings in postage, which is the most costly aspect of sending a print newsletter. Also, e-newsletters are environmentally sound when compared to printed newsletters.

Other advantages of e-newsletters include quick delivery time (minutes instead of days), the ability to use vibrant colors at no extra cost, and the ability to track results.

For e-newsletter success, you should create and maintain a dedicated e-list for your massage business. Whether you create your own e-list or use an e-mail service, having a list that is specifically for your practice will save time and simplify your marketing efforts. If you have a website, you can add a subscription form to allow people to sign up to receive your e-newsletters.

I strongly recommend getting permission from your clients before sending them your e-newsletters. This will increase the percentage of people who will read them and not mistake them for SPAM. Once you've established a strong relationship with your clients, they'll look forward to hearing from you this way.

"My e-newsletters have been a wonderful asset to my business," says massage therapist Jennifer LeStat, of Falmouth, Massachusetts. "[They add] another level of professionalism, while showing my clients that I care about their health outside of my office."

Jennifer says that she has received many positive comments from her clients and that some even keep e-newsletters to re-read important points covered in a particular issue.

"Without appearing pushy, newsletters are also an effective reminder tool for busy folks — a gentle nudge to take time to take care of yourself and loved ones," she says. "Because of all of the above, e-newsletters sent on a regular schedule have been very good economic tools for my business."

The *Massage Marketing* monthly e-newsletter service will automatically send your e-newsletter to your client list each

### What *Staying in Touch*® clients are saying

*"I just want to thank you for being so helpful in describing all your product options. It made me feel like I was your only and/or best customer! My clients really like receiving the newsletter too."*

— Janet Alexander, LMT

*"I checked all my advertising (phone book, etc.), and your newsletter brings me the best return. It's the least costly investment for my advertising. When I send a newsletter right before a holiday, I always get a noticeable increase in both gift certificate sales and appointments booked!"*

— Sigrid Hansen, CMT

*"Hi Jon, Thank you for the follow up phone call on the order. The newsletters look great and I cannot wait to start distributing them."*

*"Your level of customer service is so far above the norm that it was truly a unique experience from what customers get on a regular basis. This newsletter is a great service that you have provided to the therapist and their clientele."*

— Ann Paulsen

month for a one-time setup fee of \$50, plus a flat monthly rate of \$25. If you have 100 names on your list, that's 25¢ per client, per month; 250 names lowers your cost to a mere 10¢ per client. This is a very easy and economical way to promote your practice — and takes virtually none of your valuable time!

This service also includes a dedicated e-list program containing your clients' email addresses. You can use this program anytime you want to send out a quick special offer or announce openings in your schedule each week. (Call for more information: **877.634.1010** toll-free in US or Canada; or **417.264.7662**.)

**Are you marketing on the Internet yet?** In 2003, I realized the importance of being online and formed a partnership to start *Massage Marketing's* sister company, *Massage on the Web*. I handle all the massage-related content that is included on our marketing websites and my partner, Yari Giordanengo, handles all the site designs and technical aspects.

Here's a little information about our website services. We have two special features that set our websites apart:

- We offer a new article on massage on the first of each month on your website. You can tell everyone to check your website every month to get the latest massage news!
- Included in your monthly hosting charges is a great money-saving feature. Once a month, you can submit via email any written updates for your site, such as new client testimonials, pricing and office hour updates, announcing your monthly specials, etc. (*Only text changes*) It's important to keep a website updated. If you submitted monthly changes on most sites, it could cost you an extra \$50 - \$100 a month or more in maintenance fees!

**These days you need a professional website**, if only to give your clients an easy way to refer others to you. Your *Massage on the Web* site can feature your phone number, address, a map to your office, your hours, rate card, list of massage and bodywork services that you offer and testimonials. Testimonials are a very powerful form of advertising, so don't neglect them. Nothing sells a service like satisfied customers.

### **About the Author ...**

My wife, Susan, and I started producing marketing materials for doctors in 1988. As an office manager in two medical practices, Susan had been asked to create patient newsletters in both offices. She saw how much work was involved for doctors to create their own professional marketing materials, which led us to start our business. Over the next several years, we produced patient-education newsletters for over 500 doctors' offices throughout the U.S. and Canada.

In the mid 90s, we had an opportunity to sell our medical marketing business, and I started creating newsletters specifically for massage therapists in 1997. In addition, I completed a 625-hour program in massage at The Humanities Center in Florida in 1999 and became a Licensed Massage Therapist. By this time, my newsletters were in high demand, so I never launched a full-time massage practice. (I recall a few therapists nervously asking me if I'd continue offering my newsletter service after I graduated.)

With the steady growth of the Internet, we added online marketing services (web sites, client e-newsletters, shopping carts, etc.) in 2003. And the rest, as they say, is history.

Jon Lumsden, LMT

---

Whether your practice is large and well established or you just graduated from massage school, *Massage on the Web* has a package for you. Lomi Lomi Hawaiian Massage, CranioSacral, outcall or in-office, product sales or no product sales — you name it, we've done it. In fact we've provided Internet marketing services for more than 200 healthcare professionals (e-newsletters, professional and custom websites for massage and massage-related businesses, etc.). If you are just starting out, you'll want to consider our **New Practice Special**. The **Professional Web Site** and **Custom Web Site** are designed for massage therapists and bodyworkers who are more established.

At *Massage on the Web*, we do everything for you including writing the massage articles. And unlike other website design services, **we have ten years of experience writing educational newsletters exclusively for massage therapists and bodyworkers.**

Are you a part-time website designer? Then the **Do-It-Yourself-er** package is perfect for you, complementing your style with massage articles and text that let you show off your own design talents while educating clients and prospects.

At *Massage on the Web*, we do it all. To see all our services, go to [www.MassageMarketing.com](http://www.MassageMarketing.com) and click on "websites" at the top of the page. Whatever your choice, if you want to spend your time and energy on your practice, family and other things, give my partner, **Yari**, a call at **727.369.8017**.



Once again, if you have any questions about marketing your practice or any of our services, please call me. I look forward to speaking with you and to your success!

***Thank you for reading my marketing ideas and considering our marketing tools here at Massage Marketing! I invite you to share this e-book with any of your massage-therapist friends who want to improve their marketing results. Many therapists are struggling to build financially strong businesses, and the world needs all the qualified therapists it can get. I'm here to help!***

**— Jon**

***\* See the following pages for a sample of the Staying in Touch newsletter and a list of available issues.***

# Staying in Touch Newsletter Ordering Information

Revised 8/07

Individual issues available online/by phone — only \$22 each in PDF format with "add-your-own-name" option!

Basic issues have special areas where you can add your contact info on the front page and for the return address. Premium issues also include optional spaces for you to add a personal column (front page) or special offer (back page). See sample.

(All issues also available individually)

## Issues in Package 1 (Relaxation Part A):

- Massage: the timeless miracle**— A great intro newsletter covering the basic benefits of massage
- Benefits of regular massage**— Contains quotes from opinion leaders explaining how regular massage helps maintain improved health
- What makes muscles ache?**— An effective issue for springtime, encouraging clients to seek bodywork for those sore muscles
- Ever feel stressed out?**— Explains how stress impacts the body & how massage can reverse these adverse effects
- Wonderful water**— An issue dedicated to explaining how critical water intake is, quotes from the book "Your Body's Many Cries For Water"

## Issues in Package 2 (Relaxation Part B):

- The weight of the world**— This issue covers neck & shoulder problems + techniques your clients can use between sessions
- Beat stress**— New research shows how stress speeds up aging. Covers massage reducing stress
- Putting balance in your life**— Discusses the body's goal for homeostasis & how massage contributes to that balance
- Motion & health**— Discusses how motion is vital to health; how massage helps. Also, value of water.
- Make the most of your massage**— Hints to maximize the benefits from each session

## Issues in Package 3 (Therapeutic Part A):

- Joint function & massage**— Covers the value of massage to proper joint function
- How bodywork helps muscle function**— Addresses how muscles work and how massage encourages proper function
- Massage and pain relief**— Explains the mechanics of how massage reduces pain
- Build a strong immune system**— Vital to health, the immune system's function is improved by massage
- Support the home team**— Explains how bodies regenerate at the cellular level / how massage supports healthy development, massage study shows

## Issues in Package 4 (Therapeutic Part B):

- Back pain / Stretching**— 80% of people suffer from back pain at some point in their lives. Let them know how massage can help!
- Detoxification / Importance of water**— Covers the value of cleansing the body and how massage helps it to detoxify
- What's your posture telling you?**— Educates your clients on the interconnectedness of muscles, etc. and how massage can improve structural balance. Also, hints to avoid back trouble
- Massage & proper breathing**— Importance of breathing to proper health & how massage helps to normalize the muscles that aid breathing
- How's Your Energy?**— Covers natural ways to increase energy; how massage helps.

## Issues in Package 5 (Therapeutic Part C):

- Headaches**— Addresses causes of headaches; how massage helps to alleviate
- Fascinating fascia**— Covers the role fascia plays in the body and how your massage services can help
- Massage: good for what ails you**— Lists 17 conditions shown to be helped by massage, demonstrating the scope of massage's benefits
- Massage: For body & soul**— Compares the importance of regular health maintenance with auto maintenance
- Four reasons**— Supports health; reduces stress; addresses source of problems; makes you feel better

## Issues in Package 6 (Body/Mind/Soul):

- Touch: mother of the senses**— Caring touch helps people thrive; research explains why
- The other side of massage**— Discusses the emotional/spiritual benefits of massage
- Get in touch with your skin**— Talks about the diverse jobs skin plays in health
- Take control of your health**— Covers the "causes & effects" of health
- Make it easy on yourself**— Body mechanics

## Issues in Package 7 (Special Subjects):

- Chair Massage**—
- Hot Stone**—
- CranioSacral** —
- LaStone™**—
- Energy Work**—
- Pregnancy**—
- Fibromyalgia**—
- Reflexology**—

All issues written by a licensed massage therapist.

Order with confidence — 100 percent satisfaction guaranteed!

All newsletter artwork includes full-color photo in masthead and two-color accents in body of issue. If you have a color printer, you can print full-color copies. Printing issues in black ink will print colored portions in shades of gray. When printing in color, consider using a high quality, white "presentation" paper. With black ink, use light-colored paper or stationery.

**Basic newsletters** allow you to add **only** your contact info to each issue.

**Premium features include:** Basic issues, plus versions that allow you to **add your own personal messages** (announce new services, etc.) **and/or special offers**. Add your own personal columns or use the existing content. Premium **packages 1-5** have issues to promote gift certificates for Valentine's and Mother's Day. **Also, when you purchase the premium issues, you have permission to reuse the text elsewhere (your web site, etc.)**

All issues come in "I" or "we" versions (for single- or multiple-therapist offices).

**Massage Marketing** 221 N. 3<sup>rd</sup> St. • Thayer, MO 65791

Ready to order? Questions? 1-877-634-1010 Fax: 417-264-7992

[www.MassageMarketing.com](http://www.MassageMarketing.com) (Make checks payable to: **Massage Marketing**)

## PRICING:

### Basic newsletters:

Individual issues . . . . . (ea.) \$22  
Package 1,2,3,4 or 5 . . . . . (ea.) \$89  
Package 6 . . . . . \$74  
Package 7 . . . . . \$89  
Packages 1-6 . . . . . (35 iss.) \$299

### Premium newsletters:

Package 1,2,3,4 or 5 . . . . . (ea.) \$124  
Package 6 . . . . . \$109  
Packages 1-6 . . . . . (35 iss.) \$399

**Packages 1-5 all** include one **special holiday issue** for end-of-year promoting (6 issues total per package).

**Premium packages 1-5** come with extra versions of two issues that include gift certificate reminders for Valentine's Day & Mother's Day.



# Staying in Touch®

Add your name here ❖

555 • 123 • 3030

Add Issue # here

Hello—

The purpose of this issue is to review some of the basics of massage for you.

Massage has so many health benefits that I'll only be able to touch on the high points here. I'll cover these areas in more detail in future letters.

My goal is to help you improve your condition through massage. Many regular clients report improvements—often mental and spiritual as well as physical—through the wonders of massage, so prepare to relax, enjoy and experience the life-changing results.

Please share your own goals with me so I can better help you. At the beginning of each visit, let me know if there is anything special going on, any soreness or tender spots, etc., so you can get the most out of each session.

Also, if you have any questions regarding massage, a particular physical condition, anything at all—just ask me. I'm here to help you.

I look forward to seeing you experience all the benefits that massage has to offer—see you soon!

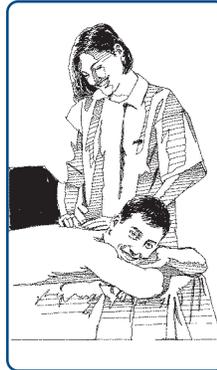
## Massage—The Timeless Miracle

*The typical initiation to massage is motivated by a stressful or painful condition. But massage's magical ministrations go deeper and offer you far more than you may have ever suspected. Regular massage can greatly benefit your overall health and well-being. Read on to learn some of the wonderful health aspects available to you through massage.*

The more you learn about massage, the more you'll benefit from each of your sessions. This overview touches on some of the basic massage benefits available to you. Massage:

- *alleviates stress*
- *aids digestion*
- *improves circulation*
- *relieves tight or sore muscles*
- *aids detoxification*
- *improves range of motion*

and much more...



The most obvious benefit shared by virtually everyone is that a full body massage makes you feel great! The stress-relieving, soothing results are enough for many to include massage as a regular part of their lives. But what of the less obvious benefits?

The first sense to develop is your sense of touch. It's not surprising when you consider that each square inch of your skin contains roughly 50 nerve endings. With as many as five million total touch receptors in your skin relaying messages on to your brain, your body's initial response to massage is to relax and de-stimulate.

Even a simple touch has been shown to lower blood pressure and reduce the heart rate. Touch can also signal the brain to produce endorphins, your body's natural pain suppressors.

Going deeper, massage can restore suppleness and strength to your muscles, improving their overall function. It's the ideal treatment for releasing tension or muscles in spasm and helps to release toxins such as lactic acid (produced by muscle tissue during exercise), as well.

Proper circulation is vital to continued health. Your blood and lymph carry nourishment to the trillions of cells throughout your body and then carry away the waste to be eliminated from the cells. Massage encourages a better exchange of nutrients at the cellular level and more thorough detoxification. Remember, the future "you" is determined by how well your army of cells regenerate themselves, so this is indeed a critical part of remaining healthy.

The nervous system is your communication network, sending messages constantly that determine proper functioning throughout your body. Stress can affect the ability of the nervous system to do its job. The many nerve endings found in the skin and muscles are soothed by massage, and this contributes to keeping your internal lines of communication open and operational.

Massage also aids in maintaining flexibility in your joints, such as the knee, hip, spine, shoulder, and neck. These joints are thoroughfares for nerves, veins and (see **Massage...** on back page)

# Massage...

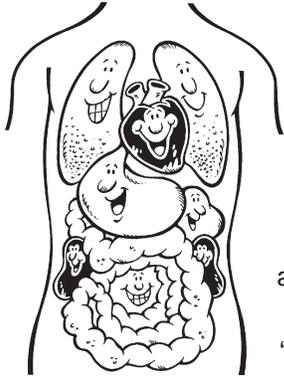
(continued from front)

arteries, so their freedom of movement allows energy and blood to flow unimpeded.

So, you can see massage does quite a bit more than just relax you and work out the kinks in a sore back. Since massage has been practiced for thousands of years and is one of the earliest known health treatments known to man, why don't you hear more about it in today's society?

In fact, massage today is rapidly growing in popularity and reputation. Besides being misunderstood, massage has had to overcome the reluctance many people have regarding physical contact. Of course, once they experience a therapeutic massage for themselves, most people are hooked.

A *Life* magazine article explored some of the research underway regarding the benefits of massage. Undertaken by the Touch Research Institute in Miami, ongoing studies are showing amazing results, as the following quotes indicate:



"... More than 50 TRI studies have shown massage to have positive effects on conditions from colic to hyperactivity to diabetes to migraines—in fact, on every malady TRI has studied thus far.

Massage, it seems, helps asthmatics breathe easier, boosts immune function in HIV-positive patients, improves autistic children's ability to concentrate, lowers anxiety in depressed adolescents ...

"... Massage can increase the lymph flow rate. It enhances immune function and lowers levels of (two) stress hormones ...

"... Field (the director of TRI) worries that Americans aren't getting enough touch ... At the TRI preschool, teachers encourage 'positive touch.' They dole out unlimited hugs, backrubs and shoulder pats ... Most of the 40 children, from six months to five years in age, get a daily 15-minute rubdown, which leaves them according to TRI research, more alert, more responsive, able to sleep more deeply ..."

As you can see, massage offers more benefits than you may have imagined. Isn't it good to know that something that feels so great can contribute to your long-term health as well? Let's work together to help you get the most from your massages—see you at your next appointment!

*The content of this newsletter is not intended to replace professional medical advice. If you're ill, please consult a physician.*

**Did you know?** ... the word *massage* comes from the French word that means "kneading," derived from the Latin word *massa*, meaning "kneaded dough"

## GIFT CERTIFICATES AVAILABLE

*A bit of fragrance always clings to the hand that gives you roses.* —CHINESE PROVERB

**The greatest compliment is a referral—thanks for your trust!**



© 2000 Massage Marketing 877.634.1010



In ad-space, "Basic" issues contain info like this; "Premium" issues allow you the option to add your own special offers here! (The same applies for the personal-message box on front page.)

**Questions? Ready to order?**  
**Call 1-877-634-1010 (toll free)**  
**Over 40 issues now available!**  
Personalize your issues right in your computer!  
**Basic issues \$10 - \$22 each**  
**Order online at:**  
**www.MassageMarketing.com**

*Ask me about my package deals!*



**Add your contact info here:**  
**Your name/business name**  
1234 Street  
City, State 98765  
**(555) 123-3030**  
**www.YourSite.com**