



NATURAL TOUCH MARKETING™ FOR THE HEALING ARTS

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Sending a newsletter is one of the best ways to market your practice. These two articles, one from marketing expert, Eileen Ryan and the other from Natural Touch Marketing staff writer, Diana Moore, offer practical tips for writing and sending client newsletters. Look for more free articles on our website which offers a wealth of resources to help you build your practice naturally.



All My Best... from Eileen Ryan's Marketing Matters Blog

For more inspiration,
join Eileen on her blog at:
www.NaturalTouchMarketing.com

7 Ways Newsletters Make You Look Good: Educating your clients, marketing your practice

Newsletters are the way people, your potential clients, expect to get their education about you and your work.

Here are seven basic ways a newsletter will support your practice:

1. Education. It's understood that if your clients see how your work positively impacts their lives then they will be more inclined to see you more often. They will be more inclined to value your work and encourage their friends to see you.
2. Proof of Caring. You know you care. Your clients need a reminder. Give them something that is of interest and use.
3. You Become the Authority. The more relevant and constant you are in your com-

munications, the more clients perceive you as a talented, well-trained problem-solver.

4. **Make Your Practice Focus Clear.** Even though your practice focuses on elder care, you still have (and enjoy) a smattering of professionals and athletes. These professionals and athletes may not be aware of the central focus of your practice. You don't want these folks to leave (not at all!) but you would like them to know about your work with the elderly. Perhaps they have a family member or friend they would send to you. Perhaps they are getting long in the tooth themselves and would be interested to know you will be there as their lifestyles change.
5. **Place to Share News.** This is a great place to share what is going on in your practice. You can talk about new CEUs you're taking and how they will benefit your clients. Report on changes in your practice (new hours, new packages, new co-workers). Tell clients what your practice is doing to support the community (donating time for fundraisers, working with Habitat for Humanity).
6. **Learn More about Your Clients.** Do your clients respond more to an emailed newsletter or a mailed one? What kind of response do you get? Positive (send me more) or negative (don't bug me)?
7. **You Look Good.** A newsletter is becoming something the general populace expects, like a business card. When people sign up to get your newsletter, whether by email or snail mail, they are using how, when and what you deliver as a way to evaluate the level of your professionalism.

Do you see that new clients spend time on your website's newsletter archive page?

What kind of information generates the most comments? Tips for self-care? Descriptions of new techniques?

This is all good stuff to know. It saves you lots of

time and money as you continue to market your massage/ bodywork practice.

When you write (or choose a pre-designed newsletter):

- ☛ Focus on what your clients need to know. They may find comfort in the fact you have done certified training. But what your clients really want to know is you can do much more effective work on their necks, that they will not have pain when they look over their shoulders before changing lanes.
- ☛ Avoid shop talk where possible. Writing "... allows the nucleus pulposus (inside the disc) to assume its central position within the annular fibers and relieve irritations on the spinal nerve ..." isn't going to make a lot of sense to most people.
- ☛ Focus on your audience. eg: You know you want to attract more professionals. So you send out a newsletter with articles about dealing with stress at work, desk stretches, two minute self-care technique, office aromatherapy and a work-related strain your work can ease. "Golly," says your ideal client, "these are helpful. I'll keep this right here on my desktop. And Mike would really be interested in this article. I'll forward this to him."
- ☛ Proofread, proofread, proofread. Then have someone else do it. Then call your fourth grade teacher and have her look it over.



Practice Building Tips

from Diana Moore's monthly articles on nurturing your practice with natural touch marketing

For new tips and tricks every month and a varied library of useful articles, visit Diana's article archive at www.NaturalTouchMarketing.com

Stay connected with a client newsletter

A valuable and natural tool for marketing your services

"Studies show that one of the main reasons why customers stop buying from a particular business is because of a lack of communication on the part of the business."
—Joe Love, www.jlmandassociates.com

Why send a newsletter?

Massage therapy is a personal service, and a newsletter is a personal communication that reinforces the relationship between you and your clients. Like other client education information, with a newsletter you are giving your clients something of value, information that can increase their understanding of what massage can do for them, and how they can better care for themselves.

This kind of marketing serves your business, but it also serves your clients in a very personal way. People want to know how your work can help reduce pain and stress or make their lives happier. They welcome information relevant to their health, their daily activities, and their passions. They want a valuable reference when they are experiencing discomfort.

A good newsletter is a professional and welcome way of having ongoing contact with your clients.

A versatile tool

A newsletter is a natural complement to your business cards, flyers and brochures. Once you create a newsletter, you can:

- ✎ Mail or email them to clients.
- ✎ Send them at least 4 times a year to your mailing list of clients.
- ✎ Send them as follow-ups to a first appoint-

ment, or include them in a welcome packet.

- ☛ Nudge busy clients to schedule by including a discount coupon, an announcement of a new service or a reminder about how easy it is to schedule an appointment.
- ☛ Post newsletters on your website.
- ☛ Send newsletters with press releases or articles when you are publicizing events or other community activities.
- ☛ Put them at your front desk or in your waiting room for people to take with them.
- ☛ Ask if you can leave a stack of newsletters in other professional offices such as naturopaths, acupuncturists and chiropractors. Other good places are health clubs, spas and salons.
- ☛ Hand newsletters out at presentations or when you are participating in an event or health fair. Encourage people who attend events to sign up for a free newsletter “subscription” to encourage a longer-term relationship.

Communicating with clients

The most important of these many uses may be giving newsletters to your established clients. Through regular contact, a good newsletter will help your clients develop a deeper understanding of the value of your work. For instance, newsletter articles expand into subjects that brochures don't have room for. They offer an opportunity for gift certificate promotionals that remind your clients that your services make a memorable gift. Good photos remind your clients what it feels like to relax.

The key word is “regular.” Send newsletters on a fixed schedule. You'll probably find that a newsletter leads naturally to more frequent scheduling and more new client referrals, which is good for you and even better for your clients.

Newsletters vs. advertising

How are newsletters different from advertising?

- ☛ Readers typically find the information in a professional newsletter more credible than ads.
- ☛ Recipients are more likely to trust someone who sends a newsletter rather than an ad.
- ☛ Sending a newsletter helps establish you as an expert and someone who stands out from the crowd. It will help you take the lead in educating your community about the benefits of what you do.
- ☛ Readers are more likely to pass on a newsletter than an ad, and is likely to be read by more than one person. When someone reads the newsletter who isn't already a client, the self-care tips, for example, may catch their attention. That person becomes much more likely to call you when in need.

Supporting your successful work with clients

People get so much benefit from your hands-on work, and feel great when they walk out of a session. How can newsletters support your work even further?

- ☛ When clients read your newsletter, it gives them another reason to feel good about you and your work.
- ☛ Newsletters give you the opportunity to send a special message, communicating your philosophy of health care, for example, or sharing tips that have made a difference for you.
- ☛ Newsletters are a gentle and professional way to remind your clients of the importance of a healthy lifestyle. The healthier their choices between sessions, the more successful your work with them will be.
- ☛ We all know regular maintenance is better than putting out fires. Infrequent clients will remember that you are there. The conversation in their heads may go something like this: “Oh yeah, that massage was really great...my back felt better than it had in weeks...I should just make that call.”

They may not consciously think about the familiarity and trust they already feel for you, but that's what you are building on — the great effort you already put into giving that client the best you have to give.

Ready-to-go newsletters save time

You can write your own newsletter or buy a newsletter compiled and designed by someone else.

Buying a ready-to-go newsletter will, of course, save you a lot of time. Natural Touch Marketing and a few other companies provide newsletters through the web for massage therapists. Read more about the Natural Touch Marketing newsletter at <http://www.naturaltouchmarketing.com/Newsletter-Intro.php>.