

Horse Business News
Class #8

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1. Marketing Materials
2. Other Important Tips
3. Practitioner Videos
4. Homework

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Please give a listen to the recording BEFORE or AS you read through this.
Then it will make much more sense!

All the sections and links are at
<http://equinenaturalmovement.com/authentic-business-8>

Password: MyBusinessRocks!

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1. MARKETING MATERIALS

The purpose of marketing materials is to market you when you're not there.

- 1) Get clients interested
- 2) Make them want to contact you right now

Continue keeping your materials conversational so your clients recognize themselves and already feel familiar with you.

Example: Use an "all about them" tagline on your business card. Ask yourself, "What does my ideal client want?" then make a brief benefit statement about that. Example -- "Closing the gap between the horse you bought and the horse you have." "Helping horse and rider understand each other better."

All marketing is a conversation. If your prospective clients are not talking back (even if only in their minds), your marketing is a dead end.

When you're in a conversation, notice what lights that person up and grabs her attention. THAT tells you what to talk about in your tagline.

Whether you're designing a business card, a brochure, or a web page, your marketing materials must fulfill three functions.

1. Hold up a mirror for your client
2. Make “learning more” a priority
3. Lead to a SINGLE next step

Marketing materials should MIRROR the client so she says, “That’s me and this is exactly what I need.”

She needs:

1. Statement/headline that helps her recognize her need
2. To know you’re on her wavelength (you speak friendly)
3. That you know what you’re doing (credentials, testimonials)
4. A structure for how your sessions work (assessment, then 5 sessions)
5. Easy and obvious contact info
6. A simple direction that compels her to take a specific next step

1) The first part is the headline at the top. This helps her know if this is what she wants. It’s a smaller version of a testimonial. You want her to read something like this...

“Structurally reinforcing goals you and your trainer have” and say, “That’s me!”

2) Explaining — Talk like a real person. No lingo, acronyms or exaggerated promises.

3) Testimonials reduce risk, establish credibility and trust. Testimonials say other people have done this and they liked the results they got.

Or you might want to use a reverse testimonial that takes someone from doubt to satisfaction. A reverse testimonial shows the process the client went through and demonstrates the TRUST that developed between the two of you when you delivered results. Once you have doubt addressed, it turns into trust.

Getting testimonials from clients. Ask them, “Before we started, what were your doubts or concerns? What changed after the series?” Best is to video them answering this question (put the horse in there behind them) and

transcribe it so it's in their words. read it to them later and ask if you got it right. You can edit it down so you have a longer and a shorter version of it.

A typical start...

“When I first heard about the Equine Natural Movement work, I ...”

“When I first heard about the Equine Natural Movement work, I was skeptical. I'd spend lots of money on different methods and didn't get lasting results. But after the series ...”

(4) Structure of series -- “First I do a 20 min. assessment to find out if the work is appropriate for your horse. The series is usually five 90min. sequential sessions.

(5) How does she reach you? Have clear contact info with phone, text, website, and area you live and work in.

(6) LEARN MORE

It's not enough for your marketing materials to create interest and credibility. They have to make follow-up a priority for her. The way to make follow-up a priority is to name the problem and the solution in your headline or tagline.

BUSINESS CARDS or WEBSITE TAGLINES like these:

- Helping horses move up a ribbon or two
- Helping horses and riders get off the performance plateau
- Removing the barrier between the horse and rider
- Giving you back the horse you thought you bought
- Structurally reinforcing goals you and your trainer have
- Creating a relationship with your horse of divine proportion

These give an explanation that matches her need with your work.

BROCHURES & WEBSITES

In this example, first you'll see the problem, then how the problem got started. The order is important because this is a place for her to say “That's

me!” followed by a “call to action” that tells her exactly what to do next.

“What did you see in your horse when you first bought her and what are you experiencing now? Every horse manages to get incidental injuries, even small ones, and upsets that in tiny ways alter the horse’s strength and flexibility. These accumulate and over time can result in subtle compensatory patterns that inhibit free movement. It’s not long before the horse that you bought and the horse that you have don’t seem to be the same animal. It doesn’t have to be this way. There is an answer and that’s what we do.

“Have you ever invested in treatments for your horse only to find that the answer is another treatment? That’s not to say those methods were wrong, It may be that they simply didn’t address change where the horse needs it, in his underlying structure. The Equine Natural Movement Series is an enduring shift in many horses. Once your horse makes this shift, other treatments may become more effective.”

Speak to the pain or problem she has. Tell her, "You didn’t do anything wrong. Horses are like this." This addresses why her horse can no longer can change leads as easily or nicks his hoof on jumps he used to fly over.

Say... “Unless we address structure and create balance and flexibility, the horse slides slowly into imbalance, inflexibility and grumpiness. The answer isn’t more lunging, more round pen, more crazy-making repetitive work that will bore your horse out of his skull. The answer is to address STRUCTURE and change body patterns that hold him back. Do that and most other problems will resolve themselves.”

(“We” is that we are part of a larger group of SI / ENM pracs. You are part of a body of work and all together, WE are the folks who do this work.)

WHAT HAPPENS NEXT?

Lead to a single next step:

If you give people five ways to take action, they'll get lost deciding which one to do and likely won't do any. Give her only one first step. Each marketing piece can have it's own call to action.

When you help your ideal client see herself in your brochure, learning MORE about what you do suddenly becomes a priority. Give her one thing (and only one) to do next after she reads your material.

- Subscribe to a newsletter or tip sheet (webpage)
- Call for a complimentary assessment (business card)
- Register for upcoming demo or clinic (brochure or flyer)
- FB friend - post friendly work-related news
- YouTube videos of owners talking about their horses
(link to your website or post on FB)

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2. OTHER IMPORTANT TIPS

* Photos — Smile!

Hands-on is nice in a photo, but more important is your face so YOU CONNECT WITH ME. Make sure your photo has life and vibrance. A good face photo makes your client have an emotional response and trust you more. “She looks friendly. I bet I could talk with her easily.”

Does your photo show who you are? Do you look friendly? (I'd take friendly over professional any day.) Have someone follow you around for 20 minutes and just click away while you do things with animals or visit your garden or play with kids. You'll get good shots that way. Make it fun. And get a few shots of you looking straight into the camera, calmly and centered.

* Don't Talk Over their Heads

Don't write marketing materials for people (like us) who already know a lot. The reader has to know you are trained in what you do, but she doesn't need or want to know HOW YOU DO IT. Don't lecture -- explaining

technical stuff is boring to everyone. Acupuncture? Chiropractic? Do I need to know how they work or that they do work? I don't know how pilates works but in 30 days it took 2" off my waist.

Answer this question:

Do you work on horses who have issues like mine?

Do you get results?

You don't have to be an expert to know something works. We just need to give the rudimentary outline of it, focusing on the results, for people to feel more comfortable.

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3. PRACTITIONER WEBSITES & VIDEOS

Lauren Gee in CO

<http://instillharmony.com/horses/>

Bobbi Jackson in session

<https://www.youtube.com/watch?v=Kwwx9-pOZ3A>

<http://www.youtube.com/watch?v=IDLs8ObWbrM&feature=related>

notice how comfortable the client is when she's with her horse

Jodie Sinclair in MA (testimonials)

<http://www.youtube.com/watch?v=qmBd9zB8sgU>

<http://www.youtube.com/watch?v=r6O9NKZVWew>

Joachim Creten in CA, with movement analysis

<https://www.youtube.com/watch?v=QTG11uDEZEU>

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4. HOMEWORK

A) Collect a few samples of each of the following and, using the above approach, describe if they are effective or not and why. (1-2 sentences) Be sure at least two of them are effective.

Business card

Brochure

Newspaper or magazine ad

Website (single page)

Include links or photos so I can see a few of what you are critiquing.

B) Start looking at all marketing materials with an educated eye, asking:
Would this make me want to sign up or call them?
What action does this ad compel me to take or not take?
Do I want to connect with this person, buy this, donate?
Figure out why the ineffective ones don't encourage connection.

C) Write your own tagline. Send five examples of phrases that would light your clients up.

D) Take more photos that show your sparkling personality. Over time you will use plenty so get in the habit of taking them often. Bring your camera everywhere.

E) Send this in a separate email:

Outline what you want on your brochure. Just an outline at this point. We'll go deeper on content after you do the homework. Include your testimonials and your bio. Be creative and adventurous, also feel free to pirate from good ones.

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