

LESSON TEN

Ten Ways to Promote Your Business

List of all assignments completed

Congratulations, You Did It!

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1. TEN WAYS TO PROMOTE YOUR BUSINESS

1. Your appearance -- Look like what you're worth. Clothes appropriate, clean car, notebook, handouts, be organized and professional

2. Handouts -- Educating folks after you've spoken with them.

3. Contact 3 old clients & see how they and their horses are doing.
(a) brings you new work, they often have new horses or a new barn

(b) ask what they most valued about your work so you get to see what gave them the greatest benefit. They often want you to know.

(c) how is horse doing since completing the series? This is a great question because it relates that horse's ongoing improvement to the work you did together. The "integration" part of Structural Integration implies that there is a time following the sessions wherein the work continues to change and benefit the body.

4. Referrals -- who gives them? Appreciation list, give gifts from simple thank yous to fresh flowers, take her to lunch, spring a free session on a good referral source. Make them know how much you value their love of your work. No one gets too many thank yous.

5. Planning your marketing -- Annual calendar

Book a talk every month or two. It really helps. You become a better speaker and those who see you talk begin to recognize you as a professional who is appreciated by others for your knowledge.

Horse events & shows (go backwards from dates to prep for shows)

Active club membership, and/or volunteer (help setup shows, etc)

Like to write? Write an article every other month and submit it to other newsletters, websites, newspapers. You can even do PR releases to the newspaper saying you just did something cool.

6. Written goals - how many new clients this month? Write it down.

10 minutes daily visualizing relationship with ideal client

Remind yourself what you do that they value

Go out and have active conversations with horse owners

7. Use your surveys, do good followup after the series is done.

Look at your before and after intakes and surveys and turn them into numbers so you can say that you are pretty good at specific ways of improvement

8. Newsletter -- Send out quarterly: Short article, testimonial with happy owner and horse photo, travel schedule?, contact info, website. You may want to recommend another horse professional. Blogs work fine for this if you collect emails. Print on card stock, send unfolded. They will keep them!

9. Practice saying what you do -- Tell 5 people you want more clients.

Who do they know? It does work!

10. Take good care of yourself. Be an example of living to your fullest potential. Balanced life, energy & vitality, read & educate yourself, be prepared for weather, eat quality food that's good for you, have wonderful un-gossipy relationships, take pleasure

(vacation, even short ones) for yourself so you're not all about work.
Be good to yourself.

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CONGRATULATIONS, YOU DID IT!

Last Session! Congratulations on making it all the way through. If you use all the methods we covered in this class, I am confident you will have thriving and joyful practices in short order.

Once I have all your homework, I will mark that you've completed this class. If you get your video testimonial up on YouTube, you get extra credit.

1. Identified your ideal client
2. Identified your gremlins
3. Survey, 3 testimonials
4. Photos for flyers and bio
5. A ride-along (who and date)
6. Speaking engagement (date and group name)
7. Article written and submitted
8. Booked five new clients
(clients you've worked with since this class started)
9. Brochure and business card (pdf file or mail to me)
10. Website (send URL)
11. Flyer (send as pdf file)
12. Video testimonial posted on YouTube (extra credit!)

Once you've done all this, keep doing it again and again. Practice and develop your talents. If you liked writing, write LOTS more articles. If you like speaking, book yourself to talk every month or two. Strike up conversations and draw people out so they shine and be generous with compliments to others.

People will really see you as an expert -- and you are an expert! Network and develop relationships with other professionals. Don't stand on the sidelines in awe of them. You know more about this topic than anyone in your area.

Remember you can email me anytime to help you with talking points for presentations, give you feedback on print materials and tidy up an article. I'm glad to help and sincerely want you to succeed. And do keep in touch with the others in your class. Likewise, we ALL want you to be the best you can possibly be.

warmly,
Jacqueline