

Ten Ways to Promote Your Business

1. Your appearance -- look like what you're worth, clothes, clean car organized and professional
2. Handouts -- Educating folks after you've spoken with them
Logo, byline, content, photos, testimonials, contact
Get feedback
3. Contact 3 old clients & see how they are doing
 - (a) gets you new work
 - (b) ask what they most valued about your work
 - (c) how is horse doing since completing the series?-- relates ongoing improvement to you
4. Referrals -- who gives them? Appreciation list
Don't do tit for tat (25% 90% clients from one source)
Pauline knows I want her to do well, exchange positive energy
Weekly good will list encourages support
No one gets too many thank yous!
5. Planning your marketing -- Annual calendar to keep you in public eye
Monthly talk 10 min at mtg (vets + chiros do this)
Horse events & shows (go backwards to prep for shows)
(January flyer)-- "Showing at Devonwood in June? This is the time to take your horse through a Structural Integration series so you are ready ahead of time."
Articles - other newsletters, websites, newspapers (news, not adv)
"5 reasons for EqNatMove & 2 reasons not to"
(choppy stride yes, acute injury no)
People see/hear your name repeatedly = moves them to action
What club can you join & be active in to show your professionalism and commitment?
Active club membership volunteering shows commitment
Volunteer prudently - rescues, donations (more time early on)
6. Written goals - # new clients this month
10 minutes daily visualizing relationship with ideal client
Imagine how that happens -- what you did to get that
Remind yourself what you do that they value
Active conversations with horse owners
"I'm just finishing up the series with 2 horses and am looking for

2 more clients. Know anyone who might be interested?"
clients will ask themselves. I enjoy putting people together.
(selling Teri to neighbor who mentioned it 6 months earlier)

These are your wishes straight into God's cupped ear. What do you want?

7. Use surveys, followup, make %ages of improvement
4" added stride length
8. Newsletter -- Article, testimonial, travel schedule, contact info, web presence, blogs work fine, add funny story
print on card stock, costs more to mail (no one will throw it away)
email regularly but once a year, send by mail
always turns into series newsletter signup, ask to put them on
9. Practice saying what you do -- Tell 5 people you want more clients.
Who do they know?
10. Take good care of yourself.
Be an example of living to your fullest potential.
Balanced life, energy & vitality (Brenda's manicures)
Read & educate yourself every day
Be prepared for weather (long sleeve white shirt prevents sunburn,
Joseph's duffel bag & horse snot)
Quality diet for stamina and clear thinking
Good relationships (no gossip, island life, ride yourself hard on that)
Take pleasure

Notes:

I give plenty of homework = 2 stars if you did it all
You'll find something you latch on to (articles, blog, referral support,
good positive conversations, vision of your practice)
Gremlins -- getting out of bed takes courage!
Mutual support - keep in touch
I want you to become as incredible as I know you to be

I will send out homework list, a dozen things. Extra credit for video testimonial (check off any one large or two small items on list).

I enjoy working with you. Marvelous maturation, how you've each challenged yourselves and become better people for it.