

how to get

# ENDLESS 'word of mouth' REFERRALS

**Harness The Power Of Joint Ventures To  
Get More Referrals And Build A Thriving  
Massage Therapy Practice Faster And Easier**

Includes Step-By-Step Action Plan And Easy-To-Use,  
'Fill-In-The-Blanks', Marketing Tool Templates

mickey wong

Massage Marketing Success™

*"Makes Your Practice Successful and Your Life Richer"*

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

## How To Get Endless 'Word Of Mouth' Referrals

**Harness The Power Of Joint Ventures To Get More Referrals And  
Build A Thriving Massage Therapy Practice Faster And Easier**



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## ***About The Author***



Mickey Wong is a Marketing and Internet Consultant, Direct Response Copywriter, Web Designer, Trainer, Author and owner of ProfitRoom Marketing – a consultancy and information product business.

Mickey is an expert in high-profit, low-cost, direct response marketing. Since 1998, he's worked with solo entrepreneurs to multi-million pound companies in various industries to help them succeed, grow and prosper.

Born with an entrepreneurial spirit, he's been a student of marketing since an early age. Mickey's early tastes of being an entrepreneur included selling T-shirts in school and software for a popular games console, which proved enormously successful.

A slight "detour" later in Mickey's life took him into Fashion Design. A year into his degree course, Mickey faced a life changing decision – to continue with his studies or to help his family restaurant business after his father fell seriously ill.

So, in 1994, Mickey undertook the biggest challenge of his life – to take the helm of his family's restaurant business... only to discover it was on the brink of bankruptcy.

Nonetheless, he jumped in with both feet, applied the marketing knowledge he'd accumulated over the years, and brought the business back into profit within a year. The following year, Mickey tripled turnover and the restaurant received a nomination for the prestigious Carlton London Restaurant Awards.

In 1998, Mickey discovered the Internet. He quickly realised the potential of the Internet as a powerful marketing medium. So, for the next 12 months, Mickey immersed himself in Web design, e-commerce and Internet marketing.

Some of his marketing, Internet and copywriting successes included:

- One ad generated over 1,500 responses in 9 days.
- Another ad delivered over £5,300 in sales within a week.
- One website achieved a 40% visitor-to-customer conversion rate, establishing a 5-figure monthly turnover within the first 3 months.
- Another website generated over £6,000 in sales the first week, and a daily stream of enquiries and mailing list subscribers.
- A website and sales letter achieved an impressive 63% sign-up rate.

Companies who have done business with Mickey include Samsung Electronics, easyJet, TelStar Music Group, BBC, Body Massage Shop, PMA Solutions, Cliff Richard Organisation, George Wimpey, Direct Group Of Companies, Champion Travel, Pharmaceuticals Direct, Internet Marketing Center.

In 2003, massage therapy successfully treated Mickey's back pain. After talking to therapists, he discovered a serious lack of marketing education for those involved in the industry.

So he set up Massage Marketing Success™ with the goal of helping therapists succeed faster and easier, without the headaches and frustrations normally associated with building a thriving practice.

And Mickey's '15 minutes of fame'? His 'acting debut' in James Bond's "*Die Another Day*". He's the wheelchair-bound patient in the explosive hospital scene... just don't blink or you could miss him! Perhaps that should be '2 seconds of fame'!

## ***Introduction***

*“Welcome!”*

Let me start by thanking you for investing in this book – *“How To Get Endless ‘Word Of Mouth’ Referrals”*.

This is a positive step you’ve taken to build a profitable, thriving practice – as you’ll see in the weeks and months to come when you apply what you learn here.

Now, I’ve written this “How To” guide to ensure your success. You see, it doesn't matter who you are, what background you have, how little you know about marketing, or what country you’re from. None of this matters.

Why?

Because, firstly, there are several chapters before you get to the main topic of this book – how to get endless referrals using Joint Venture Marketing. This is intentional. I didn’t want you to learn just about Joint Venture Marketing... and then leave you to figure out other important aspects of marketing for yourself.

These are essential strategies you must know about, so you’re fully prepared when you come to use Joint Ventures.

Let me put it another way...

Imagine this, you’ve won the lottery and you’ve bought yourself your dream car. You’re at the car dealership and the salesperson hands you the keys. You open the door and jump in. Can you smell that, the smell of a new car? I love that smell!

Anyway, you make yourself comfortable in those luxurious leather seats. You slide the key into the ignition, give it a turn, and the engine starts. You’re raring to go!

But wait! There's something missing. What is it?

Oh yes, you don't know how to drive. Oops, no licence! What a bummer!

The moral of the story is...

Much like buying your dream car – but not being able to take full advantage of it because you don't know how to drive – using Joint Ventures to generate referrals is pointless unless you know what to do with them.

Believe me, Joint Ventures can deliver more clients and bookings than you can imagine. However, if you're not prepared – if you don't know how to convert prospects into paying clients – then you'll waste your time, money and effort advertising and marketing.

Joint Ventures alone will not make you successful. It's a combination of everything you're about to learn that will bring success.

So, if you want the full picture, then you're going to have to stick to it and see the book all the way through. Start at Chapter 1 and keep going. Trust me, you'll thank me later!

Secondly, each chapter is written to ensure you know WHAT to do, WHY you're doing it and, more importantly, HOW to do it. At each stage, I give you complete illustrated examples so you can see exactly what you should be doing.

When you apply these strategies together, you'll find it easier to increase potential clients. And you'll know how to turn them into paying clients and repeat bookings.

If you're currently studying or newly qualified, you'll gain a solid foundation to build your practice from.

So, by the time you finish this book, you'll know how to:

1. Generate a constant stream of prospects, clients and bookings.
2. Convert one-shot clients into loyal, repeat clients who book you again and again.
3. And increase the profit of every appointment you get.

Above all, you'll have a skill you'll benefit from for life. I know you'll find this both exciting and rewarding.

So, enjoy the journey!

**Mickey Wong**

Massage Marketing Success™

*"Makes Your Practice Successful and Your Life Richer"*

## ***How To Get The Most Out Of This Book***

Here's how I normally read a new book like this...

Excitedly... I read, read, read. Make coffee. Read, read, read. Go to the bathroom. Read, read, read. More coffee. Read, read, read. Have something to eat (quickly). Read, read, read... done!

You know, that's a horrible way to learn (my enthusiasm and desire to learn something new completely takes over me. It's like I'm possessed!).

So here's my tip to you (and a mental note to myself!)...

... slow down.

Read one topic. Then, think how you can apply it. Sit back and think about it. Go over it in your head – over and over... how to use the strategy in your business... how to profit from it.

That's how you learn. Slow down. It's not a race. Absorb as much of the information as possible. Think about it. Then apply it.

Also, have a highlighter, pen and notepad beside you as you read each chapter. Use them to jot down your ideas. Write down any and every idea that comes to you – don't let those moments of inspiration get away!

Underline important parts as you read. Think about each of the ideas and topics presented. Listen to both your mind and your heart. Let each idea inspire you. Add your own notes and ideas.

I promise you, you'll get lots of great inspiration and ideas as you go along. And don't think, "*That won't work.*" Instead, ask yourself, "*How can I make this work for me?*"

Also, as you cover the topics before Joint Venture Marketing, you may come across some you might have already heard about before. However, don't let the three most dangerous words in the English language – "*I Know That*" – shut out this information.

Keep your mind open to possibilities because just one idea can have a profound impact on your business – and your life.

When you use the templates, replace the fields between {} with your own details.

Above all, TAKE ACTION to turn this book into profit! Taking consistent action is the difference between a wish and a goal.

A 'wish' is something nice to have... if it isn't too difficult to get. Whereas a 'goal' is something you choose to act upon daily to achieve, with a plan and a commitment – no matter what!

You have here in front of you the information to build, grow and prosper from a thriving practice. So choose to use it to make this year better for yourself and for others.

Okay, enough of the pep talk!

Just one final piece of advice...

Print out this book and put it in a 3-ring binder. There's simply too much here to learn by reading off your monitor screen. And you'll have more success learning a serious subject when you're relaxed and comfortable. So please work with a printed version of this book.

Okay, if you're relaxed and ready, let's begin...

# Chapter 1

## What Business You're Really In

*“Without promotion something terrible happens.  
Nothing!”*

– P.T. Barnum

Take a few seconds and answer the following question...

*“What business are you in?”*

What's your answer? Complementary health? Complementary and alternative medicine? Massage therapy?

This is important and the answer might surprise you.

If your answer was one of them, or anything close, you're limiting your ability to be as successful as you'd really like to be.

The actual answer to what I just asked you is...

Whatever business you might think you're in, you're really in a marketing business.

Fact is, your skills and services alone aren't enough to make you money. Of course they're important. And you wouldn't have a business without them. But they're not enough.

Your success ultimately comes down to one thing and one thing only. Marketing. And not just any marketing, but effective and consistent marketing.

Marketing makes all the difference, more than any other business skill, because every penny of your income depends on it. Today, more than ever, you need this skill to survive and succeed.

You don't need me to tell you that if you can't sell your treatments you won't stay in business very long. Or, if you can only get a fraction of the clients and bookings you know you should be getting, your business life will be miserable and unfulfilling.

But, when marketing is as natural to you as breathing, you can build a successful practice faster and easier – with less expense, less headaches and less 'hair-pulling' frustrations!

In fact, it doesn't matter what product or service one sells, and no matter in what industry, it all comes down to marketing at the end of the day. That's the difference between success and failure.

You could be the best therapist in the World. But, without effective and consistent marketing, your business will fail. There's no gentle way to say that.

Let me give you an example from one of my 'past lives'.

When I took over my family's restaurant business, it was in serious financial trouble. It was in so much debt, it was on the brink of bankruptcy. There just weren't enough customers to cover the mountain of unpaid bills, overheads and staff costs.

Was this lack of customers because of the quality of the food? No. The chefs were 'poached' from award-winning London restaurants when my father started the business.

Was it down to poor customer service then?

Again, no, because the managers and waiting staff were all handpicked for their excellent knowledge and service.

How about the décor and atmosphere then?

Again, no, because my father spent a fortune on the interior – marble flooring and an impressive crystal chandelier in the reception, an indoor fish pond filled with expensive Japanese Koi, an exotic marine fish tank spanning the entire length of one wall, crystal wine glasses, chairs imported from Hong Kong (so comfortable, we had the odd customer falling asleep in them – I'm not kidding!)... I could go on but I think you get the picture!

Well, how about the location then? Well, frankly, it wasn't the best – but it was still good.

So, what was the root of my father's financial problems?

I'm sure you can guess by now. It was all down to marketing. Or, should I say, the lack of it.

You see, he came from the school of thought that if he provided great food, good wine, attentive service and a luxurious restaurant, people would come. But they didn't. Well, not in the numbers he needed to make the business a profitable success.

Like so many other business owners with a failing, debt-ridden business, it eventually took its' toll on my father's health. So, that's when the eldest son (yours truly) stepped in.

I couldn't cook. I didn't know much about the restaurant business. But I knew marketing.

Fast-forward a year after I take over the business and we're in profit. Fully-booked almost every weekday – always at the weekend guaranteed. What's more, we received a nomination for a prestigious London restaurant award – despite being located outside of London!

The point is, that's an example of the power of marketing.

We later sold the restaurant so my parents could retire and I could pursue other interests. They did for about a couple of years.

But then they got 'itchy feet'... and started a new one! Oh well. At least they know what to focus on this time round.

So just remember, the only thing to ensure your business survival, growth and prosperity is effective and consistent marketing.

I'm assuming here, of course, that you're providing a quality service in the first place! Because no amount of marketing will bring you long term success if your service is not up to scratch to begin with. It may bring in clients to begin with. But, they won't return for more.

Now, I realise you might not like 'selling' – imposing on people. The good news is you don't need to. And marketing is not about 'in your face' selling anyway.

When you use the right marketing, people will come to you... eager to find out more... eager to book treatments... and eager to return for more. And, you'll learn how to do this in this book.

Think of marketing as an investment, not an expense. You recoup your investment (and more) when marketing brings in business.

And marketing is not optional. It's much like having a massage table or chair, a computer, or filing your tax return. These are necessities of your business... and so is marketing. If you want your practice to thrive, you must create a steady stream of leads and turn prospects into clients. Marketing does just that.

Yes, I know marketing takes up time. However, there's no getting away from it. It must be done.

Consider creating a marketing plan. It doesn't have to be complicated. Just choose a handful of marketing strategies you're comfortable with - ones that work with, rather than against, your time limitations. For everyone, there are marketing techniques and strategies that fit your personality and circumstances.

And do some marketing every day. Incorporate several small marketing steps into your regular schedule and you can enjoy results with relatively little trouble or effort. Every little bit counts.

Above all, marketing can be fun!

So now you know what business you're really in. Approach it with this attitude and you'll find achieving your goals will be faster and easier.

If you take nothing else away from reading this book, except this attitude to your business, you'll already be one big step towards achieving success.

It's one of the fundamental secrets to business... make sure you provide a quality service or product (it doesn't have to be the best) and the rest is all about marketing.

## ***Chapter 2***

### ***Lifetime Value Of Clients***

Most businesses have no idea what the lifetime value of a customer or client (LVC) means. Therapists are no exception. Or, if they do, they don't know how to calculate this crucial figure.

Worse yet, they don't even have the slightest clue of how to use this extremely powerful concept to increase their profits.

So, I'm going to explain LVC to you, how to work out this crucial number, and why this is so important to your success.

Firstly, the definition of the lifetime value of a client is this...

LVC = the amount of profit you make from your client during the lifetime of your relationship with them.

Now, let's work out your LVC and then I'll explain why it's important to your success.

#### ***How To Work Out Your LVC***

Here's what you need to know to work out your LVC:

- How much you get paid for the average treatment.
- How many times a year the average client books a treatment.
- How many years this average client stays with you.
- Your average profit margin.

Multiply those four numbers together and you've got your LVC.

Don't worry if you don't have the exact numbers – it's okay to make a good estimate. You see, knowing the LVC is so important, even having a close estimate will give you a guideline to use. However, be conservative with your numbers if you need to estimate.

So let's have a look at an example...

Let's say a client has a treatment once every month – 12 treatments a year – and it costs her £20 each time.

Let's also say she remains your client for 3 years and the profit margin is 75%. (You'll know what your average client lifetime and profit margin are. They could be less or more.)

Now multiply these four numbers and you have the lifetime value of an average client.

$$£20 \times 12 \times 3 \times 75\% = £540$$

That's how much profit your average client is worth in this example.

Here's where it gets interesting...

If you manage to get your clients to have longer treatments, or a combination of treatments, or increase the frequency of treatments, the lifetime value goes up.

So let's say she opts for longer treatments each time, costing her £30, and increases the number of treatments from 12 a year to 18. Her lifetime value goes up to £1,215 (£30 x 18 x 3 x 75%).

Imagine 100 clients like her. That's an income of £121,500 over 3 years... or £40,500 a year!

It's not difficult to increase the amount a client spends with you. Nor is it difficult to increase the number of visits. I'll show you

how later. And, don't forget times when clients buy gift certificates. Those occasions also increase the lifetime value.

### ***Why LVC Is Important To Your Success***

Okay, here's why lifetime value is so important and how you can use it to increase clients, appointments and your income.

Knowing this value is important for one major reason. When you know how much profit a client is worth to you, you know how much money you can afford to spend to find them.

How much you spend to get clients is called the '*cost of client acquisition*' (that's the fancy name!).

What's significant about selling most services is that the amount you can spend to get clients can be relatively high. This is good because it means you can afford to spend more to get clients. The result is a sharp increase in the number of appointments you get.

You see, traditionally, sales and marketing techniques only look at the profit or loss on the first sale. For your therapy business, this is the wrong approach to follow.

Unlike product-based businesses – where it's a one-time sale and then that's it – you, as a service business, sell repeatedly to your clients... over and over again.

So as a service provider, making a profit on the first sale isn't important. It's not the main thing you should be concerned about.

What you should be focusing on is not how much you make but, instead, on getting the client in the first place. This is the most important and hardest task you face after all.

However, knowing the LVC makes it very easy for you to get clients. Simply because you can afford to spend more to get them!

Let's say you run an ad in a newspaper. It costs £500. You get 5 clients and appointments at £30 each. Your income ( $5 \times £30 = £150$ ) doesn't even cover the cost of the ad.

Now most therapists would consider this a failure. But it's not.

Here's why: if you know every client you get is worth an average lifetime value of £540 profit (based on the earlier example), you've actually just invested £100 per client ( $£500/5$  bookings) to get a £540 return.

In other words, you've invested £100 now for a future profit of £540. For the 5 clients, that's a future total profit of £2,700. Your ad, that seemed to have lost you money, is actually going to give you a return on investment (ROI) of over 5 times.

That's pretty good by anyone's standards. I don't know about you, but I'll take as many new clients like that as you can find me!

This is the most powerful, but intangible, aspect of lifetime value. Can you see how it affects your marketing perspective? Once you realise clients are actually an ongoing revenue source – rather than a one-shot sale – you can shift your marketing focus.

Instead of the constant struggle to keep getting more and more new clients, you can now begin concentrating on keeping your existing clients longer and selling to them more often.

In fact, you can actually increase your earnings several times without ever increasing your client base.

Regardless of what you may have heard in the past, there are only three ways to increase your revenue:

1. Get more clients.
2. Get existing clients to spend more each time.
3. Get existing clients to spend more often.

Getting more clients is the most expensive and time-consuming to do. Whereas options 2 and 3 are simple and easier. I'll show you how in the following chapters.

With this new understanding of LVC, you can afford to spend more than you thought to gain new clients.

You can make much stronger, more attractive offers to get clients today who will contribute to your income tomorrow. As long as your cash flow can support it, you can invest more in the beginning to take larger profits later on down the road.

For example, think of how many more clients you would get if you offered free flights to European or US cities to each new client. Wouldn't this make your offer more attractive and set you apart from other therapists?

An incentive like this adds value to your offer, yet doesn't cost much to do. There are various companies that provide businesses with incentives like this for marketing purposes, such as...

Eurocom Marketing

<http://www.abcvouchers.com>

Travel Saver

<http://www.lasvegascomps.com>

With these companies, you can get paper certificates or vouchers to give to clients, or ones where people can download from their website.

The initial investment is worth it when you consider the lifetime value of your clients. If you hadn't understood LVC, you'd get discouraged over the response from your marketing and stop advertising... something that most therapists do.

In fact, this happens not only to therapists, but also to businesses. They run an ad or marketing campaign and, when it doesn't

deliver instant response (instant profit), they quit advertising... and eventually go out of business. Happens everyday.

What you've got to remember is, the first sale means absolutely nothing... unless you're planning to go out of business next week! You'll recoup your investment and make maximum profit from the re-bookings to follow.

Some of the biggest department stores in the World have been using a technique called the 'loss leader' for decades.

This 'loss leader' attracts customers because the store is willing to sell a product below cost just to get them in the door.

They know customers will usually buy more products once inside because they count on them picking up a few other things "*while I'm here*". And they count on the customer returning again in the future.

So they're willing to sell one product below cost – and lose profits on the first sale – just to attract shoppers and get them in.

The good news is, this will work for you too.

Even better for you, you're selling a service where clients return time and time again. If you treat them well, they'll return regularly – and that's where you'll make maximum profits.

Knowing your LVC means you can afford to add extra value in the form of free gifts and incentives, such as longer treatments, additional treatments, and so on, to win new clients and keep existing ones loyal and coming back for more.

Here's an example of what I mean...

### Case Study

I knew the LVC of my customers when I had my restaurant. It was pretty high because we catered to medium to high-income earners. So, on Chinese New Year, we gave away gold-plated coins in luxury presentation boxes to our customers.

We also provided free entertainment in the form of a traditional Chinese lion dance, and firecrackers that were dangle out of a first-floor window all the way to the ground below and lit. What a deafening noise! And a real traffic-stopper because traffic would literally stop outside to see what the heck was going on!

Customers were delighted with these unexpected free gifts. Who wouldn't? Our competitors didn't do this. So, it became a talking point with friends, family and colleagues.

And, since each coin was from a set of twelve – for 12 animals in the Chinese Zodiac – they would make a point each year to book a table to get the next coin in the series!

When we started doing this, we were fully booked the following Chinese New Year. We had to turn people away because we could only accommodate about 100 people.

If it's one thing I hate, it's disappointing people. So, for the following year, we extended the celebrations for two more days... and they were all fully booked as well!

Amazing how one little coin, a paper lion and a few firecrackers could generate so much new and repeat business!

When you increase the amount you can spend to get clients, what you're doing is increasing response to your marketing. More leads mean more clients, more bookings, and more income.

### Case Study

Another business that knows the lifetime value of their customers is Viking Direct, the business stationary suppliers.

Every month I get their email of special offers. And every time they offer free gifts with your order.

Their most recent one offered a free radio. Also, if you bought one of their multi-purpose machines (print, fax, scan and photocopy), you'd get a free PlayStation games console, or a free grill with an order of presentation binders.

They know people buying the multi-purpose machine (and presentation binders) will need, amongst other things, paper and ink refills – consumable, repeat products. So, guess who they'll order these from? Yep, from Viking.

They probably break-even or lose money on the first sale. But they don't mind because they know customers will be back to re-order. That's where they make their profits – in backend sales.

It's all about return on investment – not what it costs you. That's why you might have heard before, "*marketing is an investment*". It's true... it's not an expense, it's an investment.

Clearly it takes you time to generate this profit (i.e. over the lifetime of the relationship between you and your client). So the key is to keep accurate records and to keep an eye on your cash flow.

However, if you approach your marketing this way, you'll grow your practice to levels you only dreamed about. When you're sensible, you'll have a powerful prospect and client generating strategy... one your competitors can't hope to compete with because they don't understand LVC and what you're doing!

## **Chapter 3**

### ***“The Money’s In The List”***

If you’ve been on the Internet for some time, you may have come across this phrase before. If you haven’t, ‘the list’ refers to your mailing list. And it’s your most valuable and profitable asset in your business – whether it’s off-line or on the Internet.

However, the common mistake most therapists – and most businesses for that matter – make when they do marketing is trying to get the sale there and then. Whether it’s from an ad, a brochure, leaflet, website, email, etc.

Ultimately, you want to get appointments from your advertising. But, most of the time, it’s too early in the marketing process to make that happen.

When people see your marketing for the first time, the first thing you want them to do is to identify themselves as potential clients. You want to get them to put their hands up and say, *“Yes, I’m interested, tell me more.”* Then you need to turn the anonymous prospect into a name and contact details (e.g. email address).

The fact is, most people aren’t going to book you immediately after seeing your advertising. Because of this, you must identify your prospects so you can follow up with them – to build and nurture a relationship.

Research has shown that it can take up to 7 exposures to your marketing before a prospect takes action. They may decide to book you after the second time they hear from you. Or after the fourth or seventh time. You simply don’t know when it’ll be.

This means you need to keep in touch, provide more information, ask questions, and build trust and credibility. You can only do this when they’re on your mailing list.

Here's what else you can do with your list:

### **1. Sell your treatments and services.**

You already know that finding new prospects can be costly. However, those on your mailing list have already seen your marketing. You've already established trust and credibility with them. They like you. So selling to them is easier and more profitable.

### **2. Promote "client only" special offers.**

You can make special offers that only clients get. This makes people feel special, like a "VIP".

Everyone likes to feel like they're getting special treatment. So, you can make a point of this when you ask people to join your mailing list – turn it into a selling point. And, when you offer them special deals not normally available to the general public, they stay with you longer. It builds loyalty.

### **3. Keep in touch with your clients regularly.**

You've probably heard the saying, "*out of sight, out of mind*". Keeping in touch keeps you in the minds of those on your mailing list. You should contact them at least once a month to insure they remain your clients.

People may not need your services right now. However, they may do later. By keeping in touch, and staying on people's minds, you'll be the first person they call when they do need your services.

Regular contact with your list doesn't necessary mean selling your treatments every time. It could be as simple as a quick "thank you" note, or a brief email to see how they are, or some article or resource you came across they might find interesting. Small gestures like these can go a long way to developing a solid relationship and build loyalty.

#### 4. Promote other businesses, even other therapists.

This may sound odd to you. But it's not. You see, as well as promoting your own services, you can also promote services and products from other people and businesses.

You can arrange special discounts and offers not normally available to the general public, and let your mailing list know about them. They'll value you more because you're bringing extra value to the relationship.

At the same time, these special arrangements can bring you extra income through commissions. This is one form of Joint Venture Marketing, which we'll get into later.

Here are a couple of examples showing how "bricks and mortar" businesses use their mailing lists to build relationships and get repeat business from customers...

#### **Case Study**

The owner of a local barbershop started asking every customer for an email address. He didn't even offer an incentive or any reason for wanting his customers' email. He just asked for it.

His existing customers knew him, and trusted him enough, that they didn't even think about it. They just gave it to him.

So the barber built his list. Now what is a barber going to do with a bunch of email addresses?

The first thing he did was simply start tracking when the customer was in and when they should be about ready for another haircut. On the appointed date, he would send them an email that went something like this:

*Continued...*

### Case Study (continued...)

*"Hi Tom,*

*I notice it's been about a month since you've been in to see me. Just in case you're starting to look a little shaggy, I thought you might want to make an appointment.*

*For the next couple of days, I have the following times open. Just email me back with your choice, and I'll be expecting you then."*

As a result, his vacancy rate went to almost zero instantly. But it doesn't end there. This enterprising barber, seeing how well that worked, decided he needed a website.

On the site, he offered some hair care tips and a special entertainment section he called, "*Stories from the Barber Chair*". This is a collection of short stories and jokes, the kind you'd expect to hear when locals gather at the barbershop.

He also offered an online booking form that let people make their own appointment for their next hair cut. The barber made sure to email each customer the day before their appointment to remind them.

What this barber had done was build an online relationship with his customers. He developed his own Unique Selling Proposition (USP) by making himself different from his competition. This gave people a reason to do business with him over any alternative.

People who were not his customers soon heard about him and became part of his online family and, of course, became his customer.

As you can see, there are many good reasons why you must have your own mailing list. The main one being that it's easier, quicker and cheaper to get clients and appointments.

### ***How To Build Your Mailing List***

Your list won't grow at a consistent and profitable rate if you build it half-heartedly – only when you feel like it.

Like anything worth doing, it requires effort. And, you should put just as much effort into 'selling' it – getting people to join your mailing list – as you do for your treatments.

In this day and age, we're constantly asked by practically every business and website we visit to join their mailing list.

In general, people won't give you their contact details unless there's something in it for them. Especially on the Internet.

People are tuned into one station, and one station only – 'WIIFM'... "*What's In It For Me?*"

Simply saying, "*Sign up for my free newsletter*" doesn't work any more. It hasn't worked for years. Yet, many marketers still use it and think it will work.

You need to sell people on the idea of giving you their email address. No one wants to give their address to yet another marketer, especially with the overwhelming amount of Spam that clogs up our in-boxes. You must use salesmanship to overcome their perfectly understandable reluctance.

By the way, you can ask for more contact details such as their address, telephone number, etc. However, the more information you ask for, the less chance you'll get it.

People who don't know you are less willing to give out their personal details. I'm sure you can understand why. You give

your details to some business or company. Then, you start getting mail from them. That's okay because you're interested in their products or services and you asked to hear from them.

But then you start getting mail from other parties you didn't ask to hear from. How did that happen? Simple. Your details were sold, and now you're on someone else's mailing list... without your permission. This happens all too often.

When you get permission from people to send them mail, this is known as 'permission-based marketing'. On the Internet, it's called 'opt-in'.

You need to give people a reason to join your mailing list. Give them an incentive – bribe them!

*“If you give me your name and email address,  
I'll give you something you want.”*

What do people want? Something for “FREE”.

You see it on most websites...

*“Give us your name and email address and we'll send  
you our free report on stock market investing.”*

*“Give us your name and email address and we'll send  
you a free chapter of our new e-book.”*

*“Give us your name and email address to download  
a free trial version of our software.”*

One of the most popular searches on Internet search engines for several years running was the simple word 'free'.

People have been conditioned to expect free stuff online, especially when it comes to information. They always want something for free.

So, you can leverage off this fact to your benefit. If people want free stuff, give it to them!

And this isn't happening just on websites. Businesses advertising on TV, in newspapers and magazines are doing it too. In this instance, you're usually asked to call a free phone number, or send off for their free report, information pack or brochure.

So your prospect 'opts in' and you get what you want... a prospect to follow up on. Email is now the most common way to follow up because it's quick, easy and cheap.

Now don't confuse the process of email follow-up with 'Spam' or junk email. Spam is frowned upon, not just by the recipients but also by legitimate email marketers as well.

Whereas, the opt-in process is permission-based marketing. People have shown an interest in your services and they've given you permission to contact them.

If you think of every email address you collect as money in your pocket, you'll be less likely to be casual about grabbing as many of them as you can.

Businesses and companies that follow up only with people who have given permission to do so are responsible marketers, doing business in a responsible way.

Here are some ways to collect names and contact details for your mailing list:

- **Ask Your Clients**

Yes, simply ask your clients for their email address. Offer something of value as an incentive – such as a discount voucher, or an extended treatment (10 minutes longer for example).

If you've provided a good service, and your clients trust you, they'll be more than willing to give you their details.

### ▪ **Offer Free Reports**

Offering a free report is a simple yet powerful way to build credibility, inspire trust and motivate a prospective client to make that all-important first contact.

The beauty of using free reports is that they show people **WHAT** you know and **HOW** you can help them. Instead of 'selling' to them, you educate and inform them.

Since there's simply no way people can learn everything about you and your services from a leaflet or an ad, reports do the work for you – without you having to say a single word.

This is a highly effective way to help overcome doubts and hesitations people may have about trying you out for the first time.

The most powerful benefit about using free reports is that it promotes you in a dignified, respectful way that builds your credibility and avoids shameless self-promotion. And as a professional, that's what you want, isn't it?

You can have reports typed up and printed out to give to people. Or you can email them. Or you can let people download them from your website.

What content can you use for free reports? Here are some ideas:

#### o **Case Studies**

People care about getting their problems solved. They're interested in results. That's the key to real promotion. If you can show your prospects results others have achieved

using your services, they'll naturally want the same results as well.

So, here's your chance to do just that with case studies. Talk about the results your clients have achieved using the 'PSR' format – Problem, Solution, Result.

Simply state the problem a client had before they came to you for therapy. Then explain the solution your client took to solve her problem, i.e. explain the treatment they got from you. Then show how your client benefited by showing the results after treatment. Finally, tell the reader how they too can get the same results, i.e. by coming to see you.

- o **Tips**

This is one of the easiest reports to create, as all you need are a handful of themed tips with brief explanations. Presto, you have a free report!

For example:

*“7 Ways To Avoid Stress At Work”*

*“7 Quick And Easy Self-Massage Techniques”*

*“7 Things Massage Therapists Do To Relax”*

- o **“How To” Step-by-Step Tutorial**

Find a hot topic and provide a step-by-step tutorial on solving a problem, or to do something, and you can become very popular... overnight!

A recent hot topic was how much money businesses lose due to staff sickness. So a free report could have been...

*“How To Increase Employee Productivity And Your Company Profits By Reducing Work-Related Stress, Sickness and Absenteeism”*

### o **Interview**

This report is basically a question and answer session, an interview where you're presented as the expert answering questions.

All you do is get a list of the most popular questions you get asked by prospects and clients. Then simply answer them!

You don't promote yourself throughout the interview. Just provide useful information. However, the place to plug your services is at the end of the interview.

You include a resource box – much like a small ad – which can include details such as your name, business name, telephone number, email address, website address, a brief mention about your business, a “call to action”, and/or a freebie. For example...

*“Mary Smith is a professional massage therapist specialising in Swedish and Indian Head Massage, and Reflexology. For a free consultation or for more information, call Mary on...”*

Or,

*“Mary Smith is a professional massage therapist specialising in Swedish and Indian Head Massage, and Reflexology. For a limited time, Mary is offering '2 for the price of 1' treatments. To find out more and to book yours, call Mary today on...”*

This “interview” report is especially useful because you can give it to other people who can distribute it for you. When they do, you come across as an expert to the reader.

### ▪ **Hold Competitions**

Another effective way to build your mailing list is to run competitions. People love competitions. And they can generate a lot of business for you.

For example, have you ever been to a restaurant or hotel and seen a bowl full of business cards? These are cards that people have left in the hopes of winning a prize, such as a free bottle of champagne or a dinner for 2.

Well, why not do the same thing yourself?

Offer a free treatment as a prize – perhaps one to be won every month – in exchange for people’s business card or contact details. This is simple but very effective. And a strategy not just reserved for restaurants and hotels.

### **Case Study**

#### **“Monthly Drawings At A Beauty Shop”**

On the first day of each month, I draw two names for a free 30-minute massage.

My office is located inside a beauty shop. I have a draw box located on the receptionist’s desk at the entrance/exit. The box is wrapped as a gift box complete with bow and decorations. Entry blanks (small blank note paper) and pens are beside the box along with my business cards.

Each of the stylists in the shop encourages their customers to enter and the general public is encouraged to register as well.

*Continued...*

### Case Study (continued...)

Usually there are between 100-150 entries per month.

The winners may upgrade their free massage to one hour for a small additional fee. The response has been outstanding. The majority of the winners have become regular customers.

To make this a fair deal I place a time limit on the offer. The free massage must be taken before the next drawing.

– Ruth Scott LMT, Huntingdon, TN

Even though you're giving away a free treatment, you still have to 'sell' that freebie just as much as if you were selling a paid treatment. And this applies to whatever you give away. So that means describing the treatment and listing the benefits that the recipient gets from it.

Also, people who don't know you won't know how much your prize is worth. So, after explaining everything about your freebie, put a price tag on it. When you show how much it normally costs, people will know how much they're saving and they'll value it more.

So, instead of just saying, "*Win a FREE massage*", say "*Win a FREE 30-minute Indian Head Massage! (Worth £20.00)*"

When your competition ends, you pick a winner. But, here's where most people miss a great opportunity.

What do you do with the rest of the business cards? How can you turn all those people who entered into clients and bookings?

It's simple. To generate bookings, just send a "runner-up" letter to everyone who didn't win. Here's an example you can use...

Dear {first name},

**“Congratulations, you’re a winner!”**

You’ve won a prize in our recent drawing for a {grand prize}. The grand prize went to {winner’s name} and {he/she} was delighted. Sorry, you didn’t win.

But, there is good news! You’ve won the runner-up prize. You’ve won a {£/%} discount on a {treatment}. You’ll really enjoy your {treatment} because it {explain benefits of treatment}.

To claim your prize, just call me on {telephone number} to book your treatment before the end of {month}.

Thanks for entering my contest and I look forward to seeing you soon.

Sincerely,

{Your Name}

P.S. You’ve got to hurry. If you don’t claim your {£/%} discount by {date} it will be awarded to the next runner-up. So don’t wait, call me today. You’ll love your {treatment}!

Note: This letter is sent to everyone who enters your contest (except the grand prize winner!).

People try contests as a marketing tool, but forget to use the most important information they’ve gathered – the names and contact details.

- **Leaflets:**

Simply make an offer on your leaflets, include a simple form asking people to fill in with their details (name and email address), and tell them they get their discount, for example, when they bring the leaflet in on the day of their treatment.

Remember to describe the treatment (i.e. list the benefits) so people know what they're getting.

- **Business Cards:**

*“The very first thing almost everybody does when they go into business is get business cards. I wonder how many millions of dollars are spent each year on these little paper rectangles – with no thought given to making them effective, making them earn their keep.”*

– Dan S. Kennedy, author of *“How To Succeed In Business By Breaking All The Rules”*

If you look around out there, you'll notice most business cards have very little difference to one another.

What do you notice?

Usually it's just the name of the person, their business' name, their title, and contact details. Perhaps a line about what they do, e.g. “Reflexologist”, “Holistic Massage”, etc. But that's about it.

Not really doing much marketing are they? Passive, instead of being active in generating clients.

Do something different with your business cards!

You can do the same here as you do for leaflets. Of course, space is limited. So use the back of the card, which is normally left blank.

Yes, it costs a bit more to have them printed on the back as well. But, it's not much and it's well worth the extra investment to make maximum use of the space available to you. Not doing so is a waste of a marketing tool.

So, on the front of your card, mention your offer...

*"Get a FREE treatment (worth £20.00) with this card!  
See other side for details."*

Then, on the back, include brief details of your offer and a simple form asking for name and email address only.  
(Remember to state that it's one free treatment per person!)

If your card is sitting next to that of another therapist – who has a normal business card (i.e. with no incentive) – guess which card I'm picking up? Yep, yours... and your prospects will do the same!

While we're on the subject of business cards, here's another quick tip for using them to generate clients and bookings – use your business card as a referral card.

Here's how...

Simply place an offer on the front of your card, such as...

*"Your first massage FREE with this card (save £20.00)"*

On the back, include brief details of your offer and a simple form asking for name and email address.

Then hand these out wherever you go. Even ask existing clients if they'd help you by giving some to their friends, family and colleagues. If they're happy with you, they'll be more than willing to do so.

Be sure to offer an incentive for doing so as a "thank you". Perhaps offer a free massage after they refer 3 clients. Simply

ask them to write their name on the back of the card so you know where the referral came from. Simple!

This turns your business card into a powerful referral tool, and your clients into referral sources.

▪ **Brochures**

Include a coupon people can cut out and bring along for a discount or a free first treatment.

For example...



“Get Your First **{Treatment}** FREE With This Coupon (Save £20.00)”

**YES! I want to enjoy and benefit from a FREE {treatment} worth £20.00**

Enter your details below and bring this coupon along with you. Call me on **{telephone number}** to book your treatment.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Your Birthday: \_\_ / \_\_ / \_\_ (I've got a surprise gift for you!)

Privacy Policy: Your details are kept in the strictest of confidence. I only use them to send you news of treatments and special offers like this one. They will never be sold, rented or passed on to anyone else. You can stop mailings from me at anytime.

**{Place your name and contact details here}**

Notes:

- o Catch people's attention with a headline.
- o State how much the treatment is worth, how much people save.
- o The “birthday” field gives you another reason to contact them, to encourage a repeat booking.

- o The Privacy Policy reassures people that their personal details are handled in the strictest of confidence, and what you do and won't do with them.

- **Newspapers and Magazines**

For larger ads, you can include a coupon like the one above within the ad itself. Including a coupon in an ad has proven to increase response.

You can even make the whole ad look like a coupon, with a description and details (i.e. list of benefits) of your treatment between the headline and the form.

- **Joint Ventures**

Approach people and businesses and offer to award one of their customers each week with a free treatment in exchange for the name, address and email address of all the customers who enter this prize draw.

Your Joint Venture partner would happily agree to this because they receive the goodwill of giving away something of value to their customers for free.

Imagine how many names you'd collect if you had, say, 10 of these Joint Venture partners doing this week in and week out! Imagine how big your mailing list would become after a few months... full of potential clients you can now contact! I'll show you how to do this later.

As you can see, most people need an incentive to do something. Getting them to join your mailing list is no exception. Offer them something for free (or discounted) – make an irresistible offer – and they'll have no hesitation in giving you their details.

Then your mailing list will become one of your most profitable assets in your business.

## **Chapter 4**

### **Sampling**

This is one of my personal favourite strategies. One I used often when I had my restaurant. And one I still use today in my consulting business.

One of the reasons I like it is that it defies conventional logic. Most businesses have the same old approach to marketing, so you can use it to increase business and capture more market share.

I continue to use this technique in my consulting business using my monthly newsletter and free reports.

Sampling simply means giving away a sample of your treatments to get more bookings.

There's no better way to demonstrate the value of your service than to give someone a hands-on opportunity to experience it. If you think about it, it's the best marketing you can do.

Have you ever walked through a shopping centre and had someone approach you outside a cookie shop with a tray of cookies? That's an example of sampling.

Debbi Fields, a young mother with no business experience, opened her first cookie store, '*Mrs. Field's Chocolate Chippery*', in 1977. But business wasn't good. People were looking at the cookies, but no one was buying.

Out of desperation, Debbi had one of her counter girls stand out in front of the store and give away free samples.

That was all it took to teach cookie lovers in the mall about the wonders of Mrs. Field's fresh baked cookies. Once they sampled them, they were hooked.

Today, there are 'Mrs. Fields' cookie stores all over the World – over 650 in the US, and over 65 in 11 different countries.

*“The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try. Once you find something you love to do, be the best at doing it.”*

– Debbi Fields

More examples of sampling:

- Booths specially set up to let people sample products, a new drink for example.
- Samples of laundry detergent, shampoo, moisturiser, etc sent in the post.
- Go to the cheese counter of your local supermarket and they'll happily let you try their cheeses.
- Epson, the giant computer printer manufacturer, sent hundreds of printers free of charge to key users in the industry – establishing its' controlling foothold in the industry.

When these key users were ready to buy large quantities of printers, they bought Epson. Why take a risk on some other unknown printer, right?

So how can this work for you?

Simple. Offer free treatments to your target market.

Like in the case of Epson, when people need your services again, they'll call you. Why risk using some unknown therapist, right?

So give people a sample of your treatment(s). Just enough so they feel the benefits, but not enough so you leave them wanting more – 30 minutes maximum and no more.

Sampling is a great way to ease people in, to let them experience your treatments. Then offer a gift certificate or special offer to encourage a repeat booking. Do this and you'll get bookings people pay for.

Just think of all the mail-order book and CD clubs that let you purchase 3 books or CDs for just £1! How do they make money from these sales? They don't.

But, they realise the lifetime value of their customers. So they make irresistible offers so people can sample their products with little or no risk. And, in turn, they establish a relationship with them.

Then they follow up with more of what people want and make hundreds or thousands of pounds in repeat sales... recovering the small loss on the initial sale and making a substantial profit over the buying lifetime of each customer.

An important point to remember when giving away free treatments: get people's contact details to add to your mailing list so you can follow-up.

This is something most therapists never do, but is something you must do if you want to turn a profit from giving away free treatments. Otherwise, you'll simply waste your time and effort with nothing to show for.

Here's what to do:

Follow up within 48 hours of their free treatment with a personal "thank-you" letter. Two reasons for doing this:

1. When was the last time a business sent you a thank-you letter within 48 hours? Maybe once? Maybe never? Probably never.

When you do, you'll set yourself apart from other therapists who just provide a treatment and leave it at that. It's your opportunity to show you really do care about and value your prospect.

2. This is also your opportunity to offer an incentive to re-book you... this time as a paying client.

You could offer a discount off the next treatment. However, I would suggest adding extra value rather than discounting. Always create an offer that sells on value rather than on price.

For example, offering a "2 for the price of 1" adds value. Whereas, you're discounting if you offer, "Book 2 treatments and get 50% off".

Yes, it's the same as "2 for 1" in the profit you make. But in the mind of your client, "2 for 1" is extra value they're getting. It also gets your client to pay full price for a treatment, and you don't get them into expecting discounts for future treatments. There is a difference!

With a template of this thank-you letter, it'll take just a minute or so to 'fill-in-the-blanks' plus the cost of a stamp. So quick and cheap to do. Yet hardly anyone does it!

It'll prove worthwhile doing this when your prospect re-books you to take advantage of your offer... and becomes a regular, paying client!

Sampling can work wonders for your business. Get people trying your treatments for free.

For example, approach business and companies and offer a free treatment to the Managing or Human Resources Director. Then leave her a free report on how massage therapy reduces work-related stress, reduces employee absenteeism and improves employee productivity.

Offer a local sports team free treatments and give them gift certificates to encourage bookings.

You'll find that you get immediate bookings and generate the kind of first-hand experience that results in future bookings.

In the next chapter, I'll show you how you can make money immediately from offering free treatments.

## Chapter 5

### **“Would You Like Fries With That?”**

What can McDonald's teach us about marketing? A lot!

One of the best ways to come up with marketing ideas is to look at other industries and see what they're doing.

So, what does McDonald's do that can help you increase your profits from every booking?

They get customers to spend a little more at the point of sale. They use an incredibly simple marketing strategy called a *'bump'* or an *'upsell'*.

*“What's a bump?”* you may ask.

Basically, bumps are offers made at the point of sale by giving a simple suggestion. McDonald's does this by asking, *“Would you like fries with that?”*

In fact, McDonald's was asking this simple question long before anyone thought of the concept of *'bumping'* customers in other industries. It's the classic *'upsell'* technique.

You see, an important marketing principle to understand is that when someone has already made the conscious decision to buy from you, they are more open to spending a little more money.

This is especially true if you're offering a related product or service. Why wouldn't your prospect want to buy more of what they've already decided to buy, especially if they can do so at an attractive discount?

Do you offer your clients the chance to add something else to their treatment and, as a result, increase your income?

You should because it's easy to do. This simple technique can dramatically increase your profit and cash flow effortlessly. Yet few people and businesses use it. Almost no one 'bumps'. And yet, it's probably the easiest, most effective way to increase the size and profit of a sale.

For example, when a client makes an appointment, you can tell them you've got a special offer this month where they can have a longer treatment, say, 15 minutes longer for just £5 more.

Or if they book a half-hour treatment at £20, ask if they'd like a full-hour for just £10 more.

Or that you're offering another treatment at ½ price for a limited time only – would they like to have that as well with their usual treatment? This is a good way to introduce people to other treatments they've never tried before.

For example, let's say you specialise in Indian Head massage and also Reflexology. Here's what you could say when a client books their Indian Head massage treatment:

*"I'm holding a special offer this month. You can enjoy a Reflexology treatment for just ½ price – saving you £{xx}. Would you like that with your Indian Head massage?"*

Admittedly, not everyone will say, "yes". However, if you give everyone an upsell option, some will take you up on your offer. That means you've increased the profit from your booking. All it took was a simple question... and you can start using this today!

Plus, if your client loves the treatment you introduced them to, they'll most likely want to have it again in the future. This increases their lifetime value.

You can also use this technique when you give free treatments.

### Case Study

Here's what Eric Brown, Director of BodyworkBiz.com (<http://www.bodyworkbiz.com>), did the first time he tried this.

He approached a large law firm and offered the management 450 gift certificates for massage sessions. They gave them to employees as part of a staff appreciation event.

He gave away 30-minute treatments and offered the option of upgrading to a full hour for only \$20 more.

As a result, 45 employees redeemed their certificates within three months and 80% (36) of those clients took the upgrade option. That meant Eric got 45 new clients and made \$720 from giving away "free" massages. And, about one-third immediately booked a second appointment.

His hard costs, including the gift certificates, were less than \$180 while the resulting massage sales were in the thousands of dollars. Years later Eric continued to see some of those same clients and others they referred.

Successful 'bumping' or 'upselling' is a numbers game. You'll find 15% to 40% of your clients will take advantage of your offer. However, in order to reach these levels of additional profits, you must ask every client at the point of sale, i.e. when they make an appointment.

When you use bumps, limit it to just one item. Offering too many choices can confuse people and actually weaken this strategy.

Bumps and upsells are simple. They require almost no additional effort or expense, and they can dramatically increase your cash flow and income!

## Chapter 6

### Follow-Ups

A quick history lesson...

Have you ever heard of the '*Pareto Principle*'?

The Pareto Principle was named after Vilfredo Pareto, who observed in 1906 that 80 percent of the land in Italy was owned by 20 percent of the population.

Later, he observed this ratio seemed to apply to other parts of life. For instance, he noticed 80 percent of his peas were produced by 20 percent of the peapods.

Over time, this concept has come to be known as the '*Pareto Principle*', '*The 80/20 Rule*', and even '*The Vital Few and Trivial Many Rule*'. Vilfredo Pareto applied this 80-20 rule to pretty much everything.

So, what's this got to do with your practice?

If you haven't heard of this before, you're missing out on one of the most effective ways to increase bookings and your income. You're missing out on a lot of profit if you don't realise that... 20% of your clients are responsible for 80% of your bookings.

Of course, it's impossible to determine the accuracy of the ratio in some applications, i.e. 20% of the food you eat is responsible for 80% of your health.

But, in your business, you can easily track which clients are repeat clients and are responsible for the majority of your income.

It's a little-recognised fact that at least 20% of people who purchased from you once before will buy from you again... if you follow up with them. One-fifth of your client base is just waiting for you to offer them something new!

So if you're not following up with your clients, you're actually ignoring 80% of your business' profit and your income potential!

### ***Following Up With Your Clients***

If you don't follow up with your clients, you're losing a lot of income. It's as simple as that.

Here's a perfect example of this...

I was visiting a therapist on a weekly basis for treatments, costing me £15 each time for 30 minutes. She stopped working at my local therapy centre and doesn't use follow-up as a marketing strategy.

So, all of a sudden, she's lost £60 monthly income from me. That's £720 a year! Not forgetting also income from other clients who had been visiting her on a regular basis.

I'd be more than happy to pay more for her to visit me at home, so I can get my weekly "fix"! However, not a word. So, in the meantime, my money goes to someone else.

My friend was also a weekly client. The two of us contributed £120 to her monthly income, and a possible £1,440 a year. Could you afford to lose this much income?

Fact is, when a person trusts you – and likes your service enough to buy from you once – they'll more often than not buy from you again and again. My friend and I were and had been every week for several months.

Your existing client base is 4 or 5 times more likely to spend money with you than a 'cold' market. And the lifetime value of these clients is one of the greatest assets of your business.

Once people have experienced your treatment for the first time, at least 20% of them will book again. And this 'backend' market should be where you focus a good deal of your attention.

(Backend marketing is what you do after you've provided the first treatment to get the client to book you again.)

You've already cultivated a relationship with your clients. You've put in the time and money to get their attention, established trust and credibility, secured the booking, and provided that first treatment.

And that's by far the most difficult part, not to mention the most expensive. Think of all the planning, advertising, and promotional activity that go into getting those initial bookings.

But once you've got those clients, you can develop, nurture and grow their lifetime value by showing appreciation. And you do this by following up with special offers.

Simply reward them for being loyal clients and they'll become even more loyal.

### ***What To Offer With Follow-Ups***

The most important thing to remember about making follow-up offers is: they don't cost you very little, or nothing at all, because you've already done the marketing to attract clients.

So, now you've provided those initial treatments and collected their contact details, you simply send a follow-up special offer to all your clients. And, if you use email, the bookings you get are 100% pure profit.

Consider the following types of follow-up offers and think how you could use them in your business:

- **Sell more of the same treatment at a 'discounted' price.**

As I mentioned earlier, make offers based on value instead of discounting. So show client appreciation by offering them a "special, client-only offer" on the treatment they're already buying...

*"Book your next {treatment} and get another FREE!"*

*"Book your next 3 {treatments}, get the 4<sup>th</sup> FREE!"*

*"Book your next {treatment} and I'll extend your session by an extra 20 minutes!"*

Your 'Vital Few' clients will book repeatedly over a lengthy period of time – and this gives you a legitimate reason to get in touch with them at regular intervals.

- **Offer an upgrade or a complementary treatment.**

If they've experienced and liked your basic treatment, they'll be open to suggestion of your deluxe (more expensive) one, provided you can show them why and how they'll benefit from it.

You can also offer a special discount on a new or related treatment – even offer something free to maintain their interest!

- **Offer someone else's treatments.**

This may sound odd. But, as long as the treatment is not in direct competition with your own, you can make additional income (and further develop your relationship with your clients) by offering a great backend service as JV partner.

We'll cover Joint Ventures later. However, they can be a very lucrative way to increase your income. With a JV arrangement with another therapist, you can earn a percentage of every booking... without having to carry out treatments yourself.

This can be an enormous timesaver and, done right, can make up a significant part of your business.

Just make sure you do your research accordingly, and only recommend therapists and treatments you truly believe in before you endorse them.

Also, if you know your target audience's interests and desires, you can recommend products and services they would be interested in, but not related to massage therapy.

For example, if your target audience are golfers, you could arrange for special deals on golf equipment, books, videos, golfing holidays, clothing, and so on.

If you arrange special deals on these third-party products and services, your clients will see added value in doing business with you.

- **Offer information to keep you and your practice in your clients' minds.**

You don't always have to be following up with offers. In fact, if you only follow up with offers each and every time, your clients will start to see you as a nuisance.

Instead, offer a "tip of the day", a contest, an article, a free report, etc. to entice your clients to your website (and get them to tell their friends about it).

Stay in touch through newsletters. If you don't have time to write your own newsletter every month, then a good way to

educate prospects and clients is with professional pre-written newsletters.

These cover a specific topic in each issue. All you have to do is customise them with your personal details. You get a master copy that you can print as many copies as you need from.

Two such newsletter services are:

Staying In Touch Massage Newsletter

<http://www.stayingintouch.net>

First Hand News Newsletters

<http://www.bodyworkbiz.com/clientnews.html>

You can also stay in touch with clients using surveys, polls and discussion groups. Provide answers to frequently asked questions. Even send them a quick reminder about their next appointment. Some people may forget so your reminder would be greatly appreciated.

While you certainly want to sell more treatments to this lucrative group, you also want to balance selling with relationship building... developing more trust, credibility, and client loyalty each step of the way.

- **Tie in promotions to holidays and special occasions.**

Seasonal holidays are great opportunities to get in touch with your clients, offering them something special to get more bookings.

*“Valentine’s Day ‘2 for the price of 1’ Special Offer:  
Treat your loved one to a FREE soothing, relaxing  
massage when you book yours”*

In fact, it doesn’t necessarily have to be a special occasion to follow up. Any reason can be an opportunity.

### Case Study

A restaurant owner uses the weather as a reason to follow up.

He checks the weather forecast for the week ahead and, if he sees it's going to rain on a particular day, he'll send out a special offer on that day by email to his mailing list. It's easy to check the weather ahead – just use the Internet!

By doing this, people show up to turn a slow day into a busy one. His restaurant gets over 100 customers on the day of the offer... whilst his competitors sit around, twiddling their thumbs, complaining about the bad weather affecting business!

In addition to the special offer, the owner injects his 'wacky' personality into his newsletter. His customers tell him they really look forward to reading their emails.

Imagine that! People look forward to receiving a marketing message. Of course, the trick is the marketing message doesn't read like a marketing message at all. It's a fun diversion, which builds a relationship between the customer and the restaurant.

Among other things, the owner gets lots of feedback from the newsletter. He uses this feedback to make an even better restaurant and customer experience.

People feel like they are personally connected with this little restaurant. That's something the big chains are never going to have with their customers.

How can you apply this to your practice? What other situations and occasions can you use as a reason to follow up?

How about at the end of the tax year? Tax returns... a pain in the arse (excuse my French)! So, how about making a special

offer at this “taxing” time in people’s lives (sorry, couldn’t resist!). And remember, it’s every year.

How about at the beginning of the New Year, when people make resolutions for a better year (and life)?

Or before, during and after exam time? Not just for college or university students, but also for adults at further education centres. How about for people learning to drive and about to take their tests?

Or, after a team’s great sporting event or achievement? Turning an event into a reason to celebrate with a special offer can be lucrative!

After England won the Rugby World Cup, I created a special offer for my parent’s restaurant.

Here’s the email we sent out:

“Subject: {firstname}, enjoy FREE Champagne at Regent Garden

Dear {firstname},

If like the rest of the country and me, you were probably jumping up and down with joy over the weekend... that or you were fast asleep ... or you were supporting Australia!

Well, the champagne’s flowing here at Regent Garden... and we invite you to join us in celebrating this historic event (or drown your sorrow)!

Until Sunday 7th December, enjoy a glass of free champagne with your meal. Book a table of 4 or more people and get a bottle of champagne “on the house”.

Take advantage of this limited offer simply by using the special voucher you can find at...

<http://www.regentgarden.com/rugby.html>

Happy Celebrating!

P.S. Feel free to forward this to your friends.”

This email offer, which took all of 10 minutes to write and send, generated over £3,000 in extra revenue from a small mailing list of less than 100 people.

So you see, focusing on your 'Vital Few' clients is the best way possible to increase your income through backend offers.

Once you've done the initial promotional work and made the first sale, marketing to this highly responsive group costs very little... or nothing at all by email.

And following-up is hardly difficult. It's definitely one of the most profitable techniques out there – and one of the most overlooked.

Now you know how profitable it is to follow up with your clients, and you understand how the Pareto Principle applies to your business, you can start running your promotions more effectively and increasing your profits exponentially.

## Chapter 7

### Referrals

'Word of mouth advertising'... just provide a great service, let satisfied clients (or friends) tell others how good you are, and then wait for the flood of eager clients to beat a path to your door!

Sounds good, right?

Well, I've got bad news for you.

Studies have shown that consumers who have a bad experience with a service tend to tell 6 to 10 people. But those having good experiences only tell 1 or 2 people!

Fact is, 'word of mouth' is a weak, unreliable way to get new clients.

It happens when a client or friend mentions you in a conversation. It's not intentional, it's not planned. It's just something that happens by chance.

In a conversation with a soon-to-be-therapist, she told me that her massage tutor advised her to use 'word of mouth' advertising... but to expect a year or two before her practice grows! "*I don't want to wait that long!*" she told me.

I don't blame her frustration. And I don't think you'd want to wait a year or two either... especially if you've got bills to pay now!

Instead of word of mouth, what you should be focusing on are referrals. Potential clients referred to you are much more likely to become paying clients than those who find you some other way.

### Case Study

Here's an example of how powerful referrals can be at building and growing your practice.

When Will Green started his practice in 1988, he searched out 30 people with large centres of influence – beauty salon owners, nail salon owners, restaurant owners, grocery store managers, fashion boutique owners and dance and yoga teachers. He offered each of them a free massage. When they were on his table, he explained to them that he was building a new practice. Here's what he said to each person...

*"I am building a new practice and I really need your help. If my massage helps you, please tell your friends. Each new person you send to me will get you a massage at half price. Send me two new clients and get a free massage."*

Every time Will gave away a free massage, he was *"planting a seed in the garden of prosperity. As the seed grows, you will harvest new clients. Plant your 30 seeds wisely. Your harvest will be great."*

One of the seeds he planted in 1989 was with a dance teacher. This seed grew into over 100 new clients in one year. By 1994, those 100 clients had turned into 800 clients. He grew those 30 seeds into a \$200,000 a year practice!

Today, Will is President of The International Massage Association (<http://www.imagroup.com>).

As you already know, referrals are important to your business. First, they tend to be good quality prospects. Second, they're relatively easy to convert into clients. That means maximum profit with people who are generally a pleasure to do business with.

So we both agree getting referrals is profitable business.

In that case, let me ask you this simple question... how much effort and investment do you put into getting referrals? The common answer goes something like this...

*"I don't. I just get them from my clients. I don't spend any time or investment to generate referrals because they happen automatically."*

However many clients you get from referrals, the likelihood is you sit back and wait for referrals to come to you.

This is a mistake. A big mistake!

For most therapists (and I suspect this applies to you), referrals play a big part in their growth and profitability.

The surprising thing about this fact is, only a small handful of people actually put any real effort into generating referrals.

If you get referrals without any effort, it means you're good at what you do. It means people appreciate you. It means you offer good value for money. It means your service achieves the goal it sets out to achieve.

Therefore, you owe it to yourself, to your prospects and clients, and to your business to start working harder on getting referrals.

Yes, I admit it – I hate asking for referrals. Don't you? Be honest. Doesn't your heart start to pump faster and your hands start to sweat even thinking about asking someone for a referral?

If you're like me, you hate to impose on others. Asking for names of friends or family members almost makes you feel as though you're selling a multi-level marketing opportunity!

Not to worry.

I'm going to show you how to get referrals from your new and existing clients. And then later on, I'll show you how to boost your referral base with referral partners using joint ventures!

There are many ways to get a continual stream of qualified referrals without having to go through the painful process of asking for referrals face-to-face.

The secret to getting referrals, without asking for them, is to develop referral systems that do the asking for you. These are carefully planned processes you've put in place to capture new clients... that produce predictable results.

Imagine a referral system generating 3 (or more) new clients every time from every satisfied client!

Hard to believe? Not when you have a referral system in place and see just how effective it is.

The good thing about putting in place a referral system is this: it costs very little to do yet delivers a great return on investment. It's one of the most powerful, profitable and rewarding strategies you'll ever use. This is why you must set up several referral systems.

So let's look at how you can get your own referral systems up and running.

### ***Starting Your Own Referral Systems***

Virtually every therapist will need three referral systems:

1. For existing clients.
2. For new clients.
3. For other businesses.

Let's first look at your existing clients.

## ***Getting Referrals From Existing Clients***

Usually the best way to generate referrals from existing clients is to speak or write to them, two or three times a year, and simply ask for them.

Often, happy clients will be prepared to offer at least two referrals at any one time. You just have to give them a nudge.

There are four important things to remember when asking for referrals from existing clients:

1. They must be very happy with the service you provide.
2. You must restate why they're doing business with you. This has the added bonus of rekindling the main reasons why they chose you in the first place.
3. Don't commit the most common mistake when asking for referrals by saying something like, "*Do you know anyone who would be interested in having a massage?*" This almost always results in a one-word answer – "*NO*".

The way to ask for referrals is like this...

*"Who do you know in business like yourself who would be interested in...?"*

*"Which of your work colleagues/family/neighbours would enjoy and benefit from...?"*

When you ask the question like this, you take away the "Yes/No" answer and, instead, focus your client's mind on people they know who would benefit from your services.

By offering an incentive in return for referrals, you make asking much less intimidating.

4. Decide on the frequency of asking for referrals (no more than three times a year) and systemise it. Plan ahead.

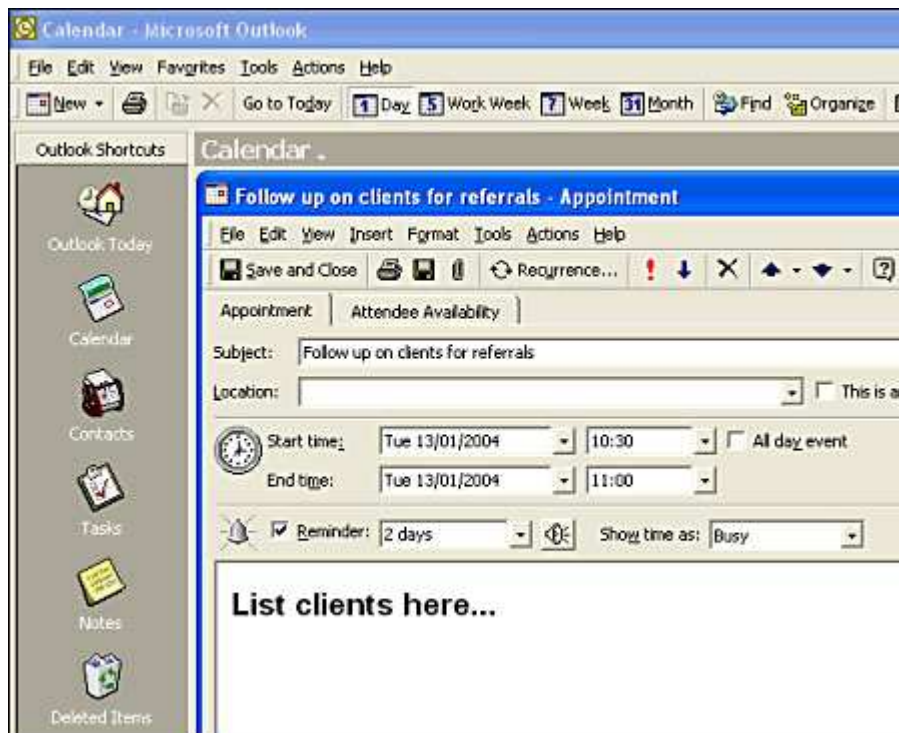
For example, after you've provided a client with a treatment, make a note in your diary of two or three future dates on which to follow up and ask for referrals.

You can also use your computer and/or the Internet to remind you. There are several websites offering reminder services.

If you have Microsoft Outlook, simply use the reminder facility included in Calendar (it's free after all!).

All you do is set up a new appointment, list clients you need to follow up with on that day, and set the automatic reminder feature.

Here's a screenshot...



### ***Getting Referrals From New Clients***

The best time to ask a new client for a referral is just after you've provided a treatment for the first time.

At this point, they're feeling very happy with their treatment and also with their decision to choose you. Their feelings for you will be good. So, don't miss this simple opportunity.

Ask for the referral in the way explained above, and offer an incentive as a "thank you" gift.

### ***Getting Referrals From Other Businesses***

There are two ways to approach businesses to set up a referral system. Both are equally effective:

1. Agree to offer referrals to their business in return for referrals from them.
2. Arrange to pay the business a commission for any clients you receive from them.

These are Joint Ventures you're setting up.

Just think, if you set up Joint Ventures with just 10 businesses, and they supply you with just 5 referrals each month, you will get 600 referrals every year.

Let's say you convert 80% of these (80% is a high conversion rate but, as you know, referrals are much easier to convert than non-referrals). This means you'll have 480 new clients. What would this mean to you?

I'll show you how to set up a referral program like this in the 'Joint Venture Marketing' chapter.

## ***How To Get Referrals Using 'The Gift' Technique***

This is such an easy way to generate an endless flow of referrals, and it requires very little work... if you can call it "work"!

You can use this on both existing and new clients. Here's how it works...

- After a treatment, hand an envelope to your client. Inside this envelope is a gift certificate offering a discount or free trial of your service as a gift to their friends, family or colleagues.

To generate more referrals, include several gift certificates in the envelope (3-5).

- When all gift certificates are redeemed, award your client with a free treatment or some other incentive as a "thank you".

Explain how this works on each gift voucher or in an accompanying letter.

Here's one you can use...

Dear {Client's First Name},

**"Give Your Friends The Gift Of  
{Benefit Your Treatment Provides}"**

I'm writing to tell you something very important. And that is... "Thank You!" Thank you for choosing me for your {your service / treatment}.

Now, I wonder if I may ask for your help?

*Continued...*

*Continued...*

Just like any other business, my therapy practice needs new clients to stay in business. I thought about advertising, but that seemed terribly expensive and a little risky. So here's what I've come up with instead.

Who do you know would benefit from **{benefit your service / treatment provides}**? A friend, work colleague, neighbour, a relative?

Just give them one of the enclosed gift certificates and they too can enjoy a relaxing and soothing **{treatment}** (a **£{xx.xx}** value) coming from you.

There are no strings attached and absolutely no-obligation for them to use my services again. They'll be treated to a relaxing and soothing **{treatment}**... while you get to look good and I get the opportunity to expand my practice. That way everybody wins! Don't you agree?

Thanks for your help and for being a valued client.

Sincerely,

**{Your Name}**

P.S. Write your name on each gift voucher – you'll get a **{incentive}** when they're all returned to me!

Isn't that easy?

### ***More Ways To Get Referrals***

- Approach charities in your local area to get a list of donors that already give to the charity. Most donors are large companies that make advanced donations, or set goals to give a specific amount.

All you do is approach the donor and make a proposal. Propose that for every referral sent from their organisation to your business, you will take a percentage of your profits and donate it to the charity they support in their name.

This makes the donor look good, helps them achieve their goal, and gives you access to people in their organisation.

If the donors are large companies, you'll have the opportunity to get private and corporate clientele.

- Local churches are always looking for innovative ways to raise money to sustain the programs they offer to their members. Most churches would be enthusiastic about the opportunity to receive a donation from you or your business.

Simply give them a call and ask if you can meet to talk about a potential fundraising activity. Propose that for every referral they send you, you'll donate a percentage of the sales to the church. In return, the church should agree to promote your business to their members.

This same referral tactic can be used with the clubs of local sports teams, Boy Scouts, schools, and other organisations looking to raise money.

- Set up Joint Ventures with local businesses to give away your treatments to their customers using raffles.

The prize(s) you offer are paid for from ticket sales, the rest of the money raised go to charity, the businesses get to offer

extra value to their customers, and you get promotion for several months leading up to the raffle.

You could even state on each ticket a discount off your treatment(s) on presentation of the ticket, win or lose.

Do you now see why you must put more effort and investment into your referrals?

Each of the referral tactics I've shared with you is a system. They motivate others to generate referrals for you... without you having to play the role of the beggar and ask for referrals face-to-face.

The best thing you can do to excite your referral partners is to get them to experience your treatments themselves. Then they can talk about it with first-hand knowledge and genuine enthusiasm.

It will not only make them more credible to others but, once they've experienced the benefits of what you offer, they'll be more excited to tell others about it. And you might pick up a few more new and regular clients along the way!

In the referral systems that require you to pay referral fees, make sure you pay quickly, honestly, and with gratitude. Always give your referral partner the benefit of the doubt. If you treat them right, you will benefit greatly.

So, 'word of mouth' advertising is good – if people remember to talk about you in their passing conversations. But don't rely on it and don't mistake it with referrals, which you control... and which are far more effective and profitable.

There's no need to rely on 'word of mouth'. That's the slow way to build your practice. Instead, set up your own referral systems. It'll be one of the most rewarding things you'll ever do!

## **Chapter 8**

### **Testimonials and Case Studies**

One of the most important parts of your advertising is what your clients say about you and proof that your treatments help solve people's problems – client testimonials and case studies.

You can yell and scream until you're blue in the face, but nothing will convince potential clients of how good you are like the comments of existing, satisfied clients.

Whether it's a photograph, a written statement, an audio or video recorded statement, nothing will convince your prospects to make an appointment like the experience and results others have had.

#### **Testimonials**

Using testimonials is a good way to overcome a potential client's hesitancy to book you. And they're one of the key items to collect and use in any promotional material you produce.

I'm normally a very hard person to sell. But positive testimonials do push me over the edge and result in me buying.

I don't buy everything because of the testimonials. But when they are used, it gives me the following impression:

- This company/person is legitimate and not a scam.
- If I buy, I won't be dissatisfied or, at least, my chances are less.
- Other people weren't just happy with the product or service, but were so happy they wrote in and thanked the

company/person for their excellent service and quality of product or service.

So how do you get testimonials?

Simple. Just ask for them.

You'll find a letter template in the bonuses you can use to collect client testimonials. Simply copy and edit it as you see fit, then send it to your clients.

People are more comfortable parting with their money when they can first read what people like themselves think about your service. It makes them feel more at ease knowing not only other people like them bought it already, but also exactly what they thought of it.

Simply put, a few good customer testimonials can increase sales literally overnight. But you have to do it right.

So here are some tips on using testimonials in your marketing materials...

### **1. Ask for testimonials that are specific and not general in nature.**

General testimonials are not as believable as detailed comments. For example, my testimonial for my therapist could have been...

*"Your massage is wonderful, so relaxing."*

Not very exciting, or convincing, is it?

However, if instead I said...

*"Because of the wonders of your massage therapy, I've recovered from excruciating back pain, which I used to wake up to in the mornings. It was so bad, it was quite a*

*struggle getting out of bed. I had to roll my whole body like a log to get up. Not the best way to start the day. But not anymore because the pain's gone. I feel like I've been given a new lease of life!"*

That's true, by the way.

Or...

*"As you know, I spend all day in front of my computer. Since coming to you for massage therapy, the pain I used to get in my neck and shoulders is now gone. Now I can get through my work faster without any discomfort whatsoever."*

That's also true.

Far more convincing and specific, don't you agree?

Simply ask clients how they've benefited from your treatments, what results have they seen, in what areas of their lives have they seen improvements.

## **2. Include your client's full name and some contact info if they'll let you.**

If you see a testimonial, how credible is it? Do you believe it? Did you think it was made up? You might feel that way in the back of your mind.

But let's say you saw a very positive comment about a product or service, AND it also had a name and address on it. That's much more believable.

So, when you collect testimonials, get permission from your client to use their name and location (town or city) with it. If they have a website, ask to publish that too – most, if not all, will agree since it's extra publicity for their site.

I see testimonials all the time and most of the time, in the back of my mind, I'm not totally convinced it was a real testimonial or just made up. Especially those followed by "A. *Smith*" as the customer name!

However, when I see a group of testimonials, and every one is backed up by an email (or website) address of the person who wrote it, that's far more credible. What's remarkable is that potential clients rarely contact these people to check it out if an email address is supplied, yet go ahead and purchase the product or service.

### 3. Use testimonials everywhere.

Sprinkle them throughout your marketing materials – on leaflets, brochures, business card, your website, in sales letters, ads, and so on.

On your website, set up a whole page of testimonials and then take your very best ones and put them on your most prominent pages.

You can even use a testimonial as a headline. Imagine you had a positive one from someone who took a driving test, such as...

*"Your massage helped me totally relax before my driving test. I was able to concentrate 100% on what I had to do... As a result, I passed first time!"*

... you could use it as the first thing people see on your marketing materials – as a headline – to target people taking driving lessons.

### 4. Use testimonials to address specific problems.

For example, consider the top three or four reasons why potential clients may be hesitant to book. Then use client comments that address these issues.

If people are undecided about whether massage therapy works or not, then show them a testimonial where a client wasn't sure to begin with, but then discovered their problem was solved because of it.

Or if you get testimonials that address specific problems, then use them to target more of that target market.

For example, if you get a testimonial like this...

*"Thank you so much. I couldn't have thought of a better way to settle into my new home than with your massage treatment. Moving home was stressful and hard work. But a session with you soon eased away all that tension as well as invigorating me. I was surprised how quickly I was able to unpack everything and settle into my new home!"*

... then use that to target new homeowners specifically.

Getting testimonials is not hard if you provide a good service. And you can't ever have too many testimonials. Quantity is impressive. The more the better and the more convincing.

Smart and savvy marketers realise the importance of proving their case, and use testimonials in abundance.

One of my mentors has over one hundred, genuine testimonials on his website for his product! Do you think that convinces people that his product works? You bet it does.

Also look at infomercials on those TV shopping channels. The majority of these are made up of customers raving about the products or services. It's just impossible to use too many testimonials.

And now with the Internet and "user-friendly" technology at your disposal, you can have audio and video testimonials on your website as well.

Here's the easy-to-use website audio service I'm currently using:

AudioGenerator

<http://www.audiogenerator.com>

Simply ask clients to call a special telephone number that AudioGenerator provides to record their testimonials. Then, all you have to do is simply copy the code AudioGenerator gives you and paste it onto your web site.

Now, at the click of a button, visitors to your site can hear what delighted clients say about you!

### ***Case Studies***

Another effective tool at breaking down barriers, doubts and hesitations are case studies.

These are simply documented reports of what you've done for clients – the 'before and after' of therapy.

Have you ever seen those slimming adverts with a story of what someone did to lose weight... plus a picture of them swamped in a gigantic pair of trousers they used to wear!

Well, that's what I mean by case studies.

In this instance, you simply explain the problem a client had when they came to you, before therapy. Then explain what you did to solve the problem. And finally, explain how your client's life has changed, and benefited, from having therapy sessions with you.

So now, whenever a potential client asks if you can solve a particular problem they have, instead of trying to tell them you can... simply hand them your documented case study of a client with the same, or similar, problem.

This is powerful stuff. Overwhelming proof!

Instead of just hearing your words, “*Yes I can help you with that*”, your potential client is seeing real, solid, documented proof. Real results.

So, how do you get these case studies?

Again, simply ask your clients. Tell them what you're doing and that you'd like their help.

You can either sit down with them in person and have a chat, making a note of everything for your “before and after” case study. Or you can send them a questionnaire and ask them to return the answers to you. Offer an incentive if you feel it's appropriate.

From this, you can write up a compelling case study that answers questions people have about your service.

### ***Creating Case Studies Using The 'PSR' Format***

Results. That's what people want to see. So, talk about the results your clients have seen from having treatments.

A great way to do this is using the 'PSR' case study format: Problem, Solution, Results.

The PSR format is simple to do. Here's how it works...

#### **1. Describe your client's problem(s).**

This is important because people want to avoid problems in their lives. By presenting a problem, which they can relate to, they'll feel compelled to continue reading... with the hope that the story will reveal a solution to their own problem.

### **2. Explain what your client did to solve the problem.**

This is where you come in. Explain how your client took steps to solve the problem. But also mention who provided the service that helped them find the solution. Be subtle, not blatant about it. People will know who provided the solution.

### **3. Talk about the results and how your client continues to enjoy those results.**

Be specific when explaining the results they're achieving. And don't forget the emotional benefits as well.

Talk about how the results have improved their personal or professional lives in terms of more free time, more money, less work, more control, better self-image, etc. Use emotional words that touch down inside the reader's true desires.

### **4. Tell people what to do next.**

Finally, after you've created a compelling case study, let the reader know the next step to take. Tell them where they can go, or who to call, to get the same results as they've just read in the story.

Make sure your prospects clearly understand what the next step to take is and how to do it. This is your "call to action". You need to take people by the hand and lead them in the right direction. Otherwise they might not take action.

Case studies should be used in all your marketing efforts with enough room for them – on your website, in your brochures, sales letters, free reports, public speeches, presentations, demonstrations, workshops, etc.

Use plenty of testimonials and case studies to convert more prospects into paying clients. They're powerful tools!

## **Chapter 9**

### **Joint Venture Marketing**

Finally!

You've had a taster of this topic in previous chapters. Now I can show you in full detail one of the quickest and smartest ways to increase your prospects, clients, appointments and your income...

... how to use Joint Ventures to get endless referrals.

Some people call this "*the most powerful marketing method ever invented*". Sounds like hype. But it's not.

From my personal experience, there is no other marketing strategy more effective at dramatically increasing your business than Joint Ventures.

If you have no prior knowledge of this concept, I think you're going to be very excited with what you're about to learn.

#### **What Is Joint Venture Marketing?**

Joint Venture marketing is using other businesses' underused assets to make profits. Underused assets are those that a business has but does not use. The most common of which is a business' customer database.

Simply put, it's the partnership of two or more groups acting together to reach potential customers.

Joint Ventures take many forms. They're very common. And using Joint Ventures is the fastest, easiest way to either start or expand a business.

There are various names for this strategy...

- Strategic alliance marketing.
- Endorsement marketing.
- Hidden asset marketing.
- Host-beneficiary deals.
- Fusion marketing.
- Tie-ins.
- Collaborative marketing.
- Cross-promotions.
- Setting up co-ventures.
- Reciprocal marketing.
- Simply "JV".
- Even bartering.

Whatever the name, it's simply the exchange of products and/or services, or a leveraging of assets, to dramatically increase your business like no other strategy can.

Think of Joint Ventures as networking on steroids!

*"Aren't Joint Ventures only used by big businesses?"*

That's what many people think.

Look up 'Joint Venture' in a search engine and you'll find many sites and news articles on corporate partnerships.

You see it happening wherever you are. For example...

- Turn on your TV and you'll see a McDonald's commercial offering merchandise for the latest kids' movie.

- Pick up a newspaper and they're offering you the chance to win a free holiday in some exotic location.
- Airlines offering frequent flier clubs partner with hotel chains, car rental companies, restaurants, and cruise lines.
- A group of household brands partner up to offer a loyalty card to collect reward points.

There are a lot of Joint Ventures going on!

Yet small businesses can also take advantage of this strategy, but without all the 'big business' headaches!

It could be as simple as saying...

*"Hey Mary, if you include my brochure in your next mailing, I'll include your brochure in mine."*

Or...

*"Mike, put up a poster for my store in your business and I'll put up a poster for yours in my store."*

Mary and Mike immediately see the benefit in the offer – their marketing exposure goes up, while their marketing costs go down.

Joint Ventures are happening more frequently among small businesses... a video store partners with a pizza restaurant... a restaurant partners with a dry cleaner... a sports store partners with a tennis club AND a golf course AND a health club. It's happening all over the place!

The point is, everyone wins and nobody loses. That's why Joint Venture marketing is such a powerful marketing tactic.

So the purpose of a Joint Venture is mutual profitability. A win/win partnership.

Now, almost everyone in your community is a potential Joint Venture partner. Almost all of them will see the wisdom in your suggestion of a partnership. All you have to do is suggest the idea to them.

Once you do, you'll see how simple and easy it is to spread your marketing efforts while reducing your marketing costs.

### ***Examples Of Joint Ventures***

As you've seen, Joint Ventures come in all shapes and sizes.

They were mainly responsible for adding £1/2 million in sales for my restaurant in one year... working on a very limited budget. Let me give you an example of what I did...

#### **Case Study**

One JV I did was with a prestige car hire company. They supplied luxury cars such as Porches, Jaguars, Mercedes, Ferrari's, etc. We catered to a clientele who had medium to high incomes. So we knew this would appeal to them.

The deal was that the car hire company would provide a Ferrari for the weekend as a prize to one of our customers. In return, we would promote them on our marketing materials. Plus all the people who entered the competition, but didn't win, would get a gift certificate for their car hire service.

Well, business shot through the roof when we announced this!

The result was that we increased our client base and made money, the car hire company got new clients too, we both got great publicity, one lucky winner enjoyed a Ferrari for the weekend, and everyone else could enjoy a day in their dream car at a fraction of the normal cost!

Another JV we did was with Cathay Pacific where they provided a holiday to Hong Kong as a prize. This proved even more popular, and it was responsible for adding over 800 names to our mailing list in a month.

When I started my consulting business, I arranged a deal with PR and advertising agency where I split my profits with them for any new projects they sent my way. As a result, it landed me a multimillion-pound company as a client. And, as luck would have it, this client had other companies and is a serial entrepreneur!

Here are some more examples of smart Joint Ventures...

### **Case Study**

A dry-cleaner discovered that the largest clientele of a busy restaurant close by was mostly made up of executives having "power lunches".

The dry-cleaner, knowing that her greatest clientele is also made up of executives, saw it as an opportunity.

Coupons were produced and handed out by the restaurant's staff with food bills. They offered a 10% discount on dry-cleaning services and the coupons could be accumulated up to a maximum of 30% discount, valid for a limited time only.

In return, the dry-cleaner handed out coupons (clipped to the garment bags of her clients' dry-cleaning) offering a free appetiser or dessert at the restaurant – good for one per person per lunch – with every £30 worth of dry-cleaning.

### **Case Study**

A pharmacist had a very large customer list and always sent out Christmas cards to his list every year. Instead of sending out the same old Christmas card, the pharmacist decided one year to recommend (endorse) a local jeweller with a letter. This letter of endorsement became the pharmacy's "Christmas Card" for the year.

He had pre-arranged a special deal where his list would receive 20% off on any item in the jewellery store if they brought that letter to the jeweller. And the pharmacy would receive half of the newfound profits from everyone who came in.

Because of that, he made money sending out Christmas cards – instead of a loss one would normally have when mailing 10,000 people.

The jeweller would not lose any money since their mark-up is so high. Furthermore, he would get new customers he would profit from immediately and far into the future.

### **Case Study**

Customers of a second-hand clothing store know that any garments they get must be clean. So the owner sets up a joint venture with a number of local dry-cleaners to provide coupons for the clothing store's customers.

The dry-cleaners picked up additional business and hands out flyers about the clothing store to their customers.

Both businesses offer added value to their customers, and generate awareness in places where competition is not as intense.

### **Case Study**

Some businesses naturally complement each other. A coffee shop offers a range of hot and cold drinks plus muffins, cakes, cookies and scones.

To get a share of the lunch market, the coffee shop needed to offer more substantial offerings. So the owner approached the owner of a local restaurant.

The coffee shop now supplies vegetarian and meat sandwiches and pitas, as well as salads. While it doesn't generate a lot of profit for them, the partnership allows them to attract people who might otherwise have gone elsewhere.

And, most of those who buy sandwiches also buy drinks. For the restaurant, it means exposure to a market it would not normally reach. Flyers with information on the restaurant are available for people to pick up at the coffee shop.

### **Case Study**

A financial planning company and a local lawyer team up and present free retirement and estate planning seminars together. The focus was on long range personal planning, aimed at maximising assets and the tax perspective of ensuring the most effective transfer of wealth to heirs.

The seminars allowed attendees, mainly seniors and prospective clients, to learn about a very important topic in a friendly environment. They were also able to get a feel for both companies presenting the seminars.

Both the financial planning company and the local lawyer got exposure to each other's prospects and picked up new clients as a result.

Examples of Joint Ventures massage therapists have done...

### **Case Study**

#### **“Bringing Massage To The Clubs”**

One day, one of my clients who is a golfer mentioned to me that he wished I could be at his golf tournament that weekend to help loosen him up before he teed off. I asked him if other people at his country club might be interested in that as well. He believed they would be so he gave me the name and number of the club manager.

I called and introduced myself as a massage therapist who has had some experience working on golfers and I let him know I was interested in offering my services at the club that weekend for their tournament at no cost to the club. He jumped at the opportunity and had me set up right there on the green.

On the day of the tournament I had a sign reading “massage 1\$ per minute”. The results were fantastic. I was busier than I could manage. I had my cards out and people were picking them up as they went by and wanting to schedule a massage for later that week.

At the end of the day I made \$400, had three massages scheduled and scheduled three more the following day. And even now three months after this first tournament I get phone calls from people I worked on there.

I had such great success at that first club that I decided to try other clubs in my area. Since I had already done it once I knew what to say and how to promote it. I've gotten at least three regular clients with each tournament I've done. Each tournament has been fun, different, and I've been able to get my hands on people to build my practice!

## Case Study

### “Massaging At ‘A Smoker’”

I was looking for a way to promote my business and found a great source in a Cigar Store. Once a month the store has “a smoker” where they promote their cigars and the up-scale clientele mingle and network with each other.

I just had to wait until the first group of gentlemen had finished their fine cigars and were willing to pamper themselves with another option... upper body stress relief with chair massage!

Well it took the first guy a while to get up the nerve... being right out in public and the other guys watching. But he so enjoyed it and found it to be such an addition to his evening that he gave me \$20.

After that, the other guys had to do it and couldn't be “outdone”, so to say, by their buddy. I got paid that night! They tipped very well. I made almost \$400 for the evening and got five new clients.

From that initial opportunity came a monthly appointment at each “smoker” and new clients who networked with me very well... wives, co-workers and valued clients of the businessmen were included in the loop.

My full body massage business has increased, and the corporate chair massage part of the business has doubled. Gift certificate sales have increased and re-bookings are frequent.

– Maggie Hardin, LMT

### **Case Study**

#### **“Team Up With Retail Stores”**

On a monthly basis, I team up with a high-end lingerie shop to do a “spa evening” in the store. By invitation only, guests are invited to attend a special evening of pampering where they are able to browse and then have a chair massage or a foot reflexology treatment.

Each customer pays me \$15 for a 15-minute massage. There are usually five to ten ladies at these events.

After their massage, I then tell them that they can get a free massage just for being the hostess of a spa party in their home. The ladies have a wonderful time and it gives me an opportunity to promote my business.

As a result, I have obtained great repeat business from tapping into another business owner’s customer base.

– Susan Bryce, Inglewood, Ontario

Can you see the beauty of Joint Ventures? It’s a win/win situation for everyone... for the businesses involved and for their customers.

Joint Ventures also give business owners a chance to create memorable and unique promotions that may be more effective than traditional advertising.

As you probably realise, when you set up Joint Ventures, you can get a flood of new clients. So it’s critical you know what to do with them – how to turn them into paying clients.

This is why it's important you understand the topics covered in the previous chapters. Only then will you get maximum results when you use this strategy.

### ***Benefits Of Joint Venture Marketing***

Joint Ventures can be long-term, like promoting a product or service together, or short-term, like trading products and services. Joint Venture ideas are virtually endless and the benefits are many.

In his book, "*How To Write Hypnotic Joint Venture Proposals*", Larry Dotson lists 50 benefits of Joint Venture Marketing.

They are:

- Build long lasting business relationships.
- Increase your credibility by teaming up with other reputable, branded businesses.
- Get free products and services.
- Construct most joint venture deals with little or no money.
- Gain new leads and customers.
- Get discounts on products and services.
- Save money on business operating costs.
- Beat your competition.
- Gain referrals from other businesses.
- Solve your business problems.
- Save valuable time.
- Get free and low cost advertising.
- Offer your customers new products and services.
- Survive a depression, recession or a slow economy.
- Save money by sharing advertising and marketing costs.

- Target other potential markets.
- Expand and grow your business quickly.
- Gain valuable information or skills.
- Increase and protect your cash flow.
- Find new profit outlets.
- Become rich and wealthy.
- Start almost any business at little or no costs.
- Get rid of your extra inventory.
- Reduce and eliminate your debts and avoid bankruptcy.
- Afford to sell your products at a lower price.
- Increase your opt-in or e-zine subscribers for free.
- Get your web hosting and design for free.
- Save money outsourcing your workload for free.
- Find hidden income streams.
- Exchange useless products for profitable ones.
- Create new business funding and credit lines.
- Reduce your taxes.
- Find and create new distribution channels for your products.
- Give your employees more raises, bonuses and benefits.
- Trade non-business stuff to improve your personal life.
- Increase your sales and profits.
- Send your ad to huge, targeted email lists at no cost.
- Eliminate employee-hiring costs creating barter outsourcing deals.
- Build your customer or opt-in list for free.
- Build profitable alliances with other businesses.
- Learn insider information from other experts at no cost.
- Test your product for free.

- Out-sell other affiliates much easier.
- Increase the number of affiliates that sign up to your reseller program.
- Offer more bonus products and incentives to buy.
- Get highly credible endorsements and testimonials from other experts.
- Quickly increase your e-zine subscribers.
- Offer your products at lower prices than your competition.
- Easily find new upsell and backend products to sell.
- Create products faster and with less effort.

These are just some of the benefits. They're endless and only restricted by your imagination!

### ***Joint Venture Endorsements***

What I'm going to show you is how to use Joint Ventures to get more clients and appointments through referrals. Specifically, using other businesses' most underused asset – their mailing lists.

Joint Venture endorsements have the power to grow your business more rapidly than you ever expected a small business could grow. I want you to open your eyes and show you exactly how you can dramatically increase your business with this concept.

Some of the best referrals come from your past and existing clients. If you really want to build your referral base, and get referrals exponentially, then you'll need Joint Venture referral partners. A referral partner can be any person, group, or institution willing to refer potential clients to you.

An endorsement is when a business, association, organisation or someone other than yourself gives their stamp of approval of

you, your services, or your practice to their customer or client list.

Their endorsement can carry so much weight that referred prospects are less likely to shop for the lowest priced service, ask fewer questions about your expertise, and normally come to a decision much more quickly.

Before I explain this in detail, I want you to think about something for a minute. Let's say I gave you the following choices – which would you pick?

1. A free advertisement in a publication with 15,000 subscribers or readers.
2. A mailing list of those 15,000 people.
3. A positive relationship, with the ability to contact those 15,000 people.

If you picked option 3 – the relationship with those 15,000 people – then give yourself a pat on the back!

The reason is because of the fact that this is a 'warm' list you're approaching. What this means is that the list owner has already established a relationship with the people on her list. They trust her. So they'll listen to what she says.

In contrast, a 'cold list' is one that has never heard of the person mailing to the list. Usually, this is when a person rents a list of names from a list broker and mails to people who neither know nor trust them.

If you were to buy or trade the customer list and mail your own letter, how much of a response would you get?

First of all, if you did this by bulk email, you'd get hardly any. If you did it by mail, you may get some.

BUT... when you have that list owner endorse your offer to her customers, you'll often get twenty times the response with the endorsement over a cold mailing!

You have two choices: you can try getting clients and appointments the easy way or the hard way.

The hard way is approaching 'cold' prospects one at a time who don't know or trust you.

The easy way is getting others to introduce you to their own customers or clients who know and love them.

And, with Joint Venture endorsements, you can get your message in front of hundreds, even thousands of people – who will listen – in one go.

In fact, through your friends, family, associates, and even your competitors, you have the ability to quickly and easily contact far more than 15,000 prospects through Joint Venture endorsed marketing.

Mike Enlow, a highly respected marketer, says this about Joint Venture endorsed marketing...

*“the fastest, easiest way on earth to make a fortune  
... if I had to choose from one single way to make  
money, this is it!”*

I agree with Mike.

Joint Venture endorsements are the most powerful form of marketing that exists. Yet it's mostly overlooked by small businesses.

It's the secret key to uncovering the hidden asset of your ability to contact literally thousands of people, quickly, with the utmost credibility.

People associate more credibility to statements made by a third party than those made directly by you. True? Yes. That's why you use testimonials and case studies in your marketing.

The same principle applies with Joint Venture marketing. Trust. It's a key element.

Because you can tell people how great you are until you're blue in the face, but it's nowhere near as credible and believable as when someone else says good things about you. When a credible person, business or organisation endorses you, the people on their list will listen openly to what they have to say. They set aside their distrust and your odds of success skyrocket.

### ***How JV Endorsements Work***

Most businesses have a list of customers or clients. However, most businesses do not realise the value of this list.

It's a golden rule in marketing: once a prospect becomes a customer, they should be considered a customer for life. You can sell to them over and over again because you've already established trust.

Businesses spend tens of thousands building relationships with their customers. Every effort they spend doing this can benefit you.

Of course, this assumes they provide a good quality product or service, and provide great customer service.

So, it's very easy to cash in on other businesses' relations with their customers to sell your treatments.

First, you simply find businesses that have relationships with their customers. Any business that keeps in regular contact with their customers, prospects or subscribers (perhaps by publishing a newsletter) is ideal – both online and offline.

Then, all you do is ask those business owners to recommend your service to their audience.

It's much like referral marketing but on a much larger scale. However, in this instance, we're not dealing with 3 or 5 referrals – we're looking at reaching dozens, hundreds, even thousands of people at once!

I've personally experienced, seen and read examples of this kind of endorsement marketing bringing in unheard of sales for the product/service owner.

Can a Joint Venture endorsement really make so much difference?

How about instead of getting a 1% response to your marketing, you get 24%!

Let me explain it like this...

You rent a list of 1,000 names, send a sales letter to the people on that list selling a treatment for £30, and you get back £300 from 10 bookings. That's a 1% response – the industry average from cold lists... with a good sales letter.

Now, let's say instead, you get endorsed by the person who owns that same list, who has a relationship with that audience. Now, instead of a 1% return, you get a 24% return – you receive £7,200 from 240 bookings.

Can this really happen?

Oh yes. It depends on the list, the owner, the sales letter and how targeted a market the people on the list are.

Done right, you can access thousands of prospects in a single mailing with maximum credibility, with minimum investment.

How long would it take you to get 100 paying clients through traditional advertising?

If you convert 10% of your leads or prospects to bookings (and that's a high conversion rate), you'd need to generate at least 1,000 ad responses. To generate at least 1,000 ad responses, you'd need to get your message in front of about 100,000 people (based on a 1% response rate).

Let me tell you, that requires a substantial investment.

In contrast, when you do a Joint Venture endorsement with a business to 1,000 customers, you get to access those customers all at once... and without the high cost of traditional advertising. If 1 in 10 people responded to your offer, you'd get 100 clients.

Can you see the difference between an endorsed mailing and a 'cold' mailing?

You can make more profits with a JV endorsement than you ever could when mailing to a 'cold' list – simply by leveraging off the credibility of the list owner.

This is extremely powerful stuff.

You're leveraging the power of the list owner's relationship with her mailing list to get remarkable results.

Even more important, the people on the list who booked you are now your clients. And now you have every right to add them to your own mailing list. You can grow your own mailing list very quickly using this strategy.

You might be asking yourself, "*Why would the endorser (the list owner) want to give their endorsement of someone else to their list?*"

It's simple. Here's why:

- **To gain a (financial) reward.**

When you approach someone to endorse you to their list, you must offer them a good reason for doing so. Money is usually a good carrot to dangle in front of them.

You could offer a percentage of the profits. How much? It's up to you. Normally, though, it's 50%. Sometimes more.

You may be wondering, "Why would I want to offer MORE, let alone 50% of my profits, simply to be introduced to a list?"

Good question. And the answer is, "Lifetime Value of Clients". Remember that? If not, go back and refresh your memory.

If you understand LVC, you'll understand it's worth giving up this initial profit for the money you make over the lifetime of your new clients.

For example, you can now mail future offers to those clients yourself, and every booking is 100% profit for you – no need to split it with anyone.

So, 50% (or more) of your profit on the initial sale is a small price to pay to gain a new client.

Of course, you don't have to offer money as an incentive to endorse you. You could trade your service, offering a number of free treatments to the list owner instead. However, I've found money works best as an incentive.

- **To look great to their customer list.**

It's extremely time consuming for businesses to constantly create new products or services. And, if they only have one or two main products/services to offer, they're constantly on the

search for new customers or clients... which is expensive business.

To help solve this problem, you can approach businesses and strike up a JV deal where they recommend you to their existing customers.

When they recommend other useful, helpful, high quality products or services to their audience, they look like a hero in their customers' eyes. Do you think their customers will listen to them again in the future? They sure will!

### ***Potential Joint Venture Partners***

Now you're beginning to understand the power of Joint Ventures, the next question is... who are potential partners?

Here are some ideas...

- Barber shop
- Beautician
- Beauty school
- Bookstore
- Bridal store
- Car accessory / parts store
- Car dealership
- Car insurance company
- Caterers
- Children's clothing store
- Chiropractor
- Church group
- Coffee shop
- Colleges
- Company with a sales force
- Computer / Internet instructor

- Computer software / hardware dealers
- Construction firm
- Cooking instructor
- Decorators
- Dentist
- Doctor
- Driving schools
- Dry cleaner
- Electrician
- Estate agent
- Financial consultant
- Fishing tackle / bait shop
- Florist
- Funeral parlour!
- Golf shop
- Gift shops
- Graphic designer
- Grocery stores
- Gym / karate instructor
- Health clinic
- Health supplement store / salesperson
- Hotel
- Interior designer
- Jeweller
- Kids' party planner
- Kitchenware store
- Landscaper
- Law firm
- Lawn care service
- Limousine / car hire service
- Moving company / packaging store / storage facility
- Newspaper or magazine
- Office supply companies

- Personal trainer
- Pharmacist
- Photographer
- Pizza delivery
- Plant nursery
- Plumber
- Printer
- Radio station
- Restaurant
- Security company
- Stop-smoking courses
- Tailor
- Tanning salon
- Tax consultants
- Theatre
- Toy shop
- Travel agent
- Universities
- Video store
- Wedding photographer
- Wedding planner
- Yoga schools

Then there are the ones you think of after reading this! And even that list doesn't begin to cover it.

Don't forget also the "celebrity" endorsements (more about that in a moment), charity groups, community service organisations, etc. Plus other non-competing therapists.

Basically...

Keep your eyes open. Your only limitation is your imagination!

Practically any person or business can be a Joint Venture partner... so long as they already have an established customer or client mailing list and, more importantly, have a good relationship with the people on their list.

A stronger relationship provides a stronger endorsement, which provides better results.

Keep in mind also that some of the people on your partners' lists may also be business owners with lists you can access. All you do is ask for an introduction to their customers. Then, each of those may have a network of customers you can tap into. The chain never stops.

As you can see, you don't have to find hundreds and thousands of prospects yourself. All you need are a few businesses that will give you access to their lists and network.

You can be busy for a long, long time using Joint Ventures alone... so long as you have a quality service that the list owner has no problems putting her valuable reputation behind. After all, you are asking her to risk her credibility and reputation on your service. It had better be good!

What if your partner's list is small? What then?

In this instance, instead of going for an immediate appointment, offer a free trial, a free consultation or a request for additional information.

When you have a limited number of prospects to work with, every one is worth gold. So you'll want to get as many from the list as possible. You can do this is by offering an easy, low or no risk commitment, such as a free introductory treatment. Then use the 'bump' technique to upgrade them to a paid-for treatment.

## ***What To Look For In Joint Venture Partners***

Here are six qualities to look for in your ideal Joint Venture partner. Look for a person or business that...

- **Has a large customer or client base, or can reach a large audience in some other way.**

The larger the mailing list, customer or client base, or audience, the better and bigger the response can be.

There are many other ways your partner may be able to reach her audience – for example, through radio shows, advertising, newspaper columns, and well-publicised events or stunts.

Sometime, though, “large” isn’t necessarily the most important quality of your partner’s audience. “Targeted” might be much more important in the long run.

- **Keeps in contact with his customers or clients on a regular basis, or advertises regularly.**

The more regularly your potential partner keeps in touch with her customers or clients the better. They’ll have a good relationship with them, which results in a stronger endorsement.

This can be through a regular newsletter, or face to face. It can also mean through regular advertising.

It generally takes people a number of times to see the same ad before they respond to it. One reason is because they want to know the business is established.

When you see an ad repeated time and time again, it tells you the ad – and the business – is successful. If the ad weren’t, they wouldn’t keep repeating it. So, if you're attracted to a potential partner by an ad, look at past and future issues of the publication to see if it’s repeated regularly.

- **Treats her customers or clients very well.**

Any good business' top priority is to treat customers well by making their needs come first in all things. They make certain they provide good customer service. They select products and services their target market wants and needs. They stick to the "you" in their advertising instead of the "me". They don't 'sell' – they offer and inform.

A business might also treat some of its' customers especially well with 'preferred customer' offers – which could be simply for repeat customers, or the biggest spenders, etc. They may have a 'V.I.P.' club or a loyalty card. They may host private parties, give bonuses and free gifts, send out "thank you" and birthday cards, etc.

Businesses with 'preferred customer' clubs or schemes can be excellent targets for Joint Venture deals.

- **Has a loyal following that trusts in the business' reputation and expertise.**

Or...

**Is an individual who is the centre of influence in your target market.**

Customer loyalty comes from the doing the things mentioned above. It might also be brand related. Reputation can also be built by word of mouth. When you consider a potential partner, ask yourself, "Do they have customer loyalty?"

Some businesses use endorsements by 'celebrities' to boost their image. A "celebrity" needn't be famous – just someone respected in some way, seen as having integrity, whose opinion is highly regarded. And, of course, someone who is a genuine user of the product or service... not just a "hired gun".

These are the people who everyone seems to know – centres of influence. You see them at networking events, read their name in trade publications, and hear their name mentioned everywhere. People like this get asked for referrals all the time.

We all know celebrities can be bought. Many people, though, are willing to endorse products or services that they actually do have experience with, and have a personal preference for. And their sincerity may prove more effective on potential new clients than the 'endorsement' of a famous celebrity – which is normally only for their own personal financial gain!

- **Has products or services (or just information) that complement your own service.**

Ask yourself, "Why would it make sense for your partner to offer your services to her customers or clients?"

This gives great scope for imagination! This is where brainstorming comes in... coming up with a great Joint Venture marketing idea.

For example...

Service: Partner with a golfing instructor to help her students relieve aches and pains.

Partner with an estate agent to help clients overcome the stresses of moving home.

Product: Partner with a bridal store to help clients get through their (stressful) wedding preparations.

Partner with a florist to provide customers with a perfect Valentine's Day gift.

Information: Partner with an adult further education college to help students relax during exam time.

Partner with a marriage counsellor to help couples overcome their problems.

Be aware of all the numerous possibilities around you.

- **Has a clientele that is willing and able to spend money on your services.**

*“Go where the money is.”*

Sometimes, though, this isn't immediately obvious.

For example, you could try selling massage treatments to college students. However, it might be better selling to their parents instead. Your sales message would be targeted at parents and explain how massage helps their children study better, to produce better results and grades.

If you find a partner with all these qualities, you've hit the jackpot!

There are good reasons to look for the ideal partner. And, when you see the results a good match can deliver, you'll be delighted you made the effort to find them. When everything matches up, expect a flood of clients and appointments!

However, it's not always required. So don't let the finding of a perfect partner hold you back from setting up Joint Ventures.

### ***How To Set Up Joint Venture Endorsements***

Okay. Let's roll up our sleeves and get down to the “nuts and bolts” of setting up Joint Ventures endorsements.

It's actually quite simple. Just three simple steps:

1. Find potential partners.
2. Contact those potential partners.
3. Get an agreement signed.

### ***Step 1: Finding Joint Venture Endorsement Partners***

First, find businesses to do Joint Ventures with.

As you know, the secret to Joint Venture endorsed marketing is to work with people or businesses that maintain good relations, and keep in touch frequently, with their customers.

So find businesses that meet these three requirements:

1. They have a strong relationship with people who would be good prospects for your offer.
2. They contact these people regularly to build good will.
3. They have a large enough mailing list or database for a Joint Venture endorsement to be attractive, and worthwhile, to you.

Brainstorm and make a list of people and businesses to approach.

Ask friends, family and colleagues. Look at businesses down your high street and in your local area.

Another place to get ideas from is in the 'Yellow Pages' and local newspapers.

In fact, wherever you go, you never know when you'll meet someone who might turn out to be your next JV partner. If you keep open to even the most chance encounters – for example, at a friend's home, at work, at a party, on an airplane, in a restaurant,

out shopping, etc. – an idea and opportunity is almost bound to come to mind!

### **Step 2: Contacting Joint Venture Endorsement Partners**

To approach potential JV partners, contact the owner of each business by phone, fax, or mail. People get so much junk email these days, so don't write a proposal and then email it to them.

It's important you make your initial proposal by mail, fax, or phone. Ultimately, you want to contact the person on the phone.

However, if you have a very large list of potential partners, it may take a few weeks to contact each person by mail or fax and ultimately by phone. So email each of them an 'ice breaker' message. Then, when you contact them on the phone, you'll be more welcomed.

Your 'ice breaker' message can say something like...

*"Hi Mary, This is Mike from Mike's Widgets. I just visited your website and want to tell you that your services look great! I think my customers are well-suited prospects for your business and vice-versa. What should I do if I want to send a few of them your way?"*

Make sure you personalise your messages.

As you build your list of potential partners, put their contact information into a database program. This allows you to personalise your messages and contact each potential partner on a regular basis.

Keeping in touch regularly with potential partners is important for building a relationship with each person – much like with your clients and prospects on your mailing list.

Do this even if you don't set up a Joint Venture at first with a particular person. Sometimes the relationship needs to grow before a Joint Venture is considered.

To get partners to endorse you, you have to make them feel like they're doing something good for their customers – that they went out and arranged a special deal for them. So make a special offer they can pass on to their customers. It might be a discount, a special bonus offer, etc.

By including a special offer in the endorsement, the recipients do not consider the endorser to be a seller, but rather their own “special deal hunter”.

So, think of a special offer you can offer to your JV partners' customers and clients. Make it good, irresistible.

Remember, don't worry about giving too much away to people. The goal is to get them on your mailing list as prospects and clients. You'll make your profit from repeat visits because happy clients will book you again and again... as long as they get what you promise the first time. Remember 'LVC'.

So, make your offer as generous, attractive and risk-free as possible.

Also, you want to make the endorsement as easy as possible for your partner. So offer to help write the endorsement letter.

And let your potential partner know that if she wants, she can test the endorsement on a few of her audience to see if they respond positively. If they do, she can then roll out the endorsement to her entire list or audience.

Here's a letter template you can copy, edit and use to approach potential endorsers with:

Dear {Your JV Partner Name},

I have a rather unusual proposition for you.

My name is {Your Name} and I'm a {your occupation} right here in {your city}.

Just recently, I was thinking of a way to market my practice in a cost-effective manner. And I realised I could do something that would be an excellent opportunity for you to gain enormous goodwill from your {customers/clients} while we both benefit.

I'd be happy to let you give your {customers/clients} a very valuable service from me, which will greatly endear your {customers/clients} to you without costing you a penny.

Let me explain.

I would like to send a letter coming from you giving your {customers/clients} a voucher for a {free/discounted} {treatment} with me. During this treatment, I'll {explain benefits of treatment}.

This treatment normally costs {£xx.xx}.

Wouldn't that be a great 'thank you' gift from you?

I just figured it would make an excellent gift you can give to your {customers/clients} for their business, and a way for me to get more people into my practice. There are no strings attached and your {customers/clients} have no obligation to ever use my services again.

*Continued...*

*Continued...*

I'm sure your {customers/clients} will love it. And it won't cost you a penny or take any of your time. In fact, I will pay 100% for all the postage and printing. Plus, I'll write the entire letter for you and you can have complete editorial control of it.

If this sounds like a good idea (and it really is), I'd be happy to give you a free {treatment} so you can see for yourself how great it really is.

Just call me on {telephone number} to schedule your free treatment, and I'll explain everything in full detail.

Sincerely,

{Your Name}

### **Step 3: Get An Agreement Signed**

Once you've reached agreeable terms, get an agreement signed. This way, both parties involved will understand clearly what's expected of each other.

There's no need for big contracts because they scare people. A simple agreement is just as binding and they're very easy to create.

Just outline the terms of the deal... what you agree to do, and what the other person agrees to do... write down the commission terms (if any) and everything else you agree on. Then get the agreement signed.

This is not intended to be legal advice. So, please get professional legal advice if you feel it's appropriate. If you do, get a template agreement drawn up, which you pay one-time for, so you can use it over and over again.

Those are the steps you need to form profitable Joint Ventures.

As your client base grows, you will find it easier to set up deals by offering cross-endorsements, in which your partner endorses you to her list and you do the same for her.

### ***Commission-Based Joint Ventures***

With some Joint Ventures, you have to make it financially appealing by sharing in the profits from the appointments you get. Not a bad thing when you consider the lifetime value – of both clients and Joint Venture partners.

Of course, if the offer to your JV partner's customers is a free treatment then there won't be any profits to share.

However, if your offer is a discounted treatment, and you offer a commission for appointments you get, simply agree on a referral fee with your partner beforehand.

Offer a percentage or a set amount. As I've mentioned, it's normal to offer 50% profit. However, you can test the water by offering less – such as £1 or £5 per new client (depending on your profit margin).

When you make your proposal, give an example of figures that could result from the endorsement. Tell your partner that responses are usually four to seven times higher when someone endorses a product or service to their customers, than offering their own product or service.

Based on how many people you'll be reaching, you could say...

*“Well, if you have 1000 customers and subscribers and 10% of them took advantage of my special offer, that would be 100 x £20/treatment – which is £2,000. I’m more than happy to split this with you.”*

Then say, “Does 50% of the profits sound good to you?”

Don’t be afraid to give examples like this. It excites people.

Here’s a letter you can use to approach potential JV partners with offering a percentage of the sale...

Dear {Your JV Partner Name},

I have a rather unusual proposition for you. It’s something I believe could provide a great deal of profit to you with absolutely no risk.

My name is {Your Name} and I’m the owner of {Your Practice Name} / or I’m a professional {your profession} right here in {town/city}. I {mention one or two things about what you do}.

I wanted to write and introduce you to an idea that could create another source of revenue for you, while providing a valuable service to your {customers/clients}.

I would like to {send a letter/offer a gift voucher} coming from you giving your {customers/clients} a special {discount/offer} on {your service/treatment}. And for every one of your {customers/clients} who takes advantage of this offer, I’ll give you {£/%} of the profit.

*Continued...*

*Continued...*

Plus I'll make even easier for you by {writing the entire letter/designing the voucher} for you. But don't worry, you have complete editorial control of it.

If this sounds like a good idea (and it really is), I'd like to discuss it with you personally over the phone or in person. I'll give you a call next Monday at 9am. Or if you prefer, you can call me on {telephone number} and I'll explain everything in full detail.

Sincerely,

{Your Name}

### ***Handling Potential Objections***

You may encounter some objections and concerns when you propose a Joint Venture. It's not surprising when so few small business owners use Joint Venture marketing, and fewer still know anything about it.

So here are some common objections and possible responses you can give:

**Objection 1:** "I'm not comfortable with you contacting my customers. I don't like someone else controlling the relationship with them."

**Response:** "That's fine. In fact, it would be better if you contact them directly yourself on my behalf. I'm more than willing to do all the work, so you don't have to. We can meet up regularly to see how everything's going, and to make sure you're comfortable with the process."

**Objection 2:** “How will I know how many people respond, and how can I be assured that I will get paid my share of the profits?”

**Response:** “That’s not a problem because, firstly, I’ll be keeping accurate records of every response with a tracking code – much like a reference number – that tells me the person responding is one of your customers.

{ Show your partner an example of a letter, gift certificate, leaflet, etc. with your tracking code on it. More about tracking Joint Ventures in a moment. }

Secondly, it’s in my best interest to pay you your share of the profits. You see, I’m hoping to establish a long-term partnership with you. That will only happen when I’m totally fair and honest with you – a win-win relationship based on honesty and trust. Don’t you agree?”

**Objection 3:** “How do I know this is going to make me money?”

**Response:** “If you like, we can do a test with a small group of your customers. After we get the results, we can see how it did and get feedback from your customers. Then, if you’re comfortable with the results, we can roll it out to all your customers.”

### ***Preparing Your Joint Venture Endorsement***

When you’ve agreed on the endorsement, you need two other items:

1. The endorsement letter from your JV partner.
2. Your sales letter.

## ***The Endorsement Letter***

You'll need a letter that the endorser sends to her list, or gives to her customers or clients.

This letter is their endorsement of you. It introduces you, explains the benefits of your treatment, and urges readers to take advantage of your offer (or read the enclosed sales letter from you, if you use one).

It's a nice touch to first let your partner sample your treatment. That way, the letter can tout the amazing results they got firsthand (nothing beats personal testimonials)... and explain why they're bothering to endorse you.

You can have the list owner write the endorsement as they may have a particular writing style their list is used to, and any variation from may decrease response.

Or you can write a draft for them, which they can approve or edit it as they see fit. The advantages of offering to help write the endorsement are:

### **1. It's in your control (to some extent).**

If you left the entire letter to your endorser to write, she may leave out important details and benefits about you and your treatment.

Providing a draft copy of what you'd like them to say ensures these are included. It gives your endorser a template to write from, which they can edit.

### **2. It saves time and effort for your endorser.**

You want to make the endorsement as easy and simple as possible for your JV partner. Providing a draft of the endorsement letter will save them from having to write

one from scratch. Left to their own devices, they may not get round to it. So this gives them a helping hand.

When writing an endorsement letter, you must focus on making it appear as an endorsement rather than a sales letter.

You should come up with a reason to explain to people why they are receiving the endorsement. You can use reasons like...

- *“My friend just qualified as a professional massage therapist and, after having a treatment, I immediately asked her to see if she could make a special offer to you, my customer. And here’s what she said...”*
- *“After experiencing the wonderful benefits of this, I wanted to let you know about it...”*
- *“After experiencing these results, I realised I would be doing you a distinct and profound disservice if I didn’t share my discovery with you and negotiate a special offer on your behalf.”*
- *“I was talking to {your name} the other day. She’s a professional massage therapist. After talking with her for a while, I convinced her to...”*
- *“I was looking for a Valentine’s Day gift for my customers, and here’s what I found...”*
- *“I can’t help sharing this with you. I wanted to let you know before every body else finds out...”*
- *“My friend told me about this... I couldn’t believe it at first, but when I tried it out – it worked! Now, let me tell you about it...”*

Here’s an example of an endorsement letter you can edit and use...

Dear {First Name},

I'm writing to tell you something very important. And that is... "Thank You!" Thank you for your valued custom.

I was trying to think how to show my appreciation in a way that's a little more tangible than just saying "thanks". So here's what I've come up with.

Please find attached a gift certificate for a {free/discounted} {treatment} with my {your profession} therapist, {your name}.

You know, I'm completely thrilled with how {benefit treatment provides} since I've been having {treatment}.

{Talk about some of the results your endorser has received from your treatment and about your practice}.

Normally this {treatment} is £{xx.xx}. However, as a special "thank you" gift, I've arranged with {your name} so you too can experience this wonderful treatment for {free/only £{xx.xx} – that's a {xx%} saving/discount}.

Just give {your first name} a call on {your telephone number} to book your free treatment, let {him/her} know I sent you and that you're taking advantage of this special "thank you" offer.

Once again, thank you for your valued custom and I look forward to serving you again in the future.

Sincerely,

{Endorser's name}

P.S. When you book your free {treatment} before {date}, {your first name}'s got another free gift for you.

This letter goes out on your endorser's letterhead and their envelopes for maximum results.

The free gift in the "P.S." creates curiosity and could be something like a discount certificate to encourage a repeat visit, or something you've arranged with another business using a Joint Venture.

### ***Your Sales Letter***

This is optional. But, there's one other letter you can include in this endorsed mailing, and that's your letter that goes out with the endorsement letter.

This is your opportunity to talk about you and the benefits people get from your treatments.

You can use case studies instead. Definitely use testimonials. You can also include a gift certificate, either at the top or bottom of the page.

Instead of a sales letter, you may prefer to include a brochure.

### ***Implementing Joint Venture Endorsements***

You can execute Joint Venture endorsements through any number of mediums – by mail, phone, fax, email, in-store, in a newsletter, seminar, workshop, conference call, as an insert, or through any other way the endorser comes in contact with her customers, clients or subscribers.

Your endorsement script or copy will vary depending on which medium you choose.

Here are the three most popular:

### ***By Post***

The endorsement letter (and your letter and/or gift voucher, if used) is posted to the people on your partner's mailing list.

Advantages:            You can reach a large number of people at once and you'll see results faster.

Disadvantages:        You may have to cover the cost of printing and mailing the sales letters. However, the lifetime value of a client far outweighs the cost it took you to get that new client. This is a one-time event. However, the response can be more than enough to keep you busy for quite a while.

### ***In-Store***

Place the endorsement letter (and your letter and/or gift voucher, if used) in an envelope. Your partner hands it out to each customer or client after a sale.

Advantages:            No mailing costs involved. Your partner can also give a verbal endorsement as she gives your letter to her customer or client.

This is on-going, which means your marketing is constantly working to deliver a constant stream of prospects and clients.

Disadvantages:        Takes longer to reach all your partner's customers since your letter goes out one at a time.

### ***By Email***

If your JV partner publishes a newsletter – or keeps in contact with her list – by email, she'll be able to send the endorsement using her existing emailing service.

**Advantages:** Costs practically nothing to do. You can reach a large number of people at once and see quick results.

**Disadvantages:** This is a one-time event. However, the response can be more than enough to keep you busy for quite a while.

Depending on your partner's business, there's nothing stopping you from taking advantage of several delivery methods.

For example, a partner who owns a hair salon can post or email your letter to her mailing list of existing customers AND also give handouts in-store to new customers.

A health club could send their endorsement letter to members on their books AND also include your offer within new member welcome packs.

This way, you get an immediate, one-time endorsement to hundreds or thousands of people, followed by a steady stream of continuous endorsements.

### ***Tracking Joint Ventures***

How do you track clients and appointments so you know which were referred from an endorser?

It's easy. You include a tracking code in your endorsement letter (or gift voucher), just like you would with any other marketing.

When people call you to book an appointment, ask where they heard about you, if they have a reference number (your tracking code) and ask them to quote it if they do.

This tracking code in your endorsement letter or gift certificate allows you to correctly track each referral source and pay your JV partner what's due.

For example, in your endorsement letter...

... Here's what to do to take advantage of this special offer:

1. Call {your first name} on {your telephone number} to book your treatment.
2. Quote your special offer code: **JVP-001**

And on a gift certificate, brochure or leaflet...

 **“50% OFF Your First {Treatment} With This Gift Certificate (Save {£xx})”**

**YES! I want to take advantage of this special offer and save 50% OFF on a relaxing and soothing {treatment}.**

Call {telephone number} to book your treatment, quoting reference number: **JVP-001**. Please bring this along to your treatment.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Your Birthday: \_\_\_ / \_\_\_ / \_\_\_ (I've got a surprise gift for you!)

Privacy Policy: Your details are kept in the strictest of confidence. I only use them to send you news of treatments and special offers like this one. They will never be sold, rented or passed on to anyone else. You can stop mailings from me at anytime.

**{Place your name and contact details here}**

The reference number 'JVP-001' is the tracking code. It can be anything you want. I've used 'JVP-001' here so I know it refers

to Joint Venture Partner number 1. When I check my records, I know it refers to the coffee shop down the road, for example.

As you set up Joint Ventures, make a note of your partners and their tracking codes.

For example...

<i>Tracking code:</i>	<i>JV Partner:</i>	<i>Commission:</i>
JVP-001	Mary's Coffee Shop	0%
JVP-002	Bob's Dry Cleaners	25%
JVP-003	Jo's Bistro	25%
JVP-004	Mike's Health Club	50%

... and so on

### ***Other Joint Ventures Ideas***

A Joint Venture doesn't have to involve sending out sales letters endorsing you. It could be a gift certificate your partner simply hands out to every customer. Or partners holding competitions.

Here are some more ideas for Joint Ventures:

- **Joint Venture with Hairdressers**

Ask hairdressers to hand out gift vouchers as a surprise "thank you" gift to their customers for doing business with them.

If you've given them a free sample of your treatment, and they loved it, you can be certain they'll talk more about it to their customers. Well, you know how hairdressers love to talk – a verbal endorsement as well!

Simply provide them with a supply of the endorsement letter (and your sales letter and/or gift voucher) in an envelope, and check in from time to time to make sure they've got enough.

You could also arrange with the salon owner to provide massages when people are waiting for, or after, their appointment.

### ▪ **Joint Venture with Health Clubs**

Approach health clubs to offer a free (or discounted) treatment with every new membership.

You know what it's like when you start exercising again... the aches and pains that follow. Well, you can help reduce these pains, right?

Arrange for a letter and/or gift voucher to be included within every new member's welcome pack.

Health clubs can have a couple of thousand members on their books. So, an endorsement letter sent to their list would reap great rewards for you. If a health club has 2,000 members, and 5% of the list took you up on your offer, you'd get 100 new clients and bookings!

### ▪ **Joint Venture with Estate Agents**

Estate agents could thank their clients with a surprise gift of a free or discounted massage treatment.

This would be an attractive proposition for them because you'll be making them look good. And it doesn't cost them a penny to offer an extra, unexpected and welcomed service for their clients.

They would simply follow-up after the sale with a "thank you" letter, such as this...

Dear {Client's Name},

Congratulations and Welcome to your new home! I wanted to thank you for choosing me to handle the purchase of your new home with a special gift.

I've arranged a special "thank you" gift for you – a relaxing massage to help ease some of the stresses and strains of moving home, courtesy of {your name}, a professional massage therapist here in {your town/city}.

Whether you want a massage that eases away stresses and strains from moving... or revitalises you so you can unpack faster with renewed energy... it's your choice.

In fact, here's what one of your neighbours had to say about {your name}'s service: {"great testimonial about results gained from using your service"}

When you book your first treatment, you get a second one for free! Let your partner experience a soothing massage too... or keep it for yourself!

So, when you're ready to unwind, de-stress, relax and be pampered, call {your name} on {telephone number} to schedule your session. You'll be so glad you did because I promise you'll feel absolutely wonderful after your massage!

Sincerely,

{Your Name}

P.S. Extra Bonus: There's a special meal waiting for you at {restaurant name}. You'll also get a voucher from {your name} you can use to enjoy a free bottle of wine with your meal. Our way of saying, "Welcome to {town/city}!"

Do you think many new homeowners would turn that down?  
I don't think so!

With an offer like this, you'll have a good chance of getting them as a repeat client. They're not going to turn down a free massage after they've paid for one already, are they? And, when they start getting into a routine, there's a good chance they'll be back regularly.

And including a free treatment for a partner means you'll have the chance to get two new clients... using just one letter.

You can be sure they'll tell others about you because no one does this. So, don't be surprised when their neighbours start calling you up!

And, with the free bottle of wine as an added incentive, just set up a Joint Venture with a local restaurant.

Thinking laterally, you can also Joint Ventures with other people and businesses involved with moving home – such as furniture movers, van hire companies, furniture shops, DIY and gardening centres, decorators, solicitors, and so on.

### ▪ **Joint Venture with Restaurants**

Approach restaurants to include your gift voucher with every bill they give out. Imagine, an Indian restaurant giving out gift vouchers for Indian Head Massages! Why not?

Taking this Joint Venture idea further, how about actually giving sample massage treatments in restaurants?

Does that sound crazy to you? Don't think it would work? Let me tell you, it works.

Have you heard of "YO!Sushi" – the trendy Japanese restaurants that serve sushi on moving conveyor belts? Well, they have "YO!Below", a more traditional Japanese

restaurant set-up. One of the additional services they provide is head, neck and back massages. It's a great place to go for a fun night out. I highly recommend a visit!

Well, what's stopping you from doing this yourself?

Simply approach local restaurants with the idea to set-up a small area where you would provide free massages. Or visit diners at their tables.

What's working in your favour is this:

1. These customers have disposable income. Otherwise, they wouldn't be eating out. If they have disposable income, they can afford your services.
2. The restaurant is able to offer an extra service that sets them apart from their competitors.

The restaurant business is very competitive. Anything that gives a restaurant a distinct advantage over its' competitors – and if it doesn't cost them a penny – is greatly welcomed.

What you do is offer free, short massage treatments. Say, 10 minutes. Enough to make customers relaxed, but wanting more. After you finish a treatment, give them your business card, brochure or leaflet with an offer on it.

If you do this at the customer's table, there's going to be at least another person there. Right? So, give them your card as well!

Imagine also at Christmas time, when restaurants get party bookings and, in particular, office parties. Who's normally at these office parties? The boss! That could be an entry into doing corporate therapy.

You might also mention that you've got a competition where the winner gets a month's worth of free massage treatments (once a week) for example. All they have to do to enter is give you their contact details so you can tell them if they win. Getting contact details is important, as you know by now.

What about when restaurants do something special for Mother or Father's Day? All their competitors will be doing something similar. So how can a restaurant set themselves apart?

Well, they could offer mum or dad a gift voucher for a free massage. Or, you could be there on the day to give them a short treatment.

In fact, any reason for a celebration is your opportunity to do a Joint Venture with a restaurant – Valentine's Day, New Year (not forgetting Chinese and Indian New Years, which are not January 1st), customer birthdays, St. Patrick's Day, Easter, Christmas (*"take a break from your Xmas shopping with a relaxing, soothing massage"*), and so on.

You could offer a special service practically every month.

The opportunities to get new clients and bookings are endless just by working with restaurants. All you have to do is "think outside of the box". Be creative. Be on the lookout for Joint Venture opportunities.

I mention restaurants a lot because of my background in this industry. And it was using Joint Ventures that helped triple turnover within a year... and make a lot of money for my JV partners too!

Here are more examples...

- **Joint Venture with Shoe Shops**

If you specialise in Reflexology, what a great target market!

Do a Joint Venture with shoe shops to offer a gift voucher with every purchase. You know what it's like with new shoes... they kill your feet for the first few days! What a great opportunity to offer a soothing treatment.

This is a targeted audience so your sales message can 'talk' directly to your audience, addressing their specific problems.

### **Case Study**

#### **"Shoe Store Giveaways"**

I have done the free half hour voucher thing with a local shoe store and it has been highly successful, both in terms of upgrading to an hour and for getting regular clients.

So I don't get too many clients, I give the shoe store just 20 vouchers per month, and they give them to people who they think might be likely clients when they purchase a pair of shoes.

Over time I learned to spread out the expiry dates of the 20 vouchers, so they don't all redeemed at the same time. Of the 20, I usually get around six redeemed each month although it varies greatly.

When they call to book an appointment, I ask them if they want to upgrade to an hour for \$15. Almost all of them have taken up this option. After the massage I also ask them if they'd like to rebook another appointment. Almost all of them have. A good percentage has gone on to become regular weekly or fortnightly clients.

Some of these clients didn't purchase shoes themselves, but were given the voucher by someone who did. For me it has been one of the best marketing strategies around.

*Continued...*

### **Case Study (continued...)**

I went full time in my clinic in May. I only learned to ask the upgrade and next appointment questions about August (doh!).

I have never placed a newspaper advert but have gotten all my business through this method, plus giving vouchers to a local weekly pub run for spot prizes, and using contacts through my cycling club etc.

I have just closed my book to new clients as I'm working 10 hour + days and need to cut back. Sure I love people and I love what I do, and I'm probably a competent therapist with reasonable rates (I decided early on that I wanted a regular clientele rather than lots of casuals so pitched accordingly) but I certainly wouldn't class myself as brilliant by any stretch.

If you pick your market right to give the free vouchers to, give great massage and then ask the right questions regarding upgrades and further bookings, then in my view you'd be hard pushed to find a more cost effective marketing strategy.

#### ▪ **Joint Venture with Kids Nurseries**

Have local kids nurseries recommend your services to parents. Create an endorsed mailing and offer parents a discount off the first treatment.

Parents usually have a few hours free while their children are at nursery... time for themselves! And what better way to spend their time than having a treatment with you.

And since treatments will be scheduled while the kids are at nursery, you can be sure they'll tell other mums how great you are when they collect their kids.

So make this an opportunity to get referrals. Give them, say, 3 gift vouchers and ask them to pass them to other mums they

know. And, in return, offer to reward them with a free treatment when all gift vouchers are redeemed (write their name on the back so you know where the referrals came from).

That was easy huh? And more ideas...

### ▪ **Joint Venture with Several Businesses to Add Value**

Instead of discounting your treatments, in the hopes of getting new clients, a better way is to add extra value. Here's what I mean... imagine this scenario:

Therapist A offers a first treatment at £20. Her usual price is £30. Okay, a £10 saving for a potential new client. Not bad. However...

Therapist B, with exactly the same treatment and at the same price, offers her new clients something more – much more – a pack of vouchers for her client to save money off products and services at other businesses.

Let's say, for example, the vouchers give the client a total savings of £200 off products and services.

Let me ask you, which would you pick... a £10 saving with therapist A... or a £200 saving with Therapist B?

The decision is obvious.

There's no need to discount your services because, when you add extra value, you'll find it easier to win new clients. Plus, you don't want to get clients into expecting discounts for future treatments.

And, you can also use this to reward your existing clients. If you were my therapist, and you gave me a pack full of gift vouchers to save £200 off products and services, I'd be over the moon... and your client for life!

Okay, here's how to about doing this:

1. Arrange with local businesses to give you special offers, discounts, coupons, gift vouchers, etc. for you to give to your clients.

Ideas of people and businesses to approach: restaurants, beauty therapists, hairdressers, health clubs (for trial subscription), florists, clothing boutiques, travel agents, dry cleaners, coffee shops, delicatessens, and so on.

Have a look at the list under "Potential Joint Venture Partners" for ideas.

2. Next, total up the value of the 'savings' in this package. Make it a selling point in your marketing. It could even become your USP (Unique Selling Proposition).
3. Then place these vouchers, coupons, etc. into an envelope. Write something on the front such as, "*Who says there's no such thing as a free lunch?*" Of course, include something from a restaurant inside if you use this line!
4. Now simply give it to new clients on their first booking. They'll love it!

You can also send a letter to your existing clients saying that you've arranged £200 savings (or however much you've managed to get) with other businesses. And that they can pick up their free pack of vouchers at the next appointment with you. Guess what happens? Yep, more bookings.

So, instead of discounting, add extra value on top of your services. You get paid what you deserve, and the extra value you provide doesn't cost you a penny!

### ▪ Joint Venture To Reward Your Clients

Do you get tired of sending out Christmas cards to your clients, only to wonder if they just get tossed in the bin? Would you like to send a holiday greeting that your clients will treasure instead?

Well, for the same cost as cards, you can send out a valuable letter that not highlights your thoughtfulness, but can also get you more referrals.

The holidays and other special occasions are a great time to both profit and provide value added services to your clients, circles of influence, and other contacts. Here's how...

Visit a local business you know and make arrangements for a significant discount for any client you recommend to them.

For example, your local jeweller, garden nursery, home furnishings store or DIY centre might agree to a discount to your clients for a limited time.

Show the business owner how many people you have on your contact list.

Then write a letter to thank your clients for their business, support, and referrals throughout the year. In appreciation, mention that you've made arrangements with your Joint Venture partner to offer them a discount on anything in the store during the holidays. All they have to do is present the letter.

Ask your clients to "discreetly pass the letter" to your partner, as this offer is only available to them and a few of your other close friends and clients. This lends importance and an air of exclusivity to your gift.

Done properly, your Joint Venture partner could become a referral source for you. You never know when one of their customers or clients will casually mention that she's looking for a massage therapist (or that she has a problem your partner will know you can help them with). Your partner will be able to recommend you.

As a result, your clients get a good deal, the local business gets new clients, and you've secured goodwill in the eyes of your clients.

You can do this any time of the year. Arrange deals with floral, lingerie, candy and gift shops for Valentine's Day, children's stores for Easter, and so on.

Do many deals like this and you can quickly find yourself the "Massage Therapist Of Choice" for all local businesses... in addition to providing a wonderful value-added service to your clients.

### ▪ **Joint Venture to Exchange Website Visitors**

As well as swapping the usual text or banner links, you and your partner can also help build each other's mailing list.

When people subscribe to your newsletter, they're normally taken to a "thank you for subscribing" page. This is where the Joint Venture endorsement happens.

Did you know... as many as 80% of the people who subscribe to your newsletter will also subscribe to the newsletter you recommend on your thank you page?

So, simply recommend your partner's newsletter to your visitors, explain why it's good and why they should sign up to it. Then give them a link to click through to your partner's website. Your partner does the same on her "thank you" page.

### ▪ **Joint Venture to Share Business Premises**

You and a non-competing therapist can share business premises by splitting the rent. Another advantage of this is that you can also share clients, marketing and advertising costs, etc.

### ▪ **Joint Venture to Hold Massage Parties**

You and non-competing therapists can get together to offer massage parties – whether in homes or in offices.

The advantage of this is that your 'team' can handle large numbers of people. This means more potential clients in one place at once.

Offering free massage parties is a particularly good idea if you're a massage student. You get the opportunity to get additional practice, plus the chance to build a mailing list of potential clients. So when you qualify, you'll have a captive audience to get paid appointments and referrals from.

Plus you can do Joint Ventures with the therapists you did parties with, to do cross-endorsements and share clients.

And a few more Joint Venture ideas...

- Placing brochures/sales leaflets in store shopping bags.
- Placing brochures in other businesses' out-going mail.
- Cost-sharing for any type of business function (e.g. producing a magazine, printing, setting up a website, placing display ads, renting booth space at a fair/show/convention, joint publishing, etc.).
- Writing articles for someone else's newsletter or website and accepting their articles for yours.

- Providing prizes for fundraising events.

I could go on and on and on... but I think you get the point that ideas for Joint Ventures are diverse and endless!

## **Conclusion**

There's really nothing more I could say that would make you realise the full power of Joint Ventures and endorsement marketing. You just have to get out there and try it.

Just think, if you set up Joint Ventures with just 10 people and/or businesses, and they supply you with just 5 referrals each month, you will get 600 referrals every year.

Let's say you convert 80% of these (80% is a high conversion rate but, as you know, referrals are much easier to convert than non-referrals). This means you'd have 480 new clients with repeat bookings.

What would this mean to you, your personal finance and to your life?

The opportunities to use them are endless... so long as you keep your eyes out for them and think creatively.

Joint Ventures, combined with what you've learnt so far, can grow your practice (and your income) faster than any other marketing strategy.

It's important you understand and use the other strategies covered in this book. Because, once you start getting enquiries, clients and bookings, you'll need these to back-up and profit immensely from Joint Ventures.

When you get endorsed to a big list, you can get a flood of enquiries, clients and appointments. Sometimes within days of the mailing going out!

So start putting this strategy to use. The first one is a learning experience. The second one becomes easier.

When you get good at finding, forming, and executing Joint Ventures and endorsements, your practice will have its greatest breakthrough ever!

This is not, however, the end. This is, as they say, "Only the beginning!"

### ***So, where do you go from here?***

From here, your initial goals should be to...

- Work out the lifetime value of your clients.
- Build your mailing list, if you're not doing so already.
- Use a 'bump' or 'upsell' offer with every client.
- Set up referral systems.
- Collect testimonials and create documented case studies.
- Make a list of potential Joint Venture partners to approach.

And these should be your minimum monthly goals...

- Follow up with prospects and clients.
- Get referrals.
- Find 2 Joint Venture partners to endorse your service.
- Arrange a special deal for your prospects and clients with a Joint Venture partner.
- Do one proactive thing every day to generate new business, even if it's just reading and learning about marketing.

Most important of all... TAKE ACTION!

Stay focused on your goals. Start today with a single step.  
Believe in yourself and your abilities!

When all is said and done, you'll be standing head and shoulders above the rest, with a smile on your face, money in your pocket, and a real sense of pride, accomplishment and achievement.

Congratulations!

One final thing...

Please let me know what you thought of this book. I also love to hear success stories. So, please drop me a line about your comments and successes to:

[success@massagemarketingsuccess.com](mailto:success@massagemarketingsuccess.com)

I look forward to hearing from you as you make this year your best, most profitable year ever!

I wish you all the success in the world.

Warm regards,



**Mickey Wong**  
ProfitRoom Marketing

Massage Marketing Success™  
*"Makes Your Practice Successful and Your Life Richer"*

## ***Bonus 1: Letter and Form Templates***

### ***New Client Welcome Letter***

Hardly anyone sends “thank you” letters. So, sending this to a new client a day or two after their first treatment really makes you stand out. Above all, it starts building a relationship.

Dear {Client's First Name},

I'm writing to tell you something very important. And that is... “*Thank You!*”

Thank you for choosing {me / practice name} for your {your service / treatment}. It's a pleasure to have you as a new client.

I was trying to think how to show my appreciation in a way that's a little more tangible than just saying “thanks”. So here's what I've come up with:

Call me on {your telephone number} to book your next {treatment}... then bring this letter along on the day to get a free “mystery” gift (worth £{xx.xx}). I won't say what it is now – it'll spoil the surprise!

So, thanks once again. I look forward to seeing you soon.

Sincerely,

{Your Name}

Note: The “mystery gift” could be a discount voucher for one of your other treatments. Or something you've arranged with another business/therapist.

## "Thank You" With Special Offer

You can use this letter at any time to thank clients. The other purpose of this letter is to get them to try other treatments – to upsell and increase their lifetime value.

Dear {Client's First Name},

I'm writing to tell you something very important. And that is... "Thank You!"

Thank you for being a valued client.

I was trying to think how to show my appreciation in a way that's a little more tangible than just saying "thanks". So here's what I've come up with:

I'd like to offer to you a {alternative treatment} at a special discounted price with your next {client's usual treatment}.

You know, I get comments all the time from clients who have this {alternative treatment} and who are completely thrilled with how much {benefit alternative treatment provides} they've been. Just like this client:

{“Testimonial Comment Here”}

Normally this {alternative treatment} is £{xx.xx}. However, as a special “thank you” gift, you can experience this wonderful treatment for only £{xx.xx} – that's a {XX%} discount.

*Continued...*

*Continued...*

But, there is one catch.

I can't keep this offer open forever. It's only good until **{date}**. After that time, this special offer will not be available. So, please don't delay. If you were considering trying a **{alternative treatment}**, now is your best time to do so.

Just call me on **{your telephone number}** and let me know you're taking advantage of this special "thank you" offer, and we'll schedule a convenient time for you.

Once again, thank you for choosing me for your **{your service / treatment}**. I look forward to seeing you again.

Sincerely,

**{Your Name}**

## ***Testimonial Request***

The purpose of this letter is to get testimonials you can use in your marketing materials. It's also useful to see how you can improve your service if you get any suggestions or criticisms.

Plus, it includes an incentive to get a reply to your request and encourage a repeat booking.

Dear {Client's First Name},

Thank you for your business. You recently had a {treatment} and I hope you enjoyed it.

I'd like to ask a favour of you.

I'm in the process of putting together a list of testimonials – a collection of comments about my {your service / treatment} from valued clients like yourself. Would you take a few minutes to give me your opinion? There's no need to dictate a letter – just jot your comments on the back of this letter and send it back to me.

I look forward to learning what you like about my {your service / treatment}, but I also welcome any suggestions or criticisms.

Thanks so much for your time.

Warmest regards,

{Your Name}

P.S. If you'll be kind enough to give me your comments, I'll be pleased to return the favour by giving you a {free gift such as discount voucher off next visit / free trial of another service you provide}.

## ***Testimonial Request Form***

Print this on the back of your testimonial request letter.

Please return to:

{ Your Name }

{ Your Address }

Please write your comments and/or success stories below.  
Then sign and return this letter to me at the address above.

Kindly let me know how your treatment has helped you,  
what results you've seen, in what areas of your life you've  
seen improvements, and anything else you think people  
considering this treatment would find useful to know.  
Thank you.

{ Your Name } has my permission to quote from my  
comments and use only my name and city in testimonials.  
I understand you will keep my personal details strictly  
confident, and will NOT pass them to anyone.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

City: \_\_\_\_\_

Date: \_\_\_\_\_

## Referral Request

Dear {Client's First Name},

**"Give Your Friends The Gift Of  
{Benefit Your Service Provides}  
This Holiday Season"**

I have a problem and need your help.

Just like any other business, my therapy practice needs new clients to stay in business. Of course I thought about advertising, but that seemed awfully expensive and a little risky.

Then I had a thought... why don't I let a few of my best clients give away my services as free gifts to their friends for the holidays instead?

So that's exactly what I'm doing for the next {time period, e.g. 6 weeks}. And here's how it works:

Who do you know would benefit from {benefit your service provides}? A friend, work colleague, neighbour, a relative?

Just jot down their name and address on the back of this letter and send it back to me, or call me with their information.

I'll then send your guest a free gift voucher for a relaxing and soothing {your service} (a £{xx.xx} value) coming from you.

*Continued...*

*Continued...*

There are no strings attached and absolutely no-obligation for your referral to use my services again.

As you might guess, I'm expecting a big response to this offer and I've only set aside a limited amount of these free gift vouchers. So it's important you let me know right away who you'd like to give one to.

Just pick up the phone and call me on {your telephone number} to give me the name of your guest and I'll take care of the rest from there. Or if you prefer, simply fill out the form on the back of this letter and send it back to me.

Either way, your guest will be treated to a relaxing and soothing {treatment}... while you get to look good and I get the opportunity to expand my business. That way everybody wins.

Thanks for your help and for being a valued client.

Sincerely,

{Your Name}

P.S. Here's a special chance to look great this holiday season – give away a {your service / treatment} to a valued friend, work colleague, neighbour, a relative. Give them the gift of {benefit your service provides}!

P.P.S. I've allowed room on the form for you to give a free gift voucher to 3 people. To thank you for helping me, you'll get a {incentive} when the 3 people you choose have a treatment with me!

### Referral Request Form

Print this on the back of your referral request letter. Offer space for 3-5 referrals.

Please Return To:

{ Your Name }

{ Your Address }

Please write down the details of friends, relatives, neighbours or colleagues below who you'd like free gift vouchers sent to:

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

*Thanks so much for your help!*

## ***Bonus 2: Special Report***

### ***“A Simple, Cheap Way To Get Website Visitors And Turn Them Into Paying Clients Using Joint Ventures”***

This simple strategy is easy to do, helps build your mailing list, and increases your clients and appointments.

Basically, you're holding a competition but with a couple of twists.

Here's how it works:

#### ***STEP 1***

Approach potential Joint Venture partners and arrange prizes from them. You're going to add these to your own to make up a grand prize. This makes your competition very attractive.

What you offer your Joint Venture partners in return is an endorsement of their businesses on your website using their logo, a brief description and a link to their site.

Your competition is simple. The “xxxth visitor” (e.g. the 100<sup>th</sup> visitor) to your website wins the grand prize. And, everyone else gets your discount voucher as a runner-up prize.

It's entirely up to you how many discount vouchers to give away. The more the better... more people visiting your website means more people getting your voucher... which means more appointments.

## **STEP 2**

Now advertise your competition on leaflets, in your brochures, ads, on posters, using postcards, Joint Ventures, etc. Email people on your mailing list.

Your sales copy could be something like...

**“Win A Month Of FREE  
{Treatment, e.g. Swedish, Indian  
Head, Sport, etc.} Massages”**

Visit {[www.yourwebsite.com](http://www.yourwebsite.com)} and find out if you're visitor number {xxx}. If you are, you've won a month of **FREE** {treatment} massages! You'll really enjoy it because it {explain benefits}.

So hurry! See if you're the winner. And there's a surprise gift waiting for you anyway. Good luck!

**{[www.yourwebsite.com](http://www.yourwebsite.com)}**

... with your prize being a month of free massage treatments (one per week for 4 weeks), for example.

Make each treatment, say, 30 minutes long. No longer than this. This way, you can 'upsell' them – giving the winner the option of having a longer treatment, perhaps an hour – and still make some money from giving away a treatment for free every month.

## **STEP 3**

Set up a web page with details of this competition and the grand prize – benefits they'll get from their treatment, how long it is, etc. Use testimonials if you have any.

Allow people to enter your competition by filling in a simple web form, asking only for their name and email address.

Be sure to reassure people of how their personal details are handled with a Privacy Policy. Include something such as...

*"Privacy Policy: Your details are kept in the strictest of confidence. We only use them to send you news of treatments and special offers. They will never be sold, rented or passed on to anyone else. You can stop mailings from us at anytime."*

### **STEP 4**

After people have filled in the form, and clicked the 'submit' button, they're taken to your 'thank you' page.

On this 'thank you' page is a visible counter showing how many people have visited this specific page.

Above the counter, put...

**"You are visitor number: "**

Below the counter, put something like...

**'If you're visitor number {xxx}...**

**'Congratulations! You're The Grand Prize Winner!'**

**Here's what to do:**

**Print out this page, write your details below, and post it to us to claim your prize.**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_  
Email: \_\_\_\_\_  
Telephone: \_\_\_\_\_

Post this page to: {your address here}

**If you're not visitor number {xxx}...**

**I'm sorry, you haven't won the grand prize.  
But there is good news!**

**Here's a runner-up discount voucher you can  
use to save £{amount} off a {treatment}.**

**{place an image of, or a link to, your discount  
voucher here}**

**To claim your prize, print out this voucher and  
call me on {your telephone number} to book  
your treatment before the end of {month}. Then  
bring it along when you have your treatment.**

**Thanks for visiting and I look forward to seeing  
you soon."**

When the winner sends in the printed page, simply call them to schedule their first free treatment.

Your runner-up discount voucher can either be an image, or a link to an Adobe Acrobat PDF or Microsoft Word document with the voucher in it.

When you consider the "Lifetime Value Of A Client", offering a prize and discounts off treatments is a small price to pay to get new website visitors, clients, appointments and more people on your mailing list. This works. Try it out!