

A photograph of a wooden cabinet with brass handles and nameplates. The cabinet is made of dark wood and has several drawers. Each drawer has a brass handle and a nameplate. The nameplates are blank. The text "ARE YOU USING YOUR DATABASE?" is overlaid in yellow on the image.

ARE YOU USING YOUR DATABASE?

Ali's Therapy Academy 2021



Are You Using Your Database?

Managing Your Client List



Do you have a database, and do you add it continuously?

Do you continue to add leads (people who enquire or are interested in you and your business) to your list?

With your list do you use it for marketing?

As you know it is much cheaper and much easier to retain your clients than it is to get new ones.

However, do you send the same marketing to your clients on your database time and time again?

When did you last look at your database? and I mean really look at it and cleanse it?

Look at your list, what can you offer them to help them in their wellbeing?



If you don't know ask them – and if they can't or don't want to buy any more then ask them for a testimonial, write a case study about how you helped their wellbeing.

Can they give you feedback on your services; can they offer suggestion on how you might improve? You don't know unless you ask.