

It's A Kind Of Magic

YOUR ROADMAP TO SUCCESS





WELCOME

Welcome to what will probably be one of my biggest ever failures!

(and there have been many 😬)

I am going to attempt to distil over 20 years of learning, practice, and study into this one programme. I am going to attempt to simplify and map out for you as simply as I can a system for you for running your business and getting clients.



Simple, but comprehensive. Complex, but easy to understand.

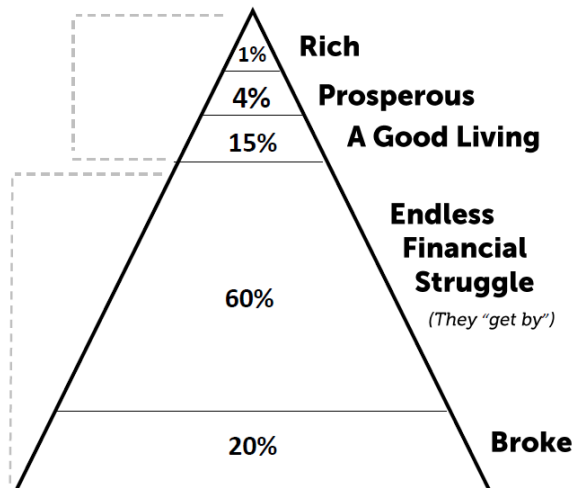
The goal is big and very worth, but it's hard work and hell of a challenge.

Get your wands out and prepare for making magic!

Ali_{xx}



Money Pyramid



Most holisticepreneurs don't own a business, they own a job...

They've become a slave to their business...walking around letting their clients and business run them.

They started their business out of passion, freedom, and a hunger for more...

But then somewhere along their journey they lose their way...

It begins with them checking their email as soon their eyes open in the morning.

They get bogged down in 'tactical hell' dealing with time-sucking 'busy' activities that drain the life out of them and don't move their business forward people's emails, dm's, social media comments.....

Now compare that with an entrepreneur who owns a thriving, wildly successful business...

A business that consistently generates hordes of new leads, clients & revenue each and every week like clockwork.



They've got automated systems and a team in place to run the daily operations and 'grunt work' of the business.

They command higher prices, make more profit, and are growing at lightning speed. They are like business superheroes...

What's the difference between a chef who starts a catering business and 20 years later realises they've basically created a job, not a business, and another who starts a catering business and in 10 years has 16 locations and then sells it for a multi-million-pound pay out?

The difference isn't in the food.

It's in the marketing and selling of the food. And that's the same across all industries.

The single most important rule in any business is this:

As the owner, your number one responsibility is to get and keep clients.

Your entire existence as an holisticpreneur lives and dies by how effective your sales and marketing is at producing new revenue.

If you have a marketing and sales machine that predictably brings in new clients every week like clockwork, owning a business can be phenomenal. If you don't, owning a business can be unpredictable, unreliable, and highly stressful.

This is because the destiny of your company, your income, and your family's income, rest in whatever 'fate' drops in your lap.

You can choose to ignore this fact, turn a blind eye, and tell yourself that 'everything will work out fine'. Or you can make the shift and join the winning side by installing a 'selling system' in your business and watch it rapidly grow and advance.

Either way, you must understand that all the latest shiny marketing tactics, hacks and tools being peddled won't solve the number one problem business owners face:

'How do I get more customers?'



More tactics are not the answer -and you likely already know this deep down inside. Because if you're like most business owners, you've gone through countless CRM software programs, landing page builders and all the latest sales funnel hacks -only to find little success.

The reason for this is because these are all designed to treat the symptoms to low sales, and not cure the systemic cause of the problem.

You need something different.

You need to implement a system that brings your business the leads, enquiries and bookings that you need.

If you want to know how to do EXACTLY just that, you've come to the right place...



1. KNOWING AND DOING - ORGANISED EFFORT

Most people's effort is not organised around any strict governance, philosophy, or plan.

Most effort is reactive and random.

People do what's urgent today. They – and their business - easily lose their way. Super, successful – professional - holisticpreneurs are consistent; others are inconsistent.

It's important to develop a system for organised effort that stays consistent - with a set of guiding principles. *This system* is what says Yes or No to the constant stream of questions, strategic decisions, problems, solutions, opportunities, everything that the holisticpreneur has to manage.

Transforming your business isn't about doing
a thousand different things.

It's about finding ONE big thing
and then leveraging that.



The system is all about getting you to where you want to be....

SYSTEMATICALLY

Making every element of the system happen is how you get the game changing results you want.

BUT

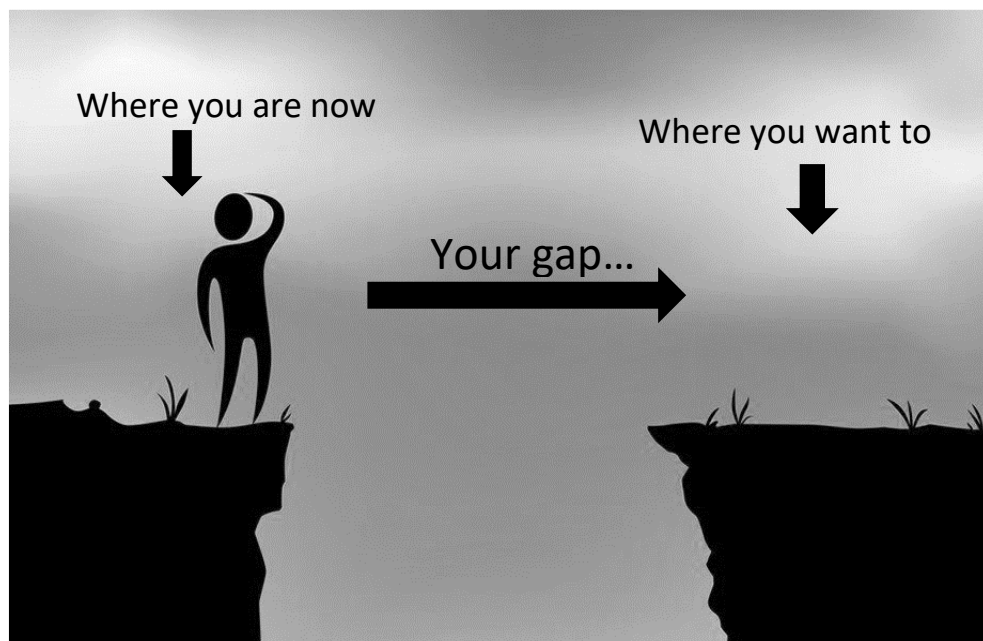
You have to implement it properly....

..... and that takes time.





2. WHERE YOU ARE, WHERE YOU WANT TO BE - WHAT ARE YOU MISSING?



If you want to make God
laugh, tell him about your
plans.



“In preparing for battle
I have always found
that plans are
useless.....but planning
is indispensable.”

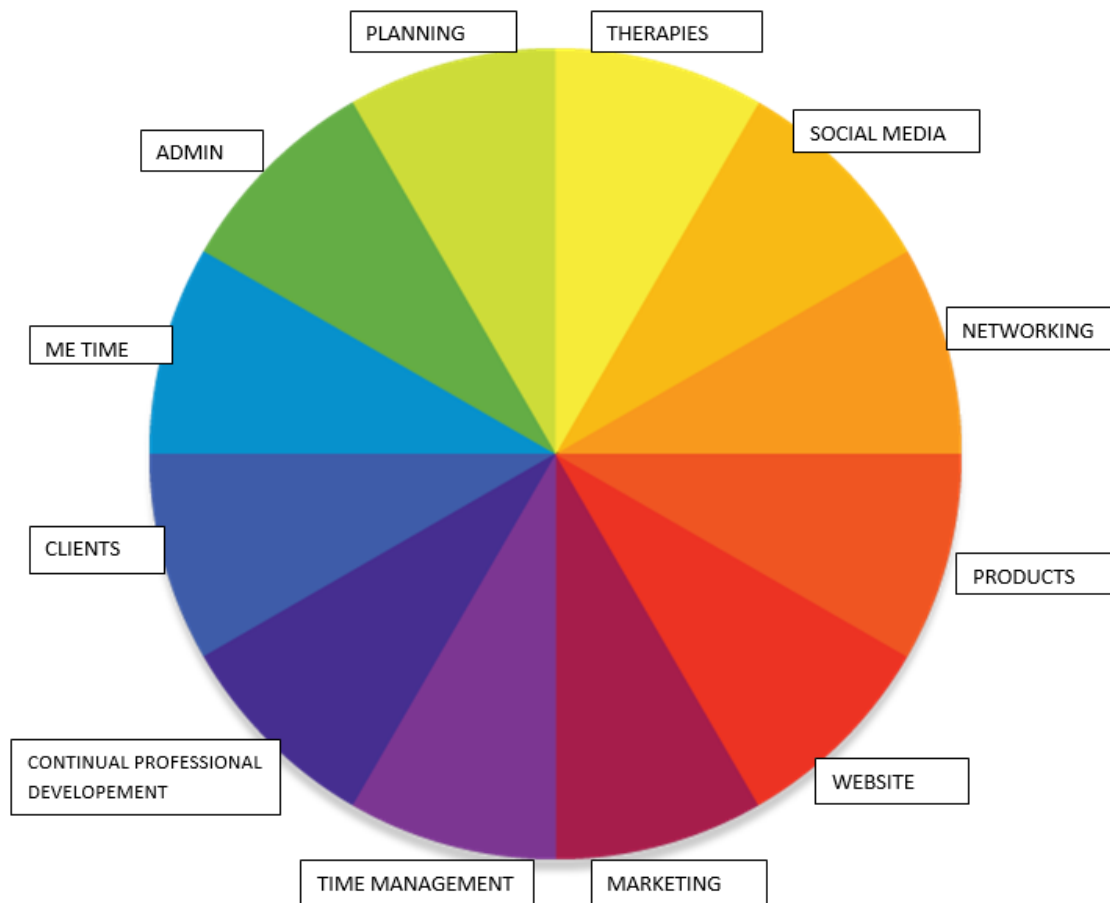
TAKE TIME, THINK DEEPLY

Think about it:

**Your results and performance = your skills minus
interference**



WHEEL OF LIFE



EXCERCISE 1:

Complete one segment at a time. Don't think too hard about this, go with the first number that pops into your head. When you've decided what number you're at RIGHT NOW, make a mark.

When you've marked a number against each segment, you join the dots up and create your own wheel. (Don't worry, most people end up with a very funny shaped wheel!!)

It's a great visual to show you the balance (or imbalance) in your life. Now you know where you're at, you can decide what you want to do about it.

EXCERCISE 2:

So which areas of your life do you want to make better? Some areas will require a small improvement, others will require a lot of time and focus to make them better.

Now, on the same sheet, mark your DESIRED number for each area. Use a different coloured pen so you can clearly see the difference between the two shapes and see exactly how big a gap there is between where you are now and where you want to be this time next year.



We are going to start by doing business with the past.

Why?

Remember those plans you made last year?

Regrets are OK!

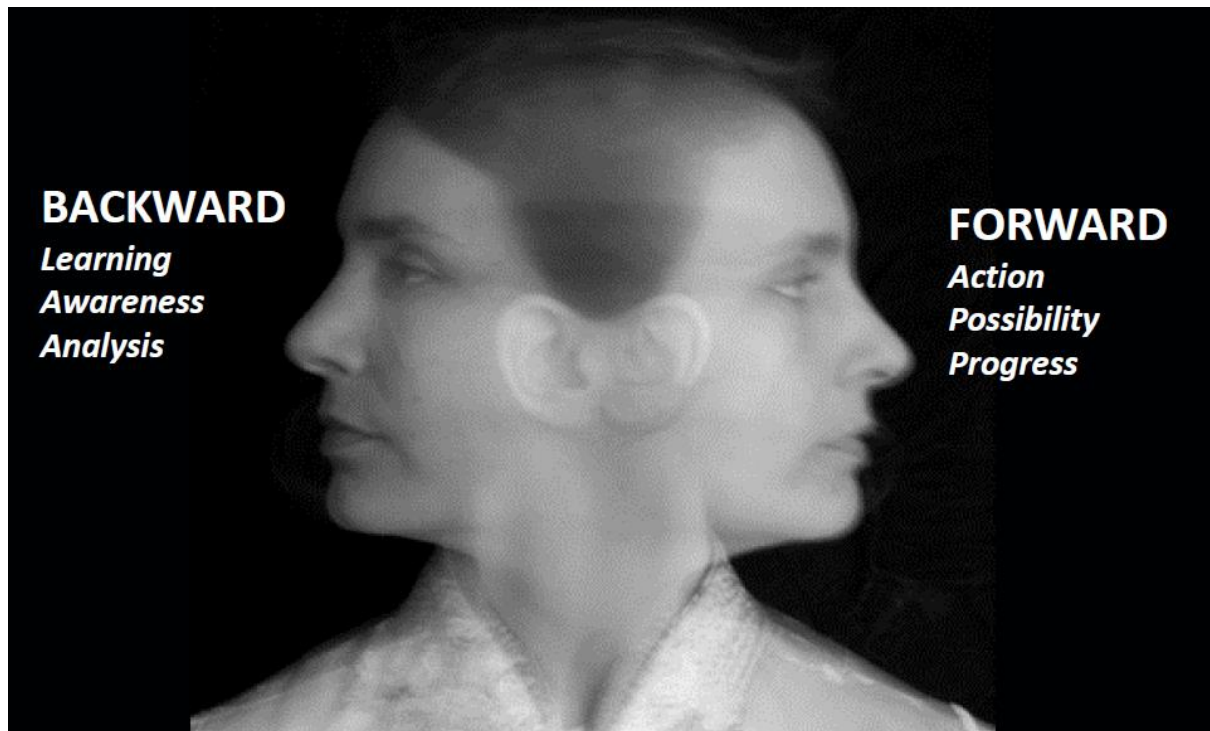


Don't deny your failures – they are your lessons – learn from them!

Understand why things happened...

The point of regret is not to try to change the past but to shed light on the present...

Distil the lessons from your experiences....so they can serve as tools moving forward.



1. How did you envisage the last year going?

2. What goals (*if any*) did you set at the start of the year?

3. What disappointments or regrets did you experience this year?



12-Month Look-Back

PAST 12 MONTHS	RECURRING THEMES	NEXT 12 MONTHS
<p>I'm proud of...</p> <p>I regret...</p>	<p>BIGGEST OPPORTUNITIES</p>	<p>I'm excited about...</p> <p>I worry about...</p>

Life Lessons: What are some major lessons you learned over the last 12 months that you plan to take into the next 12 months?

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3. KNOWING YOUR NUMBERS

They're in your Facebook feed.

Your iPhone. Your inbox.

They follow you around the internet.

They're advertising while you sleep at night.

They are waiting for you in the morning.

'They' are...the professional marketers.

You know what I'm talking about...

They're the business you love to hate.

And yet they're advertising everywhere -from Google to Facebook.

And they're probably more successful than you.

You know why?

Because their NUMBERS do NOT care about your feelings.

You may have the greatest, most ethical business in the world. You may be able to literally 'heal the earth'.

But without a well-designed marketing system, you're going to lose every time you come against a 300kg marketing gorilla.

But it doesn't have to be this way...



Today is more about your UNDERSTANDING.....than your actual numbers.
Although you will need your actuals at some point!

The TWO number you must know....

1. What does it cost you to acquire a client?
2. How much is that client worth?

Setting Your **Crystal Clear** Goals

What could your life be like?

What's stopping you?

FACT:

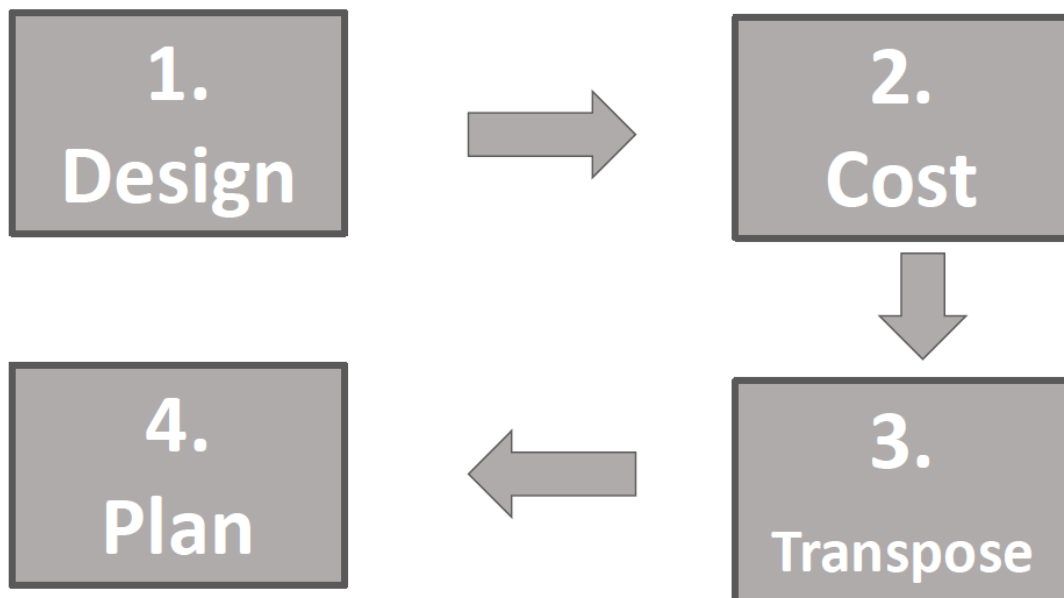
The reason most people never reach their goals is that they don't define them.



Don't start with where you are now....start with where you want to be.

This is not a short term thing.

4 STEP PLANNING PROCESS



Step 1. Design the life you want – you can make a living or you can design a life.



Start with outside of work.....we all need models. Who inspires you? What do you want?

Step 2. Cost the life you want.

Planning your ideal life

	Monthly	Annually
Mortgage		
Gas		
Electric		
Water		
Council Tax		
Insurance		
Other		
Holidays		
Private Health		
Cars		
School Fees		
Housekeeper		
Gardener		
Gym membership/personal trainer		
Going Out		
Restaurants		
Tickets		
Taxi/chauffeur		
Clothes		
Groceries		
Life Ins/Critical Illness		
Pension/Savings		
Other:		
Other:		
Other:		
Other:		
Total	£	£
	Monthly	Annually



It has to matter.

If it doesn't matter enough the goals will drift.

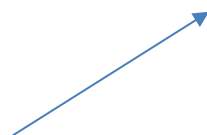
Q. How do you make it matter?

A. Commit



Step 3. Put the cost of your ideal life into your business

You've got to know your numbers



What would need to happen for
me to get 2 new clients a week?

This is how successful holisticpreneurs think and plan!



Identify the constraint.

What capacity do you have to provide your services?

Do you want to work all that the capacity provides?

How would you fill that capacity?

What would need to happen for me to book 20 appointments per week?

SENSE CHECK YOUR GOAL

1. **Capacity** - What is it? Can you cope?
2. **Marketing** – Where will they come from?
3. **Selling** – Who? How?
4. **Viability** – Is it even possible?

Product Channel Grid

PRODUCT	CHANNEL								



	J	F	M	A	M	J	J	A	S	O	N	D
Networking	1	1	1	1	1	1	1	1	1	1	1	1
FB Ads	2	2	2	2	2	2	2	2	2	2	2	2
Exhibitions		6			4					4		
JVs/Referrals	6	6	6	6	6	6	6	6	6	6	6	6
TOTAL	9	15	9	9	13	9	9	9	9	13	9	9

122 new clients

Life Changing

Marketing = creativity + maths

Is your business growing?

Knowing your numbers.....

Profit, social media, marketing list



Marketing Budget?

Your Marketing Spend Calculator

1. How much is your average customer worth to you?
over their lifetime or the next 2-3 years, say.

£

2. How much would you pay to get one of those customer?
taking into account their lifetime value above.

£

3. How many leads do you need to get a customer?
If you sell to half the people you speak to, you would need 2 leads to get 1 customer. What's your ratio?

4. How much can you spend to get a lead?
Answer 2 divided by Answer 3.

£

5. How many new customers do you want next month?

6. How many leads do you need next month to get that many customers?
Answer 3 x Answer 5.

7. How much marketing spend do you need for the next month to get that many customers?
Answer 6 x Answer 4.

£





4. FOUNDATION BLOCKS

Some items are common to every traveller,
wherever they are going:

EG: pants, socks, toiletries, charger

Your foundation blocks are the pants, socks,
toiletries and chargers of marketing.



Your ELEVEN Foundation Blocks

- | | |
|---|-------------------------------------|
| 1. Marketing Asset Review | 6. Systemised Collection of Reviews |
| 2. Google My Business | 7. Marketing Calendar |
| 3. Follow Up Process
<i>(including capturing their contact details!)</i> | 8. Knowledge Centre |
| 4. Re-marketing & Pixel Tracking | 9. Neighbourhood Cards |
| 5. Price Review | 10. LinkedIn |
| | 11. Answer the phone |



Marketing Asset Review

Marketing Quality Check List

Run this test against all your marketing pieces - website, flyers, FB page/
The principles apply to all - are your's up to scratch?

1. **Crystal Clear Objective**
Whats the purpose of this marketing piece?
What does it want people to do? Is it obvious? ☐
 2. **Not Boring**
Is it the same as everyone else in your market?
Are the images interesting and creative? and not same-old stock photos? ☐
 3. **Clear Positioning**
Is it obvious and clear why they should choose you over your competitors?
Does it contain helpful stuff that show you are helpful and an expert in what you do? ☐
 4. **Personable and Relatable**
People buy people. Does it include photos and videos of you? ☐
 5. **Video**
No excuses, no inhibitions - its time! You need both of these!
You being passionately helpful
Your clients talking about you on video ☐
 6. **Awards/Accreditations**
If you've got it, do not hide it! ☐
 7. **Links to Independent Review Sites**
Showcase the reviews and stars you have on whichever site is most relevant for you - Facebook, Google My Business, Local etc ☐
 8. **Testimonials**
No as good as reviews but useful ☐
 9. **Strong Offer**
Is there a strong reason for them to take action now? ☐
 10. **Multiple, clear, "Cals to Action"**
At least 4, probably more! ☐
- Total Score

Actions:

- Run the Marketing Collateral Test (honestly and accurately) on all your marketing assets
- Begin systematic overhaul of those that need work...



GOOGLE MY BUSINESS

GOOGLE MY BUSINESS CHECKLIST

1. INFO

- Company Name ☐
- Business Category ☐
- Address ☐
- Service Area ☐
- Opening Hours ☐
- Special Hours ☐
- Opening Date ☐
- Description ☐
- Services ☐
- Products ☐

2. POSTS

- Event ☐
- Offer ☐
- Products ☐
- Book ☐
- Order Online ☐
- Buy ☐
- Learn More ☐
- Sign Up ☐
- Call Now ☐

3. Website

- Create If Necessary ☐

4. Messaging

- Enable Messaging ☐

5. Photos

- Cover Photo ☐
- Logo ☐
- Team Photo ☐
- Interior Photo ☐
- Exterior Photo ☐
- Artworks ☐
- Products ☐

6. Videos

- Introduction Video ☐
- Promote Items ☐
- Interior Video ☐
- Exterior Video ☐
- Products ☐

Actions:

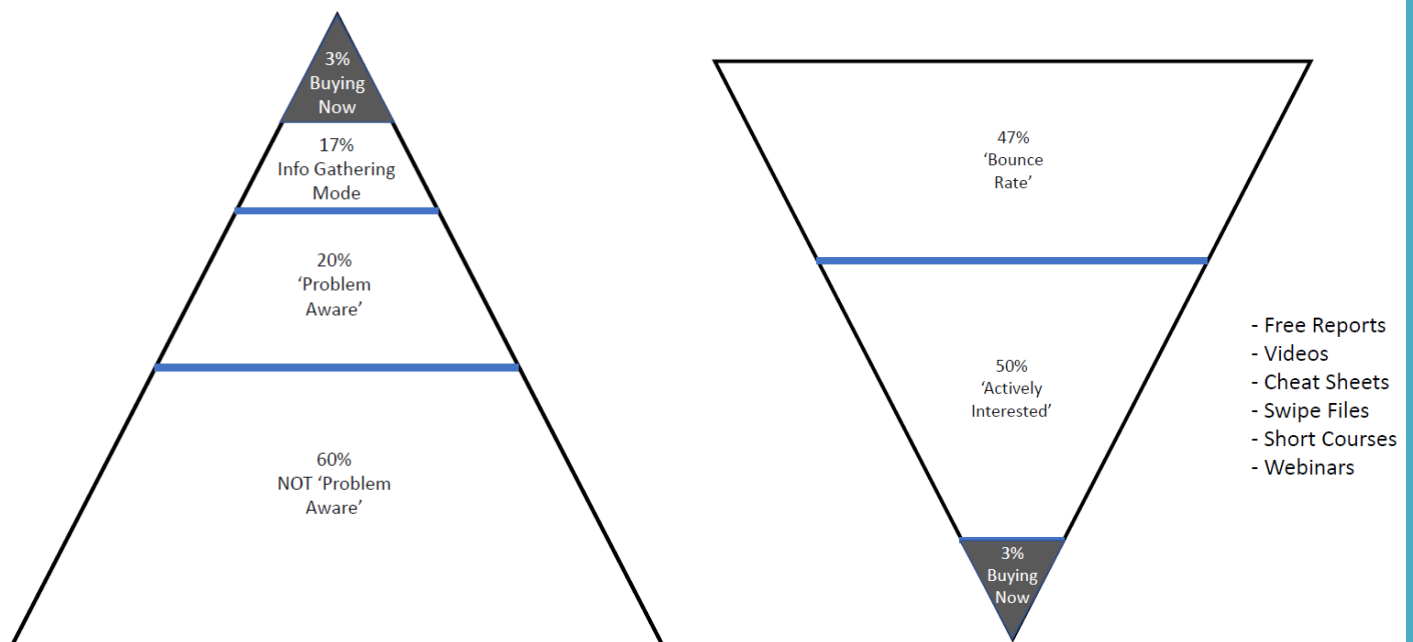
Complete 100% of the checklist



YOUR FOLLOW UP PROCESS

Pitfalls to watch out for:

If all your marketing screams out 'book with me' you are only appealing to a small fraction of your potential bookers.



Just because someone doesn't book straight away doesn't mean that they won't book in future.



1. Capture contact information.
2. Use that contact info to keep in regular contact *-multiple media –not just email-be useful and helpful-be real-be personable –give of yourself -give without any expectation of getting back*
3. Occasionally ask them for business! (systematically)

You will need a CRM (Client Management System) of some sort. As the business owner you will need to recognise and OWN the systematic follow up of all enquiries. Using something like MailChimp or Mailerlite helps to get group or specific emails out such as newsletters, offers and promotions or therapy based information. You may also find that your client online booking system also provides a follow up system.

A great rule of thumb for email follow up is the Fibonacci Sequence –
0, 1, 1, 2, 3, 5, 8, 13, 21, 34, 56

You may not like this, you may find this push, but don't write it off until you have tried it!

- 0 – Deliver what they asked for (download, free report, cheat sheet etc)
- 1 – Make sure they got what they asked for. Ask if any questions
- 1 – 'was thinking about you earlier, thought you might find this helpful...' (send your additional, BEST resource)
- 2 – How are you getting on, worth us having a chat?
- 3 – Did you know we did this....
- 5 – We can help with x, y & z, shall we set up a call?
- 8 – Case study exactly like them – lets have a call
- 13 – If you've got this problem or need this, here is an offer (with deadline)
- 21 - It's a little while since you enquired, I am sure we could help, let me know when is a good time to call?
- 34 – Have I upset you?
- 56 – As we haven't heard from you I will delete you from our records unless you tell me....



ACTIONS:

1. Systematically capture contact information.
2. Use that contact info to systematically keep in regular contact
 - Multiple media
 - Be useful and helpful
 - Be real
 - Be personable – give of yourself
 - Give without any expectation of getting back
3. Occasionally ask them for business! Systematically!!!

RE-MARKETING AND PIXEL TRACKING

9 Remarketing Facts that might surprise you

1. Remarketing conversion rates tend to increase over time....
2. Facebook and Google display network offer the best reach
3. Remarketing is incredibly powerful for brand building
4. With remarketing you can cut out sections of funnel entirely...
5. Making your remarketing ads unattractive to discourage clicks will kill your quality score, which means you will get less impressions and pay more
6. Display Ads can convert better than Search Ads in some industries
7. Remarketing clicks are amongst the cheapest clicks available
8. Remarketing Lists for Search Ads (RLSA) combine the intent of search query with user context like location, device, time searched and then layers on browser history, so it is super powerful
9. Typically, only 2% - 5% of your remarketing pool will convert to leads and sales

Actions:

- Instal Google and Facebook Remarketing pixels on all your website sites/pages;
- Set up intelligent remarketing campaigns...
- Track the results



PRICE REVIEW

Profit is Power and profit is...

A direct result of your pricing strategy

Your prices are your choice and your responsibility

Just put your prices up by 10%

Are you average?

Are your prices average?

If what you deliver isn't truly unique and special how can you charge anything but average prices?

WHY DO PEOPLE 'FAIL' AT PRICE?

- Ignorance
- Attitudinal – fear based ideas, self-imposed limitations
- Practical – marketing and selling mistakes

When you handicap yourself with bare-bones pricing you have:

- No money for effective marketing and promotion...
- No money to 'wow' your client after their appointment...
- No money to hire a team or support....

You can drive sales with bare-bones pricing BUT you cannot sustain success



The 9 most common ways that holisticpreneurs fail at price

1. Using industry norms or other standard means.
2. Excess concern about competitors lower prices.
3. Attracting clients who buy on price.
4. Pre-determined belief system about 'what they will pay'
5. Allowing 'apples to apples' comparison
6. Not offering 'Premium Price' options
7. Not increasing prices when it is easy to do so
8. Ignorance about Business Maths
9. Poor self esteem or feeling of not being worth of more

The ultimate failure? Struggling, giving up on ambition, settling for less

Action:

- Take control of your pricing
- Get conscious on Business Maths
- Test higher pricing with new clients to give you confidence
- Work out the impact of a modest rise on your bottom line and your drawings
- Take a bravery pill
- Implement



Systemised Collection of Review

Question: Why don't your happy clients leave you lots of reviews online?

Answer:

- a. They never think to do so
- b. They forget to do so
- c. They don't know where or how

ASK THEM!

Remember to add your Google My Business review link to your to all your marketing, follow up after appointments, ask clients when they are there with you after their appointment and when booking their next one!

Actions:

Ask your clients for a review

Write something up and ask them if it is ok for you to use – they are busy like you!

Respond to all reviews



MARKETING CALENDAR

Lead. Don't react – puts you in control.

Actions:

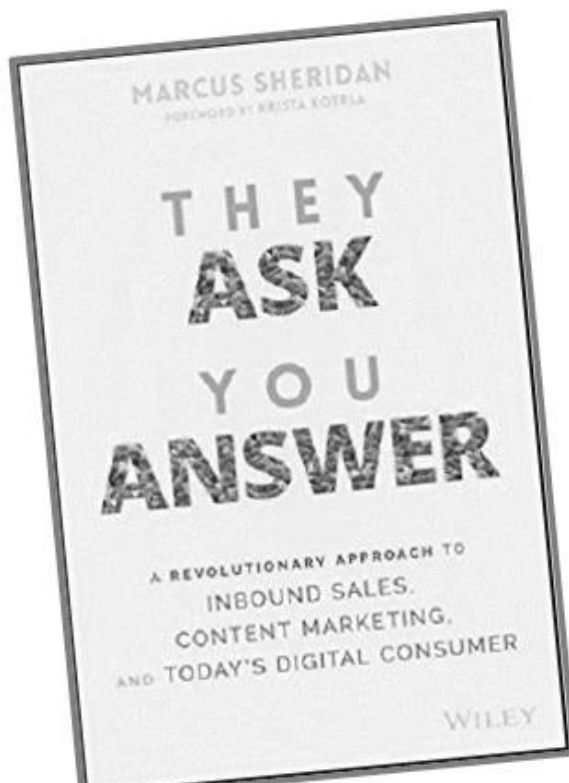
Map out key events for you

If they are not obvious, create them!

Minimum of 3 Calendar Campaigns per year

KNOWLEDGE CENTRE

They Ask You Answer – Marcus Sheridan



Marcus Sheridan



What to do:

1. Properly read and study the book.
2. Produce a minimum of ONE piece of content each month
3. Truly address the most common buying questions a prospect has – passionately educate your market.

Why it works:

1. Clients are not dumb – and expectations have changed
2. Google wants to give great answers to customers but most businesses don't embrace this 'teacher' mentality online. When you answer the right questions you get the traffic
3. The Big 5 – pricing and costs, problems, versus and comparisons, reviews and best in class

Actions:

Study They Ask You Answer.

Implement it properly.

Publish at least ONE article or video each week that 'passionately educates' your prospects.



NEIGHBOURHOOD CARDS (if appropriate)

Actions:

If you work as mobile or ask your clients to drive these through their neighbours door – you may not feel comfortable with this, but think about it, you do leaflet drop don't you?

Systemise their distribution – 5 either side, and 5 opposite.

LINKEDIN PROFILE

If you are looking for corporate clients or professional people 9-5

Fix your LinkedIn profile.

Don't just make connections, and don't sell to them straight away. As any social media build that connection/relationship.

Use the introduction guide from the [members area](#).

[Guide to using LinkedIn](#)

If you are looking for B2B, integrate connecting and engaging into your marketing plan.



ALISON BROWN



Ali's Therapy Academy aims to teach therapists how to run a business and to create the foundation to continuously move it forward, so that they take their business seriously and create the one they want.



Living on the West Sussex coast, with lovely walks along the beach



Happily married for over 30 years to a supportive husband and mother to 2 grown up sons



Qualified with Holistic Therapy Diploma over 18 years ago from Worthing College



Free access to library of helpful information



Coordinator for FHT local support group



Believes in working 'on' her business, not just 'in' it with clients

RECENT MILESTONES



Completed teacher and assessor training



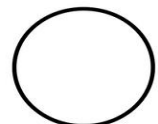
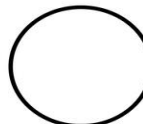
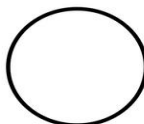
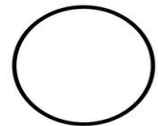
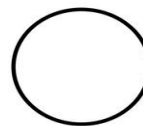
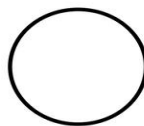
Climbed Snowdon at aged 54!



Helped therapists through GDPR

www.alistherapyacademy.co.uk

Keep up to date with "Keeping Your Business Health" Newsletter <http://eepurl.com/dmcBVX>



RECENT MILESTONES



Completed teacher and assessor training



Climbed Snowdon at aged 54!



Helped therapists through GDPR



ANSWER THE PHONE

Three main reasons for missed calls:

1. Blissful ignorance.
2. Inadequate systems – not enough phone lines or extensions, not external call handling support, no visibility/reporting, no accountability
3. Not enough people answering the phone

You could have a 4th where you don't answer because most of them are spam calls and thinking they will leave a message if they really want you 🙄

11 FOUNDATION BLOCKS

- | | |
|--|--------------------------|
| 1. Marketing Pillar Review
Run on all marketing pillars - website, ads, FB - Fix what needs fixing | <input type="checkbox"/> |
| 2. Google My Business
Complete 100% of GMB checklist | <input type="checkbox"/> |
| 3. Your Follow Up Process
Proper systematic data capture of all leads and prospects
Follow up in place - email, letter, text
3 line email at least twice a year to all prospects
Minimum monthly emails to nurture and build relationships with list | <input type="checkbox"/> |
| 4. Remarketing and Pixel Tracking
Facebook and Google Pixels added to FB pages and website
Banner marketing running all the time | <input type="checkbox"/> |
| 5. Price Review
Take the bravery pill and do it! | <input type="checkbox"/> |
| 6. Systemised Review Collection
Proactive review gathering campaign
Respond to all reviews weekly | <input type="checkbox"/> |
| 7. Your Marketing Calendar
Map out key events, create them when they are not obvious!
Minimum 3 campaigns a year | <input type="checkbox"/> |
| 8. Your Knowledge Centre
Publish at least one article, video, blog, or audio each week, every week | <input type="checkbox"/> |
| 9. Neighbourhood Cards
If your mobile drop them in peoples homes, if work from home ask client to drop them for you | <input type="checkbox"/> |
| 10. LinkedIn
Sort your profile as a minimum.
Integrate, connect, engage if you are B2B | <input type="checkbox"/> |
| 11. Answer Your Phone
Return calls in at least 24 hours and set up personal voice message | <input type="checkbox"/> |



5.FIX YOUR MARKETING

The key to the system

Attract – Educate – Nurture – Get them to act

Some things won't work for you.

Two possible reasons:

1. Bananarama Syndrome
2. Market feedback/response



*"It ain't what you do it's the way
that you do it, that's what gets results"*

How you handle the setbacks and disappointing results with your marketing will be key to your ultimate success

Pitfalls to watch out for:

1. Not making enough offers to people
2. Ignoring the mindset side of the process – you have to understand your client intimately
3. Getting stuck 'in' your business – not doing your 90 mins, and always 'doing' never 'marketing'



4. Forgetting the maths – and therefore making bad decisions about marketing
5. Poor/no decision-making process

**If ALL your marketing is screaming
'buy our stuff' you are only
appealing to a small fraction of
your potential buyers**

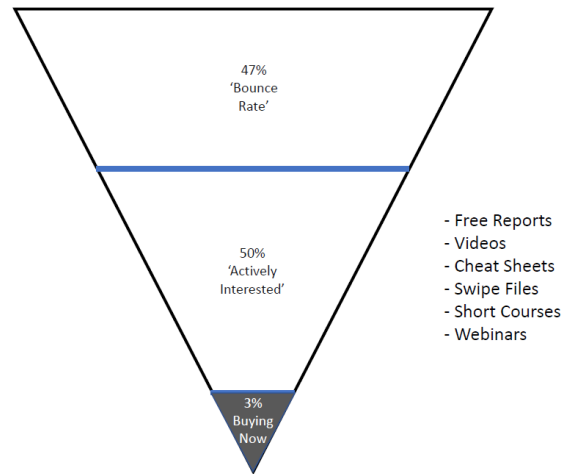
Marketing Pillars

Imagine walking to a random door, assuming that what is behind it is good, then picking a random key to try and open it and being sad when it doesn't open, so you give up and never try again.

That's how most people approach marketing. They try something once and if it doesn't work, they say it's no good!

Multiple flows of 'traffic' to maintain
a flow of leads.





UNDERSTAND YOUR DREAM CLIENT

Audience is everything – the bookings – is in your relationship with your list...

Poor results from your marketing almost always comes down to not thinking like a client...or not understanding your client enough.

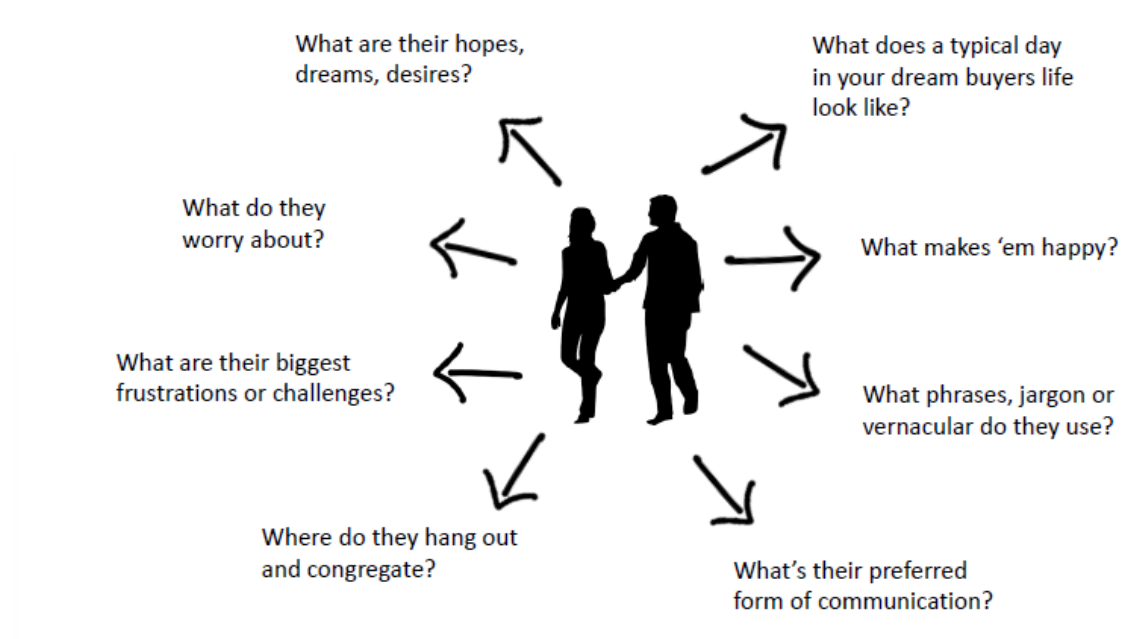
The aim of marketing is to know and understand the client so well that your product or service fits them and sells itself..

There is a magical power in feeling understood.



Niche. Relevance.

Properly Know Your Customer:



What is the common denominator with your clients?

What is their relevant characteristics? – sex/age/career/problem.....

What matching mindsets would you share?



6. YOUR MARKETING

Create your utterly compelling message

Many therapists when business is slow and their diary looks empty and people aren't coming in or contacting, think their niche doesn't buy or won't listen. But the reality is that, most of the time, the business is shouting but all their market hears is noise.

Your message doesn't resonate.

What's worked for me:

RULE NO. 1

Don't be boring



RULE NO. 2

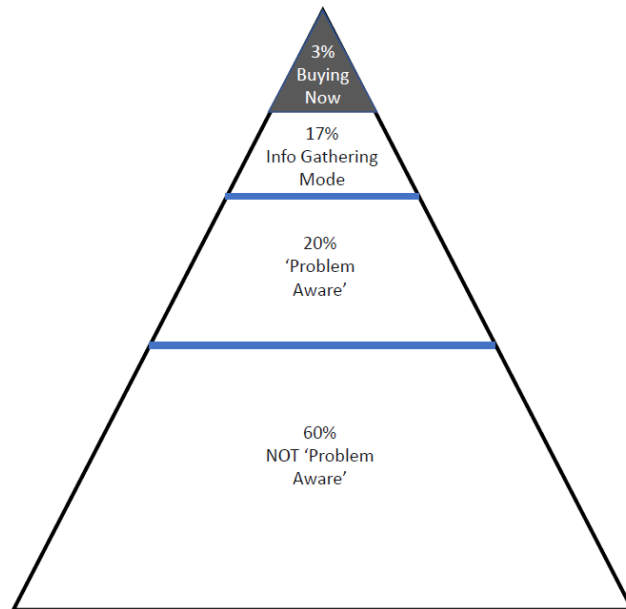
Help people

RULE NO. 3

Make it ALL about them...



The temperature of your marketing message **MUST** match the temperature of your audience.



WHY CHOOSE YOU?

Why should your hard-working prospect dip into their hard-earned cash and spend some of it with you, as opposed to all the other choices they have?

What are you known for?

What are you famous as?

What is your superpower?

What do you stand for or against?



7. OFFERS THEY CAN'T REFUSE

1. ATTENTION GRABBING HEADLINE

7 things to know about the menopause

14 tips to look after your newborn holistically

7 ways to beat stress

2. MAKE SURE EVERY POINT TOUCHES A BURNING ISSUE

3. KEEP IT SIMPLE

Really Useful Content Types

- Checklists
- Cheat sheets
- Videos
- Live demo
- Email course
- Physical product
- Infographic
- Ebook
- Real Book
- 'How To' guide
- PDF download
- Webinar/Online training



Make your audience an offer they can't refuse....

An offer consists of TWO things:

1. What your audience wants when they respond to your marketing;
2. What they have to do to get it.

Sell what people want to buy!! Remember want vs need!

What makes a special offer:

- A reason – why are you doing it?
- Build the value
- Pricing
- Payment options
- Premiums
- Strong guarantee
- Scarcity
- Detailed grasp of Features and Benefits – and the difference between them.

Examples of weak offers

- Great customer service
- Outstanding quality
- Reputation
- Experience

It's not these elements are unimportant in business, just that they are not irresistible when it comes to offers. They don't motivate people to take action.



Two types of 'offers':

1. People want something and you give it to them; if that doesn't work,
2. Make the offer more irresistible.

You want a car. I have it. I sell it to you. That's Offer no. 1

Offer No. 2, makes the offer more irresistible.

- Do a bit extra (the session longer)
- Add more value (here's additional stuff you get for free)
- Make it more convenient
- Make it faster, cheaper or better (pay for 4 get the 5th one free)
- Use scarcity (but must be genuine scarcity...only 2 appointments left)

NINE TIMES OUT OF TEN IF YOU AIN'T SELLING OR GETTING RESPONSE THEN IT IS DOWN TO YOUR OFFER.

8. DRIVE THE TRAFFIC

If you get overwhelmed with the thought of marketing pillars, take comfort in the fact to FOCUS on only working on 3 at a time but do them properly!



Potential Marketing Pillars

- | | | |
|--------------------------------|---|----------------------------------|
| 1 Affiliates | 18 Instagram | 35 Radio Ads |
| 2 Banners at sports ground etc | 19 Joint Ventures | 36 Referrals |
| 3 Billboards | 20 Leaflets | 37 Remarketing |
| 4 Blimp | 21 LinkedIn | 38 Sandwich bag/car park tickets |
| 5 Blogs | 22 Magazine Ads | 39 Sandwich Board |
| 6 Branded clothing | 23 Merchandise (pens, calendars etc) | 40 SEO |
| 7 Bus advertising | 24 Neighbourhood Cards | 41 Snapchat |
| 8 Buying data | 25 Network Meetings | 42 Sponsorship |
| 9 Cinema Ads | 26 Newsletter | 43 Telemarketing |
| 10 Direct Mail | 27 Newspaper Ads | 44 Text marketing |
| 11 Directory Listings | 28 Notice Boards | 45 Tracking Numbers |
| 12 eBay | 29 Onsite promo in shopping centres etc | 46 Trade catalogues ads |
| 13 Email marketing | 30 Open Days/Events | 47 TV Ads |
| 14 Facebook Ads | 31 Own catalogue | 48 Vehicle signage |
| 15 Field sales force | 32 Podcast | 49 Video |
| 16 Fuel pump/POS Ads | 33 postcards | 50 Video Cards |
| 17 Google Ads | 34 PR | 51 Voice Broadcast |

NURTURE YOUR LIST

For 98.7% of businesses which includes yours...

The quickest, easiest, best way to increase bookings is to get better at handling/managing the leads you are already getting and already have.



HOW MANY TIMES SHOULD YOU ADVERTISE?

The first time people look at any ad they don't even see it.

The second time, they don't notice it.

The third time, they glance at it.

The fourth time, they have a fleeting sense they've seen it somewhere before.

The fifth time they actually read the ad.

The sixth time, they thumb their nose at it.

The seventh time, they start to get a bit irritated.

The eighth time they start to think "Here's that confounded ad again".

The ninth time, they start to wonder if they may be missing out on something.

The tenth time, they ask their friends and neighbours if they've tried it.

The eleventh time, they wonder how the company is paying for all these ads.

The twelfth time, they start to think that it must be a good product.

The thirteenth time, they start to see the products value.

The fourteenth time they start to remember wanting a product like this for a long time.

The fifteenth time, they start to yearn for it because they can't afford to buy it.

The sixteenth time they accept the fact that they will buy it sometime in the future.

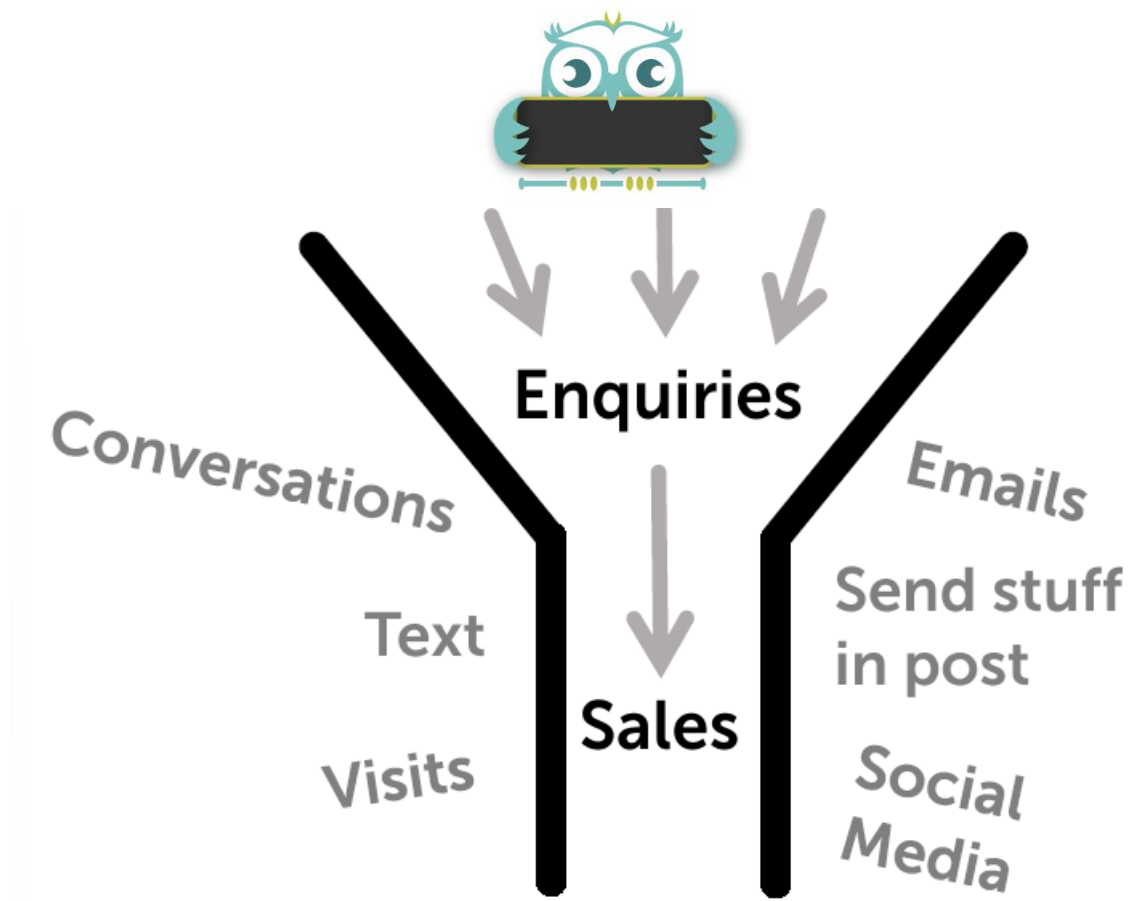
The seventeenth time they make a note to buy it.

The eighteenth time they curse their poverty for not allowing them to buy this terrific product.

The nineteenth time, they count their money very carefully.

The twentieth time prospects see the ad they buy what is offered.

**IF YOU THINK
THIS DOESN'T APPLY TO
YOU YOU'RE BONKERS**



Acquiring new clients is the most expensive and not to mention difficult thing in any business.

The truth is: you are giving up too early

Whatever follow up you are doing now....do a bit more

The 3 line email

- It's a simple yet effective email
- It's sent via email to people that enquired with you
- It's friendly and informal
- It's personalised
- It can be used by everyone



SUBJECT LINE:

"Just a quickie **FIRST NAME**..."

"Can I help **FIRST NAME**?"

"Quick Question **FIRST NAME**?"

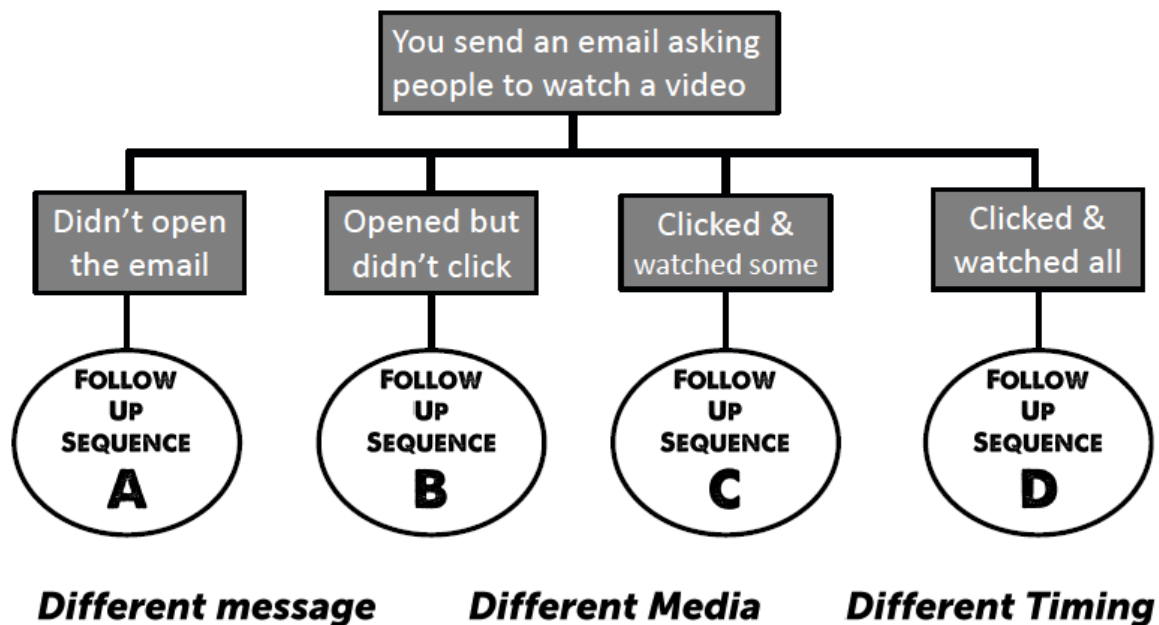
"Hi (**Name**),

It's been a while since you spoke with us, and I just wondered if you're still looking for a [**whatever it is that you do**]?

If so, I'd love to help you.

Ping me a reply or give me a call on **XXX XXXX XXXX**"

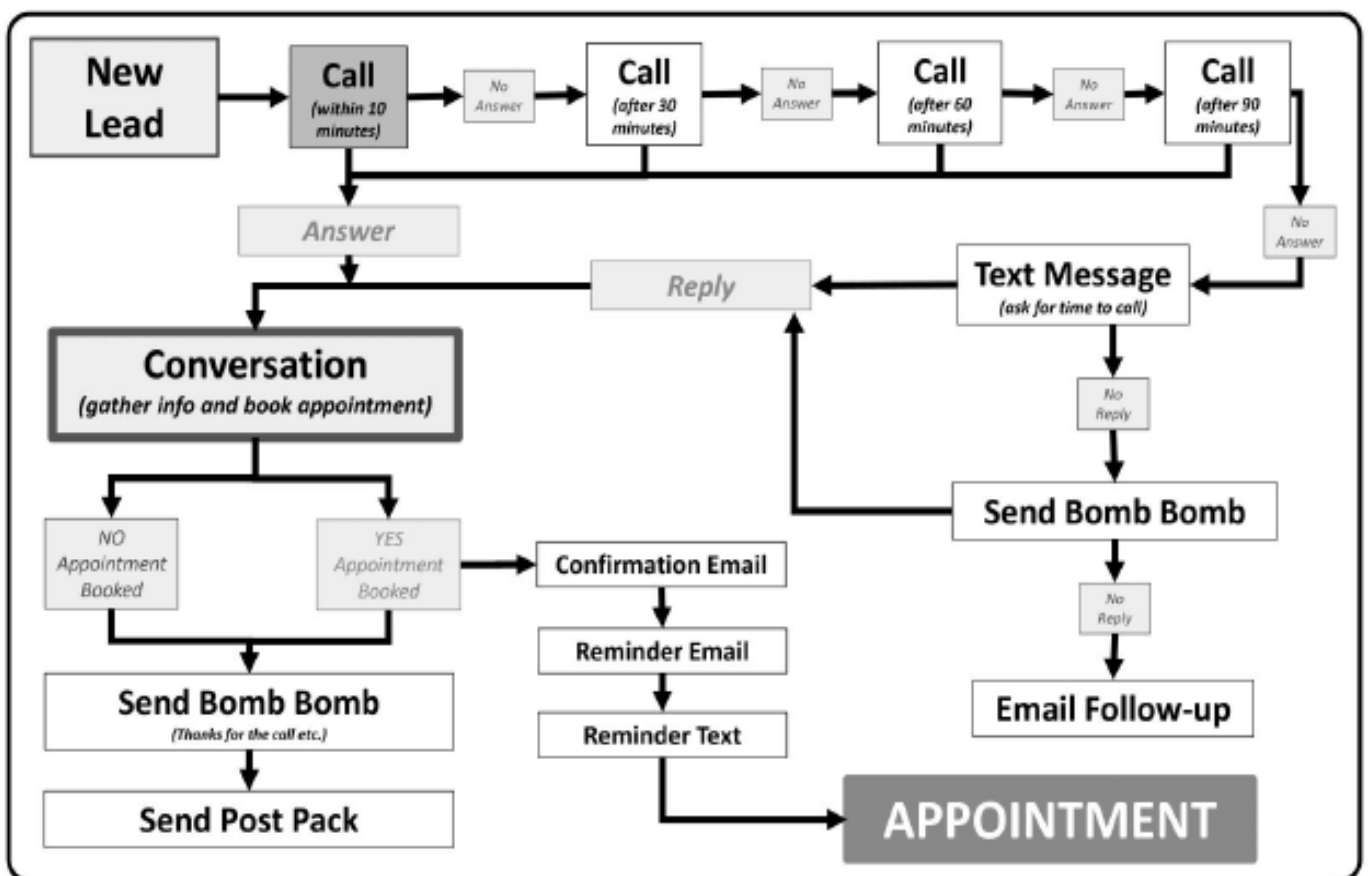
Not everybody does what you want them to do straight away, most of your list will not open your email. When this happens it's time to investigate!





FOLLOW UP TOOLS

- Bomb Bomb/Loom
- Trello
- Messenger
- Text
- Direct mail
- Email
- Milkshake
- LinkedIn





Your 9 point lead handling checklist

1. The golden 10 minutes
2. Not missing any calls
3. Pipedrive – Trello
4. Bomb Bomb
5. Text
6. Messenger
7. Remarketing
8. Email follow up
9. Direct mail

10. KNOW THE SCORE – YOUR SCORECARD

What is your scorecard – these numbers allow you to have an absolute pulse on your business.

1	THERAPIST						
2							
3		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT
4	Appointments Booked	6	6	6	6	6	3
5	Actual						
6							
7	Show Up Rate	90%	90%	90%	90%	90%	100%
8	Actual						
9	Average Transaction	£35	£35	£35	£35	£35	£50
10	Actual						
11							
12	Total Revenue	£210.00	£210.00	£210.00	£210.00	£210.00	£150.00
13	Actual						
14							
15							
16							

Sheet1

Ready



THERAPIST

WEEK		1	2	3	4	5	
TARGETS		1st March	8th March	15th March	22nd March	29th March	
Number of appointments available 6 a day x 4 days a week	24						
Average Spend	£35						
Turnover this week	£840.00						

