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# Marketing your Business

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# Introduction

The natural health industry is gaining increasing popularity and is becoming a part of the mainstream. As the baby boomer generation grows older, demands on our healthcare system, healthcare services and healthcare providers are also growing. As these resources become more stretched and more costly, more people are beginning to look beyond traditional medicine's "band aid" approach to healthcare. People are searching for a more holistic approach to their health. The increasing number of consumers discovering the benefits of natural health practitioners for the treatment of their emotional and physical conditions has placed a greater emphasis on emotional and physical "wellness". Prevention is now just as important as, if not more important than, the cure. This means that instead of simply visiting the doctor when a symptom or disease emerges, many people are looking for therapies that will maintain a high level of health long before that occurs. More and more people are looking for information and guidance on the following issues:

- How to look after their bodies and mind
- How to harness and enhance the healing power of the mind and body
- How to take effective action to prevent emotional or physical problems
- How to function and perform at their peak
- How to develop and sustain a healthy and balanced lifestyle.

**WHAT IF YOU COULD BECOME FINANCIALLY STABLE AND STILL FOLLOW YOUR LIFE'S PURPOSE AND PASSION?**





# Why Do Some Businesses Struggle?

It is an unfortunate reality that some practitioners find it hard to make a decent living from their business. This raises the question: "How are committed and passionate people failing to translate their love for natural health into a successful business?" Having consulted with many natural health businesses, we have highlighted three primary reasons why natural health practitioners are held back:

1. They are lacking in the required marketing and business skills to adequately and effectively run their business.
2. They do not comprehend that their healing work can also be a successful business that makes them money.
3. They believe that it is not ethical or spiritual to make a lot of money doing this sort of work.

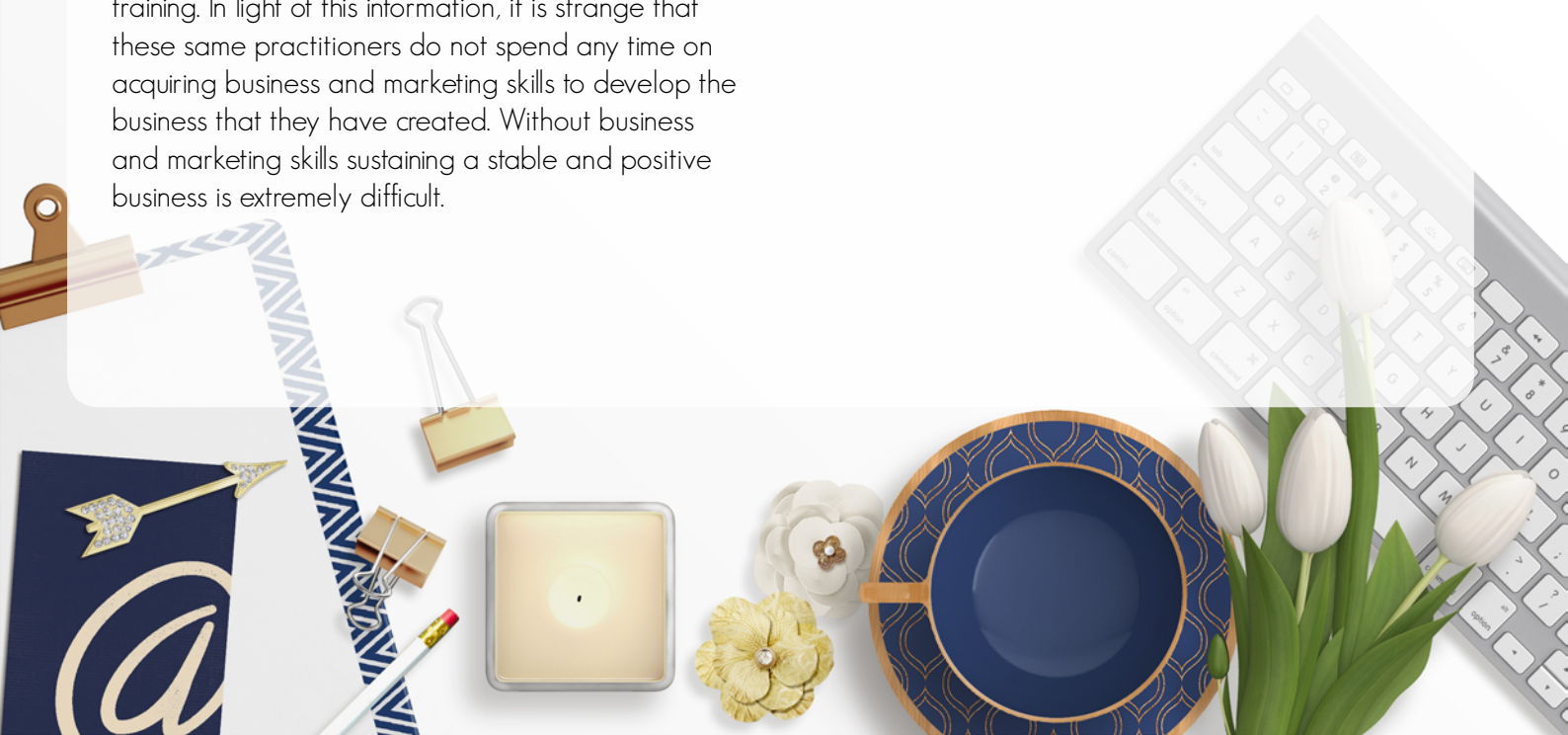
There are several ways that you can overcome these limiting factors and create a thriving natural health business.

## YOU NEED TO HAVE SOME MARKETING AND BUSINESS SKILLS

Practitioners generally have to do quite a bit to keep their skills updated - they have to read books, attend courses and seminars along with continuous training. In light of this information, it is strange that these same practitioners do not spend any time on acquiring business and marketing skills to develop the business that they have created. Without business and marketing skills sustaining a stable and positive business is extremely difficult.

## YOU ARE ABLE TO HAVE A SUCCESSFUL BUSINESS

Another obstacle natural health practitioners need to overcome in order to create a successful natural health business is to recognise that your work can be a successful business that makes you a profit! It is far too common for practitioners to treat their business like a hobby. Too many practitioners create a business because they are simply passionate and love what they do, not because they want to make money and be successful. Their commitment is great and they are prepared to struggle for their cause. However, the fact is you do not have to struggle in your business. Rest assured it is possible to turn your passion into a successful business that makes you money. Do not let anyone else or yourself tell you otherwise!



# Why Business and Marketing Skills Are Essential For All Practitioners

Marketing is an integral skill for all those who wish to be self-employed practitioners. In the same way that chi affects all parts of our bodies, marketing stretches across every part of our business and every part of our business affects our marketing.

Practitioners generally spend a large amount of time, energy and money on learning and discovering new methods to heal patients and spend little time on learning how to 'sell' themselves. The unfortunate reality is that those practitioners who do not make the effort to learn to market themselves will not have the client base with which they can share their expertise.

Marketing is all about educating and assisting people. It is focused on finding the people who are looking for the benefits that you offer and applying these benefits to their lives to make them happier. Provided you believe in the services or products you offer and you believe they will make a difference to your clients who use them, then marketing is only helping to educate and spread these benefits to a wider audience.

Marketing is the initial point from which a business grows. The reason for this is because marketing is much more than simply running advertisements, writing brochures and distributing flyers. Marketing is based on all levels of customer service, from how you communicate with your clients and the level of service you treat them to. It also includes your relationship with your staff, your relationship with your suppliers, the look and feel of your products, services and your business.

Marketing covers everything that makes someone want to do business with you. To develop and sustain a successful business, you must accept that marketing is a critical aspect of your business. You need to learn the fundamentals of business and marketing if you want to have a full time and successful business.

## How to increase The Response Of Your Promotions

A common mistake that business owners in the natural health industry, or any industry for that matter, make is that they fail to accurately measure and record the overall response to their marketing campaigns. Some businesses will spend a large amount of money on an advertisement or promotion but pay little attention to just how much revenue and business the advertisement is producing. A business should not spend money on an advertisement or promotion of any sort if you do not know or unable to tell how much business it brings you.

The issue is that many businesses have no idea what results their advertisement is generating and that their advertisements are losing them money. To stop leaking money on ineffective advertisements and promotions, you must implement a system to overlook the responses you receive.

**One of the golden rules of marketing is:**

*"If you cannot monitor the results of a promotion, you should not run the promotion"*





### 3. The offer is too weak.

It is quite possible that the advertisement is very good but the offer you are presenting is not. Weak offers will lead to a poor response rate. Before running any offer in your advertisement, it is vital to determine how the offer up compares to what is being offered by your competitors. You need to ensure the offer is something that your clients are interested in, and the monitoring will tell you if this is the case.

## EIGHT TIPS FOR WRITING GREAT DIRECT RESPONSE ADVERTISEMENTS

1. Start with the End in Mind
2. Always Emphasise the Benefits
3. A feature compared to a benefit
4. Write as if you are Speaking Directly to the Reader
5. Tell Your Readers the Reason Why
6. Be Specific
7. Offer Solutions
8. Call to Action

## The Common Downfalls Of Advertising And How to Avoid Them

Natural health businesses can only grow to a certain extent if you rely solely on word of mouth advertising to grow your business.

Do not misunderstand the previous statement.

We strongly believe that word-of-mouth advertising is an integral part of growing your business and advocate strongly for positive word of mouth but if you wish to grow substantially in the natural health industry, then advertising will also need to play a key role

in your business' strategy. To sustain a steady client base in an environment where new practitioners are emerging every day, it is important to learn how to advertise your business effectively or, at the very least, steer clear of some of the following commonly made mistakes and myths.

By avoiding these mistakes and myths in the process of your promotions, you will dramatically increase the response you receive to your promotions and you will be able to stop spending money on advertising that does not work.

### MYTH #1: YOUR ADS HAVE TO BE REALLY BIG TO GENERATE A GOOD RESPONSE

Many businesses think that the bigger the advertisement, the better the response. This is not always the case. The idea that 'bigger is better' has been encouraged by those who are involved in selling advertising space. They are paid more in sales commission and incentives to sell you more advertising space. While it may well be the case that a bigger advertisement might be better for your business, this is not necessarily always true.

You may find a smaller advertisement has a much cheaper cost per lead and is therefore much more cost effective, even if the advertisement did not get as many total responses. If this is the case, you would be better off running the smaller advertisement more frequently or in more publications. This will get you more results and more customers for the same marketing dollar!

### MYTH #2: GETTING YOUR NAME OUT THERE IS ENOUGH

Many business owners will run an advertisement that only gets a very small response but will justify this by saying "At least I'm getting my name out there". They think that even though the advertisement is not bringing customers through the door, it is still promoting their business. But if the advertisement is not bringing customers through the door, then it is



not promoting your business at all, is it? This rarely applies to the natural health industry or even other types of small businesses

### MYTH #3: ADVERTISING IS ART

It is primarily the message and the content in an advertisement that sells; the design of the advertisement merely displays the words in a visually appealing way. No amount of fancy design will make a poorly written advertisement sell for you. Good design reinforces good copy - it cannot take the place of it.

### MYTH # 4: YOUR ADVERTISEMENTS NEEDS TO BE CLEVER AND FUNNY

Do not fall into the trap of creating advertisements that are funny and clever at the expense of creating advertisements that will generate a large number of responses.

### MYTH # 5: IT IS OK TO MAKE UNSUBSTANTIATED CLAIMS IN YOUR ADVERTISEMENTS

Any unsubstantiated claim that you make in your advertisements is nothing more than a cliché that the reader is tired of hearing. People are exposed and are aware of these sorts of clichés and they have been burnt in the past by unscrupulous businesses. "What's the catch?" they will ask, but not engage with you to find out why, it's a 'lost' opportunity. The end result will be that your advertisement will not be persuasive to the reader and they will be unlikely to follow up on the advertisement.

## How To Increase Your Profitability

### REACTIVATING DORMANT CUSTOMERS

An extremely powerful strategy that you can utilise to increase sales to your existing client base is to send emails to your dormant clients. Reactivating dormant clients may involve sending an email to those clients

who have not been to your business for a while. The time frame for which you would send an email would vary depending on how often a client generally frequents your business. For instance, if a regular client usually visits your business every month and they have not been for 3 to 6 months, sending them an email may prompt them to return; if regular visits are shorter than that, then you would not wait as long before sending an email.

### PLACE IMPORTANCE OF KEEPING IN TOUCH

Customers seek friendly, specific and personalised service, regular contact and communication from businesses with which they're trusting with their health. It is integral to foster these customer relationships and make your clients feel valued as individuals and not just another nameless and faceless client.

*So how are you able to keep in contact with clients and develop on your relationship with them?*

### NEWSLETTERS

A great strategy that can be easily used by businesses in the natural health industry is having a newsletter. A newsletter develops awareness of your business, strengthens customer relationships and loyalty as well as generates more sales from your existing clients. By creating a monthly or quarterly newsletter for your clients you can do the following:

1. Create an emotional connection with your customers
2. Educate your customers on the different products and services that you offer
3. Make special offers to your clients
4. Promote other relevant products or services from related businesses that your customers would be interested in



# Low Cost Ideas For Promoting Your Business

It is vital for every business to be able to promote itself because if it fails to do so, the business will not have a client base that will be able to sustain the business. Promotional activities and initiatives that are carried out by a business often make the crucial difference between the success and failure of a business. So what can you do if you do not have a huge amount of money to put towards the cost of promoting your business?

These are some low cost and extremely easy ideas that you are able to implement in your business in order to promote your business and the service, product or information you are providing.

## 1. GIVEAWAYS

It is human nature that we all love to receive things for “free”. You can utilise this fact in your business as a means of a low-cost promotion. The free gift could be something as simple as a free report that shows readers how they can take steps to make their lives more spiritual, happy and healthy - anything that is in alignment with your particular business or expertise.

## 2. CHARITY TIE-INS

An amazing way to build awareness of your business while at the same time helping out a worthy cause is to participate in a charity event. This is known as a “charity tie-in” and involves offering your services or products to a local charity so it can use it at a fundraising event. A charity tie-in provides you with an opportunity to contribute to the local charities and an excellent opportunity to gain significant exposure to others who attend the charity event or who are involved in that charity.

## 3. FAIRS OR FESTIVALS

You can have an information booth at community fairs and festivals. Hosting an information booth is a great promotional technique you can use to raise awareness in your community of the services and products you provide. This contact provides you with an opportunity to communicate all the benefits that your services or products can provide and you should give people who are interested a chance to book in at a special discount.

## 4. OFFER FREE SAMPLES

Where possible, giving away free samples of your service or product can be a highly effective way to promote your business at a low cost. Giving potential clients samples of the products or services that you offer can be a great way to attract attention. Assuming your free samples are of high quality, they can provide a good and lasting impression of you and your business.

## 5. HOLD SEMINARS

We live in the information age and people are hungry for information. They love to obtain advice, particularly in relation to their personal needs, their emotional needs and physical health. You can take advantage of this hunger by supplying this willing market with the information they desire while at the same time promoting you and your business.

## 6. WRITE AN ARTICLE

A good way to promote your business is to write an article either online or for print for a respected publication in your industry. Having a piece of published work elevates you in your field and it helps you to be seen as a market leader in your area of expertise. It also helps you develop trust with new clients more easily and increase patronage to your business.



# Keep customers Returning To Your Business

It is not enough to just focus on promotions and advertising as the keys to a successful business. Advertising is a vital component of your success but on its own it is not enough.

Generating new customers through your advertisements is only the first step. When these new customers come into your business you need to ensure that you turn them into regular repeat clients. Beyond that, you want to maximise the return on the money you invested in your advertising by ensuring that these new customers refer their friends to you.

In order to generate repeat business and obtain referrals from clients, you need to make sure you have incredible customer service. Having good customer service is not enough. To make your business a place where customers wish to continue visiting, you need to have phenomenal, exceptional and outstanding customer service. This is not a choice. Delivering superb customer service is as vital to the survival of your business as having the services or products in the first place.

## CUSTOMER SERVICE ON THE PHONE

The phone is generally the first point of contact for your customers so it is important that you deliver a good first impression of your business. Businesses who take too long to answer their phone or, worse still, fail to answer it at all will find that, when your phone goes to the answering machine, the majority of new customers will not leave a message and will often call another business. This is unacceptable! You spend good money trying to get customers to call you and you cannot afford to turn them away like this.

Answering the phone can be difficult for practitioners who work by themselves. In such a business, you fill the role of practitioner and receptionist and these two roles can be impossible to juggle. But, if you are serious about your business and want to make this a success, you have to find a way to deliver in this area.

When you or your staff answer your phone, you must always answer in a professional, helpful and friendly manner that reflects your business. The person answering the phone should state the name of the business as well as their own name so that the caller knows to whom they are speaking.

## THE PRESENTATION AND TIDINESS OF YOUR PLACE OF BUSINESS

It is extremely important you have a clean and well-presented place of business. The impression you create with the look of your business is a non-verbal signal that tells people how you value your business and your customers. The right look can help put your customers at ease and encourage trust in you and your business. More importantly, it convinces them they made the right choice in selecting your business and, remember, a first impression is always important as it is usually a lasting impression.

## THE "WAITING EXPERIENCE" - CREATING THE BEST OF A BAD SITUATION

You can provide a diverse range of magazines and books that your customers can read while they wait. The reading material should cater for a wide range of interests rather than just one topic that you think most customers would be interested in. You can also provide customers with a selection of drinks while they wait. Small things can make your business stand out from the rest and make the waiting experience that much more pleasurable.

Make sure that you offer a sincere apology for keeping the customer waiting, even if they have only been waiting for a couple of minutes. By offering a sincere apology for only being 60 seconds late will



show the customer how highly you value their time and show your dedication to customer service.

## KNOW WHAT YOUR CUSTOMERS WANT

Take the time to sit down and listen to what your customer is saying they want and then ask them how you can be of help. After all, you are there to help them get the results they want in their life and not just make a “sale”. We all understand how important the client’s involvement in the healing process is but often we forget to highlight this to our customers.

Let your clients know how you are planning to address their needs and discuss with them what you will do. You should emphasize the high quality of service they will receive from you.

## WHAT TO DO WHEN YOU MAKE A MISTAKE

Regardless of your commitment to consistently delivering exceptional customer service, people make mistakes and sooner or later there will be a time when you will upset a customer. Faced with this situation what should you do?

The first step is to take full responsibility. Do not ‘pass the buck’ and blame an employee or a supplier or anybody else for that matter. Take full responsibility for the mistake even if it was not directly your fault.

The second step is to take immediate action to rectify the situation. Make amends with sincerity and apologise to the client for letting him or her down. Let the client know that you will strive even harder to give them the service they deserve. This will lead to an effective resolution to any mistakes made.

