

## **Staying in Touch®—The most versatile massage practice marketing newsletter!**

A client education newsletter has proven to be one of the best marketing tools for building a strong, financially viable massage practice! **In one easy step, you can:**

- 1. Educate clients on all the benefits your services provide**
- 2. Remind them to call for their next appointment**
- 3. Promote gift certificate sales**
- 4. Encourage referrals**
- 5. Strengthen your professional image**
- 6. Build a strong client relationship**
- 7. Show clients how special they are!**
- 8. Save time & money on marketing & promotion**
- 9. Increase your income!**

Having your marketing newsletters on your computer ensures that they will remain in "new" condition and that you can update your personal information anytime you need to. **Build a library of client educational materials!**

**Your success depends on your effectiveness in delivering message AND in marketing your practice!**

Far too many therapists fail because of poor marketing skills. Thousands of therapists have relied on our newsletters to help them build strong client connections and profitable practices.

**Work smart—work easy.** You have enough to do without having to create professional marketing tools. With our newsletters, you'll have great-looking, ready-to-go issues to send to your clients! **For just pennies per copy**, you can effectively promote your services to all your clients and potential clients. **Educated, committed clients will each spend at least \$500 a year with you, so INVEST IN THEM!**

**You have ordering options.** With our "do-it-yourself" printed newsletters, you can receive your issues via download or email. There are blank spaces where you can add your own name, address, phone, etc. directly to each issue on your computer, or have us typeset your contact info and receive your issues via the post office. *(See other side of this form for details.)*

### **Payment plans available**

**Order by phone—It just takes a few minutes**

**Turnaround time—usually in 24-48 hours**

**Prefer us to typeset your issues for you?** Each issue you order will be typeset with your personal information; **you then receive a camera-ready master copy.** *(If you need us to add a **personal message** or **special offer**, call to make arrangements!)*

Make as many copies as you need to promote your practice. (Protect your originals for re-prints!) **Call for pricing.**

## **CLIENT COMMENTS ON NEWSLETTER RESULTS . . .**

**The true test of anything is: *Does it get positive results?* Read what other therapists have to say about using the *Staying in Touch* newsletters to promote their practices!**

The newsletter is a fabulous tool, and my clients absolutely love it. This is my only form of keeping in touch with my clients.

Usually I have about 5 people I haven't seen in a while pick up the phone and call for an appointment right after a mailing. It pays for itself and then some! I have a group of people who order gift certificates from me every year—one guy buys 10 every December—and that's because of the newsletter.

—Aimee Moulder, LMT

In January, I mailed my first issue of *Staying in Touch* to about 150 clients. From that mailing, I sold 7 gift certificates and had 10 clients that I hadn't heard from in 8 months to 2 years call to set an appointment!

—Gloria Bargiel

The response to the newsletters is great! I've had four or five clients that haven't been in for a while come in specifically because of your newsletters. ... I really appreciate the work that you do.

—Kip Treece, NCTMB

I checked all my advertising (phone book, etc.), and your newsletter brings me the best return. It's the least costly investment for my advertising. When I send a newsletter right before a holiday, I always get a noticeable increase in both gift certificate sales and appointments booked!

—Sigrid Hansen, CMT

I love the newsletter, and the results I'm getting! It has brought back many people who forgot about getting massages, or who maybe are as good at procrastinating as I am! My clients comment often about how much they love to receive it and how useful the information is.

—Linda Honey, HHP

The newsletter ... is so well written, Jon, that my clients think that I wrote it. That's a compliment, because apparently, you write in such a manner that while many therapists may use the same material, the newsletter has a very personal touch.

—Leslie Hendricks, LMT

# Staying in Touch Newsletter Ordering Information

Individual issues available online/by phone — only \$22 each in PDF format with "add-your-own-name" option!

Basic issues have special areas where you can add your contact info on the front page and for the return address. Premium issues also include optional spaces for you to add a personal column (front page) or special offer (back page). See sample.

(All issues also available individually)

### Issues in Package 1 (Relaxation Part A):

- Massage: the timeless miracle**— A great intro newsletter covering the basic benefits of massage
- Benefits of regular massage**— Contains quotes from opinion leaders explaining how regular massage helps maintain improved health
- What makes muscles ache?**— An effective issue for springtime, encouraging clients to seek bodywork for those sore muscles
- Ever feel stressed out?**— Explains how stress impacts the body & how massage can reverse these adverse effects
- Wonderful water**— An issue dedicated to explaining how critical water intake is, quotes from the book "Your Body's Many Cries For Water"

### Issues in Package 2 (Relaxation Part B):

- The weight of the world**— This issue covers neck & shoulder problems + techniques your clients can use between sessions
- Beat stress**— New research shows how stress speeds up aging. Covers massage reducing stress
- Putting balance in your life**— Discusses the body's goal for homeostasis & how massage contributes to that balance
- Motion & health**— Discusses how motion is vital to health; how massage helps. Also, value of water.
- Make the most of your massage**— Hints to maximize the benefits from each session

### Issues in Package 3 (Therapeutic Part A):

- Joint function & massage**— Covers the value of massage to proper joint function
- How bodywork helps muscle function**— Addresses how muscles work and how massage encourages proper function
- Massage and pain relief**— Explains the mechanics of how massage reduces pain
- Build a strong immune system**— Vital to health, the immune system's function is improved by massage
- Support the home team**— Explains how bodies regenerate at the cellular level/ how massage supports healthy development, massage study shows

### Issues in Package 4 (Therapeutic Part B):

- Back pain / Stretching**— 80% of people suffer from back pain at some point in their lives. Let them know how massage can help!
- Detoxification / Importance of water**— Covers the value of cleansing the body and how massage helps it to detoxify
- What's your posture telling you?**— Educates your clients on the interconnectedness of muscles, etc. and how massage can improve structural balance. Also, hints to avoid back trouble
- Massage & proper breathing**— Importance of breathing to proper health & how massage helps to normalize the muscles that aid breathing
- How's Your Energy?**— Covers natural ways to increase energy; how massage helps.

### Issues in Package 5 (Therapeutic Part C):

- Headaches**— Addresses causes of headaches; how massage helps to alleviate
- Fascinating fascia**— Covers the role fascia plays in the body and how your massage services can help
- Massage: good for what ails you**— Lists 17 conditions shown to be helped by massage, demonstrating the scope of massage's benefits
- Massage: For body & soul**— Compares the importance of regular health maintenance with auto maintenance
- Four reasons**— Supports health; reduces stress; addresses source of problems; makes you feel better

### Issues in Package 6 (Body/Mind/Soul):

- Touch: mother of the senses**— Caring touch helps people thrive; research explains why
- The other side of massage**— Discusses the emotional/spiritual benefits of massage
- Get in touch with your skin**— Talks about the diverse jobs skin plays in health
- Take control of your health**— Covers the "causes & effects" of health
- Make it easy on yourself**— Body mechanics

### Issues in Package 7 (Special Subjects):

- Chair Massage**—
- Hot Stone**—
- CranioSacral**—
- LaStone™**—
- Energy Work**—
- Pregnancy**—
- Fibromyalgia**—
- Reflexology**—

## All issues written by a licensed massage therapist.

### Order with confidence — 100 percent satisfaction guaranteed!

All newsletter artwork includes full-color photo in masthead and two-color accents in body of issue. If you have a color printer, you can print full-color copies. Printing issues in black ink will print colored portions in shades of gray. When printing in color, consider using a high quality, white "presentation" paper. With black ink, use light-colored paper or stationery.

**Basic newsletters** allow you to add only your contact info to each issue.

**Premium features include:** Basic issues, plus versions that allow you to **add your own personal messages** (announce new services, etc.) **and/or special offers**. Add your own personal columns or use the existing content. Premium **packages 1-5** have issues to promote gift certificates for Valentine's and Mother's Day. **Also, when you purchase the premium issues, you have permission to reuse the text elsewhere (your web site, etc.)**

All issues come in "I" or "we" versions (for single- or multiple-therapist offices).

**Massage Marketing** 221 N. 3<sup>rd</sup> St. • Thayer, MO 65791

**Ready to order? Questions? 1-877-634-1010 Fax: 417-264-7992**

**www.MassageMarketing.com** (Make checks payable to: **Massage Marketing**)

## PRICING:

### Basic newsletters:

- Individual issues . . . . . (ea.) \$22
- Package 1,2,3,4 or 5 . . . . . (ea.) \$89
- Package 6 . . . . . \$74
- Package 7 . . . . . \$89
- Packages 1-6 . . . . . (35 iss.) \$299

### Premium newsletters:

- Package 1,2,3,4 or 5 . . . . . (ea.) \$124
- Package 6 . . . . . \$109
- Packages 1-6 . . . . . (35 iss.) \$399

**Packages 1-5 all** include one **special holiday issue** for end-of-year promoting (6 issues total per package).

**Premium packages 1-5** come with extra versions of two issues that include gift certificate reminders for Valentine's Day & Mother's Day.