

# **Using Client Education Newsletters to Grow Your Massage Practice**

**By Eric Brown, MT  
Director, BodyworkBiz**

Note: This document is a compilation of the 5-Day Newsletter Min-E-Class previously published as five daily email lessons.

Disclaimer: Advertising and marketing regulations vary widely from state to state, province to province, and country to country. As well, many municipalities may have bylaws that may affect your ability to apply this information legally. As a result BodyworkBiz does not make any express or implied warranties regarding the legal appropriateness of this information. It's your responsibility to adhere to laws and regulations that govern business practices in your area.

Copyright: This material is copyrighted under international copyright laws. It is intended for personal use only. If you wish to reprint this document or parts of it, please request permission.

**Massage Newsletter****min-E-class**

**The Massage Newsletter Min -E-Class is a 5-DAY e-mail course on building your practice by using Client Education Newsletters.** How? You'll find out over these next five days as I come knocking on your door on a daily basis with tidbits of valuable information (actually, it's probably more of a chunk than a tidbit).

If you have a friend who would benefit from taking this course, please pass this on. Or tell that person to receive the 5-DAY Massage Newsletter Min-E-Class by sending a blank e-mail to...

[min-e-newsletter@bodyworkbiz.com](mailto:min-e-newsletter@bodyworkbiz.com)

You'll likely refer to this course over and over again as you start to put these ideas into practice. Client newsletters are a versatile and cost-effective way to build credibility, retain clients, and get referrals. Please...

Print each e-mail, put it in a 3-ring binder. Pour yourself a beverage of choice, bring along a pen to jot down some ideas, and take it all to your favorite sofa. You are about to start something **IMPORTANT**. Learning a serious subject is so much more successful when you're comfortable.

Let's begin...

As a massage therapist, you probably don't have much interest or experience in marketing and sales. You like doing what you do best - massage. Unfortunately, if you don't have clients, you're not going to be doing much massage.

**So, it's important to find easy and cost effective ways to grow your business.** One of the most effective strategies for long-term growth is a Client Education Newsletter.

This 5-Day course will show you how to effectively **use educational newsletters to grow your business and increase your profits.** It outlines some basic marketing principles and shows you how newsletters fit into the picture. By the time you finish reading this report, you will have some great ideas about making newsletters an important part of your practice. We will explain the reasoning behind various strategies, give you specific examples, and tell you step-by-step how to incorporate those ideas in your practice.

At BodyworkBiz, you'll find some fabulous Client Education Newsletters. You can preview them at <http://www.bodyworkbiz.com/store/clientnews.html>. They are professionally produced and can be personalized with just a few keystrokes. And I hope you'll use them.

I'll tell you more about what makes a BodyworkBiz newsletter so unique as you go through this program. But even if you decide never to purchase one, please consider the value of using newsletters and produce one of your own. You'll find lots of tips for doing that over the next few days.

In the meantime, let's answer the number one question...

## Why use a Client Education Newsletter?

A Client Education Newsletter is a powerful practice-building tool. A Client Education Newsletter will help you:

- Educate your clients about the scope of your practice
- Increase usage of massage by existing clients
- Keep you at the top of your client's mind
- Improve client retention
- Boost referrals from existing clients
- Establish your expertise and reinforce your professionalism
- Educate key referral sources such as chiropractors, doctors and physical therapists
- Provide handouts with exercises, stretches and other great self-care advice
- Promote your practice at seminars, workshops, shows and networking events

Client Education Newsletters have a myriad of uses and provide true bang for your buck.

## Education is a powerful practice builder

**Your newsletter plays a vitally important role in educating your client.** How often have you talked to your client about some treatment that you do and they say, "I didn't know you did that"? For example, "I didn't know you could help me with headaches," or "I didn't know you could treat neck or back pain."

Whenever I hear that I cringe. They've likely been suffering with the problem (or know someone else that has) and they haven't seen anyone because they don't know whom to see. Or, they've been seeing a chiropractor or physiotherapist for months or years for manipulation or heat packs and never thought to discuss the problem with you because they think massage is just for relaxation.

**Education is the key!**

**You have to educate your clients as to the benefits you can provide for them,** the range of problems you treat, and the high level of training and expertise you have in dealing with those pain problems or injuries.

**How many of your clients know ...**that you can assess and treat sports injuries? How many know that, out of all the health professions, you are the most qualified to evaluate and treat trigger points? That you can effectively eliminate headaches? That massage can help decrease anxiety and depression? How many know that you can give them a self-care program of exercises to help them with their specific complaints? That you can advise them regarding hydrotherapy modalities?

**Most people have no idea what you really do.** As far as they know, you give a really good back rub. They don't understand that you are trained to help them recover from injuries, that you can work wonders on chronic pain, that massage is highly effective in the treatment of common disorders like headaches and back pain.

**As a result, you have an important job to do in helping people understand** the scope of your practice and how you can help them live happy pain-free lives. If they only knew what you were capable of, they would come in more frequently and with a far wider range of conditions than you are currently treating.

Education is extremely important. And a Client Education Newsletter is a highly effective way of reaching people with this information. You want to do what's best for your client and if you feel that you can help them you have the obligation to tell them. And when you tell them about what you do - when you educate them - something interesting happens. You'll not only see your income increasing, but your work will become more interesting as you see a more diverse clientele.

**Remember that your clients are predisposed to use your services.** Their decision to use your services is primarily an emotional decision, but they need some rational, logical arguments to support that decision. They love your massage. It makes them feel fantastic. They feel relaxed. They feel relief. They want and desire massage. But that's not enough to keep them coming back. They need reasons to justify spending their money and time on massage, otherwise it just seems like a luxury.

**The newsletter outlines specific, rational, logical, justifiable reasons to continue coming in for massage.** They start identifying with the examples, problems, and issues outlined in the newsletter. For example, they read the article on headaches and think, "I didn't know that massage was so great for treating headaches. Next time I have a headache, I'll try massage and see how it works." Or, they start identifying their friends and family members that have those problems. "I should tell Buddy about this. Massage could help him get rid of that chronic back problem that the doctor can't fix." The number of client referrals, probably the major source of new business in your practice, starts increasing.

## Still more benefits to an educational newsletter

Here are some more benefits to consider:

1. **Credibility.** Informing your market about how to buy and use your services enhances your credibility as the preferred place to buy. This approach also allows you to educate your market about the advantages of your services specifically. Instead of "advertising", your message is viewed as helpful and you are viewed as a valuable resource.
2. **Long shelf life.** Emphasizing long-term educational topics means that each issue of your Client Education Newsletter will be as valuable a year from now as it is today. As a result, back issues used in various promotions are as valuable as the latest issue.

**Valuable educational content is the reason your customers and prospects will look forward to each issue of your newsletter.** Educational content also encourages your customers and prospects to save each issue and pass them along to their friends.

When you promote a specific product or service, only that particular product or service benefits. But, newsletters that educate create a "halo effect" around your practice that benefits every product and service you offer!

Each BodyworkBiz newsletter has a specific educational focus. You'll soon see newsletters on the following topics:

- Heading off headaches
- Sitting on the job (problems associated with sedentary jobs and how massage can help)
- Managing stress
- Treating acute injuries (including when to use heat)
- Arthritis
- Massage Research
- Pregnancy massage
- Fibromyalgia
- And more...

No matter what the focus of your practice is you'll soon see newsletters that will suit you perfectly. Whether you do medical massage, sports massage or simply relaxation massage, you'll find issues that will meet your needs.

**And what's really amazing is that they can be personalized with your contact information instantly.** Try a complimentary sample issue [Here](#). Or browse the [Catalogue](#) to find issues that would suit you and your personal practice.

**Next lesson...**

We'll take a look at

- why advertising doesn't work
- the powerful practice-building effect of client retention
- how newsletters can help your existing clients see you more frequently
- ways to help your clients be referral champions for you

Until then, the best of success,

Eric Brown, Director  
BodyworkBiz

[Click Here to browse through currently available issues.](#)

**Check out more great practice-building resources at**

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

**Massage Newsletter****min-E-class**

The **Massage Newsletter Min-E-Class** is a **5-DAY e-mail course on building your practice by using Client Education Newsletters**. How? You'll find out over these next five days as I come knocking on your door on a daily basis with tidbits of valuable information (actually, it's probably more of a chunk than a tidbit).

If you have a friend who would benefit from taking this course, please pass this on. Or tell that person to receive the 5-DAY Massage Newsletter Min-E-Class by sending a blank e-mail to...

[min-e-newsletter@bodyworkbiz.com](mailto:min-e-newsletter@bodyworkbiz.com)

Are you on the sofa yet? Then let's begin...

---

**Last lesson we looked at the importance of educating your clients through Client Education Newsletters, which can have a significant impact on your bottom line.**

**But even more than that, it helps your clients appreciate the range of your skills so that they can benefit from your expertise when they need to.** Many people, even your existing clients, suffer silently and unnecessarily with all types of discomforts and problems simply because they don't know that you can help them. Your Client Education Newsletter can help them understand what you do, how massage can benefit them, and the importance of getting regular treatment.

Now let's look at how you can spend your advertising money for maximum effectiveness.

## **Stop wasting your money on advertising**

**Advertising doesn't work!** I've taught marketing workshops to over 1,000 massage professionals and if there is one problem that I hear over and over again, it's that advertising just doesn't work. Why? According to a recent study on massage utilization (Collis and Reed, 1997), only 2½ percent of the population had a massage in the previous year. Essentially, that means that 97½ percent of the population doesn't have much of an interest in your services. Even if they are interested, they are unlikely to feel compelled in any kind of significant way by a little ad - that is, if they can see it in the huge clutter of ads that are in front of them.

**So you can see that by doing general advertising, about 98% of your advertising money goes straight down the drain simply because it fails to reach the right people.**

**If you want to stop wasting your money, advertise only to the people who know you, who love your massage and who are likely to use it** - your existing clients! There's about a 500% better chance that they will get another massage from you than would a stranger.

A Client Education Newsletter focuses specifically on this valuable group of existing clients that is most likely to book massage appointments with you. As you'll discover, it's a powerful practice builder. You'll spend 1/5th of the money to get the same results that you'd get with advertising. That's an extremely effective use of your money. Why not put that money in your pocket or use it to develop your practice in other ways?

**One problem that most massage professionals share is that we tend to ignore our existing clients** and invest most of our resources going after new clients to fill our practices. However, something happens when you don't focus heaps of attention on your existing clients...

### **They forget about you!**

Have you ever given a great massage where everything has clicked? Your client feels fantastic, praises you profusely and you think, "This person will be in for a massage every week for the rest of their lives." Then you never hear from them again. Why does that happen?

**You've heard the expression, out of sight out of mind.** It couldn't be truer. People are bombarded by more information than ever before. After they leave your office, they go back to the challenges, the concerns, the issues, and problems that face all of us. You quickly drift out of their mind.

**Your customers get very busy and forget about taking care of themselves.** It seems as though you and your massage take a backseat to other priorities. If you're going to retain that customer and have them come in again, you need to remind that client regularly about how great they felt getting massage, how much you care about them and their well-being, how much your expertise can help them stay healthy and pain free.

**Clients need to be reminded about the benefits they've received from your massage on a regular basis.** Getting a newsletter from you creates that reminder. With a BodyworkBiz newsletter, your name and number appears prominently on the top of the newsletter and clients say to themselves, "Oh, now there's a good idea. I haven't been into the massage clinic for such a long time. I really need a massage!" And they book appointments they wouldn't have made otherwise.

A BodyworkBiz [Client Education Newsletter](#) can be personalized with your personal information within seconds. Just fill in a simple form and through the powers of technology...Presto! You have a newsletter that looks like you professionally produced it, ready to print.

You can put your name or your business name prominently in the banner area right at the top of the front page. On the reverse side, you have four lines that you can personalize any way you like. Most therapists put their contact information here - phone number, email, address. But you could just as easily place a message of an upcoming promotion, event, or even a very personal note to one specific client.

You can change the information on the newsletter anytime. Simply open up the file on your computer, type your information in the simple form that appears and the information magically appears in the newsletter. Make changes as often as you like. Print up or photocopy as many as you'd like.

It's that simple!

You have to be regular and consistent with the delivery of your newsletter. Let me say that again for emphasis...

**You have to be regular and consistent with the delivery of your newsletter.**

Although an occasional newsletter may have some impact, you need to communicate with your clients frequently. Most experts suggest sending your newsletter at least four times per year. The more often you contact them the better. You can supplement this regular contact with other letters or phone calls. The idea is to keep your name at the forefront of their minds.

**It's easy to say that you'll produce a regular newsletter, but the reality is that we have a lot on our plates.** Our best intentions don't always get realized. A Client Education Newsletter takes time to create. If you are creating a basic two-page newsletter, you can count on spending at least two days of writing and formatting it to get it looking right.

Who has time to do that on a regular basis?

**Your time is valuable and is certainly worth a lot more than the small cost of a BodyworkBiz newsletter.** So unless you can make a firm commitment to produce your own newsletter on a consistent basis, use your time and money effectively and take advantage of this great resource that already exists at the BodyworkBiz website.

## **Your clients want massage**

**The fact that your client came to see you for massage even just once is a strong indication that they'll use massage again and again, but it may not be**

for weeks, months, or even years. Through that period of inactivity you're going to slip from their memory unless you remind them through your newsletter, or other means, that you are there for them and you will continue to provide the same excellent service you've provided them before. Even more than that, as we've touched on already, the newsletter opens up to them new possibilities and reasons to use massage.

**As an aside, use your newsletter as an opportunity to call existing clients that haven't been coming in regularly.** A week after sending out the newsletter, call them up and ask them how they've been doing. Tell them you're calling to find out if they've received the newsletter and whether they've had a chance to read it. Review some of the highlights of the newsletter. Tell them how you specifically address the conditions mentioned in the newsletter. Ask them if they know of anyone that may have the problem covered in the newsletter and ask them to pass on the information as it could be valuable for that individual - an excellent way to reach new prospects! Be sure to ask them if they're ready to book an appointment and if not arrange another time to call them back.

**To sum up, a well designed newsletter helps keep you at the top of your clients' minds, adds value to your practice, reminds them of you and the benefits of massage on a regular basis, builds your relationship with existing clients and builds loyalty.**

All of this leads to higher retention rates. Clients get more of the treatment that they need and your practice benefits as a side effect.

### **Make 'em feel good**

**Most correspondence we send to clients is negative**, like notice of a bounced check or fee increase. By sending a regular newsletter, you keep communication with clients positive. You're giving them something of value so that they look forward to hearing from you. They anticipate hearing from you. This will help cement your relationship and means a happier and more loyal client. And happy, loyal clients will keep coming back to see you again and again. Both your retention rates and profits climb quickly upward.

### **Watch referrals increase**

**Another great side effect of your newsletter is a boost in referrals.** Once clients better understand the scope of your work they become more likely to refer others to you. You'll find that your clients will start to refer others who have problems that you've outlined in your newsletter. For example, after reading a newsletter on headaches, your client thinks, "That's amazing. Maybe this will help Susan with those terrible headaches she's been getting. I'll have to tell her."

**And with the newsletter comes "Pass Along Power".** It's one thing to educate clients verbally, but that information often doesn't get past your clinic door.

Your newsletter is something concrete that they will hang on to. They will show and pass your newsletters on to others - like the friend with the back pain. Giving ammunition to an army of loyal clients is a sure step to a full and profitable practice.

**As more people understand the benefits of massage and the advantages of seeing you specifically for treatment you'll see your practice grow.**

Tomorrow, we'll look at the issue of professionalism and the importance of developing a professional identity. We all know that you can't judge a book by its cover, but that's exactly what prospective clients will do to you.

Until then check out the BodyworkBiz newsletters that are currently available. Or try out this [complimentary issue](#) so you can see exactly how it all works.

I'll see you tomorrow,

Eric Brown, Director  
[www.BodyworkBiz.com](http://www.BodyworkBiz.com)

[Click Here to browse through currently available issues.](#)

**Check out more great practice-building resources at**

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

**Massage Newsletter****min-E-class**

The **Massage Newsletter Min-E-Class** is a **5-DAY e-mail course on building your practice by using Client Education Newsletters**. How? You'll find out over these next five days as I come knocking on your door on a daily basis with tidbits of valuable information (actually, it's probably more of a chunk than a tidbit).

If you have a friend who would benefit from taking this course, please pass this on. Or tell that person to receive the 5-DAY Massage Newsletter Min-E-Class by sending a blank e-mail to...

[min-e-newsletter@bodyworkbiz.com](mailto:min-e-newsletter@bodyworkbiz.com)

Welcome back. You've made it to day three of this Min-E-Class. What do you think so far? I like dropping in like this for regular visits. It's kinda fun. This is the same kind of process that I go through in the e-courses that are offered at BodyworkBiz - except that I'll show up at your place for coffee every day, sometimes for up to FIVE MONTHS! I hope you can stand me for that long.

Anyways, back to this newsletter business thing...

**So far, we've looked at the importance of educating your clients so that they can actually benefit from your work. We've also looked at the importance of maintaining regular contact with clients to improve retention and boost your sales.**

Today we are going to look at the importance of...

## **Establishing your professionalism**

**As a massage therapist you are offering a service.** There's a big difference between marketing a service and marketing a product. Products are tangible. People can see them, touch them, feel them, and play with them. They know exactly what they are buying when they decide to make a purchase. Furthermore, once they buy a product, it's there all the time for them to appreciate and use.

**Services on the other hand are intangible.** Customers have no way of physically evaluating a service. They can't touch it or see it. They have no idea what they are really buying and that complicates the decision process considerably. Imagine wanting to buy a car without ever having the chance to see it or drive it. How confident would you be that what you want is what you're going to get? How would that affect your decision to buy? That's exactly the same situation that is faced by every potential massage client. They don't

know you, they don't know what your massage is like, they don't know how they'll be treated by you, and they don't know exactly how they'll benefit from getting a massage from you.

**So, how do people evaluate your massage practice, an intangible service that they can't see or feel?** They form an opinion on the basis of the tangible things that surround your practice. They will look at the quality, the excellence, and the professionalism of your marketing materials, your forms and handouts, your working environment, etc. All these things are seen as a reflection of who you are and what you do. It's vitally important that everything you produce be the best possible quality that you can afford.

**The more invisible your "product" is, the more people will judge you by the things that they can see.**

**While it may be tempting to produce a cheap newsletter, an unprofessional looking newsletter will have a negative impact on your business.** Don't do it. Invest the money to do it right. And if you don't have the time or the hundreds of dollars it might take to produce your own, then use preformatted newsletters that are available for sale.

**There are well-produced newsletters available for massage professionals.** A few companies produce them. Typically, they are done in conjunction with graphic designers, talented artists, and experienced copywriters that can communicate the benefits of massage in a clear and easy to understand way. And they are available at just a tiny fraction of the cost it would require to do it yourself.

**For example, the BodyworkBiz newsletters are professionally written and designed to make you look good.** Massage therapists who are active in the industry write them. The benefits of massage are communicated in a clear and compelling way. An editorial committee reviews the text and the completed copy is given to a professional proofreader for final editing. So you know that the information is relevant, researched and accurate.

A trained medical illustrator does illustrations. Beverly Ransom who has illustrated numerous books including Mosby's Fundamentals of Therapeutic Massage by Sandy Fritz has been hired to join the team. She's recognized for an uncomplicated style that communicates ideas in a very simple and straightforward way.

The professional design firm Metamorphosis does the design. They've come up with a clean and professional look for the final product. The design makes the newsletter easier to read, whether your client sits down to absorb the whole document or whether they skim through to catch the key benefits.

**Better yet, a personalized BodyworkBiz newsletter appears as though you have created it.** Here's a well-produced newsletter with your name and contact information (or even a personal note) prominently displayed. You can't

judge a book by its cover, but clients will judge you by the look of your newsletter.

**A quality newsletter reflects positively on you and adds to your perceived professionalism.** It positions you as a massage expert and people want to know that they are seeing someone who is an expert. If your clients see you as the expert, you'll find that they'll be more likely to accept your recommendations, they'll be more compliant with instructions and they'll be more predisposed to give you referrals.

## Try these ideas

**Don't think you have to mail the newsletter to your clients.** There are many ways that the newsletters can be used besides in a direct mailing. Try these ideas...

**Create a client education binder for your waiting area.** Start collecting articles on massage. Put these articles along with copies of your newsletter in page protectors and place them in a binder that your clients can peruse while waiting for their appointment.

**If a person has made it as far as your office, it's likely that they want to know as much as possible about you and what you do.** For this reason, I would also suggest a "waiting room resume". Write the resume in an easy to understand way with simple words and short phrases. Outline your education, courses you have taken, awards you have received, associations you belong to, special achievements, areas of specialization, media articles about you specifically, and anything else that might interest your clients and position you as an expert.

**If clients typically don't wait for their appointment, post the newsletter on the wall.** Post it near the area where they pay for the massage or post it right in the treatment room next to where they hang their clothes or on the back of the treatment room door. Have a rack that holds current and past issues of the newsletter so that they can take it with them.

**You can also use the newsletter as a client handout.** If your client is suffering from headaches, for example, pull out the headache newsletter for them. Don't just give it to them. Help them better understand their condition and the role that massage can play in helping them. Review the material with them. Take a colored pen or a highlighter.

**Don't be afraid to mark up the newsletter.** Circle a section and say, "Make sure you read this." Highlight an area and say, "This is particularly relevant for you." They'll love the attention and care you bring to the relationship and will become raving fans.

**Most BodyworkBiz Client Education Newsletters include instructions on self-care activities that the client can do on their own.** So you can use your newsletter as an instruction sheet.

**In places in the newsletter where there is self-care advice, personalize it.** If the newsletter illustrates a stretch, then write down specifically how long they should do the stretch and how long they should hold it. Also write down any other instructions that are specific to that client.

If you've purchased a BodyworkBiz newsletter and have your computer at work, you can add, with a few keystrokes, personalized instructions to the newsletter and print a copy up for your client -- within seconds. It is something that will be sure to impress them. Doing that shows that you care, that you understand their situation exactly and that you know how to treat it effectively.

**Remember, you don't have to mail a newsletter to your clients for it to be a useful practice development tool.** There are many unique ways to maximize it's potential.

Look through the [Available Newsletters](#) now and see which ones might work for you in your practice. You're sure to find one that meets your needs. There are currently about two-dozen issues in production. So check frequently and find out what's new.

I'll see you tomorrow,

Eric Brown, Director  
[www.BodyworkBiz.com](http://www.BodyworkBiz.com)

[Click Here to browse through currently available issues.](#)

**Check out more great practice-building resources at**

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

**Message Newsletter****min-E-class**

**The Message Newsletter Min -E-Class is a 5-DAY e-mail course on building your practice by using Client Education Newsletters.** How? You'll find out over these next five days as I come knocking on your door on a daily basis with tidbits of valuable information (actually, it's probably more of a chunk than a tidbit).

If you have a friend who would benefit from taking this course, please pass this on. Or tell that person to receive the 5-DAY Message Newsletter Min-E-Class by sending a blank e-mail to...

[min-e-newsletter@bodyworkbiz.com](mailto:min-e-newsletter@bodyworkbiz.com)

It's Day 4 already and this little Min-E-Class will come to an end tomorrow. So sad! I'll weep while you get back to the sofa and read...

We've received some great feedback about the BodyworkBiz Client Education Newsletters. We've also received some questions that indicate that we haven't effectively communicated what these newsletters are exactly and how they work.

BodyworkBiz newsletters are truly unique - groundbreaking stuff really. There's really nothing quite like them, so the confusion is completely understandable. I'd like to take a little time today to help you understand the whole thing.

## **What it's not**

**It might be easiest to start with some of the things it's not.**

**It's not for you.** This is not a "Massage Therapist Education Newsletter". It's not designed to teach you about various conditions that you deal with in your practice. It's for your clients. It's designed to teach your clients the scope of your work. It is designed to educate clients regarding the range of conditions you can treat and the powerful impact massage can have on them.

**It's not a subscription.** You won't receive monthly issues. We call it a "newsletter" because sending a copy to your clients on a regular basis will be one of the most effective uses of the newsletter as a practice-building tool. Each newsletter is a stand-alone product. You can buy one or many. We've

done this so that you can choose the ones that are most relevant to your practice and your clients. This way, you won't waste your money on subscription issues that are useless to you.

**It's not expensive.** If you were to produce a newsletter like the BodyworkBiz newsletters, it would likely cost you \$400-\$800 or more for illustrations, design services and copy writing - not to mention the time that you would put into it. They are available to you at just a fraction of that price - pennies on the dollar really.

## What is it?

**A BodyworkBiz newsletter is - well, it's a... newsletter.**

**You've likely seen some other companies selling preformatted client education newsletters.** Some of them will even put your contact information or a personal message on them. Then they send you a paper version of the newsletter. They send either a "master copy" that you can print or photocopy or they send a certain number - 50, 100, or 200 newsletters - to you.

**What makes the BodyworkBiz newsletters truly unique is that instead of getting your newsletter as a piece of paper, you receive the newsletter in an electronic format.** You save it on your computer where you can access it anytime.

**Even better than that, you can personalize it with your business information or a short message instantly** by filling out a short form that is attached to the newsletter. It's foolproof really. You don't need to learn a program or know anything about graphic design. You just follow the simple instructions for filling out the form.

So, what are the advantages of getting it in electronic format?

**Your newsletter will always be on your computer anytime you need it.** You don't need to worry about losing your master copy or damaging your original. It will remain in perfect shape for decades.

**You don't have to pay for changes.** If you change your name, telephone number or location, you won't have to pay for new newsletters or pay design fees to have your newsletters redone. And you don't have to wait for weeks for it to happen. You just open the newsletter file on your computer; type in the new changes and your newsletter is instantly updated. Poof! Just like that.

**It's faster than a speeding bullet.** Okay, maybe not that fast, but it beats any courier. Let's say that you've been asked to do a short presentation on stress management tomorrow and you desperately need a nice handout that reflects your professionalism (and if you could get something with your business name on it, wouldn't that be perfect?) All you need to do is go to the Bodywork and choose the stress management issue. It takes 60 seconds to purchase, two

minutes to save to your computer and another 60 seconds to personalize with your business information. What a lifesaver!

**Personalization will never go out of date.** For example, you ordered newsletters from another provider and had them include a personalized message about a Valentine's Day special Offer. Now fast forward to December when you are doing a big 3-day promotional event at the local mall to promote your Christmas gift certificates. Do you really want to use your newsletter with the Valentine's Day promotion on them? You either have to pay to reorder with a new message or you end up looking terribly outdated. With a BodyworkBiz newsletter, you open up the file, update the newsletter with your event-specific message and you're ready to go - instantly with no extra cost.

## Personalized easily

**What's amazing about the newsletter is your ability to personalize various aspects of the newsletter.** It looks like you've produced it yourself. There is nothing to identify that it was obtained through a third party. It makes you look extremely professional and raises your image.

**And it is so simple to do.** To learn desktop publishing programs can take weeks or even months. People make entire careers learning how to use these programs. What skills do you need with a BodyworkBiz newsletter? Can you click your left mouse button? Can you type (even with two fingers)? Then that's it. Those are the only skills you need to personalize and produce your very own professional newsletter.

**Most massage therapists will put their name or company name and/or phone number just below the banner on the first page.** The contact information is very prominent so clients know who you are and can contact you immediately.

**On the second page of the newsletter, there are four lines that you can personalize.** You can print anything you like: your address, your clinic locations, your hours, your contact information like phone, fax and cell phone numbers, email, web address, etc.

**You could even use these lines to create a short promotional message.** For example, at holiday time you may want to inform your clients that you have gift certificates available, or you may want to promote an upcoming massage workshop that you are conducting. You can even put in notes for specific clients, for example, specific exercise instructions. What a way to make an impression!

**Again, there's no need to pay a designer each time you need something changed.** And there's no need to do costly redesign if you move. Simply open up the file, enter the new information and print up a new copy.

## Incredible value

**It would cost hundreds of dollars to produce your own professional looking newsletter**, not to mention the time involved in writing, editing and consulting with illustrators and designers. It would cost you anywhere from \$400 to about \$800 to produce a newsletter like the one from BodyworkBiz depending on the number of illustrations and the complexity of the design. Although I've invested heavily in newsletter production for my own massage clinics (that's how effective I personally believe they are), most massage therapists just don't have the means to create something that's a true reflection of the quality and professionalism of their practice.

I know that most therapists probably couldn't even imagine investing 1/10<sup>th</sup> of that amount - \$40 to \$80 - on a newsletter. That's why I've made sure that these newsletters are priced within anyone's reach. Don't be fooled though. The fact that they are dirt-cheap is absolutely no reflection of their quality.

**How can we offer these newsletters so cheaply?** Say thanks to the Internet! Because we can make these newsletters available on the web, our distribution cost is very low. There's no stuffing envelopes, no data entry, no hard shipping costs, no postage, a minimal amount of advertising - and we can pass these savings on to you.

**We've thought through the process so you can have an invaluable resource that's affordable from every perspective.** Consider the black and white format: Creating a black and white format makes it easy to print out on your own printer or photocopy inexpensively at a quick print shop. You don't need any special paper and you will get a good quality copy even with a low-end printer.

Unlike some suppliers that we've used in the past, you don't have to buy a minimum of 100, 200 or 500 copies and you are not tied into any subscription plan. You can get a summary of the content of each issue so that you can decide whether it's relevant for you before buying. Why purchase copies that you are not going to use? You just print or photocopy exactly what you need and save your money.

## **Only the best**

**The newsletters are professionally written and designed to make you look good.** Massage therapists who are active in the industry write them. The benefits of massage are communicated in a clear and compelling way. An editorial committee reviews the text and the completed copy is given to a professional proofreader for final editing. So you know that the information is relevant, researched and accurate.

**A trained medical illustrator does illustrations.** Beverly Ransom who has illustrated numerous books including Mosby's Fundamentals of Therapeutic Massage by Sandy Fritz has been hired to join the team. She's recognized for an uncomplicated style that communicates ideas in a very simple and straightforward way.

**The design is done by Toronto firm Metamorphosis.** They've come up with a clean and professional look for the final product. The design makes the newsletter easy to read, whether your client sits down to absorb the whole document or whether they skim through to catch the key benefits.

**A two-page format was chosen so that you don't need special paper to print on.** This will save you money on printing or photocopy costs. Beyond that, it's just the right amount of information for your clients' busy lifestyles.

I hope that answers some questions about the BodyworkBiz newsletter. If you still have unanswered questions, please visit our [Frequently Asked Questions](#) page. If you can't find your answer there, post a message and we'll get right back to you, usually within 24 hours.

Tomorrow will be our last day together. I know how you feel... I'm sad too.

When I write to you tomorrow, I'll quickly outline 20 ways that you can use your BodyworkBiz newsletters to fill your practice.

'Til then,

Eric Brown, Director  
[www.BodyworkBiz.com](http://www.BodyworkBiz.com)

[Click Here to browse through currently available issues.](#)

**Check out more great practice-building resources at**

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

**Massage Newsletter****min-E-class**

The **Massage Newsletter Min-E-Class** is a **5-DAY e-mail course on building your practice by using Client Education Newsletters**. How? You'll find out over these next five days as I come knocking on your door on a daily basis with tidbits of valuable information (actually, it's probably more of a chunk than a tidbit).

If you have a friend who would benefit from taking this course, please pass this on. Or tell that person to receive the 5-DAY Massage Newsletter Min-E-Class by sending a blank e-mail to...

[min-e-newsletter@bodyworkbiz.com](mailto:min-e-newsletter@bodyworkbiz.com)

It's our final day. Five days sure does go by fast. I thought I'd finish up by giving you a quick list of 20 ways to use your BodyworkBiz newsletter. This is designed as an idea stimulator.

Now I know that you've been very comfortable on the sofa over these past five days, but after you finish reading this, it'll be time to get OFF the sofa and start putting some of this stuff into practice.

If you have additional ideas for using your newsletters, I'd love to hear about them. Send me a note at [eric@bodyworkbiz.com](mailto:eric@bodyworkbiz.com). I'd love to hear from you - especially if you are offering enthusiastic and adoring praise.

OK! Let's get on with it...

## **20 ways to use your newsletter**

**Make sure that you get the most out of every newsletter. A newsletter is a versatile tool that can be used for a multitude of purposes:**

1. Mail it regularly to existing clients to establish your expertise and keep your name at the top of their mind.
2. Send it to each new client with a welcome letter.
3. Include a promotion with the newsletter.
4. Leave in a display stand at your clinic.
5. Post in your treatment rooms.
6. Create an education binder with your newsletter and other articles of interest for your waiting room.
7. Use as a client education handout for a client's specific complaint. Highlight points of interest to your client.
8. Hand it out instead of a business card.
9. Hand out at promotional events like tradeshow and workshops.

10. Do a presentation or client education seminar around a newsletter topic.
11. Use the newsletter as part of a client reactivation campaign.
12. Use it as a reason to contact clients i.e. "I'm checking in to see if you've received the newsletter that I sent."
13. Use it as a premium or incentive to encourage people to become clients.
14. Educate key referral sources like chiropractors, physiotherapists and medical doctors.
15. Have your newsletter available in other health professionals' offices.
16. Post in health food stores.
17. Put them in a display stand at local businesses.
18. Have an existing business include your newsletter as part of their regular mailings.
19. Use as part of a neighborhood mailing.
20. Send to reporters or media editors.

### **A fond farewell**

I hope you've found this five lesson Min-E-Class useful. Now it's your turn. This information is useless unless you put it into action.

The BodyworkBiz Client Education Newsletters are truly an invaluable resource to use in building your practice. New issues will come out regularly. Give them a try. [Click here](#) to see what's available today. And if you choose not to use these, then by all means create your own. Start using Client Education Newsletters consistently and watch your practice fill.

And one final note before I bid my fond farewell: If you've enjoyed our daily visits this week, then you'll love [our other e-courses](#). Check them out so I can come visiting again.

All the best,

Eric Brown, Director  
[www.BodyworkBiz.com](http://www.BodyworkBiz.com)

[Click Here to browse through currently available issues.](#)

**Check out more great practice-building resources at**

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