



BODYWORKER AND MESSAGE PROFESSIONALS

Power
Program

Intro

Excerpts
From "The
Bodyworker's
Complete
Guide to
Marketing"
CD



Introduction to "The Bodyworker's Complete Guide to Marketing" CD. Free excerpts from the CD.

Here's what you're going to learn:

- The "WOW" Experience: How to create immediate value and integrity for your bodywork business that will get your clients talking about you! (See Page 3)
- How to get your clients to refer more work to you! (See Page 5)
- How to improve your communication skills to increase profits! (See Page 7)
- One of the five key characteristics needed to become a successful business owner! (See Page 8)

These are only a few of the many powerful and practical marketing ideas you can begin using in your business today, taken directly from "**The Bodyworker's Complete Guide to Marketing**" CD.



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Dear Bodywork Professional:

Most bodyworker's spend a majority of their time working **IN** their business rather than **ON** their business.

“The Bodyworker’s Complete Guide to Marketing” CD gives you effective, proven and profitable marketing strategies that will build your bodywork business, *guaranteed*. If you can follow a to-do list and have the desire to be successful, **“The Bodyworker’s Complete Guide to Marketing”** CD is right for you.

The step-by-step strategies in **“The Bodyworker’s Complete Guide to Marketing”** CD will encourage you, improve your client communication skills and enable you to build a stronger, more profitable bodywork practice that will grow just as much as you want it to, for as long as you want it to.

The concepts and tactics taught in **“The Bodyworker’s Complete Guide to Marketing”** CD can be applied to all fields of bodywork.

As an added benefit, the PowerProgram marketing strategies and concepts will help enrich your personal relationships, growing and nurturing them to their highest levels.

Whether you’ve been in the bodywork business for years or are just starting your career, **“The Bodyworker’s Complete Guide to Marketing”** CD gives you:

- **24 proven marketing strategies that have worked for businesses just like yours.**
- **Dozens of practical examples on how to implement each strategy.**
- **12 FREE “mini” marketing ideas that you’ll want to use right away!**
- **41 customizable forms, client letters, phone and conversation scripts.**
- **All with a no risk, money-back guarantee.**

For more information or to purchase the entire **“Bodyworker’s Complete Guide to Marketing”** CD go to: www.massagesupplies.com.

Enjoy these free excerpts, apply these brief, yet effective marketing ideas and see how they make your business grow!



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Free Excerpts From

The Bodyworker's Complete Guide to Marketing

What you are about to read are excerpts from strategies taught on “**The Bodyworker’s Complete Guide to Marketing**” CD.

Each marketing strategy in “**The Bodyworker’s Complete Guide to Marketing**” CD is called a **PowerProgram**. This first strategy is from PowerProgram One, “Creating the WOW Experience”: The secrets to creating the ultimate physical, verbal and written communication experience with your clients. Create immediate value and integrity for your practice that will get your clients talking about you!

Excerpt #1 From PowerProgram One: Creating the “WOW” Experience

Create the Physical “WOW”

Imagine - You walk into an office and you immediately smell fresh baked cookies! You are greeted warmly by name by the receptionist and asked about your recent vacation. You see a refreshment center with high quality bottled waters (regular and bubbly), decaffeinated iced teas, hot water and a selection of herbal teas and juices. You find a T.V., computer setup with DSL internet access and all the latest magazines. You walk into the bathroom and find scented candles, high-end hand soap, a selection of fancy lotions, and terrycloth hand towels. You are escorted into a room where you relax in a comfortable chair. You are offered a pillow, a blanket and given a list of CD’s and movies to watch or listen to.

Where are you? Believe it or not, we are describing a dental office, one of the most feared places.

Now, compare this to the antiseptic smelling office, the screened off receptionist where you have to knock on the glass to get their attention, the old picked-through magazines, the muzak, etc. Which office would you choose? Which office would you tell your friends about?

If the first office were your dental office how would you feel? Would you be blown away? Would you know that their focus was on your comfort and pleasure? If this type of environment can be created in a dental office, then anything is possible.

When you “WOW” people, you get them talking. Imagine what you can do to your bodywork business to create the “WOW” experience.

When your client comes in for a massage, you could offer them a selection of fresh fruit and berries in a beautiful bowl, provide water bottles with your logo on it or simply provide pitchers of water filled with lemon and lime slices, offer a selection of hot teas, offer pitchers of iced tea, slippers, thick robes, warm blankets and pillows, heated eye covers and neck pads, breath mints, selection of lotions, soaps, shampoos, deodorant, Q-tips. Have scented candles lit everywhere, and an abundance of clean towels set in convenient places. The list is endless.

Follow These Steps to Create the Physical “WOW”:

If you have staff or work with other people in your office, the effect of creating the “WOW” experience has a lot to do with changing the way a business feels to the client.



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When your staff or co-workers have the opportunity to participate in creating the “WOW” experience, it also affects them in a positive way.

Hold a meeting and present the concept of the physical “WOW” experience in the reception and waiting areas of your business. If you do not have any one working with or for you, ask a friend or someone you trust to help you with this exercise!

Let everyone know what you want the experience to be like for your clients, and then brainstorm ideas. Write them down on an easel where everyone can see them. Let them get excited and have fun with their ideas. Tell them to be “outrageously creative.”

The goal is to get all the ideas out there on the board. Then, as a group you need to decide on what you are going to do.

- Set a timeline for it to happen.
- What are the simple, affordable things you can do right now?
- What are the most important changes you need to make?

As you begin to make these very obvious changes in your business, your staff and co-workers will know that you care, that you want your business to grow and be talked about, and that they are a part of it.

1.
Ask everyone during this meeting, if money was no object, to list all of the physical “WOW” items you could provide for your clients. These items would personalize their experience and create the unexpected experience. Don’t limit yourself. List all the things now on your easel.

2.
List the “WOW” ideas now.

- Think Entertainment: Soft music, the latest fashion, sports and health magazines. There are many books with quick relaxation tips. You’ll find them at your local bookstore.
- Think Tastes: Fresh fruit, organic snacks, healthy drinks to hydrate including water with ice and lemon slices.
- Think Smells: Scents, incense, scented candles.
- Think Touch: Real glasses (not paper, plastic or styrofoam) to serve beverages, lotions, creams, balms, oils, blankets, warmed pillows.
- Think Service: Sampling, presenting, delivering and giving.
- Think Environment: Are the walls painted a harsh white, or are they a nice warm tone, with soft lights to help with relaxation? Is the paint color complementary to skin tone? Real plants give us oxygen and fresh flowers brighten a day. How comfortable are the chairs, what do they look like? How about the floors? Is everything *clean* in your workplace?

List everything that you can think of, everything that is out of the ordinary for your business. Think about what other businesses have done that have made an impact on you.

3.
Read your list again and select one, two, or three things. Put these three things on your PowerProgram Checklist* right now. Create a plan of action, incorporate one a day!

(*As part of this free introduction to “**The Bodyworker’s Complete Guide to Marketing**” CD, we’ve included a “WOW” Checklist from the CD so you can begin using it today!)

4.
If it is not you, select someone in your business to be



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responsible for going through the checklist and making sure that your “WOW’s” are getting done, and that nothing slips through the cracks. Follow-up on this checklist weekly.

Hold someone accountable, whether it’s yourself or someone you’ve entrusted, with this job.

5. Every month add one or two more Physical “WOW’s” until you have created the ideal “WOW” experience for your clients.

Creating the physical “WOW” is easy, affordable, powerful and pays off enormously because you touch your clients so deeply and you create such a positive reaction that they can’t help but tell others.

They realize that you have created this environment for them and that you appreciate and value their business. Clients will compliment you, tell their friends and they will keep coming back over and over and over again. Think about any “WOW” experience that you have had and how powerful it was for you.

In its entirety on the CD, PowerProgram One, “Creating the “WOW” Experience” also teaches you very simple, yet detailed ideas on how to “WOW” your clients when speaking (the verbal “WOW”) or writing to them (the written “WOW” experience).

Like all of the PowerPrograms on the CD, this “WOW” Program includes many more fully customizable forms, conversation scripts, and letters that you can use right away!

Excerpt #2 From PowerProgram Two: Referrals...Getting Your Clients to Refer More Business to You

Give Your Client a Gift of Thanks for Their Referral

Did you know the greatest assets you have in your bodywork business are the clients who have already purchased from you?

The complete PowerProgram will quickly teach you how to capitalize on the greatest moneymaker in your business, your current client base.

Here’s just one quick tip from PowerProgram Two that you’ll want to use right away:

Give your client a gift of thanks for their referral!

Active clients are fantastic resources for new business. If you have provided them a great service and added value to their lives, then you can benefit immensely by developing a solid referral-based program.

Remember, people are not going to automatically or regularly refer business to you on their own just because *you* think they should. You have to position yourself so that people, clients, friends, and organizations will *want* to refer to you. There are many techniques to do this. Here’s one you can begin implementing right now:

Follow These Steps:

1. **It’s important to make sure your clients know you have a referral gift program!** Some simple ideas on



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how to do this include sending out a letter, telling them during their appointment, announcing it in a newsletter or putting a nice framed notice in your reception area indicating they will receive a gift with every referral they send. Be subtle.

2.

When you receive a referral from a client or anyone, always write a personal thank you letter and enclose a gift. (Do it within a week). If any type of gift is cost prohibitive, be sure to send out the personal thank you letter.

When selecting your gift, here are some items to consider:

- A certificate from a teahouse, bookstore, juice club, clothing store, restaurant or movie pass.
- Any gift that you think they would like works, if you take time to know your clients, they you will know what to get for them.
- Additional bodywork service for free, a discount or anything else that has a high level of perceived value is also an excellent referral gift.

If you add on a service, please tell your client in the “thank you” letter that you would like to add an additional 30 minutes of massage to their next appointment. (Don’t forget to write that down in their chart – they will remember your offer!) Anything extra you can add would be extremely appreciated and remembered.

When was the last time you received a nice referral gift from a professional such as your doctor or hairstylist? Most professionals rarely say a thing even if you’ve referred someone to them. Just think, what if you received a free haircut from your stylist or barber for referring a new client to them? How would that make YOU feel? Wouldn’t you be more likely to recommend that person in the future, wouldn’t this gesture make you feel appreciated?

Or, how about your chiropractor? You would be pleasantly surprised and hold this person in higher regard if he sent you a handwritten thank you note and a \$20 gift certificate to your favorite bookstore for referring a new patient to him, right?

3.

Give your clients a major gift for every 3, 5, 10 or more new clients they refer to you. Create an incentive — the more people they refer, the bigger the gift. Start with movie passes or an extra 30 minutes of bodywork for 1 referral, \$50 certificate to their favorite restaurant when you get their third referral, one free treatment for 4 referrals, a night at a local hotel for 5 referrals, a weekend away for 10 referrals, etc.

Make sure that the gift is something of great value or give them choices.

4.

Make a list of all the gifts or certificates that you can give. Think of all the local shops and restaurants that your clients enjoy. Select someone in your office, if it is not you, to go out and purchase the gifts and /or gift cards. (These are easier to enclose in the thank you notes).

5.

For those who cannot receive gifts or money (most professionals: doctors, dentists, politicians, etc.), you can do things to help grow their business like sending endorsement letters to your clients, or donate to a charity on their behalf. Be sure to send them a note mentioning what you have done in appreciation for their referral.

More great referral marketing ideas are on the **“Bodyworker’s Complete Guide to Marketing” CD**. The complete Referral PowerProgram also includes these customizable forms:

- Client Evaluation Form



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- Referral Tracking System
- Client Satisfaction Referral Form and Cards

Attached with this free introduction is a sample referral thank you letter to help get you started today. Each and every PowerProgram is filled with customizable sample letters and conversation scripts.

Did you know “**The Bodyworker’s Complete Guide to Marketing**” CD is only \$49.95? For less than the price of a single massage you can have dozens of ideas that will generate more profits and create smoother running, more enjoyable days. Best of all, it comes with a 100% money-back guarantee. Go to www.massagesupplies.com and buy your CD today.

Excerpt #3 From PowerProgram Eleven: Improving Communication to Increase Profit

Remember You Are Not Selling, You Are Educating

On the CD, this PowerProgram in it’s entirety focuses on the most successful communication methods you should use when you are with your clients. The value of educating your clients will result in their acceptance of the treatments you are recommending for them and an increase in their appointments with you. We hope you will find this single idea taken from PowerProgram Eleven, useful in your bodywork practice.

Remember You Are Not Selling, You Are Educating.

Think about the needs or health issues of each client when they come in to see you. What does it really take to make

them healthier and more comfortable? It takes extra time with each client to develop a more comprehensive healing plan that will promote overall well-being and wellness.

Many bodyworkers avoid recommending additional treatments and services because they are afraid of appearing too much like a salesman and risk turning off or irritating the client. Or, they aren’t knowledgeable in the following:

- Their services
- Their clients
- Being able to ask clients the right questions and actively listen to clues about their current physical and mental state in their responses
- Being able to assess each client’s needs and confidently recommend a course of treatment and other services that are appropriate
- Using a treatment plan as an educational guide to show how and why they should proceed with treatment recommendations
- Knowing exactly how professional guidance will help them achieve the best, most effective, desired result

If you are confident in these areas, you can increase the number of client visits and get them to happily accept more treatments from you.

This is precisely why **your approach is so important**. If the additional treatment is explained sincerely and in great detail, so the client understands how the end result of a more comprehensive treatment plan will differ from the basic or “quick fix” treatment; the chance of treatment acceptance is far greater. They will appreciate your knowledge, thoroughness, attention to detail, and they will know that you have *their*, not your, best interest at heart.



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Just like a building contractor who has dozens of tools at his disposal, there are an equal number of bodywork therapies that can complement one another to the benefit your client's health.

For example:

A client comes in for a general stress-reducing massage. Before you begin, you sit with your new client to evaluate his/her lifestyle, asking important questions about exercise, diet, and/or important events which have happened recently or may be happening soon.

From your evaluation, you surmise that your client also needs exercise therapy and nutrition counseling. As an educated bodywork therapist, you proceed to explain that your exercise therapy will help her with her sleep quality and build self-confidence. Your nutrition strategy will include a carefully planned list of macronutrients and micronutrients. And, your therapy involving plants, foods and nutritional supplements will improve her health and well-being.

Remember: You are not selling, you are educating.

Although this plan may mean an increase in cost for this client, the "sale" becomes easy if you educate with their best interest in mind.

Approaching the client from an educational and preventative care viewpoint is an ethical sales approach.

Always ensure your clients know **why** you are introducing them to an extra service or treatment option. Tell or show them how this extra service or treatment will benefit them.

Don't sell a service, sell the
results of the service.

This approach will ensure that your business will grow and increase profits rather than turn off your loyal clients. Rushing, educating without first listening to what your clients want, or being too aggressive will lead to mistrust and smaller profits.

Excerpt #4 From PowerProgram Seven: The Five Key Characteristics Needed to Become a Successful Business Owner

Become Action Oriented

The five key characteristics described completely in the CD version of this PowerProgram are critical to entrepreneurial success. Just like building a home that's able to withstand earthquakes and storms, a solid character-based foundation will enable you to withstand changes in your economic climate.

This excerpt is from Characteristic Building Block Four
(one of the five). Become Action Oriented

An action-oriented person is someone who takes action immediately when they hear or come up with a good idea. Good intentions, even the best intentions without action is the basis of delusion.

The key is taking action **IMMEDIATELY**. You must



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move toward action right away even if it means going in a totally different direction than you planned. The faster you take action on an idea, the better. If you do not take action immediately, the idea will lose its power, its importance and its passion. Remember, it is what you do *after* you come up with a great idea or vision that is the most important.

Teach yourself how to do this by following these steps:

You want to do more bodywork, right?

Let's start with your current clients. Have new clients fill out the attached Body Evaluation Questionnaire (we've included one as part of this free introduction to "**The Bodyworker's Complete Guide to Marketing**" CD). This is a detailed questionnaire that will provide you with critical information about your clients's interest and experience with bodywork.

Once your client has filled out this questionnaire, review their answers to the questions with your clients during your examination. Let him/her know what treatment options are appropriate for their unique situation.

The more positive, educational discussions you have with your client regarding bodywork, the more bodywork you will do with that client.

If you don't take action immediately, then you reduce the number of opportunities you have; and, if you wait long enough, you will end up doing nothing. So use this survey to increase your production NOW!

How many great ideas do you have that you never acted upon? Did you ever have an idea, not take action on it and then see that someone else had the SAME idea, took action and became successful with it? The only difference between you and them isn't the quality of your ideas or

the goals you had, the difference is *they took action and you didn't!*

Here is a true story about someone who didn't take action on an "idea."

"When I had my first child (in 1991) and I was driving back from my friend's house around 2:00 in the afternoon, my lunch energy and morning coffee was completely wearing off. I had only slept about 4 hours the night before. I needed a quick caffeine hit. I looked back and my son was sleeping.

Now, any of you who have kids know that when your infant is sleeping the last thing you want to do is wake them up. I was not about to stop the car, take him out of the car seat, into the stroller and head into the coffee shop. BOOM - That's when my idea came to me, create a drive through coffee house!

Perfect for moms on the go, commuters and other busy people. Great idea...fantastic idea...I told so many people about it...but that was the only action I took. I did a lot of "talking" and no "doing." Sure enough, years later I saw a drive through coffee shop (even Starbucks does it now). I found myself saying, "Hey, that was my idea."

The opportunity wasn't lost. It just went to someone else.

But, what if you fail? Why it's ok to fail when you take action:

- If you take action immediately, you will either succeed or fail. If you succeed, great. If you fail, great. Why is it great if you fail? Because there is no such thing as failure if you are able to learn from what happened, correct yourself and make sure that you don't do it again.

Every successful company, every successful person, has



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failed many, many times before they found success. You become smarter, more experienced, more refined and you will be that much more prepared for the next action that you take. To be action oriented, you must be doing things and trying things all the time. Learning, correcting and redoing and retrying, learning, correcting and redoing again...it is endless!

It took Thomas Edison 1001 tries to finally make a working electric light bulb. After attempt #999, someone asked him, "Aren't you about ready to give up." His reply was something like, "Heck, no! Now I know 999 ways NOT to make a light bulb!"

- It is all about implementation. Any idea is great, but without implementation or taking action, it is nothing.

It's been said that knowledge is power, but knowledge has no meaning unless the ideas it contains are put into action. If you find yourself studying a problem and talking it to death, we call that "paralysis by analysis!" You will never educate yourself out of a problem; nothing happens without taking the necessary action to put your plans into effect.

- Launch yourself toward success. Have courage and self-confidence. Take massive action. Anytime you feel any sort of internal resistance to doing something, take immediate action and break through the resistance. Focus on this part of your personality with extreme intensity.
- Become an expert at meeting any resistance with immediate action. Make it a habit. The more you do it, the easier it will become and resistance will fade into a distant memory. Remember, those who succeed are willing to take action without any guarantee of success.
- It is great that you are reading these free marketing ideas, going to seminars or reading book after book. However, it is what you do afterwards and even while you

read these PowerPrograms that counts. You will feel inspired, motivated and rejuvenated, but if you don't take action, it will all be a waste and those good feelings will just fade away.

See yourself taking action, imagine what it feels like to take action, what will people say about you, and what will you be able to say about your life and your career as you continue to take action time after time after time.

Take action now and launch yourself towards more success – order "The Bodyworker's Complete Guide to Marketing" CD from www.massagesupplies.com

It contains everything you need to move you towards success.

The following are the free customizable forms you can use to help you implement the free excerpts from this program now!

Order Your Copy of “The Bodyworker’s Complete Guide to Marketing” CD TODAY!

Whether you’ve been in the bodywork business for years or are just starting your career, The Bodyworker’s Ultimate Guide to Marketing CD will give you:

- More Income
- Amazing Business Growth
- More Referrals
- More “Ideal” Clients
- Increased Client Loyalty

Here’s what’s included in The Bodyworker’s Ultimate Guide to Marketing CD:

- 12 Proven strategies that have worked for businesses just like yours.
- Dozens of practical examples to specifically implement each strategy.
- 12 FREE “mini” marketing ideas that you’ll want to use right away!
- 41 customizable forms, client letters, phone and conversation scripts.
- No risk, money-back guarantee.

See attached table of contents and complete listing of sample customizable forms, letters and scripts.

**All for only: [\\$49.95](http://www.massagesupplies.com) Order today at:
www.massagesupplies.com**

The Bodyworker's Complete Guide to Marketing CD

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Complete List of Forms, Sample Letters and Scripts

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This Form is Fully Customizable on the CD



THE “WOW” CHECKLIST

Task	Responsibility	Completed	S	M	T	W	TH	F	S
Water Pitchers w/ Lemon	Jane		X	X	X	X	X	X	X
Light Scented Candles	Jane		X	X	X	X	X	X	X
Write Welcome Notes	Me			X				X	

Sample Letter: Referral Thank You Note

**Print or handwrite this on your letterhead or attractive note card.
(Handwritten is ALWAYS better!)**

Dear Mary,

Date

Thank you so much for referring John Jacobs to our spa. It was a pleasure meeting him. Your trust and confidence means a lot to us. Our business thrives on referrals from our valued clients like you. As a token of our appreciation, please enjoy this \$10 Starbucks' gift card and have some chai on us.

In Health and Appreciation,

Jim Jeffers

The Spa

This Form is Fully Customizable on the CD

Body Evaluation Questionnaire

Client Name: _____

1. How often do you get a massage? _____
2. Have you ever tried deep tissue massage? _____
3. Are you suffering from Carpal tunnel syndrome? _____
4. Are you suffering from tight or tense muscles? _____
5. Are you suffering from prolonged periods of stress? _____
6. Do you get headaches? _____
7. Would you like to know more about any of the following massage techniques?

- Active Release Techniques (ART)
- Acupressure
- Alexander Technique
- Aquatic Massage Therapy
- Aromatherapy
- Bowen Technique
- Cranio-Sacral Therapy
- Deep Connective Tissue Massage
- Deep Muscle Therapy
- Esalen Tissue Work
- Feldenkrais
- Integrative Manual Therapy
- Joint Mobilization
- Kinesiology
- Stone Therapy
- Lomi Lomi
- Manual Lymph Drainage
- Muscle Energy Technique
- Myofascial Release
- Neuromuscular Therapy
- Neuromuscular Integration and Structural Alignment (NISA)
- Prenatal/Pregnancy Massage
- Shiatsu
- Proprioceptive Neuromuscular Facilitation (PNF)
- Rolfing
- Sports Massage
- Strain/Counter Strain
- Swedish Massage
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- Zero Balancing