



Get New Clients!

With Felicia Brown
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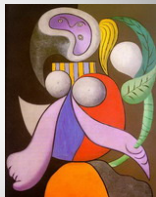




A Thought for Today...

"Action is the
foundational key
to all success."

Pablo Picasso



Steps to Get New Clients



- **Have clear goal(s)**
- **Know your audience**
- **Outline plan/steps**
- **Take action/create a call to action**

Determine Your Top Goal

- Make \$X every month
- See X # of clients per week
- Offer a new modality



What is your top business goal?

Who Is Your Audience?



Create a clear picture of the ideal person(s) or audience to help you reach your goal(s). Use personas - short, descriptive narratives describing your target audience members.

Possible Audiences

- Prospective clients
- Past/present customers
- Promotional partners
- Referral sources



Determine a Plan/Promotion

- Events/Celebration
- Cause Related
- Sale/Discount/Offer
- Contest/Drawing
- Informational
- PR/Self Promotion



What kind of promotion fits your business goals and audience?

Possible Promotion Goals



- Promote specific service/product
- Increase referrals
- Add income/revenue
- Build mailing list

Call to Action



What offer or opportunity can you share to get people to buy, schedule, refer, sign up, etc., and help you reach your goal(s)?

Example: Bundle Course

- Goal #1 – Increase fall revenue
- Goal #2 – Book 5-10 coaching sessions
- Audience – Massage, spa & wellness pros
- Plan – Participate in Bundle
- Calls to Action – Sent bundle offer to my mailing lists and SM followers. Special offer on coaching.

Case Study #1 - Tanya Shyes



Business Goal – Increase # of clients/income
Goals for Promotion: Be open for business and new clients to increase massage clientele
Target Audiences: New clients
Plan: Hand out business cards when out
Call to Action: Schedule a massage today



What She Invested



Tools and strategies:

- Business cards
- Positive attitude
- Smiling face

Costs:

- Initial cost for business cards
- 5-10 minutes to network



Saying Hello Pays Off!



Results over 60 days:

- 7 new clients (5 became regulars)
- Increased self-confidence
- Revenue of **\$2297**

BY GIVING OUT 1 BUSINESS CARD



Case Study #2 – Sandy Casner



Goals for Promotion: Add 1 client a month, get gym membership, grow contacts

Target Audience: Curves members

Plan: Monthly drawing for a discounted massage (\$35 instead of \$65)

Call to Action Enter drawing



What She Invested



Tools and strategies:

- Follow up phone call
- Signage in gym
- Monthly emails

Costs:

- Time to design entry form, contact winners, post results
- Discount of \$30



Healthy Partnership



Results over 1 Year

- 100% participation from winners
- 13 new clients/3 repeat clients
- Increased revenue by \$1590

Get what you want by helping others!



Case Study #3-Rachel Joyce

Goals for Promotion: Grow clientele from 1 weekly client to 15 weekly clients, gain referrals

Target Audience:

Dental Professionals

Plan: Give away free 30 minute massage certificates with upgrade opportunities

Call to Action: Set up a FREE employee benefit program





What She Invested

Tools and strategies:

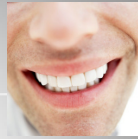
- Promotional gift certificates
- Personal visits/invitations
- 2 more certificates for each new client

Costs

- Under \$100 for 500 certificates
- 20-30 minutes per office
- Time for free sessions



Smiles are Free!



Results Over 5 Months

- 100% participation in offices visited
- 17% redemption on gift certificates
- 90% upgraded to an hour for \$30
- Grew 1 appt wk to 10-15+5 weekly clients
- Increased referrals from new clients

TOTAL REVENUE - \$8500



Case Study #4

Meet Dana Nyholm ☺

Goal: Reconnect with past clients

Audience: Chair Massage clients

Plan: Send postcards to old clients

Call to Action: \$15 off chair MT



Result: 2 contracts = ↑\$700 monthly revenue

Think and Plan Before You Act



- **Set goals** for what you want
- **Decide who will help you**
- **Create a promotion and call to action** that will help you reach audience & goals
- Put *motion* in self-promotion **by taking action daily**

Summary



No matter the goal or audience, successful promotions take planning, vision and action. However, the most successful promotions are the ones you actually do!



What are you waiting for!?

Your Call to Action!

Schedule a one-on-one call/session for just \$99 (usually \$195)!



Go to **Spalutions.com/bundle** to get yours and schedule an appointment 😊
