

Who Is CWPA?

Mainstream Complementary Healthcare:
Alternative ♦ Holistic ♦ Integrative

Education ♦ Promotion ♦ Expansion

Directory ♦ Website ♦ Network ♦ Consultation

What Do We Do for Your Success?

Attractive Listings & Ads ♦ Powerful Articles

Top-Ranked Website for Public and Members

Powerful Networking Events ♦ Referrals

Market-Savvy Consulting ♦ Media Contacts

Least-Cost Business Ideas ♦ More New Programs

———— *above included in Membership* ————

Web Pages & Services ♦ Full-Color Printing
(at 75 % discount)

Great Value & Opportunity

\$3,400 to \$5,500 worth of:
Services ♦ Information ♦ Discounts
Exposure ♦ Opportunity

1/8th the normal price

Success Hotline: (303) 770-1043

How to THRIVE in Health Markets

Kenton Johnson, Executive Director

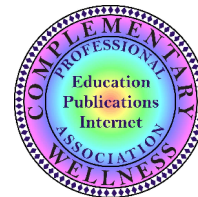
Complementary Wellness Professional Association (CWPA)

From “How to Get the Most from Your Promotion”

Member Information Center at CompWellness.org

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Complementary Wellness Professional Association™

A Colorado Non-Profit Organization

7645 South Steele Street ♦ Centennial CO 80122

(303)770-1043 ♦ Thrive@CompWellness.org

How to Thrive in Health Markets

Your Health Business – home based, in a private office or in a clinic with other businesses – is just that: a business. It is also your passion, dream, joy, self-esteem and fulfillment. Now that you have decided to create or expand your business, combine your personality and your business into one powerful, radiating force that will attract clients, referrals, associates with resources and, if you would like, associates that will want to help you build beyond your current size.

Preparation

Your internal reality – who you are, what you offer, how your space looks, the quality of your marketing materials, the way and ease that you answer your inbound calls, how you operate and your profitability – must be fine-tuned to create:

- ◆ Your own confidence in your marketability and success
- ◆ The perception of your clients – to recommend you to their friends, associates and family members
- ◆ The perception of your associates, family and other physical, emotional, spiritual and financial supporters.

Accomplish this through reading professional literature and business books, taking classes, talking to seasoned professionals or joining a professional association that offers information, consultation, helpful associates and other, usually less-expensive resources, to speed you along your road to success.

Booklets

5½" x 8½" full-color booklets – about 32 pages (about 16 regular pages) sell well at \$4.95 and cost under \$2 to produce, even in small quantities with the right private printer, such as your association or a specialized commercial printer (although the commercial printer may be of lesser quality).

Local and national distributors are interested in hot topics – email or call in your ideas today.

Final Comment

Remember – **each new client** from outside your client network – with a little help and encouragement – can bring in **3-5 new clients**, each with his/her own fresh network.

Please email or call us with questions or comments:

Thrive@CompWellness.org

(303)770-1043 (local and international)

(888)804-WELL (North America)

- ◆ Proudly **display** your ads and articles. Mount them on an 11" x 17" foam core or sturdier board, or frame them in your office. On the board, glue a plastic pocket for brochures or cards, and you have a tremendous, portable, credibility builder that greatly increases your referrals and encourages new clients to call.
- ◆ Proudly **display** your professional association's membership logo – shows you are a top-notch provider. Add to your promotional materials, business cards, webpage, website and newsletters.
- ◆ Stuff your professional association's **journals** with brochures or cards then give them to your clients to make it easy for your **clients to refer** others to you. You may be able to order several at minimal if any charge – call for quote.
- ◆ Attend periodic **gatherings** – evenings, luncheons and **breakfasts**, participate in **email action alerts**, and join the online **discussion groups** (see appropriate websites and read your emails quickly).
- ◆ Follow-up on contacts with, or use the lists of local association **members** to have coffee, trade sessions and make arrangements to insure strong **cross-referrals**.

How many of these suggestions are you doing to accelerate a return on your business and promotional investments?

Participation

However you decide to prepare yourself and your business for success, do so with *gusto*. Participate in every resource available to you. There is a threshold of participation – emotional, intellectual and action – *under which* efforts seem to go nowhere, but *above which* you seem to be accelerating and moving with much less effort.

Group Activities

To find the most for your money, join one or more professional associations that provide opportunities to:

- ◆ Educate and influence the public, media, legislature, schools and other associations
- ◆ Participate in group functions
- ◆ Utilize group resources such as:
 - Websites and Internet expertise
 - Less-expensive services and products
 - Cooperative buying
 - Member discounts
 - Business education
 - Business-building teams
- ◆ Work together on your marketing and business plans/materials
- ◆ Promote your business

Promotion

Promote your business in **six specific ways**:

- ◆ Listings on **websites**, such as CompWellness.org – [Members List](#)
- ◆ **Listings** in newspapers or magazines, such as the ***CompWellness* journal/directory**
- ◆ **Publish** your articles – preferably as a regular column in printed and online media – as well as forward them to other media and use reprints in your marketing packet
- ◆ *Find* and work **speaking** engagements
- ◆ *Participate* regularly in **gatherings** with other like-minded professionals to accelerate cross-referrals, give talks and trade professional services/products
- ◆ **Advertisements** in the local newsletters and journals, as well as in local newspapers, community newsletters, major newspaper/magazine classifieds, websites and other inexpensive publication sections

Promoting your Promotion

The more you **take advantage** of the activities and resources, as well as any free services and ads, the more you will receive back to your business.

Some suggestions follow to gain the most from your investment in your business and promotion:

- ◆ List **all** your current promotion on your intake form: ads, article, talk, leads group, client, practitioner, poster, flyer, card, yellow pages, and quote or interview in the media. ("Who Referred You" narrows the client's mind to a *person* – practitioner or friend – "How Have You Heard About Us" followed by a multiple-choice list, is much more accurate).
- ◆ **Tell** your clients and prospects about (add to your marketing materials):
 - Email address
 - Web address – if you don't have a web ad, page or site, call your associations about creating one inexpensively on one of their sites. (Also, purchase a domain name, such as YourCompany.com to directly address your site – keeps it simple and easy to remember.)
 - Published articles – printed or Internet – provide copies
 - Speaking engagements – before and after – give a short summary and sell anything more extensive, such as AV tapes and booklets (see below).

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