

# YOGA IS MY HEALTH INSURANCE

## HANDOUT #1 ELEVATOR SPEECH

### Getting Started

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What type of practice do I want?

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Where would the students come from?

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Would they pay for services?

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Would there be enough students?

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Who would oppose my practice?

### TOP 9 Reasons Why People Buy

- 1) To make money
- 2) To save money
- 3) To save time
- 4) To avoid effort
- 5) To get more comfort
- 6) To achieve greater cleanliness
- 7) To attain fuller health
- 8) To escape physical pain
- 9) To make work easier

### Elevator Speech

I work with \_\_\_\_\_ [your ideal client profile]  
to \_\_\_\_\_ [outcome they crave]  
so that \_\_\_\_\_ [your client's ideal situation].

### Elevator Speech Uses

- 1) The first line of Bio
- 2) When meeting a potential referral source
- 3) LinkedIn Profile

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## HANDOUT #2 NEW PROGRAM NICHE

### Describe Your Ideal Customer (Target Population)

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- Demographics – their age, gender, income, etc.
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- Psychographics – their personality type, preferences, etc.
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- Behavior – their similar likes and dislikes, sports, hobbies, etc.

### Positioning Your Personal Brand (Unique Selling Proposition)

- 
- What is their problem or need?
- 
- What are the benefits to finding a solution?
- 
- Buy this product, for this specific benefit.

### New Program Description

"\_\_\_\_\_ [your product/brand name] is a \_\_\_\_\_  
\_\_\_\_\_ [what it is]. While other \_\_\_\_\_ [same  
category products] \_\_\_\_\_ [what they do that  
you have improved], \_\_\_\_\_ [your product/brand name]  
\_\_\_\_\_ what you do differently]. In this  
way \_\_\_\_\_ [your product/brand name] gives customer  
\_\_\_\_\_ [benefit(s)]."

### Pricing Strategy

- Mistake 1: Thinking it's best to be the lowest price provider
- Mistake 2: Forgetting that your price is also your "marketing message"
- Mistake 3: Underestimating your real-life costs

- How much do you need to earn?
- How should I react to my competitor's prices?
- Can I offer different levels of products or services at different price points?
- How can I adjust my prices?
- Have I given the customer a reason to pay more for my product?

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## HANDOUT #3 MARKETING MATERIALS

### Physical Marketing Materials

- Business Card
- Postcard/Flyer

### Online Marketing

#### • Website

- Home Page
  - Speaks To Potential Patient’s Emotions
  - Summary Of All Important Information Above Fold
- Header Image – Name, Contact, Call To Action
  - Offer Free eBook or Resource Guide
- Conditions Treated
- Contact Information
- About Us
  - With A Picture!
- Rates/Insurance
- Instant Appointment
- Blog!

#### • Blogging

#### • Youtube

#### • Social Media

### Marketing Copy

- Elevator speech (30 second of who, what and how)
- Your bio with safety and skills the focus in plain speak
- Professional associations
- Professional contact info (phone, email, web address, etc.)
  
- Testimonials from clients and referral sources
  - After Successful Result Ask Your Patients To Write A Testimonial
    - “Most of our patients find us online & read our testimonials. A very powerful way you can help other people understand how they can benefit from our services is write a testimonial for our website and/or review us online.”

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## HANDOUT #4 PROMOTIONAL STRATEGIES

### Locate Your Customers

- Where do they hang out?
- What do they read? Both online and offline?
- What do they search for online?
- Where do they begin their research?

### Customer Referral

- Become a problem solver/solution provider in your community.
- Know your limits
- Ask by honoring
- Not selling features but benefits
- Process not an event
- Brainstorm possibilities
  
- Word-Of-Mouth
- Ask Your Patients To Tell Others About You
  - “Please tell your family, friends & colleagues, who may benefit from our services, about us.”

### Professional Referral

Written Request for referral

- Introduction
- Personal Presentation
- One to one meeting
- Establishing a long term relation vs single sale.
- Education

Who Is Your Biggest Referral Partner?

- Circles Of Influence
- Write List Of Potential Referral Partners
- Make 5 Personal Contacts This Week
- Personal Trainers, Yoga Instructors, Pilates Instructors, Psychologists, Cross Fit
- Cycling, Running, Triathlon Clubs, etc
- Physicians, Receptionist
- Contact Them For Introduction
  - Common Patient/Client, Friend, Colleague
  - “I’m Looking For Trusted Resources For My Patients.”

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## HANDOUT #5 PROFESSIONAL REFERRAL

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What is your clinical population? (ie. fibromyalgia)

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What clinicians work with that population? (ie. primary care docs, rheumatologists, mental health professionals, etc.)

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What do they need from you? (help with challenging patients, stress management techniques, pain management, etc.)

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What research can you find about it? (list 5 papers you found)

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Which ones pass the sniff test (journal name, publication date, sample size, study type)

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What did they find? (ie. main results)

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How can you word that as a potential benefit for their patients?

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What techniques do you include in your practice? (ie. movement, breathing practices, mindfulness, etc)

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How can you explain the relevance of each technique in a clinically worded sentence?

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HIPPA release