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## 19 Marketing Tips to Help Grow Your Practice for Life!

1. Strive for 200! Set a goal for yourself and hand out 200 or more business cards a week. During an average week you come across many people, in line at the grocery store, at the video store, gas station, on the street, at the bank...Just ask if you can give them a card, and ask them to share it with someone they know who may be able to benefit from your care. Also, place a business card in every bill and piece of mail that you send out. You never know! And by handing out 800 business cards a month, you're bound to see some growth in your practice.
2. Send a letter of introduction to local chiropractors, personal injury lawyers, massage therapists, physical therapists, and any other type of therapist you can think of. Include a short bio of yourself, the type of care you provide and the fact that you want to network with other therapists. Let them know that you are interested in what they do and you would love to send some people their way. Ask them out to lunch or tea. Attempt to mail out at least 50 new letters a month and don't forget to include a follow-up date when you will call them to make sure they received your letter and answer any questions. Remember to place business cards inside!
3. Send a press release to your local paper. You can announce just about anything. If you're new, well, let people know that you're there. If you've been there awhile, let people know what you have been doing: teaching, presentations, continuing education classes to expand your care for the public, a new addition to your office, etc.
4. Get active! Become known in your community as a volunteer. Help out around your area with a food bank, nonprofit organization, homeless shelter, senior center aid, or other agency. Let your community know that you have a willing and caring heart and want to give back to them. You can even mention this in your press release.
5. Talk it up! Conduct a free monthly or bimonthly health talk. This is a great way to get people in and really interact with them. Advertise this to your existing and inactive clients. Tell them to bring a friend, and let them know that if they bring 3 people, you

will give them a surprise, or maybe even a free treatment. If you can't do this at your treatment space, try the public library, a yoga studio, or dance studio.

6. Join Toastmasters International. This is the best tool any person can use to learn public speaking skills, especially if they are in private practice. It will provide you with the confidence, experience and organization needed in order to give an effective and powerful talk! You may even get a few clients out of it.
7. Join your local Chamber of Commerce or Rotary club. These are people who are all working and living in your community and their purpose is to support and help people in the community. If you practice there, they may help to grow your practice with referrals.
8. Write an article for your local paper. If you have a local new-age or health oriented paper, these are your best options. Strut your stuff! Inform the public about what it is you are doing and the far-reaching effects that acupuncture and Chinese medicine can provide.
9. Send a letter to your active clients. In it, tell them that you value their presence in your clinic and would love to fill your schedule with people just like them! They probably have friends just like them, so include 3 certificates that will entitle the bearer to a free consultation and possibly a treatment. (If that's what you want to offer). Suggest to this client that if they hand out ALL 3 certificates, they will receive a free treatment.
10. Send out monthly birthday postcards to your active AND inactive patients. It feels good when someone remembers your birthday. They will be surprised and happy to receive a birthday blessing from you.
11. Attend local street fairs. You can rent a booth and display all your wares and literature, or you can stand on the corner and hand out flyers and business cards. Better yet, hire a student to hand them out for you.
12. Hold a monthly health screening. Try holding it at a nearby supermarket, food co-op or bank. Be sure to bring enough literature to give away with your name on it. You can also offer a free consultation certificate. Remember to get their name and address so you can mail them some good information.
13. Keep in touch through snail mail. Send monthly newsletters, "time for a tune-up" postcards, letters of introduction, or articles you just published in your local paper.
14. Send them email. If you collect email addresses on your intake form, send a weekly or monthly "hello." This can consist of what is happening at your clinic and what you have been doing in practice, i.e., what classes you are taking to improve your skills,

or what events you may be sponsoring or speaking at. This is also a great way to send “tune-up” reminders. If you have your own web page, don’t forget to include the address in your email.

15. Offer a discount on your services free-of-charge once a month to seniors, students or people with a low income. Don’t forget to send a press release to your local paper when you do so. It’s free publicity AND you will get more people coming in.
16. Personally call each new client after the initial visit. It will let them know that you truly care for them and it will give you the opportunity to answer any questions or concerns that have come up for them. Not too many other healthcare practitioners do this, so you will surely stand out in their eyes and hearts.
17. Send your clients an inexpensive gift: a magazine subscription (to a health-oriented magazine) mug, magnet, or something that lets them know that you are thankful for them referring new patients to you. You don’t have to do it with EVERY referral, but maybe after they send in two or three new patients.
18. Print up inexpensive notepads with your name, address and phone number on them. You can even include inspiring quotes. Everyone needs a scrap piece of paper sooner or later.
19. Survey says... If you are about to open up a new clinic, conduct a “medical” survey at the nearest supermarket, jumbo store, co-op, or other store. In your survey, ask the participants to answer these five simple questions: Do you have any medical problems? Have you ever had acupuncture treatments? Do you know what acupuncture is? What kind of healthcare have you received in the past year? Would you go to an acupuncturist to receive care if you knew it would help? Don’t forget to have a place for their name, address, phone number and email address. Then invite them to your grand opening! You’ll be able to open your doors with people just waiting to come in.