

THREE THINGS THAT SHOULD BE IN ALL YOUR ADVERTS AND FLYERS...

Do your flyers and adverts work? Do they consistently generate the number of responses you need to create a flow of new clients into your practice?

If not, it's probably because you're missing one or more of the important building blocks of all effective marketing! This article introduces the first three, key elements. Take the action steps, incorporate the principles into your marketing and you'll get more enquiries from your adverts and flyers.

SOAP

Soap is a daily part of our lives. It's useful, necessary and we take it for granted.

To write really effective adverts and flyers, you will also need to use SOAP!

Let me explain...

When most therapists sit down to write an advert or flyer they think about their qualifications, their location, their experience, their rates. In fact, they think mostly about themselves.

Effective adverts and flyers, however, need to answer the fundamental question that, most of the time, people are asking themselves. And that's the question, "What's In It For Me?". In other words, effective adverts and flyers come from thinking about your prospective client.

Unless your advert or flyer reaches out and addresses an exact and specific need of a prospective client, more often than not it just won't get read. And an unread flyer has no chance of being effective!

Which is where SOAP comes in...

Clients come to you because they have a problem. So, when you sit down to write your next advert or flyer, remember that you are the:

Solver Of A Problem.

Your advert or flyer should then communicate, as far as your prospective client is concerned, how and why you are the best person to solve his or her particular problem.

Another advantage of using SOAP is that it will enhance your positioning in your market place by helping to create the perception among your prospects of you being a specialist and not just a generalist.

And remember, specialists can charge more!

Action Step: Write down all of the different problems and pains your prospective clients may face that your skills and experience can help them solve. Don't stop until you've got at least 20.

If you took this recommended action, pick just one of the 20 you wrote down. It might be one that you enjoy dealing with the most or one that you've got most experience of, it doesn't matter. The point is that we are going to create an advert, which communicates precisely to someone who has that problem that help is close at hand.

HEADLINES

We now come to what is, hands down, THE most important part of your advert or flyer. The headline.

How important? Well, to give you an idea, at least 50% of the time you spend on a new advert or flyer should be spent on the headline.

Why?

Because if you want your advert or flyer to stand the remotest chance of getting more than a cursory glance, its headline needs to broadcast clearly, plainly, directly and persuasively that the reader has something to gain from continuing to read on.

A powerful headline will speak to the self-interest of your prospect and peek their curiosity enough to make them want to find out more.

Let me give you an example...

Say I have decided to write an advert to communicate I can help people who suffer from migraines.

Which "headline" do you think will prompt one of my prospects to find out more?

Pete Dickson, MFHT, MBRA
Registered Massage Therapist & Reiki Practitioner or **Do you suffer from at least one migraine a month?**

I'm not saying that you can only ever promote your business by talking about solving only one particular problem.

What I am saying is that, to be really EFFECTIVE, any advert or flyer must only talk about solving one particular problem.

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MEMBERS PAGES MEMBERS PAGES MEMBERS PAGES

From Sandra Hart DSM DOSM SMTO (Checkpoint 3) practising Swedish Massage, On-site Massage and Indian Head Massage in Stonehaven, Kincardineshire Tel. 01569 764687. Letter from Fiona Lindsay, Therapy For Events Director.

Thank you so, so much for coming and helping get so many of the participants to the end this weekend. As a team throughout the event, you have managed to get over 50% of participants to the finishing line - in past years it has only ever been about 30% and this is directly due to the attention they got from the therapists. Maggie's are thrilled and I just wanted to fill you in some details about the other side of the therapy team, that you collectively made this happen.

Checkpoint 1 - Pete very kindly managed this checkpoint solo, and as it was quieter than expected, he moved on up to help therapists at checkpoint 2.

Checkpoint 2 - run by just 3 therapists, went very smoothly, thank you John, for taking on the running of this.

Checkpoint 3 - Sadly we had 2 therapists that could not make the event at short notice and a drastic 4 therapists that actually never showed up. Therefore just 8 therapists ran Checkpoint 3. They did an amazing job, treating 92 injured participants and massaging 280! This is really a brilliant achievement - and had a major impact on those participants who made it to Gold.

Finish - We only had one therapist who did not turn up - however therapists here had the longest shift on record (except Kirsty last year...) as from statistics, we were set to start wrapping up at 5am and be finished by 7am, with a couple of stragglers at 8am... However walkers carried on flowing through, with so many more walkers finishing than ever before. The therapists worked through the night until after 10am the following morning! Kelly and Justin, who had not worked on the events before (and were completely thrown in the deep end), did a fantastic job of co-ordinating the medical rooms. The Red Cross treated over 300 walkers during the course of the event, the off roaders were helping collect injured participants or relaying communications in the back end of nowhere through out the night. We also had 100 marshals encouraging and helping get the participants safely to the finish.

Everyone worked so unbelievably hard, and collectively you have helped make a huge contribution to the Maggie's Centres. I am sure that those at checkpoint 3 understood what an impact it has if therapists do not show up, so thank you all very much for coming along.

I hope that you have almost recovered. A big, big thank you to everyone, for helping make lives beyond cancer.

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You can easily establish multiple sources of new clients by creating different adverts or flyers to appeal to people with different problems.

An easy way to remember it is that any ONE advert or flyer exists solely to communicate a single, exact MESSAGE to a particular, defined and targeted MARKET (i.e. people who have a particular problem). The only generic content should be your name and contact details!

Action Step: Contact me at pete@petedickson.com for a list of proven, tested headline formulae to help you brainstorm at least 30 (yes, thirty!) headlines for the problem you selected earlier.

BENEFITS

Another thing you can do to improve the effectiveness of your adverts and flyers is to communicate the benefits your prospective clients can expect to receive from coming to you to get their problem solved.

In an advert, a great way to communicate benefits is in a simple, bulleted list.

It is important you communicate about benefits and not just features, though it's a common mistake.

Here's the key...

If what you've written does not help a prospective client answer the question, "What's in it for me?", or it makes them say, "So what!", the chances are you've written a feature and not described a benefit.

An easy way to fix this is to add "which means" to the end of a feature statement. e.g. "We're open until 9pm on Tuesdays and Thursdays WHICH MEANS you never have to miss an appointment because you're working late."

or, "This car does 70mpg WHICH MEANS you will only have to stop to fill up 1/2 the time everyone else does PLUS you save double on all of your fuel bills!"

Action Step: Brainstorm at least seven distinct benefits a prospective client will receive from coming to you to get their problem solved.

SUMMARY

If you take nothing else away from this article, I can guarantee you will start to get better responses to your adverts and flyers if all you do is think about SOAP and focus your communication to a particular market, or group of people who have the same problem. If you also incorporate powerful headlines and compelling benefits you will create floods of new clients to your business! Any time you want more clients, just focus on a different problem and create an effective advert or flyer.

Pete Dickson inspires and empowers therapists to create their dream business.

Do you have the practice you deserve?

Visit www.PeteDickson.com to find out more.