



# **Module 6**

## **Marketing and Promotion: Getting the Word Out and Monetizing Your Knowledge and Skills**



# Inside and Outside Marketing

1. Finding Clients?
  - a) Organizations- MFN, NOF
  - b) Community- Physician's Office, Senior Centers, Gyms?
2. Using clients as marketing source- referrals
3. Use Certificate Program in marketing material
4. Do guest lectures or webinars- civic or professional groups
5. Hit the social marketing and business pages, LinkedIn, Facebook, YELP etc.

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# The 7 P's in Marketing: Building Your Business Plan

- Place - Decide on where to do it- proximity to target audience (TA)
- Price - Value to TA and your costs+ future expansion + your salary
- Promotion - best vehicle to reach TA. Must repeat often; appeal to values, branding
- Physical Evidence - Testimonials —
- People - working for or w/ you and TA —
- Product - your program your way and additional offerings, products, image, branding etc.
- Process - getting your marketing going and what a typical days looks like

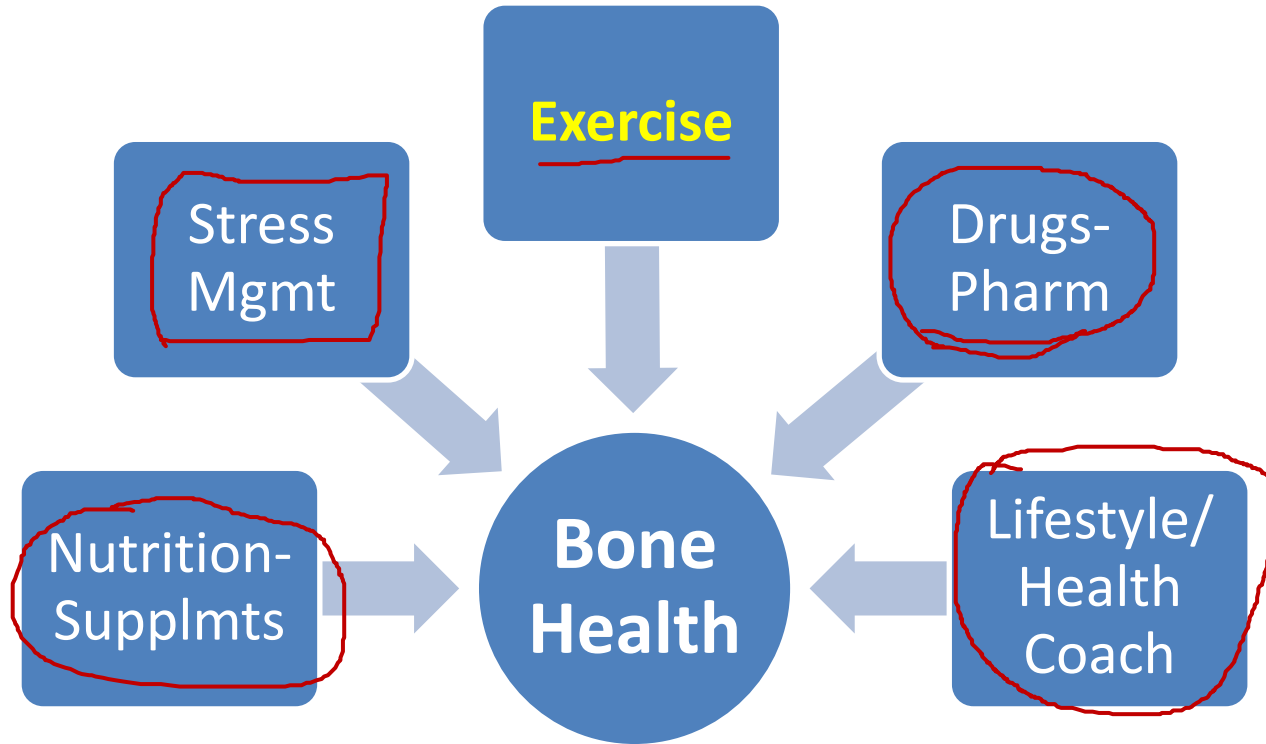




# Your programming

1. Decide if Class or individual or combination (small group/breakaways) is best
2. Have intake and waiver forms, PAR-Q, and health, medical questionnaire
3. Classify the clients into groups? Level 1, 2, ~~3~~/3-4
4. Have an assessment day/ 1x month and mini- contest, celebration
5. Develop the program around what facilities you have, what do you need?
6. Check on adherence of program- are people coming, staying
7. Have easy to use website that handles payments, forms, contacts, notifications, news or announcements and other things like this
8. Share your program and people on social media with permission from clients

# Holistic, Team Approach



# Summary - Major Points

- Classic scales used for exercise are of little use for bone health
- Smaller amounts of higher impact (bone strain) repeated more often is the best for bone health
- Starting early is critical, keeping up with it also very important
- SHoW- ME- Spine, Hips (overall) and Wrist with Multiplanar, and Eccentric movement is the best (if tolerated).
- Understand the scales/levels and principles for bone health
- Must start the client at the appropriate level and build from there
- More is not better, harder is better- up to a point!