

## Module 6: Marketing and Promotion:

**Marketing** is the umbrella term under which the term promotion does fall. There is a lot to **marketing** and **promotion** that goes into developing and running a good business. So much so that quite often it will not be the best or most knowledgeable trainer that is the busiest, that makes the most money, or that is the most popular. Rather, much of the market share (i.e., customer base) to be had will go to the professional who knows how to market themselves the best. My advice to you would be to get a good marketing person on your team, or hire a firm that knows how to do this small businesses. You can also go the route of many, which is *live and learn*, or *fake it until you make it*. The problem is that you won't have many chances to get things wrong, and you never have a second chance to make a first impression, as they say.

The promotion of a product is only one aspect of marketing. Being able to communicate the value of your product to your target audience, and getting their feedback, is essential. The sale of a product is the desirable result of promotion, and a strong promotion will lead to numerous sales as long as other aspects of marketing are being addressed. Your income, or the company's income, is a function of sales, but a company must also be efficient with expenditures (i.e., **costs**), or actual net profit is reduced. Looking at every aspect of what your target market desires, and understanding your client's values and emotions, are important. Knowing how your product can be improved, what would make your product more effective, and how it can be easier to buy (and use), would fall under the marketing umbrella, as well.



*Figure 1: A look at what marketing represents. The inner circles are sub-sets of the outer circles.*

## Getting the Word Out and Monetizing Your Knowledge and Skills

Marketing is performed very differently for different industries, and for different sizes of companies. Of course, if that company is international, cultural differences may be significant. One of the main distinctions in marketing is between internal and external marketing, and your focus will be on the external, or on the target customer. You want to create a “**brand**” that shows you truly care for the customer, and one they will easily recognize. Sometimes, this means “going the extra mile” for no additional pay, or even giving away services for free to accommodate customers and their needs. Many potential customers who receive something free do not convert, and you may need to “swallow the loss,” but for the vast majority, offering something complimentary will win them as long-term clients and advocates who’ll refer others to you via the a effective method of promotion—word of mouth.

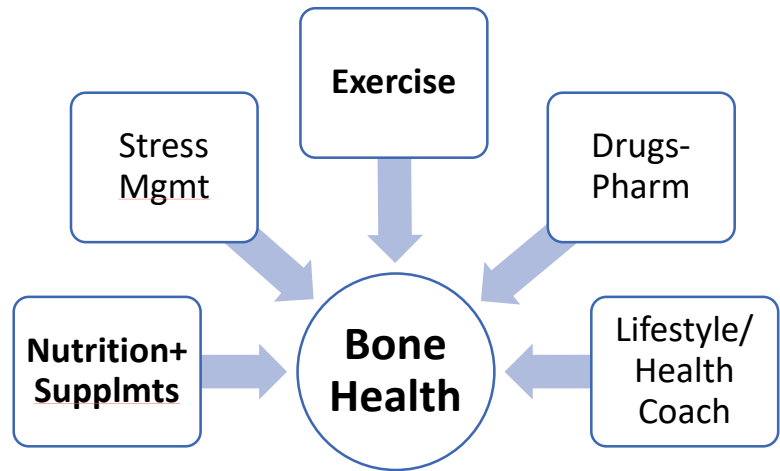
There are a lot *P*’s in marketing, and you are probably saying to yourself, “But, I don’t see any *P*’s in the word ‘marketing.’” True, but those in marketing love their *P*’s, so let’s look at seven of them:

1. **Place** – Where you conduct your business. Proximity to the target audience (TA) is key. You may be centralized where clients come to you (e.g., *gym/studio; parks*), or more mobile by going to client *homes*. This program understands that professionals train in multiple environments, and we’ve created sample workouts for these three venues. Note: Professionals often charge more when conducting business at client homes because of the added convenience for the client, and travel expenses incurred.

2. **Price** – Considers the value of your services to your TA, your immediate costs, future expansion, personal salary needs, and local market rates. Your services as an Osteoporosis Fitness Specialist is of very high value to those who need and seek it. It is a specialty, or a “boutique service,” so to speak. Small group sessions can be lower price point per person, but you’ll earn a higher rate per hour because of the additional effort.
3. **Promotion** – Use the best “vehicle” to reach your TA. This could be difficult for older clients who don’t get out much, and who don’t engage in social media. Often, they have someone younger- a son, daughter, or even grandchildren who are social media savvy that may find you that way. Social media is a must. Whatever mode you use, you need to repeat often and consistently. Use branding techniques early.
4. **Physical evidence** – Science and facts can be somewhat helpful, but actual testimonials, word-of-mouth, and demonstrating results. I used to be the scientist on many infomercial products, proclaiming “I am Dr. Mark Kelly, and I speak from total authority and knowledge.” I was on the screen maybe 10-15 seconds, and the personal testimonies were on for at least 10-15 minutes . . . you tell me which was more important.
5. **People** – Those working for or with you are critical components of your image, mission, and brand. Select them carefully as, “You often get for what you pay!”
6. **Product** – Obviously, the key ingredient in the marketing soup. Nothing speaks louder than a quality product that delivers results with customers who are happy. The product extends to your offerings, branding, image and setting.
7. **Process** – Getting your marketing going in a smooth and formulaic manner. It is important to note everything you do so that you can learn from your mistakes, as well as your victories. The masters of business (e.g., TV’s Shark Tank) know the process well, and they rarely fail. Understand the customer experience from *A to Z – just like Amazon.com*®!

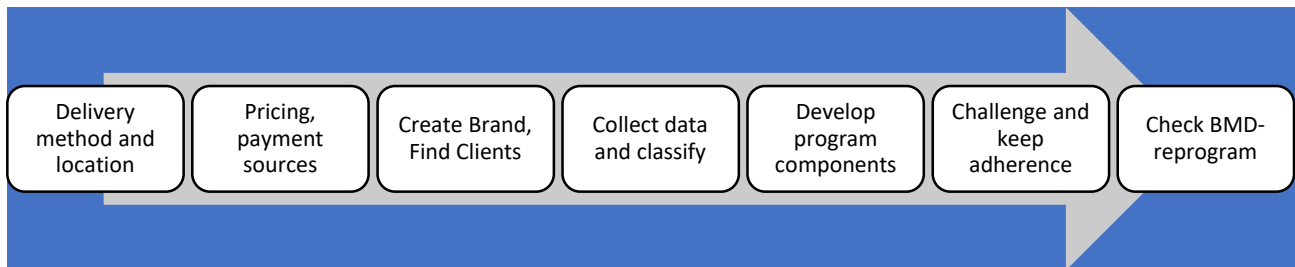
## To Treat a Patient, it requires a Team

The health field is changing at a quick pace in present times and thank God it has, because the past system was not working so well. Currently, more and more duties are being given to members of a health care team. While the physician (M.D. or D.O.) still stands at the top position, many other doctors such as chiropractors (D.C.), naturopathic doctors (N.D.), and even acupuncturists are taking the lead, as well. It is now recognized that each health care worker on a team has their field of specialty, and that no one can be a master of all trades. Thus, the Osteoporosis Fitness Specialist now has a role alongside the nutritionist, life-style coaches or health coaches, physicians, nurse practitioners, or nurses, physical and occupational therapists, as well as massage therapists.



*Figure 2: A Comprehensive Approach: Nutrition, stress management, exercise, pharmaceuticals, and a lifestyle coach are used together to develop bone health*

## What to do Now? Your Call to Action



*Figure 3: Putting first things first. the tasks and order when developing your medical exercise business*

## Decisions and Punch List to start your Medical Exercise Practice

- Class or individual? Decide on delivery method and location.
- Decide on pricing and if there are charitable or insurance funding possibilities.
- Make sure your prices take in all your costs and predicted volume, yet stays competitive in the marketplace for that kind of service.
- Finding Clients? MFN, Physician's Office, Senior Centers, NOF.
- Collect data on client- Classify the client in the assessment battery- establish the start point.
- Develop the program - use progressions and regressions as needed in the various locations.
- Check on adherence of program and client retention.
- Check on BMD - Reprogram based on new level.
- Other certificate programs and continuing education via the MedFit Education Foundation.

## Summary

- Don't be the same trainer or product out there. This is a unique course with a unique, seamless structure you won't find in many programs in the industry. It takes you from A to Z in the process, and you have flexibility within the boundaries to adjust to client needs. This is golden!
- 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), Wrist** via **Multiplanar, Eccentric** movement, if tolerable, is best.
- 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!