



Kingmyotherapypro
Inspiration for Myotherapy Professionals

6 Essential Marketing tips if you want to see 100 patients per week.

The six essential marketing tips that I used to grow my business from zero to 100 clients a week in just three years.

Hello fellow practitioner,

So you want to improve your Myotherapy business? I can help.

I have been fully booked consistently for 16 years. I have the luxury of filling up as many hours as I like for the week. If I choose to work 25 hours, I can fill it. If I choose to work 50 hours I can fill it.

But it wasn't always like this. My first three years of clinical practice were a steep learning curve. In this whitepaper I will share with you six key business 'musts' that I learned in those early years. These concepts I still apply in business today.

Wishing you great success,

Timothy J King
BTh., Adv. Dip. App. Sci. Myotherapy

1. YOU MUST MAKE A GOOD FIRST IMPRESSION

Your client's first impression of you, your business and your professionalism is not when they walk into your clinic, it is when they speak to you or your receptionist on the phone. If you are personally taking some or all of your calls, then apply these 'musts' to every incoming phone call. If your receptionist takes your calls then train them in these concepts.

When you receive a call picture yourself sitting in a clean, prestigious clinic with plaques on the wall, a state of the art computer booking system in front of you and a smile of success on your face. You have to teleport yourself to this place every time you receive an enquiry.

- Your enquirer is your first priority, not a distraction.
- So turn off the car and pull over.
- Move away from the noisy restaurant.
- Then relax.
- Make sure you have a pen and paper.
- Take the time to have a real conversation.
- And teleport...

2. DO NOT ANSWER THE PRICE QUESTION OR THE TIME QUESTION

By the time someone picks up the phone to call you, I can guarantee that they do not just want to know the price. Actually making the call is the biggest step for a new client.

When your new client phones they are already 80 per cent of the way to making a booking. They are not really interested in price or timeframe. They are not ringing because they want to check if the appointment is \$50 because they only have \$49! They are ringing because they have something they want solved. Address their real concern. Ignore the detail questions. Answer the real concern.

- When you get asked 'How much is half an hour' respond with 'What was it regarding?' Enter a conversation about their complaint, they will soon forget the first question.
- Explain your familiarity with the complaint.
- Use a few words they may not understand but do not bore them with technical detail.
- If you don't know anything about the complaint, tell them you would love to solve it for them but you need to ask a lot more questions.
- If they are hesitant, reassure them that after one consultation you will have a very good idea of the complaint and will only continue to see them if you think you can help.
- The goal is to get them in for one appointment. This is the work. Subsequent bookings are much easier once the client realises they can trust you.

The point of the initial conversation is not to find out how much it costs, or even whether you can fix the complaint or not. The point of the initial conversation is for them to find out if they can trust you. This is what they are ringing to find out: Are you trustworthy?

3. CONVERT EVERY ENQUIRY INTO A BOOKING

This call is what you have spent advertising money on. This is the call that that stupid letterbox drop has obtained. **Don't** waste it. The hardest part of the whole sales process is getting someone to take the time to pick up the phone and call. I can guarantee when they have done this they don't just want to know the price. They are 80 per cent of the way to a booking, no matter what they say. You should be able to convert more than 90 per cent of such enquiries into bookings.

- Engage in conversation.
- This means no 'yes' or 'no' answers.
- Answer a question with a question.
- Discuss their complaint. Let them know you are interested. Let them know you want to help them by being interested in their specific condition.
- Let them get to know you. To trust you.

4. RESPOND WELL TO QUESTIONS

Here are a few answers to common questions.

- How many treatments will I need?
Again don't answer directly but be honest.

'Sometimes it's only a couple of treatments, sometimes it's a course of treatment. It depends on the condition....'

Now answer their real question (which is all about trust, not the number of treatments).

'...but my main goal is to solve your condition so you don't have to keep coming back!'

This is what people are actually wanting to hear.

- What is Myotherapy?

As Myotherapists we try to distinguish ourselves from massage by using big words like 'We specialise in myofascial pain and dysfunction.' This is not helpful. The truth is we are dealing with pain. Yes, the same stuff that Physios and Chiro's are. Use language that people identify with. Keep it simple.

Some simple scripts may be:

'Myotherapy treats the cause not just the symptom.'

'Myotherapy seeks the cause, massage maintains the results.'

'Physiotherapy is excellent with acute injuries like breaks, tears and bruising. Myotherapy is excellent with those chronic reoccurring pains like back pain and headaches.'

5. MAKE THE BOOKING

Don't tell them you only work mornings and one evening because the other times interrupt your shifts at McDonald's. I don't care if you work at McDonald's while your business grows. But remember you must convey the image of professionalism - teleport.

- Only ever offer two, or at the most three, appointment times. Don't say 'Come whenever you want because I have nothing to do.' Don't even say anything that might give this impression.
- So for example: 'I have Monday at 10 or Wednesday at 4.' If they say 'I can only do Tuesday at 9' then pause, negotiate and say 'Err I think I can make 9.30 work'. You get the gist.
- But no matter how much you have to muck around with the appointment time, make the booking. Lock it in Eddie.
- Letting them call back will not do. It is much better to say 'Let's lock in Tuesday at 9.30 so you have the spot and if you find you can't do it then just let me know.'

6. REALISE THE VALUE OF EVERY NEW CLIENT

It's the same in every industry. Finding new clientele is the hardest part of growing any business. So whenever a new client walks in the door, it is a magnificent opportunity. The truth is, it will always be much easier to find new clients through that person than to find new clients through any other means. The new client standing in front of you is your very best marketing campaign. So...

- Impress them. Even if your clinic is not a prestigious one with plaques on the wall and a state of the art computer booking system, your clinic must be clean, neat and organised.

- Be well dressed, with great personal hygiene. Always smile, look them in the eye and greet them confidently.
- Follow through with great assessment and treatment (KingMyoPro training can help with that).
- Do not let them leave their initial consultation without giving them your plan.
- Explain that:

a. Here is the problem and this will take 3-4 treatments

or...

b. Here is the problem and I think it will take 4 treatments but I need to know how it responds to today's treatment

or...

c. This is a unique case and I think I know what it is. Are you happy for me to do some study this week and let me see if I can solve it for you. Come next week.

- Then once you have given them a plan, pause and let them buy in to the plan you have proposed.

You have demonstrated your professionalism, your expertise and above all your honesty. I find that 99 per cent of clients book in for a second treatment. If they feel they can trust you then you have succeeded in the most important aspect of business. Trust.

Wishing you great success,



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