



**Marketing Your
Wellness Business
Through Professional &
Community Organizations**

THE RADIAL GROUP
www.radialgroup.com

*You know healthy living.
We know healthy businesses.*



You know healthy living.

Our clients and customers include:

- Wellness & fitness centers
- Weight management businesses
- Lifestyle & personal change programs
- Workplace wellness providers
- Traditional, complementary, and alternative healthcare businesses

We know healthy businesses.

- Fortune 500 management know-how tailored for health and wellness businesses.
- Everything your business needs to succeed...sales, marketing, operations, financial management and business planning.
- Online and in-person workshops, audiocourses, how-to guides and coaching for **your** schedule and **your** budget.
- Radial also sponsors quarterly Vision Awards and yearly public school wellness projects.

MARKETING YOUR WELLNESS BUSINESS THROUGH PROFESSIONAL & COMMUNITY ORGANIZATIONS

The challenge: reaching potential customers, without spending big bucks on failure-prone methods like newspaper ads.

The opportunity: marketing your business through professional and community organizations.

Use this simple five-step process.

1. Prioritize the right organizations.
2. Create a reusable presentation.
3. Contact your targeted organizations and schedule your presentation.
4. Practice and deliver your presentation.
5. Use the 3+1 technique to develop sales leads.

1. Prioritize the right organizations.

Brainstorm a list of local organizations. Prioritize the organizations which best match the capabilities of your business. Ideally, you're looking for organizations full of people just like your best customers – the ones that love you and sing your praises.

If you manage a serious gym that attracts body-builders, the PTA may not be your best marketing opportunity. Perhaps the men's group at a local church is a better fit. Adult sports leagues may be a great fit for a dietician specializing in sports-specific nutrition. A psychologist with a family-oriented practice might consider targeting "Mom's Day Out" programs.

Organization Examples				
Professional Interests	Special Interests	Civic & Community	Hobbies & Interests	Faith-Based
Local bar association and medical society; local chapters of industry associations for architects, dentists, teachers and others; union locals, International Association of Administrative Professionals	National Organization Of Women Business Owners, Association of Black Telecom Professionals, local chapter of American Diabetes Association, antique car owners club	PTA, Chamber of Commerce, Altrusa, Rotary Club, Junior League, college & university alumni associations	Watercolor society, adult sports leagues, community bands and choral groups, Mensa Regional Gatherings	Churches, mosques, temples, "Mom's Day Out", men's groups, senior or teen programs

2. Create a reusable presentation.

Your goal is to develop a standard presentation that you can quickly customize for each audience. These presentations should include:

1. Title page
2. Presentation overview
3. Your personal introduction
4. A snapshot of health, fitness or wellness concerns for people in that particular organization (see examples below).
5. Ways they can address their concerns
6. Wrap-up

Plan your presentation so that most of it will be “boilerplate” – reusable for various organizations. You’ll save time because you’ll only have to personalize Section 4 for each group.

We’ve provided examples of typical concerns for each group to get you started:

Organization Examples				
Professional Interests	Special Interests	Civic & Community	Hobbies & Interests	Faith-Based
Local bar association and medical society; local chapters of industry associations for architects, dentists, teachers and others; union locals, International Association of Administrative Professionals	National Organization Of Women Business Owners, Association of Black Telecom Professionals, Local chapter of American Diabetes Association, antique car owners club	PTA, Chamber of Commerce, Altrusa, Rotary Club, Junior League, college & university alumni associations	Watercolor society, adult sports leagues, community bands and choral groups, Mensa Regional Gatherings	Churches, mosques, temples, “Mom’s Day Out”, men’s groups, senior or teen programs
Sample Health, Fitness & Wellness Concerns				
Dentists: posture concerns, hand and wrist issues Salespeople: carrying heavy luggage, eating on the run Attorneys: making time for fitness	Women: self-esteem for daughters Ethnically-oriented groups: adapting traditional food preparation methods	Varied membership makes broader topics best: substituting heart-healthy ingredients, fitness for the busy family, happy & healthy living as we age	Artists: lifestyle activity adapted to a flexible schedule Musicians: repetitive motion injuries	Church groups: Healthy living as a way to honor our bodies Mom’s Day Out and men’s programs: Stress and time management Teens: Positive self-image
<p>Use these examples to help you think creatively about the interests of organization members. Tip: avoid stereotyping. Think about unique needs in your community. In Wyoming, indoor winter workouts may be a great topic. Healthy Tex-Mex cooking works in Dallas!</p>				

Tips for creating your presentation:

- Your goal: to let your audience know that 1) you understand their health, fitness or wellness concerns; 2) a solution exists that addresses their concerns; 3) you know how to help them do this.
- Talk and write as you normally do. Don't suddenly start using "corporate speak". You'll feel and sound awkward.
- This is marketing, not sales. Do not overtly pitch your programs, product or services. Do not discuss your prices or hand out a price list.
- Audiences love well-chosen stories. And it's an excellent way to subtly promote your capabilities. Use client and customer examples (no names, of course) to illustrate your points and show how your recommendations helped them.
- List just the highlights of your speech in the actual presentation. Put supporting points like client success stories and examples in your speaker's notes.
- Have someone known for good spelling and grammar proofread for you.

3. Contact your targeted organizations and schedule your presentation.

First, track down contact info for your preferred organizations. Can you network through an existing relationship?

If not, check the group's web site, Yellow Pages, etc. for contact info. Keep an eye out for the names of the organization's officers and board members as well as staff in areas like Membership, Member Services, and Administration.

Next, identify upcoming events for each organization. Check listings in local newspapers and free weeklies for monthly lunches, new member meetings, networking meetings, special events, etc.

If you don't spot any, that's OK – you'll just need to ask about upcoming events when you call to introduce yourself.

What to say when you call:

Introduce yourself. In your own words, explain that in your professional capacity (trainer, club manager, dietician, yoga studio owner, etc.) you enjoy sharing with other people just how simple living a healthy life can be – it's part of what your business does to make a difference in the community. This makes it clear that you're not making a sales pitch and that you don't expect to be paid.

Marketing Your Wellness Business Through Professional & Community Organizations

For example, a health club owner interested in speaking to a bar association might say something along these lines:

"I'm Gio Costanza with HealthForYou, a health club here in town. Part of what we like to do to support the community is share the latest and greatest ideas about staying fit and healthy with all of our local organizations. Our trainers have worked with lots of attorneys. I noticed you have a monthly lunch and wondered if your members would be interested in hearing about ways that lawyers can stay fit even though they have such tough schedules..."

While some organizations will turn you down, many will be thrilled to hear from you.

4. Practice and deliver your presentation.

Practice new presentations at least five times – yes, FIVE – so that you don't have to constantly refer to notes or the projection screen while talking. In fact, you should be so familiar with your presentation that you could deliver it even if the projector fails. Don't laugh; it happens.

Before the presentation, get a good night's sleep, eat breakfast, and dress appropriately. Run through your notes a couple of hours before the meeting. Check your directions. Get to the location early enough to make sure everything's ready.

After your talk, stick around until the meeting is over. You'll learn more about the group you just spoke to. Plus, "meet and greet" time after the session gives you the best chance to talk one-on-one with potential customers. Have brochures, flyers and/or business cards handy. No fishing in your briefcase or jacket pocket!

Not everyone will hang around to visit with you – but that doesn't mean they're not interested. Make it easy for them to contact you. Look for a table inside the room or just outside it where you can put a small stack of brochures or flyers.

Tip: By now, you probably know a few key people in the organization. Follow up with them a couple of days after your presentation to get feedback.

5. Use the 3+1 technique to develop sales leads.

Audience members will always want to chat with you after your speech. The key is to turn a casual chat into a real business opportunity.

Marketing Your Wellness Business Through Professional & Community Organizations

Remember that the way you win business is to:



Using these principles, we've developed a 3+1 method – three questions and a proof statement – to give you a comfortable way to turn casual conversation into a business opportunity.

This method works for almost every kind of wellness-related concern: needing an Olympic coach, wanting to find a good health club, wishing for more self-confidence, worrying about raising healthy kids.

Here's an example of how a personal trainer or chiropractor could use the 3+1 method with an audience member:

"I really enjoyed your speech. Do you have any special advice for people with creaky knees?"

Question 1:

You ask: "How's that currently getting in your way?"

Your goal: to find out more about their problem.

Perhaps they'll explain that the knee still feels weak, even after surgery and physical therapy. They love to golf, but don't feel that they can count on the knee to hold up through eighteen holes.

Question 2:

You ask: "If you had some ways to strengthen it that didn't hurt, and actually helped your golf handicap, can you tell me more about how that would help you?"

Your goal: to let them know that a solution may exist, and allow them to start getting excited about how much better off they'd be if they could really tackle this issue. After all, they're talking to you because they have a problem they want to solve.

They'll probably say something like "Oh, that would make all the difference. Then I could go 18 holes without stopping, and I haven't been able to do that in over two years."

As you continue to chat, you say:

Proof Statement

"I recently helped another client with a similar issue. He had knee issues but he's back on the course now. In fact, he was amazed at how quickly and painlessly he could strengthen it once he knew what to do."

Your goal: to describe a similar client situation where you were successful. You're showing them proof that you're the right person to help them.

Question 3:

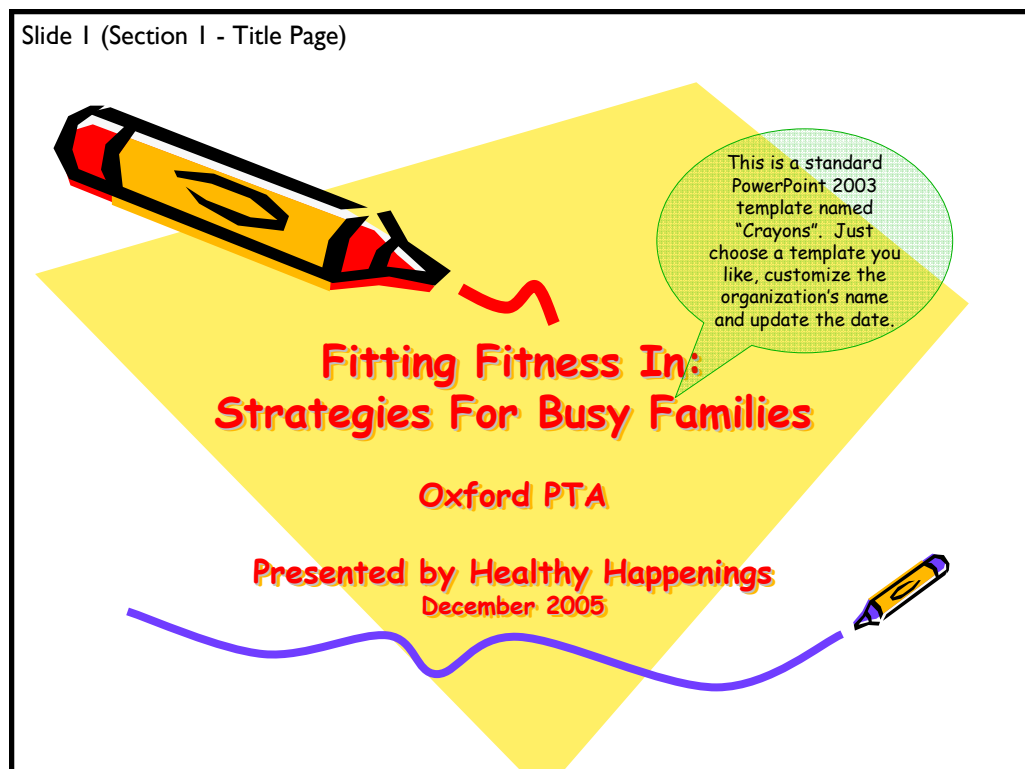
You ask: "I'm sure I could help you. Would you like to hear more about ways you can build your knee back up so you start trusting it again?"

Here, you're inviting them to explore the solution with you. And again, you're reinforcing the idea that you're the right person to help them solve this problem.

You'll often get an emphatic "Yes!" at this point. Arrange a time to meet and from this point on simply use your normal process for closing business with new clients. And if the answer is "no", remember that what they really mean may simply be "not right now".

HOW TO USE THIS SAMPLE PRESENTATION

- Most presentations to professional and community organizations will include the following sections:
 1. Title page
 2. Presentation overview
 3. Your business introduction
 4. A snapshot of health, fitness or wellness concerns tailored to that particular organization
 5. Solutions for their concerns, using your business capabilities and professional knowledge
 6. Wrap-up
- Sections 1 – 3 and 6 are boilerplate – you won't usually need to customize them.
- Customize Section 4 for the organization you're visiting.
- Section 5 should be boilerplate, since your capabilities and skills stay the same regardless of the organization you're visiting!
 - Customize this section during your speech by using stories and examples relevant to that organization.
- We've added our comments in pale green balloons to guide you.
- In general, figure an average of five minutes to cover each slide.
 - Doesn't count "quick" slides like the title page.
 - So 30 minutes at 5 minutes per slide means you plan on no more than 6-10 slides total.



Slide 2 (Section 2 - Overview)

Overview

- About Healthy Happenings
- Fitness obstacles for busy families
- Remove the obstacles
 - What YOU can do!

Boilerplate. Just list the key topics you're going to cover so your audience knows what to expect

Boilerplate. Include your business name, telephone number, and website in the footer



(C) Healthy Happenings (111) 222-3333 website.com

1

Slide 3 (Section 3 - Business Introduction)

About Healthy Happenings

- Friendly classes for parents and kids at five Oxford locations
- Many instructors are former teachers with personal trainer certifications
- We show kids that fitness is fun
- We teach them lifestyle activities, not boring structured exercise routines
- Today we'll share some tips *you* can use

Boilerplate. A quick introduction about your business and why you're an expert on this topic



(C) Healthy Happenings (111) 222-3333 website.com

1

Slide 4 (Section 4 - Snapshot Of Health Concerns)

Parents face hurdles to healthy living...

- Up early to drop off kids
- Long hours at work
- Frequent business travel
- Cooking, laundry, dishes, yardwork and more!
- Taking care of elderly parents
- Community commitments - church, etc.
- Is that all? Of course not!



(C) Healthy Happenings (111) 222-3333 website.com

Customize this page
for your audience.

1

Slide 5 (Section 4 - Snapshot Of Health Concerns)

...and so do kids!

- Homework
- Chores
- Before and after-school activities like Girl Scouts, sports practice, band practice
- No friends in neighborhood to play with
- Too much traffic to play safely outdoors
- Too much time with TV and videogames



(C) Healthy Happenings (111) 222-3333 website.com

Customize this page
for your audience.

1

Slide 6 (Section 5 - Solutions For Health Concerns)

Our Top Three Tips

As you cover these slides, include real-life examples from your business that demonstrate how these ideas work.

1. Encourage lifestyle activity
 - Park at the far end of the grocery store parking lot
 - Walk the dog with your kids
2. Limit TV, computer and videogame time
 - Recommendation: max 1 hour/day of non-homework TV and computer time
3. Play with your kids - it's good for both of you!
 - Frisbee?
 - Bowling?
 - Biking?



(C) Healthy Happenings (111) 222-3333 website.com

Boilerplate. Recap your major points.

1

Slide 7 (Section 6 - Wrap-Up)

Conclusion

Boilerplate. Sum up the key points you want them to remember.

- You don't need special equipment to help your family be healthy
- Make your day-to-day lives more active
- Stay active together, as a family
- Questions?

In addition to answering questions from the audience, let them know that you'll be happy to talk with folks at the end of the meeting as well.



(C) Healthy Happenings (111) 222-3333 website.com

1

Have you visited our website?

www.radialgroup.com

- ✓ Free "IQ tests" to check your wellness business savvy
- ✓ Free weekly newsletter with advice tailored just for wellness businesses like yours (+ back issues!)
- ✓ Online business management library with dozens of useful articles about sales, marketing, customer loyalty, financial management, and more
- ✓ Our monthly survey and drawing
- ✓ Quarterly Vision award application
- ✓ Periodic free webinars...and more!