

## NEW! Massage Marketing's "Market Share" Program

We've been looking for ways to make it easier and more affordable for you to promote your services and grow your practice. And now we've come up with a great way to do just that. Simply, affordably and highly effectively.

**Introducing our new Market Share Program.** Market Share is a really simple and affordable way to cover your marketing needs.

**It starts with our client e-newsletter.** We believe our client e-newsletter is the best massage marketing service available. In fact, in the five years that we've offered this service, **only two subscribers have ever cancelled. Why? Because it works!** All these therapists would not keep using our newsletter if they weren't getting great returns on their investments. **And it costs only \$25 a month.**

**But it gets even better.** With our new Market Share program, you actually *earn* money: \$5 credit for every therapist you introduce to our e-newsletter service. Get five therapists to subscribe and your monthly e-newsletter service is absolutely FREE for as long as your referrals continue to maintain their subscription. And, of course, they have the same option of introducing this service to therapists *they* know and to enjoy service at reduced pricing—or FREE! It's a win-win deal for everyone.

Market Share is a great way for you to help your own massage practice as well as promoting our industry as a whole. And we'd rather give our support to you—the massage therapist who is dedicated to helping improve the health of others—than to some big ad agency or marketing firm.

**Don't wait to get started!** The sooner you sign up and tell other therapists you know, the sooner you start building your "Market Share" team. As the word spreads about this program, other therapists may be calling *you* to try out our e-newsletter service, so don't delay!

### Here's what you get for just \$25 a month.\*

- **A special e-list program designed for business use.** We set up a dedicated e-list program for your practice that automatically includes an "Unsubscribe" button, an important feature to keep you from being mistaken as a spammer. There are many other great business features this e-list program offers you, covered later. \* *A one-time \$50 setup fee is required, or pre-pay your 6-month subscription and we'll waive the cost of set-up!*
- **We send a client newsletter to your e-list on the first business day of each month—automatically.** You don't even have to think about it! All you have to do is enter your clients' email addresses into your program—we do the rest. If you have a website, we can even embed a subscription box on your site so visitors can enter their email addresses directly to your mailing list!
- **Use your e-list program whenever you want.** We use your list on the first of each month to send your client education e-newsletter, but you can send special mailings any time you want. **This feature alone can pay you back many times over each month.** For example, send a brief email to your e-list each Monday with available appointments for the week. Your clients will learn to expect these reminders, and *you* can expect to see an increase in weekly appointments. Add just one extra appointment per week, and your \$25 investment has repaid you around \$200 per month!
- **No long-term contract.** You can sign up for our e-newsletter service on a month-to-month basis, so your financial obligation is very small. And if you refer other therapists to the Market Share program, you can eliminate the monthly expense completely!

- **E-mail tracking.** You'll be able to track the results of the emails you send, know how many clients open them and see which subject lines work better than others in cutting through the clutter.

- \* **No hard-sell.** You don't have to "sell" other therapists on the Market Share program. Our service has helped massage therapists across the country, but it isn't going to be a perfect fit for everyone. Just share what you like about our service and refer them to our website at [www.MassageMarketing.com](http://www.MassageMarketing.com). (Be sure to tell them to use your name when they call, so you'll get your \$5 credit!)

### From our clients:

"My e-newsletters have been a wonderful asset to my business, adding another level of professionalism while showing my clients that I care about their health outside of my office. I have received several comments from customers saying that they look forward to receiving their monthly e-newsletters, and that some even keep them for reminders of important points covered in a particular issue.

"Without appearing pushy, newsletters are also effective reminder tools for busy folks—a gentle nudge to take time to take care of yourself and loved ones. Because of all of the above, e-newsletters sent on a regular schedule have been very good economic tools for my business. And to help keep my schedule full, every Monday I use my dedicated client e-list to inform everyone of my available appointments for the week."

—Jennifer LeStat; Falmouth, MA

"I'm very pleased with your work, and it's great to have the newsletter out every month with no effort on my part."

—Kate Sisk; Lockport, IL

"The e-newsletter is an efficient, affordable way to reach your target audience and increase your credibility as a business owner. It also offers great tools for tracking customer response and staying in touch with a large population easily. The newsletter itself is articulate, well researched and well written.

"I do like ... offering it to my clients because I believe that it increases their perception of me as a professional. And, of course, I like giving them good, reliable info on the benefits of massage."

—Ria Roth; Dayton, OH

"I love the program that you are offering, and my clients love the newsletter. I have had several comments about how attractive it is and that they *'didn't know that massage was good for that!'* Sending an email with my openings has helped me book some appointments, and I love being able to stay in touch with my clients in this way.

"On the Market Share program for therapists: I love that if I get five therapists to join up, it's free for me! That's awesome!"

—Jennifer Choltko, LMT; Cleveland, OH

"I really do enjoy my e-newsletters going out because I feel I am keeping in touch with my clients and giving them some important information for their health. I also like the fact that it is done for me; all I have to do is input the addresses. ... I will be telling other therapists about it."

—Stephenie Brinkley; Burlington, NC