

## Getting Started Business Perspectives & Marketing

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## Getting Started

- **Business Knowledge**
  - Analyze your strengths and weaknesses
    - What are you good at? What do you need to learn?
  - Do a SWOT Analysis
    - INTERNAL ANALYSIS
    - Strengths
    - Weaknesses
    - EXTERNAL ANALYSIS
    - Opportunities
    - Threats
  - Then based on the above:
    - What is your strategic plan?



## Business & Marketing

### S.W.O.T. Analysis

Strengths	Weaknesses
Opportunities	Threats

### Do you need business training?

- [http://entrepreneurs.suite101.com/article.cfm/free\\_online\\_courses](http://entrepreneurs.suite101.com/article.cfm/free_online_courses)
- <http://www.cmctraining.org/index.asp>
- <http://www.bizlaunch.ca/>
- <http://www.entrepreneur.com/>
- <http://www.sba.gov/smallbusinessplanner/index.html>
- <http://www.myownbusiness.org/index.html>
- Etc...

## Business & Marketing

### Do you need marketing training?

- <http://www.cmctraining.org/>
- [http://education-portal.com/articles/10\\_Places\\_to\\_Find\\_Free\\_Marketing\\_Courses\\_Online.htm](http://education-portal.com/articles/10_Places_to_Find_Free_Marketing_Courses_Online.htm)
- <http://businessmajors.about.com/od/onlinebusinessschools/a/OnlineClasses.htm>
- I personally subscribe to the following:
  - <http://dankennedy.com/>

### Getting Started

- **START UP**
  - **PURCHASES**
    - Lease?
    - Buy?
    - Lease to own?
    - Second hand?



EMS	UWT	Elastic bandage
Laser	Pool	Theraband
PEMF	Shockwave	Booties
	Treadmill	Scrunchies
Ultrasound		Goniometer
TENS		Gulick II
Microcurrent		Wide Belt
LED		Duct tape
		Reflex hammer
		Vibrator
		Physioballs
		Acustim
		Pointer laser

## Getting Started

- START UP creations:
  - Business cards, brochures & personalized office stationary
  - Marketing packages to hand out to vets / public
  - Maybe a powerpoint presentation



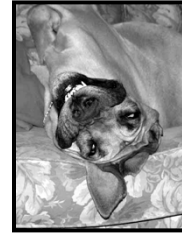
## Getting Started

- **THE ACTION PLAN**
  - WRITE OUT your goals month by month to get started.
  - Cements it in your mind,
  - Gets your conscious and subconscious mind working on a plan / sorting details
  - Helps to keep you motivated.
    - come up with a name
    - take a course
    - review notes
    - purchase machines.....etc etc



## Business & Marketing

### Keys to a Successful Business



1. Write a business plan
2. Keep your overhead low to start
3. Train your employees / employers / co-workers / volunteers well
4. Establish and maintain a business identity
5. Hire the right people to help (lawyers, accountants etc)
6. Continue to receive training
7. Creativity: take time OUT of the business to work on the business
8. Get lots of free publicity (interviews, news release, public service announcement)
9. Choose your marketing tactics wisely / economically
10. Diversify (change & expand as necessary)
11. Value your past clients
  1. Keep them happy
  2. Call to see how animals are doing
  3. Thank you's at Thanksgiving
  4. Give them permission to refer you

### Success in Business

- Key Reasons People Fail in Business (and Life!)
  1. Simple solutions to complex problems
  2. Random Acts vs. Organized Approach
  3. Self Imposed Limitations
  4. Talk vs. Action
  5. Poor Choices of Influence

## Marketing

- Marketing Mind Set
  - Marketing is not a dirty word... Professionals can do it too!
  - PR is continual (so learn to like it)
  - Take action!
  - Be poised and ready to respond to the influx



## MARKETING

- Identify and Describe your Target Markets
- List your Ideas for each Target Market



## Business & Marketing

# MARKETING

Veterinarians (your referral sources) – in house & external

Describe	Marketing Ideas

Dog owners (those most interested in this service)

Describe	Marketing Ideas

# MARKETING

The Media (who is interested in this kind of story?)

Describe	Marketing Ideas

PT Clinics / Physical Therapists – access to PT-savvy consumers

Describe	Marketing Ideas

## Marketing

- Considerations:
  - Provide exceptional customer service.
    - Make each customer 'touch' positive.
      - Phone, Web, Walk in, Meeting, Service, Exit...
  - Are you easy to do business with?
    - Handling of referrals, availability, returning calls, organization...
  - Build a relationship with your client.
  - Build relationships with your referring vets.

## Marketing

- Advertising Considerations:
  - Write marketing messages from the 'You' perspective, not the 'I' or 'We'.
    - i.e. You will benefit from...
  - Q & A formats – anticipate your client's questions and answer them for them.
  - Tell a story.
  - Provide useful content.
  - Can you make a guarantee?
  - What can you offer that is 'special'
  - Make time limited offers.
  - Regular contact





## Marketing

- Advertising Considerations
  - How can you be a solution to their problem?
  - What is REHAB? / How do I access the service?
  - Build curiosity
  - Use WHEN not IF...
  - Be eye-catching in your ads
  - Take pictures...for marketing purposes



## Marketing

- Advertising Considerations
  - Keep in the eye of your target market on a regular basis to build consumer familiarity and consumer respect
  - What can you offer that is 'special'?
  - Provide an assurance that your potential customers will not regret their decision.
  - Focus on clients / patients, NOT the service
  - Provide content (articles, tip sheets, advise)

## Marketing

- Client Retention
  - Cheaper to retain a client than gain a new client
  - Your clients want to hear from you more often
  - ‘We Miss You’ coupons.
  - ‘We love clients like you, please give one coupon to a friend and keep one coupon for yourself!’
  - Social Media: Facebook, Twitter, Blogs
    - Note: Provide content and info, not just sales-pitch!
  - Call dropped clients
  - Give free-bie’s, discounts, gifts...

## Marketing

### **Saggy abs? Flabby thighs?**



**We've got it covered!**

*Exercise your dog with our  
Underwater Treadmill*

- Great for fitness and conditioning
- Great for weight loss
- Great low impact exercise for arthritic joints

**The Canine Fitness Centre**

Ph: (403) 204-0823

Bring in this ad to receive a  
10% discount on services.

[www.caninefitness.com](http://www.caninefitness.com) Exp Oct 31, 2010

## Marketing

**She's not 'Just A Dog!'**



**We 'get' that!**

***The  
Canine  
Fitness  
Centre***

[www.caninefitness.com](http://www.caninefitness.com)

**Physio for your four-legged family members.**

**Ph: (403) 204-0823**

Bring in this ad to receive a 10% discount  
on services.  
Exp. February 30, 2010

## Marketing

- Realities of Marketing
  - Pitfalls & Triumphs due to different personalities
    - Empathetic
    - Academic
    - Entrepreneur
    - Skeptic



## Business & Marketing

# Marketing

- Business & Marketing require:
  - COURAGE
  - AWARENESS
  - PERSISTENCE
  - RELATIONSHIPS
  - FUN
  
- Get up when you fall down
- Keep your eye on the big picture

# Continue Learning

- This is just the tip of the iceberg of your learning!
  - [www.caninerehabinstitute.com](http://www.caninerehabinstitute.com) (watch for con't ed. courses!)
  - [www.therapaw.com](http://www.therapaw.com) (STAAR)
  - <http://www.iavrpt.org/symposium.html>
  - [www.fourleg.com](http://www.fourleg.com) (online con't education resources)
  - [www.fullspectrumcaninetherapy.com](http://www.fullspectrumcaninetherapy.com) (osteopathy)
  - [www.upledger.com](http://www.upledger.com) (craniosacral)
  - [http://www.wizardofpaws.net/pages/wizardofpaws\\_journal.htm](http://www.wizardofpaws.net/pages/wizardofpaws_journal.htm) (Wizard of Paws Journal)
  - PTs & Vets working together = exponential learning!

## TIDBITS & ADVISE

### • **ADVICE TO PRACTITIONERS**

- Don't fix what 'ain't' broke
- Don't claim to fix all ailments (know the limits of your scope of practice)
- Write down your instructions
- Diagnosis before treatment
- Modalities are not toys (rationale for treatment)
- Work Collaboratively
- Transference of knowledge
- Spread the word!!!

