

# PracticeBuilding SuccessSystem

Helping Health & Wellbeing Practitioners

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Achieve Remarkable Business Results

The Step-by-Step Marketing System  
to Help Grow Your Natural Therapy Business

Step 03  
Create Your Marketing System

Module 03D  
**Grassroots Marketing**

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## Introduction

Dear Therapist,

If you are like most people, you have an existing network of people who know you, respect you and like you. When launching or growing a small business such as a natural therapy practice, you are missing a big opportunity if you don't leverage your existing network. Some therapists are hesitant to market to contact their friends and family. I think that's a shame, because I virtually guarantee that there are people in your network who would literally bend over backwards to help you, if you just made it easy for them to do so!

### In this class you will:

- Learn how to leverage your existing network and enlist their support as you grow your business.
- Learn how to write an effective "Grassroots Marketing Letter."
- Identify who to send your Grassroots Marketing Letter to.
- Learn how to follow-up on your grassroots marketing letter.
- Understand how to increase referrals from your network.
- Discover how to add value and inform, instead of sell.
- Learn how to use "calls-to action" to increase the number of people who contact you.
- Discover how to overcome any fear you may have about leveraging your existing network.
- Learn how to discover hidden opportunities within your network.
- Understand how to stay in touch with your network without "being a pain!"

Remember, people WANT to help you. Your job is to let them know exactly how they can!

Be Remarkable



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## Grassroots Marketing - Definition and Benefits

When I talk about using Grassroots Marketing to grow your business, I am talking about leveraging your existing network. Grassroots Marketing can be done via mail, email, phone calls or in face-face meetings. In this class I recommend that you send out a Grassroots Marketing Letter and follow-up with phone calls. When engaging in Grassroots Marketing your goal is to inform and add value. This is very different than trying to sell, which I bet you really don't want to do anyway!

There are many benefits of engaging in Grassroots Marketing, including:

### Build Your Referral Engine

Wouldn't it be great to have a referral-based business? This happens when enough people know about you and your services and send you clients. I discuss this further in the "Strategic Alliances" and the "Referral-Based Business" sections. For now, the main point to remember is:

The more people who *clearly understand what you do, who your ideal clients are and the value you provide*, the more referrals you will generate.

Remember, your existing network already knows, likes and respects you. Many of these people would be happy to support you. Through your Grassroots Marketing you can show them how!

### Increase Your Visibility

In general, the more people who know about your services, the more clients you will attract. Regardless of the size of your network, you will increase your visibility when you engage in Grassroots Marketing. And there are strategies you can use to multiply your visibility through key contacts in your network. More on that below!

### Discover Hidden Opportunities

When you connect with your existing network using the guidelines and suggestions I provide, you can uncover lots of hidden opportunities! These opportunities can come in the form of speaking engagements, potential Strategic Alliance partners, introductions to key people in your target market and more.

### Receive Support and Encouragement

When you inform your network about your new (or growing) business, you will inevitably receive words of support and encouragement. Many, many people dream of leaving their job, pursuing their passion and starting their own business. You are doing the thing that most people only daydream about! Sharing your news allows people to congratulate you and wish you well. As a general rule, when you work for yourself you don't get a lot of praise and acknowledgement. Connecting with your network is one way to enjoy this psychological boost!

## How to Do Grassroots Marketing

While there are many ways to leverage your existing network through Grassroots Marketing, I recommend you:

1. Send a Grassroots Marketing Letter.
2. Follow up with a phone call.
3. Send periodic updates either via mail or email.

### Step 1 – Determine Your Objective

As you sit down and work on your Grassroots Marketing, the best place to start is to determine your objective.

What do you want to accomplish by connecting with your existing network? Remember, these are people who know you, like you, respect you and WANT to help you. Of course you can ask for referrals, but that is just one of many things you might want to request.

### Things you can accomplish through Grassroots Marketing:

- Inform your network about your natural therapy business.
- Generate referrals from your network.
- Secure “informational interviews” with people in your target market.
- Set up meetings with people in your network.
- Have Two for One Assessment Consultations with people in your network so they have a better understanding of your treatments and what it is that you do.
- Provide value to your network.
- Identify possible Speaking opportunities.
- Identify possible Strategic Alliances opportunities.
- Subscribe people to your newsletter/ezine.

### Step 2 – Write Your Letter

Quite simply, a Grassroots Marketing Letter is a letter about your business that you send to people who you know. When you are just starting it often takes the form of an announcement letter. If you have been in business for a while and have already sent an initial announcement you can use Grassroots Marketing to provide periodic updates on your business.

## **Key Components of an Effective Letter**

### **First Paragraph/Introduction**

Clearly and concisely explain why you are writing. You want to capture the reader's interest and encourage them to read on.

#### ***Example***

**I am excited to announce the launch of my natural therapy business!** A while back I learned about this emerging field and decided to explore it as a profession by enrolling in a training program. After two years of classes and working with clients part-time, I left my full-time software sales job and am now pursuing my true passion: working with business professions who are dealing with highly stressful jobs and want to keep their body in balance. This letter is to let you know what I'm up to and to ask for your help and support!

### **Body of Letter**

After your introductory paragraph I recommend you write a little about your therapy in general, and then specifically about who you treat and what you do to help them. The goal is to provide enough information so they get what you do and how they can help you without overwhelming them. Here are some examples:

#### **1. Information on the credibility of your profession**

Many people aren't familiar with natural therapies or think they are a bit weird, so provide a brief explanation of your treatment. Adding a quote from a respected news source is just one way to increase credibility.

#### ***Example***

As you may have read in the The Age, Sydney Morning Herald or Well Being magazine, natural medicine is quickly becoming one of the leading tools that successful people use to really be their best. I have enclosed some further information on the nature of my therapy and would be happy to answer any questions you may have about this emerging industry.

#### **2. Details on your therapy**

When describing your therapy, be specific about WHO you treat and WHAT you do for them. You need to paint a very clear picture so people understand who would be a good referral. Focus on the problems, results and benefits! Also good to include a little about your HOW.

#### ***Example***

As an experienced and trained professional Herbalist, I treat women using natural herbs and use a 5 Step System for Success. This process weaves in the principles of using natural products as a way to keep their bodies balanced, utilising the natural therapeutic characteristics of the herbs to help them to relax,

have more energy and deal better with their stressful lives so they can function better in their business and personal life.

I am currently working with a number of clients and my goal is to have a full practice of 100 clients. I have found the best way to reach new clients is by word of mouth, so I am asking my current network of friends, family and colleagues, like you, for referrals.

Although I treat a variety of people, my specialty is working with women who lead highly stressful corporate lives and want to deal better with the stress in their life. Specifically, I help my clients:

- Be more healthy
- Have more energy
- Feel more relaxed while still maintaining a balanced and fulfilling life!

My ideal clients are talented professionals who understand the benefit of good health and feeling in control of their life.

### **Closing/Make a Specific Request**

Think about the objectives you identified and then make a specific request. You can ask for referrals, leads on speaking engagements, etc. The key thing is you have to ask! If you don't ask, you won't get!

#### *Example 1*

I provide a Two for One Assessment Consultation for people who want to learn more about my treatments and how I can help them balance their stressful lives. I have included several business cards that have the special two for one session offer printed on the back. Would you please share these with the women you know?

Thank you in advance for your help and support, and please let me know if there is any way I can be of service to you!

#### *Example 2*

So, there are two things I'd like to ask you:

1. Would you please keep me in mind when you encounter any women who are in really stressful work situations and need help to get their bodies in a more balanced condition? I really love working with this group of people and have a variety of free resources available on my website.

2. Do you know anyone who specialises in working with women? I'm looking to conduct informational interviews with people who serve the same target market as I do and explore the possibility of forming alliances. I would really appreciate any introductions you could make on my behalf!

Thanks so much for your time! I will give you a call next week to see if you have any questions or ideas. Plus I'd really like to hear what you've been up to lately!

### ***Types of Requests***

In your Grassroots Marketing Letter you want to be sure to make a specific request or requests. Below are additional ideas on the kinds of things you can ask your network.

#### **Referrals – “Keep me in mind”**

As in the example above, you want to paint a clear picture of who you treat and what you do for them. You then ask your network to keep you in mind or pass along your name and contact information to anyone they know who might benefit from your treatments.

#### **Referrals – Request an Introduction**

This is more direct than the approach above. In this case you specifically ask for referrals and let the reader know you will be following up with a phone call.

##### ***Example***

Do you know any women who are currently under stress? If so, would you consider making an introduction on my behalf? I'd very much appreciate it and will follow-up with you via phone to discuss!

#### **Speaking Opportunities**

Perhaps you are using speaking as a way to grow your natural therapy business. Use your grassroots marketing letter to find speaking engagements. Specifically ask if they belong to or know of any organisations that seek speakers. Be sure to provide an overview of the types of talks you can do, which of course, should be congruent with your Who and What!

##### ***Example***

In addition, I am looking for speaking opportunities as a way to increase my visibility. Do you belong to any organisations or know of any groups who regular seek speakers? For example, women's groups, business organisations, brown bag lunch talks, etc. Some of the topics I speak on are:

- A healthy body equals more energy
- 3 Simple Steps for Getting and Staying Healthy
- How to decrease your stress levels

## **The Informational Interview Approach**

As you may know, informational interviewing is an effective job search tool. It can also be used when growing your business. Instead of asking for referrals of people who might want your services, ask to be connected with people in your target market so you can get their feedback (ie: on a new service or product you are offering). This approach is a great way to increase the number of contacts you receive, as you are not selling, you are just gathering information. Often times an informational meeting can lead to a Two for One Assessment Consultation or other referrals. Just remember to focus on getting feedback (as opposed to selling) when you conduct the informational interview!

### *Example*

I am looking to speak with recently promoted female managers about the challenges they have in dealing with stress. Do you know anyone who fits this profile who I might be able to speak with?

## ***How to Improve Your Results***

### **Personalise**

It is worth the time and energy to learn how to use the mail merge program in your word processing application. Most word processors (such as Microsoft Word) have the ability to create customised direct mail letters by taking the name and address from a database, excel spreadsheet, or your mobile phone and PDA. This will create a good impression and show that you are serious and professional.

I also recommend personally signing each letter and writing a short personal greeting on the bottom next to your signature.

All envelopes should be addressed personally in your own hand writing as this will increase your chance of having the envelope opened. Also if you use brightly coloured envelopes or special looking envelopes this also increases your chance of getting your mail out read.

### **Professionalism**

You don't need pre-printed letterhead to create a professional-looking letter. If you have it, great, but it is definitely not a requirement. Instead, buy high quality paper and matching envelopes. You don't have to break the bank buying expensive hand made paper, much of which probably won't run through your printer anyway (trust me I know this!). Officeworks have a great range of premium papers that will cost less than \$20 a ream. It is the weight, feel and brightness of a paper that makes the difference. Read the labels carefully because often there is not a lot of difference between some of the cheaper generic paper and some of the higher priced options. Make sure you are not paying for the packaging. You can "create" your own letterhead as part of the letter by simply customising the header and footer.

Hint: if you don't want to print the mailing addresses on each envelope, use clear labels and place those on the envelopes. Personally addressing each envelope with good penmanship is another great option.

### **Provide Value**

Throughout the Abundant Private Practices, Practice Building Success System I talk about how important it is to focus on providing value when you do your marketing. You should also do this in your Grassroots Marketing! Here are some ideas of things to include that provide value:

- A copy of an article you have written
- A top ten list
- An assessment, checklist or other tool
- Resource recommendations (books, websites, etc.)
- An invitation to participate in a free teleclass or attend a free talk that you are offering

### **Things To Include**

Be creative! Besides the things mentioned above, what else might you want to include in your mailing? Here are some ideas:

- Business cards (I recommend sending a couple so they can share them!)
- Gift certificates for a complimentary session or for a two for one session
- A brochure if you have one
- A "one-pager" on your therapy. Using the FAQ (frequently asked questions) format is particularly effective because it is easy to read/scan. On the back put your client testimonials or success stories.
- An article on your therapy from a reputable source

### **Calls to Action/Special Offers**

You might want to create a call to action or have a special offer in your letter. For example, you can offer 50% off on the first month of treatments. You can offer a special rate. If you are about to raise your fees, you can announce this and offer your treatments at your existing rate if they act within a certain period of time. You can include a special bonus, such as a free assessment or enrolment in a class you offer, if they act by a certain date.

Do you see where I am going? For best results use limited time offers, so people are compelled to act quickly!

### **Step 3 – Who to Send Your Letter to**

Basically you want to send your letter to anyone and everyone! Below are some ideas:

- Your friends and family
- Your Christmas/holiday card list
- Former coworkers and professional contacts
- People who provide you services (such as your dentist, hair stylists, doctor, attorney, accountant, veterinarian, mechanic, etc.)
- Former classmates from high school, university etc.
- People in your church, clubs, etc.

Please note that I am NOT recommending you get a database of all the people in your church, for example, and mail to everyone on that list. Grassroots Marketing is about leveraging your existing network – people you know and people who know you!

Also don't forget all those people you have already treated. I frequently smile when I ask clients if they have a database and they respond with a very earnest NO. With further investigation we often find they have a big pile of health assessment forms with all the address details of their past clients. This is gold because they already know and love you and probably only need a small incentive to return for another treatment.

### **Step 4 – Send and Follow-Up**

When you make the effort to follow-up your Grassroots Marketing Letter with a phone call you greatly increase the effectiveness of your campaign by 100-400%. Let's face it, people are busy. Very often people will get your letter, they will be excited for you and they think that they'd like to help and support you. But then the letter goes in their in-box and the memory of it fades into the background. When you make follow-up phone calls you provide another "touch" and have an opportunity to make a specific request and receive their help and support right then and there when you are on the phone.

#### **Send Your Letters in Batches**

I strongly recommend that you make follow-up phone calls to everyone whom you send your Grassroots Marketing Letter. Send out your letter in batches so you have time to make your follow-up calls. For example, send an initial batch of ten letters. The next week send out another ten letters and make follow-up calls to the first 10 letters you sent out. Keep up this pattern until you send out all of your letters and make all of your follow-up calls.

#### **What to Say in Follow-Up Calls**

What you say will depend on your relationship with the person you are calling, what you wrote in your letter and your own personal style. Most of the time people will comment right away on your letter and steer the conversation in that

direction. One of the keys when making follow-up phone calls is to make a specific request. Know what you want before you call! Below are some sample scripts. Feel free to use these or customise them as you desire.

### **Sample Phone Script – “Thinking of You” Approach**

“Hi Mary, this is Sally Smith. Am I catching you at a good time?”

“Great. I’ve been meaning to touch base with you for ages, and now that I’ve left my job I have more time in my schedule. How are you?”

*(Focus the conversation on them for a while – chances are the focus will shift to you or they will comment that they received your letter. If not...)*

“Things are great with me. I am very excited about my natural therapy business and if possible, I would love your help and support in my new endeavour.”

“I’d really appreciate it if you would pass along my name to women you know who are stressed and looking at different ways they can bring balance into their life.”

“By any chance do you know anyone who is currently in that situation? If so, I’d love to offer them a two for one session.”

### **Overcoming Fear**

I know that many people have apprehension about making follow-up phone calls. Below are some strategies to help you overcome fear and make your calls as effective as possible:

#### **Schedule Time**

Set aside time in your calendar to make the phone calls. If you wait until you “feel” like it there is a high likelihood you simply won’t make them!

#### **Get Centered**

Take several deep breaths and get centered before making your calls. Remind yourself that you aren’t selling, you are simply calling to connect and to ask for assistance. Most people appreciate being asked for their support and help. Remind yourself this and “turn off” the voices in your head that say otherwise! Remember the number of times you have helped others who are starting out in business or referred people to someone you use. It feels good right? So why would you stop others feeling good about helping you.

#### **Use a Script**

Have a phone script “cheat sheet.” Use the above sample scripts or create your own. List out the key points on a note card and keep that in front of you when you make your calls!

#### **Lighten Up!**

Have fun and take the pressure off of yourself. Then simply smile and dial!

## FAQs

### **Q: Do I have to send a printed letter or can I send a grassroots email?**

A: I recommend you send a printed Grassroots Marketing Letter. People are so bombarded with email that an announcement received in the mail makes a much bigger impression. By mailing the letter you can also include things such as business cards, coupons, etc. If you only have email addresses for some of your contacts, you can either email them and ask for their mailing address or create an email version of your letter specifically for that group of people.

### **Q: I already sent out an announcement letter when I first launched my natural therapy business last year. What should I send now?**

A: You can safely contact people every 6 months without worrying that you are bombarding them. In fact, I recommend that you connect with your existing network approximately every 6 months! After your initial announcement letter I recommend sending regular updates on your business. Announce your newly defined target market and niche. Include a client success story. Send a free report that you have written. Be creative!

### **Q: What can I do to maximise the number of referrals I receive from my grassroots marketing campaign?**

A: There are a number of things you can do to increase your referrals:

- Be very specific about who you treat and what you help them with. You need to paint a very clear picture in order for people to “get” what you do and who they should refer. If you are vague or position yourself as all things to all people, your network won’t know who to send to you.
- Specifically invite people in your network to engage in a Two for One Session with you for the explicit purpose of better understanding your treatment so they can refer people to you. In general, people who have experienced your treatments through a Two for One Session are a better referral source than those who have not experienced you.
- Follow-up your Grassroots Marketing Letter with phone calls. Specifically ask for referrals as described earlier.

Most important of all – just do it!

Get used to getting out of your comfort zone and have a reward when you complete the task. Trust me – it gets easier each time you do it.

## Plan Your Grassroots Marketing Strategy

Hopefully you see the benefit of leveraging your existing network through Grassroots Marketing. Use this page to plan out your next steps and then get to work!

**My objectives or goals for sending out a Grassroots Marketing Letter are:**

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**Some of the reasons why I am excited about this are:**

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**Some of the groups of people who I can send my letter to are:**

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**The concerns or challenges I have about Grassroots Marketing are:**

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**My strategies to overcome any concerns or challenges are:**

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## Implementation Schedule and Checklist

Use this chart to create a timeline for implementing your Grassroots Marketing campaign. In the TARGET DATE column indicate when you want to do each task. Use the ACTUAL DATE column to indicate when you actually complete it and then “check it off!” Use your coach to get feedback on your letter and hold you accountable!

TASK	TARGET DATE	ACTUAL DATE	√
Write 1st Draft of Letter			
Get Feedback on Letter			
Finalise Letter			
Assemble Mailing List/Database			
Buy Paper, Envelopes			
Buy Stamps			
Print and Personalise Batch #1			
Send out Batch #1			
Make Follow-Up Calls to Batch #1			
Print and Personalise Batch #2			
Send out Batch #2			
Make Follow-Up Calls to Batch #2			

## Gratitude Sheets

This week I am grateful for:

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