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COACHING WORKS

Written by Lyn Kelley, Ph.D., CPC

Why Sending a Pre-Written Newsletter to Your Clients and Referral Sources is your NUMBER ONE, most cost-effective practice promotion!

- The best way to retain current clients, reactivate former clients, and get new client referrals WITHOUT SELLING.
- TELL – DON'T SELL: The best way to promote your practice is to give a free sample of information, education and coaching.
- SAVES YOU TIME by not having to write the newsletter yourself.
- Handles your professional, ethical obligation to provide a genuine public service and let the public know what you offer.
- Enhances your professional credibility and gives you a marketing edge over other therapists who do not do this.
- Gives your contacts a quality publication which is professionally written that is of INTEREST to them.
- Keeps your contacts MOTIVATED!
- Keeps your name in the FOREFRONT of your contacts' minds -- so they can easily find your e-mail and phone number to call for an appointment or make a referral to you.
- Attracts NEW, GOOD clients to you.
- Sends out the implicit message that you care and are concerned about maintaining an ongoing relationship with your contacts.
- A gift that keeps on giving – people will give them to their friends and family who are also interested in the subject.
- Helps readers KNOW – LIKE – TRUST you. Your color photograph has high visual impact. People want to know what their coach looks like before making their first contact with you.
- You can include a copy of the newsletter in your intake package that you give or mail to first-time clients.
- When you send the newsletter out to other professionals (like doctors, attorneys, and other referral sources) they will feel that they already know you on a certain level – and this increases the chances of referrals from them.
- Increases your community exposure and can give you more opportunities for media exposure and public speaking engagements.