

# 50b Business: Marketing

## Lesson Plan

<u>Minutes</u>	<u>Activity</u>
10	<b>Break</b> Announce the return time and write it on the board
10	<b>Attendance</b> Breaths of Arrival - Also project the "Reminders" for upcoming classes. Clarify remaining Business assignments – esp. Executive Summary.
20	<b>Lecture:</b> Overview of Marketing (see p. 325-350) Briefly cover Slides 1-16 of powerpoint
30	Strategies – Risk reversal Interrupt, Engage, Educate, Offer Importance of Calls to Action Develop consistent look, feel and message throughout your practice and promotion Incorporate your USP (unique selling proposition) into every marketing piece and interaction. Give Great Experiences Add Value to Every Transaction Never Stop Educating Give Road Maps Ethical Bribes Observe what people do before and after purchasing your service. Consider providing those things or additional services. Or cross-promoting with those that do. Cross-promote with other businesses. Borrow success practices from other businesses Experiment small scale before you commit to large scale. Request referrals, repeat the request, repeat the request reward the referral, reciprocate (if appropriate)  Explore how to optimize every step of your interaction: <ul style="list-style-type: none"><li>• How do you contact potential clients?</li><li>• How do you facilitate them calling / contacting you?</li><li>• How do you respond to their contact? How could you do that better?</li><li>• Selling / converting better. How do you help them transition from potential to actual clients?</li><li>• Keeping them longer. How do you develop the relationship over time?</li><li>• Offering more services and goods more often. How do you add value to what you offer them?</li><li>• How do you stimulate their referring to you?</li></ul>

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10 **Break**

15 Tactics: How might you accomplish any one of these strategies? In ways attractive to your target market(s) Tactics are goals for successfully promoting yourself to your target markets.

15 Briefly cover promotion and marketing materials: Business cards, promotional brochures, gift certificates, and then, later in this class, websites (esp. using ABMP format).

View and discuss ABMP resources - Briefly show them – this page with the list of marketing materials, business management, career development, and client forms

[http://www.abmp.com/members/marketing\\_center.php](http://www.abmp.com/members/marketing_center.php)

Briefly discuss Ben Benjamin's "Formulating a Client Information Brochure" - Packet VIII - 13-14

30 Consider one of your target markets and choose five strategies and come up two tactics for each of those strategies that you think would be successful with one of your target markets. Hand this in before the break. B-17

10 **Break**

15 Review, briefly, each page of the ABMP website template.

35 Work – quietly – on your ABMP website (or your independent one if you've started that) and/or on your Executive Summary B– 21 I and II and B–22 III.

If you don't have a lap top, work on an information brochure – outlining the same topics as the website and/or on your Executive Summary B– 21 I and II and B–22 III.

Teacher – circulate and look at whether they are "getting it" or not.

Those who've done this work already or finish early can help those who have a harder time with this. Or you can work more on your strategies and tactics.

10 Discuss learnings, satisfactions, disappointments, surprises in whole group

3h and 30m Total Class Time

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## Lesson Plan

### **Learning Outcomes – Program Level – 500-Hour**

- Students learn what they need to become therapists who are personally fulfilled, professionally successful and therapeutically masterful.

### **Learning Outcomes – Course Level – Business**

- Have the knowledge, skills and professionalism as a massage business person that you will need to succeed.

### **Learning Outcomes – Class Level**

- Passing grades on multiple-choice quizzes and written exams
- Hand in completed strategies and tactics assignment

### **Class Schedule – Student Preparation**

- Business Mastery: Chapter 15 (esp. pp. 325-339, 350 and review 339-349, Chapter 16 (esp. 351-385) and Chap. 17, 233-249, 326-349)
- Packet B: 17

### **Class Schedule – Assignments and Exams**

- 50b Hand in Strategies and Tactics assignment in class (it will be assessed and graded in this class.)

### **Topic Focus**

What do you think will be the best strategies and tactics you to employ to attract your target markets to become and remain clients.

How can a brochure and website help?

### **Thoughts, Advice, or Warnings**

- Professionalism is the ticket to your success.

### **Materials, Equipment, and Supplies**

- PowerPoint Presentation for 50b
- Packet, attendance book, Business Mastery
- Computer, projector, projector remote, projector screen, laser pointer
- Whiteboard with dry erase markers and eraser