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1. Massage Center 1st Visit Success
2. Massage Center Scripting Success
3. Conversion of the Massage Client/Chiropractic
4. Mastering the Massage Financial
5. 5 Keys to On-Site Chair Massage
6. The Millionaire Massage Therapist

Includes:

“The Golden Rules To Massage Marketing”
(Reprint-Dynamic Chiropractic)

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MASSAGE CENTER-1st VISIT SUCCESS

by Dr. Perry M. Bard. Pres. Palm Beach Massage Ctrs.

OK, I'll say it – *"You never get a second chance to make a good first impression."* That being said, it's time for you to decide if that will be just another cliché or part of your mission statement and commitment to massage practice success. As we have said before, your massage business inside of your practice must look, feel, and sense in a consistent way comparable to or exceeding your area's **best massage centers**. How do my massage centers do it? Well, after the massage client calls, the front desk, or designated massage call receiver, follows a script to ensure that we have scheduled appropriately and answered any questions. Be prepared to respond to the following questions.

1. "Will I be charged more than \$____, for whatever promo you are doing?"
2. "Will I see a male or a female massage therapist?"
3. "If I would like more time with the massage therapist, then can I get it?"
4. "Where are you located?"
5. "Do I have to sign up for any programs?"

The goals are to provide accurate, concise answers and then to schedule the client. Upon presentation, the client is handed paperwork **from the massage center**, not the chiropractic center. The massage intake forms are both similar and different; similar, as they ask for symptomatology, trauma history, and insurance profile, and different, as they also include **referral information**, a rating scale to determine willingness to **learn more** about what the office provides, as well as a **release waiver**. At that point, the massage therapist greets the massage client and escorts them back to the massage suite. Inquiry is hereby made as to the **last time** that the client had a massage, and as to if they have any **problem areas** that they would like to have worked on. Recognition of the type of massage client is important on behalf of the therapist.

Type One – Did the client present themselves to simply receive a “feel-good” massage?

Type Two – Are they the type of client that would want massage on a regular basis?

Type Three – Do they have any danger signals (symptoms) that would make them a potential chiropractic patient?

The bridge to other services is always based upon both **need and want**. Our doctors/offices present to the massage client a financial form and a **menu of services**. Receipt of services in your office should never be determined by insurance or cash. They should be determined by medical necessity and desire for treatment. When clients/patients can see, in black and white, exactly what their costs will be, it now becomes easier for both clients/patients and your practice. Remember – all future treatment is **voluntary**. This becomes important, as a distinct line must be drawn between how the massage client was marketed to your office, to receive the designated service that day and all other future treatments based upon both need and want. **Trust your instincts**. If something doesn't feel right to you, then it probably doesn't feel right to your massage clients/patients. Step outside of yourself and start repositioning some of these important areas to make the first visit and experience that you are proud to deliver, and your patients are excited to receive – a **win/win** situation across the board. © Concierge Coaches 888-990-9660



“Massage Marketing Scripting Success”

by Dr. Perry M. Bard, Pres. Palm Beach Massage Ctrs.

From the time that Harvey Lillard walked into D.D. Palmer's office, there was probably some type of chiropractic script thought about, pondered, and even considered. In other words, scripts have been around for a long time, (well, maybe not D.D. but certainly B.J.). I have news for you, I am not a big fan of scripts. Surprise, surprise! What I am a big fan of is **"massage therapists/staff/doctor role-playing"**. In other words, the quicker that you can ditch the packaged canned scripts, the greater the opportunity to **fly free and fly far**. Let's face it – no one like a monologue. That is why the days of long reports of findings are outdated. Massage clients/patients want **dialogue**. They want **interaction**. They want the **right questions** and they want **better answers**. Answers that speak to what they may **need** and what they may **want**. Therefore, the simple answer is quality, short scripting that **engages** the massage client/patient and **encourages** a dialogue and/or **directs** that individual correctly -- scheduling, financial, referral, etc. The scripts that we have found to be the best include:

1. First-visit telephone scheduling;
2. First-visit procedure;
3. First-visit bridge to meet the doctor;
4. First-visit financial;
5. First-visit office policy.

Do you see a pattern? Did you notice on which visit that we prefer utilizing our scripts? Did you wonder why? Well, the reality is that as harsh as this may sound, **there is no second visit without a successful first visit**. Unlike the movies -- i.e. *When Harry Met Sally*, *Along Came Polly*, etc. – if the first date/office visit is less than perfect, then the opportunities for a second date/office visit are, thus diminished. **Therefore, why leave anything to chance?**

Scripts allow you to control the direction of your massage center/practice. They remove the “wing it” mentality and provide **confidence, security, and controls** for your staff. Scripts need to be periodically **tweaked and modified** subject to the nature of your practice and comfort level. Scripts should feel **natural**. Some scripts are designed to **ask and then tell**. Some scripts are designed to **tell and then ask**. With respect to modifying your own scripts, here is an example of how we modified one of ours. I'm sure you are familiar with; “**Good News/Bad News.**” Don't ask me who invented it. We have all heard the saying, “I have good news, and I have bad news.” It probably started in a chiropractor's office, by a chiropractor getting ready to do the big-time, grand slam, world-changing report of findings. It relies primarily on what is known as the fear factor. We do it a bit differently. When presenting to a massage client what the plan of future care should be, “Good News/Bad News” doesn't cut it. We call ours, “**GOOD NEWS/GREAT NEWS.**” It is done right **after the initial massage session**, and it sounds like this: “Miss Jones, if you are like most of our clients, then you probably have **two questions** at this point. Number one, ‘**When can I come back and see Amy (Our Therapist) again,**’ and, number two, ‘**What will it cost to come back and see Amy?**’ If you will allow me, I will be happy to answer both questions. I'm happy to tell you that I've got good news, and I've got great news. The **good news** is that most of Amy's clients see her a couple of times per week, initially, for about six weeks. The **good news** is that you can do the same. The **great news** is based upon qualification that you can utilize insurance benefits as an option here. **We accept your insurance** and I will be happy to show you how **cost-effective** your therapy can be.” We then show the **laminated financial menus**, which explain co-pay and deductible information. Massage clients/patients need to **hear it and need to see it**. In other words, we presumptively ask the questions for them regarding frequency, cost, etc. Answer them and let them know that in your massage center/practice, there are **only two types** of news that they will hear – **GOOD news and GREAT news**. Challenge yourself to regiment a simple, short scripting program and give your practice the foundation to open up to the largest market share that you desire. Concierge Coaches 888-990-9660





Conversion of the Massage Client to Chiropractic

by Dr. Perry M. Bard, Pres. Palm Beach Massage Ctrs.

In baseball, a successful pitcher has a repertoire of pitches – a fastball, a curve ball, a slider, a change-up, etc. The ability to know **what pitch to throw**, and **when to throw it** can determine the difference between failure and success. The same is true in your practice. If you rely strictly on **“one pitch,”** as you well know, then patients may follow your plan of care and other times, not. To ensure your **conversion success**, or at least to increase your percentage of successful conversions, you must enhance your own **“repertoire of pitches.”** That being said, it all starts at square one – recognizing the results of your marketing. Unlike other marketing programs, promos, or incentives, the recognition of **how** the massage client ended up in your doors is a key. One of the amazing things, to me, after 20-plus years as a chiropractor is the simple fact that, if you went to five different dentists, generally speaking, they will be similar with respect to services. Now, visit five different chiropractors. Some provide **therapy**, some don't. Some provide **diagnostics**, some don't. Some provide **lab testing**, some don't. Some utilize **Gonstead** or **Thompson**, or **Upper Cervical** or **Pettibon**, some don't. You get the point. Now, factor in **decompression**, **nutrition**, **orthotics**, and you could see from a patient perspective how it can be a bit confusing. Now, when it comes to conversion, here is the general rule – the further that a service is away from **chiropractic** (for example, laser hair removal), the lower the conversion rate. The closer that a service is to **chiropractic** (for example, decompression), the higher the conversion rate. Thus, where does massage factor in? By most opinions, it is in the middle. The bad news being that you won't convert every massage client. The good news is that you don't have to convert every massage client. Now it gets even better, and here are some simple rules:

1. Recognize the simple fact that the **massage marketing works**, (especially how we do it), which is better than most marketing programs that you've tried.



2. Recognize that no massage client should feel that they were incentivized to come to your office, to be **"switched"** or **"steered"** into other services, no matter how good a chiropractor that you are.

3. Recognize that, if you run a busy clinic, being the best C-H-I-R-O-P-R-A-C-T-O-R that you can be, and letting your massage therapy department have the proper tools, scripts, systems, and more, then you now create a **"no-pressure"** environment for the massage client to partake in other services.

4. Recognize that **"timing is key."** In our model, the doctor never meets the client until **after** the massage session.

5. Recognize that **proper follow-up** enhances your conversion. We follow up with a phone call, a handwritten card, and a templated system. In other words, once they visit for the first time, they are now in your marketing/mining database forever, or for as long as you choose.

6. Recognize that the massage experience must feel, look, and sense like that of a **"first-class facility"**. Thus, it must be private, must be warm, must be welcoming. That is why we get pictures of every one of our clients' offices once we get started (Pre-Post).

7. Recognize that the **first thing** that you say to the massage client is always, *"Hi, Ms. Jones, a pleasure to meet you. I'm Dr. Bard. I just wanted to stop in real quickly to say hi and to see how your massage with Amy went today."* From that point, the rest of the script is followed. We role-play this until it's perfect.

8. Recognize that, when you have great massage therapists, they should be paid well and eventually be moved, if indicated, into management. Our **key therapists** handle the therapy session, the financial, the scheduling, etc.

9. Recognize which massage therapists have a higher conversion rate or allow you, as a doctor, to have a higher conversion rate. These massage therapists thus get the **"Lions Share"** of the new ones and thus make the most money.

10. Recognize that, if you pay attention to details, all areas of your practice will improve, including your **financial bottom line**. We have created a templated, tested, and proven marketing conversion and processing system to allow every massage client to have a quality experience, and to allow chiropractors to maximize their growth.



To maximize the hidden potential of your massage business start running what we call a **"CAN-DO"** practice. Thus by raising the **C**uriosity, **A**wareness, **N**eed for Care & **D**egree of Details you'll create better **O**pportunities for treatment. Have fun!



Palm Beach Massage CENTERS®

RELAX...REVIVE...RECHARGE!



Mastering the Financial!

by Dr. Perry M. Bard, Pres. Palm Beach Massage Ctrs.



Let's face it – people are skeptical and in most cases, well justified. Previous experiences with non-health and healthcare situations can establish a consumer's/patient's level of skepticism and lack

of commitment. Recognizing that a large number of first-time massage clients are being seen in your office with a **promotional discounted rate**, the door is open for what we call "the dropped ball." Presentation and timing are key. The minute that a massage client feels like they are being sold, the conversion rate goes down. Never forget that we have been, we are, and we forever will be in the greatest business of all – the relationship business. Having a **clear-cut, simple and easy financial plan** can and will make it better for the massage client, the therapist, the office, and you. **Here are our five rules:**

Rule 1. – Your intake form must acknowledge and explain the discounted promotional rate that the massage client is being seen with, on the first visit. This **waiver** explains that there are **no surprises** and no additional charges on that day. Clients sign off and respect right from the get-go, the financial exchange that day. Massage clients/patients must always know the score. This is better for you, better for them.

Rule 2. – Providing information to the massage client via **signs, intake forms, scripts**, etc., that **insurances pay for massage** are



really key. When massage clients learn that massage therapy is under the physical therapy umbrella, it raises their curiosity as to whether they qualify. Massage clients/patients need to see it and hear it.

Rule 3. – It is important for massage clients to understand that your office provides **many different types** of massage-based services, the difference being whether they want/need luxury, feel-good services or musculo-structural, medically necessary massage and physical therapies.

Rule 4. – Providing a **menu of services** in print to the massage client, **after** their massage always helps. Massage clients/patients can see your massage menu and fee slip right from the beginning.

Rule 5.– For clients requiring **medically necessary massage services**, having a form that spells out their co-payment and deductible gives them the written verification that your office's financial policy is simple, easy, and affordable. The ability to explain to their **husband/wife/significant other**, what it costs them to see you from an out-of-pocket perspective and then to have it in **black and white** is important to eliminate what can be taken as a gray area. Better yet, it now opens the door for the referral of the additional person.

In our centers, nationwide, we **role-play** these financial presentations. We cater food to our offices and during a lunch period or designated time, we **“work it.”** The therapists get involved to the point that they become **so proficient** in presenting the financial policy that they can actually teach it. The more that you pay attention to details in your clinics, the more opportunities for growth exist. This is truly the bedrock of the **most successful** massage centers/practices.

Now, go set up a massage appointment for yourself.

You deserve it!

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Please Note: Many area's have closed out. To check availability simply contact us.

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“Five Keys to ON-SITE Chair Massage Marketing”

by Dr. Perry M. Bard, Pres. Palm Beach Massage Ctrs.

Ask any general contractor about building something from the ground up. One of the keys to the success of building any project is to know how to utilize the **right tools** at the **right time**, for the **right job**. The same is true in our business. Unfortunately and with no fault of their own, the utilization of chair massage has been less than successful for many massage centers/practices. The reason is essentially simple -- most massage centers/practices have not been able to capitalize on the **incredible upside of chair massages**. Therefore, it is time to shed some light on this most interesting dilemma. First things first, we are sorry to burst anyone's bubble; however, as the saying goes, "If you continue to do the same thing while hoping for a different result then, well you know the rest."

Here are five laws of the land when it comes to maximizing your Chair Massage Program.

#1.- Chair massage should be utilized **externally, not internally**. Simply stated, chair massage is a combination **service procedure** and **marketing tool**, with the emphasis on the **marketing**. This may come as a surprise to some, but the truth is this -- new clients are not coming to your massage center for a chair massage, "exclusively". Chair massage is a marketing tool used to **reach out to the community** and primarily, **local businesses**. Massage clients/patients that are coming to your center are primarily there for the "**real deal**": proper lotions, proper music, proper relaxation, and proper therapy to the designated areas of care, "**skin-to-skin**", in a professional clinical setting. The difference is that chair massages are informal. Real massage therapy sessions in your center are formal. Therefore, The Rule is, "Do not promote chair massages provided internally, only externally."



#2.- Now that we agree on the right environment for chair massages, let's expand on their great marketing upside. The first rule of thumb is to market to **ALL** local businesses with a **minimum number of employees**, for example, 10-plus. The next step is to contact a **national mailing list company** -- we use Dunhill -- and have them pull a list with the company names, addresses, phone numbers, contact information, etc. It is also wise to review your **entire active and inactive patient base** and determine which massage clients/patients are **employed by** any of the companies on your **Preferred Business Mailing List**.

#3.- We send out a **promotional packet** that includes a flyer, massage menu, and a letter. Our external chair massage program is called **"Massage-2-You."** As an extension of our **Palm Beach Massage Centers**, **"Massage-2-You"** serves as an opportunity for local businesses to have an **onsite** Palm Beach Massage Therapist visit their place of business. Companies are provided a **promotional rate** for unlimited chair massages. They are scheduled in advance and generally take one to three hours. We spend an average of 10 minutes per employee.

#4.- Since the theme of onsite chair massage is informal, we decided to keep our paperwork consistent with that. Therefore instead of the intake forms that we utilize in-house, a **simple Palm Beach Massage Centers registration slip** is utilized. It is easy to fill out. However it includes tickler information designed to encourage the proper chair massage to any affected areas and allow the opportunity for voluntary followup. Massage clients feel properly cared for and leave the session with the proper information, **without any sales presentation**. Our therapists let their hands do the **walking and talking** and then provide the **proper bridge** for additional services.

#5.- We also market our chair **"Massage-2-You"** program via a dedicated ad program. Most bigger cities have specific city business journals. See <http://www.bizjournals.com/>. In smaller cities, we will advertise our onsite program in the paper. We also showcase the **"Massage-2-You"** program around our individual therapists. Our promotional materials are **personalized** around our individual therapists. This aspect of our program has really helped to break down barriers to some very hard-to-get-into companies and has allowed our centers to create relationships with **bigger businesses** when all other attempts by other methods have failed. As they say, **success leaves clues**. Reframe your chair massage program into the incredible marketing opportunities that it provides, and watch your massage numbers explode!

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The Millionaire Massage Therapist

by Dr. Perry M. Bard, Pres. Palm Beach Massage Ctrs.

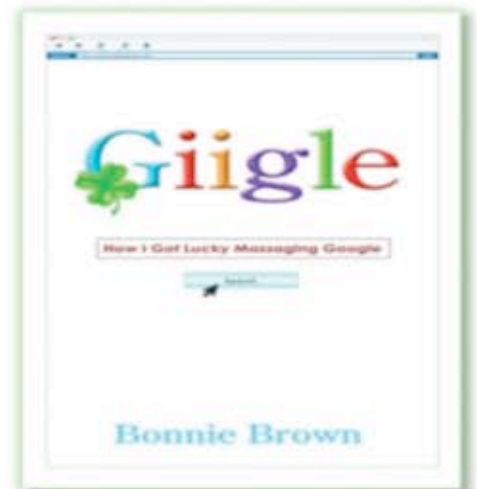
I'm sure that there's a percentage of D.C.'s that are reading this right now wondering why the title of this E-Mail isn't "The Millionaire Chiropractor" instead of "The Millionaire Massage Therapist".

Well, as they say "there's more than one way to skin a cat" or "there's more than one way to become a millionaire Chiropractor". How did I do it? Well for many of you who receive our e-mails on a regular basis (better check your spam filters), you know that our secret was in the marketing.

By creating our "own" marketing tools, programs and systems for my own clinics, I was able to stay so far ahead of the pack, I never had to look back.

One of the many programs created was a first-class, detail oriented, comprehensive massage business known as Palm Beach Massage Centers. Created initially for my own clinics and later to be shared with like-minded, successful and driven Chiropractors from around the country.

This brings us to the title of this E-mail and an interesting book. The book's title is: "Giigle, How I Got Lucky Massaging Google" by Bonnie Brown, L.M.T. I recommend that you read it however here is a quick summary. You see Bonnie learned that by connecting with the "Right Type of Business" (hint, hint) and providing the right service with the right intent (to serve people & alleviate stress), she would be able to fulfill her purpose. She became the IN-HOUSE massage therapist for a little company known as Google. (Yes that GOOGLE). At the time she was paid with stock options which is very common for young start-up companies prior to going public. Fast forward and you know the rest of the story. When Google went public she became an instant multi-millionaire and remains so today. She has been featured on numerous talk shows, financial shows and CNBC. She even started a foundation that helps people in need around the globe. I know many of you reading this would do the same, if you could. The Chiro's that I know are some of the most giving, loving & big hearted individuals around. It's just much better when there's a D.C. after their name, isn't it.



We've always said that success can be broken down to 3 things:

1. Timing
2. Action
3. Who you know

The lesson here is simple. Start positioning your clinic in 2010 to provide a full "range of services" to businesses, both small & large.

If you want to know how to market better to them then call us.

You can reach us @ 888-990-9660, Ext. 3

Look for our NEW website coming soon!



Dynamic Chiropractic

The Golden Rules of Massage Marketing (in a Chiropractic Office)

By Perry M. Bard, DC

There are certain things that simply go well together. Cookies and milk, peanut butter and jelly, wine and cheese (Are you getting hungry yet?), and chiropractic and massage. Now we all know that chiropractors and massage therapists have been dancing together in a roundabout way for a long time. That being said, there is a problem, plain and simple. The problem is that most chiropractors have failed to recognize the potential of this most natural relationship; a relationship born out of both need and want by the massage client/patient.

The reason for this oversight is most offices have difficulty promoting/marketing massage-based services properly (not that they haven't tried). Is it a coincidence that there has been a major push over the past few years for massage services generated by a few national franchised groups? Business franchise models seem to be infiltrating markets that clearly have fair amounts of both chiropractors and massage therapists. Yet the market for user-friendly, simplified, feel-good, professional massage continues to grow and grow.

Well, if "success leaves clues," then it is incumbent upon today's successful practitioner to start taking notes. As chiropractors and entrepreneurs, we have the opportunity to not just jump on board "the massage train," but actually move to the front and start wearing the conductor's hat.

In 1997, we did exactly that in my own clinics. Ten-plus years later, it has a proven track record of success and is being applied in massage centers and clinics throughout the country. We made a conscious decision to start testing a number of response-based tools relating to marketing massage services as a separate division of our clinic. The response rate was quite different than anything we ever expected and was markedly better than anything we had utilized before.

At that point, we decided to research, delve, investigate, examine and learn how to make it better – better for our patients, better for our therapists, better for the community and yes, better for our business. We compiled a list of rules by which to live. Granted, some of you reading this may raise an eyebrow. Remember though, when you raise two eyebrows it means you have created a heightened state of awareness and thus are in a position to apply what you’ve learned: the Golden Rules of Massage Marketing.

Golden Rule #1: Massage should be marketed as a separate and distinct business under your chiropractic umbrella of services.

Golden Rule #2: Massage services should also be taught, processed, communicated, billed and managed as separate and distinct from your chiropractic business.

Golden Rule #3: Massage services should have a branch attached to your office that is promoted and processed in a spa-like fashion rather than strictly a medical fashion. At the same time, the distinction between feel-good massage and medically necessary massage must be determined and taught properly to each massage client if future care is requested.

Golden Rule #4: Massage services should be marketed 90 percent externally and 10 percent internally. There is a larger market outside your office that is ready, willing and able to meet your massage therapists and you.

Golden Rule #5: Massage services should be branded separately and distinctly, consistent with what a stand-alone massage business should be named. In other words, as opposed to “ABC Chiropractic and Massage,” try naming it in a singular sense after your region. Note: We named ours “Palm Beach Massage” after the county in which we practiced.

Golden Rule #6: Massage services should never be compromised as an entry point to your office. For example, reduced-time massages, piggybacked services and even free massages are not recommended. Why, you may ask? Simply because licensed massage therapists, as a general rule, don’t give away their time for free or make you jump through hoops to receive a massage. Massage clients want pure, stress-free, professional, reduced-fee massages as an entry point, without further cost or obligation. Remember, if it’s a quality experience, wouldn’t you want to come back again?

Golden Rule # 7: Massage services can be cost-shifted. By collecting money on the first reduced-fee, promo initial massage, you are getting a higher-quality massage client. There is a greater likelihood they will return, which means you will have ample funds to pay your massage therapists better. It must always be “win-win” across the board: a win for your massage clients, patients, therapists and for you.

Golden Rule #8: Massage services and other services have a greater acceptance rate when presented after the initial session in a menu-like format and with a no-sales presentation style. By using the proper forms (i.e., intake forms and clinic health passes), the massage client has the best chance to share and volunteer any health-related concerns. Thus, they have the opportunity to return and/or partake in the other available menu services (i.e., chiropractic, physical therapy, rehab, decompression, nutrition).

Golden Rule #9: Massage services should allow the therapists to grow with the center. Each therapist should have the opportunity to become an independent promoter for the center. This will allow them to be attached to your adjunct (in-house) clinic in a multitude of professional massage-marketing actions (i.e., business cards, massage displays, personalized massage therapist promo ads, flyers).

Golden Rule #10: Massage services should complement, support, enhance, build and develop the chiropractic clinic to allow the comfort zone of each clinic to stretch, as well as maximize its growth potential.

The best time to start is now. Follow the Golden Rules of Massage Marketing and start enjoying your newfound practice energy, case acceptance and perpetual success. Remember, there are certain things that simply go well together!

Dr. Perry Bard, a 1986 graduate of Life Chiropractic College, has treated members of the Professional Golfers Association, U.S. Tennis Association, Major League Baseball and U.S. Powerlifting Association. He is president of Health-1st New Patient Systems Marketing and Palm Beach Massage Centers, Inc. For questions or comments regarding this article, contact Dr. Bard at newpatientnow@aol.com.

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Dr. Perry M. Bard