

Marketing Your Therapy in the Corporate Sector

One Day
Post Graduate Workshop

Marketing Your Therapy in the Corporate Sector

with Tunde Oshodi

Date: 8th June 2009

Time: 10.00 -5.00pm

Price: One Day course: £70 including lunch

Venue: Devon School of Shiatsu

Introduction

This exciting and stimulating workshop with Tunde Oshodi, a Marketing Professional and experienced Massage Therapist brings her unique and successful approach to Marketing Your Therapy in the Corporate Sector. We believe this course is a 'must' to attend during the current challenging economic climate.

PLEASE NOTE: This was originally a two-day course, incorporating two modules (Day 1 - Marketing Your Therapy in the Corporate Sector and also Day 2 - Seated Shiatsu) and was exclusively offered to Shiatsu Practitioners during March and the beginning of April. This one day Marketing module, is now being offered to other therapists to book during the last two weeks of April, May and the beginning of June.

TUNDE OSHODI

Tunde Oshodi has been a massage therapist for seven years, working with private and corporate clients in the UK and abroad. Prior to starting her massage career she worked as a Marketing Communications Executive for Capita Consulting, where her role entailed overseeing the production of marketing materials for companies such as Yell and American Express as well as writing and producing internal communications for other divisions within the Capita Group. Before working in the private sector Tunde organised and ran media education projects for young people in the London Borough of Camden, working in partnership with organisations like The British Library and ITN.



For the last couple of years Tunde has been providing Marketing Consultancy and Project Management work for therapy-related businesses and helping massage therapists to take their skills into the workplace via her Corporate Clients 4 Massage website and newsletter, which goes out to more than 1,000 therapists every fortnight.

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Marketing Your Therapy in the Corporate Sector

and

Seated Shiatsu in the Workplace

One or Two Day
Post Graduate Workshop

DAY ONE Marketing Your Therapy in the Corporate Sector

with Tunde Oshodi



Course outline

Marketing Your Therapy to the Corporate Sector doesn't have to be stressful and by learning some simple techniques, you can stand head and shoulders above your competitors to take your therapy skills into the workplace. During this interactive day you'll cover the following topics:

Having the Confidence to Step into the Corporate World

Attracting corporate clients is as much about inner beliefs and motivations as it is about learning skills and techniques to promote your business. During this part of the workshop you'll assess your motivations and desires for taking your therapy skills into the workplace and identify the beliefs that could sabotage your chances of success.

Defining Your Ideal Client

When you know what type of clients you want to attract, that's half the battle won. In this section you'll have opportunity to define the type of company you want to work with, which will enable you to channel your time, energy and money into marketing activities to attract your ideal client.

How to find your prospective clients

You can't attract clients if they don't know you exist and this element of the workshop will show you several different ways to start building relationships with prospective corporate clients, including how to benefit from on and offline networking, attending corporate exhibitions and events aimed at your target audience as well as tips on writing introductory letters to get a foot in the corporate door.

Turning Your Prospects into Paying Clients

Many therapists give up on their dream of working in the corporate environment simply because they didn't get their ideal client on the first attempt. However, the key to winning clients is to build relationships and make it as easy as possible for them to do business with you. In this part of the workshop you'll discover how to use the Internet to promote your business, build relationships with prospective clients and easily take bookings and payments.

You're In! What next

Getting your foot in the corporate door is only the beginning. However, before you start giving treatments in the workplace there are a few things to consider: what should you include in your contract? Who's paying you – employer or employee? Have you got your own terms and conditions of trade? And how will you manage bookings and payments? You'll discover the answers to all these questions in this section of the workshop.

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BOOKING FORM

Marketing Your Therapy in the Corporate Sector

Tunde Oshodi

Monday 8th June 2009

One Day Price: £70 (deposit £20)

Participant Name(s)

Address:

..... Post Code:

Tel. No. (landline)(mobile):

Email:

I wish to book place(s) on this course.

I enclose a deposit of £..... and will send the balance of £..... by 18th May 2009.

or

I enclose the full fee of £.....

Do you have any health problems or specific dietary needs that you think we should be aware of? (all meals are meat, fish, sugar and dairy free).

Please send this form with a cheque payable to the Devon School of Shiatsu to:

Buckyette Farm, Littlehempston, Totnes, Devon TQ9 6ND

Cancellation Policy:

We hope you don't need to cancel your booking, however, deposits are non-refundable. If you cancel your place less than 3 weeks before the start of the course we regret that no refund can be made. If you cancel more than 3 weeks before we will retain your deposit and refund the balance.

Balance of fees are payable three weeks before the start of the course (18th May 2009).