



Welcome iSPA 2008 to:

*“Standing Out
in a
Sea of Spas”*

Workbook

*Presented By:
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Certified Coach & Speaker
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“Standing Out in a Sea of Spas”

Engage your mind to new ways to Power Market your Spa. Marketing is much more than just mailing out flyers, billboards or radio, you have to be different to catch the eye of your potential client. We will journey today on topics you may not normally explore in a marketing presentation and some that are obvious. I encourage you today to open your minds & hearts to explore new roads to your success.

The definition of insanity is:

Doing the same thing you have been doing expecting different results.

Time to stop the insanity and explore new opportunities and directions.

With spa's on every corner, in every hotel and even popping up as a chain you MUST stand out and be known as the expert, the go to for spa treatments and getaway's.

“The only thing we fail at is the thing we choose not to do.”

We must choose today to do something that will set us apart in our industry. Why should a client come to you over the spa down the street? Why should your client return to you? Do you provide value for your dollar? Do you provide an experience beyond what the client dreamed about? How is your customer service?

These are all questions you must answer honestly in order to become the best, the spa that is the talk of the town.

“If a client leaves satisfied they will tell 5 friends, that will tell 5 and so on. If a client leaves unsatisfied they will tell 10 friends and so on...”



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Target Audience/Market

Do you know your target market/audience? Yes No

Describe you target market/audience: _____

What are their interests? _____

What are their needs? _____

What are their desires? _____

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What are their **habits**? _____

Describe your **ideal client**: _____

Where would you **find** your ideal client (places they may visit frequently)?

The key is to fully understand who you want to attract into your Spa. Visualize your clients enjoying your services, **experiencing** the atmosphere and coming back time after time. We must know who we want as a client, we must be able to close our eyes and see them enjoying and **experiencing our services**. We will attract those we seek to have in the experience. Who have you been seeking to enjoy your experience?

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Educate the Client

“In our economy today it is crucial to the survival of the Spa to educate your clients and potential clients of the benefits of regular Spa visits.”

If your client understands the health benefits to a monthly massage, pedicure, facial, etc. then they will continue to spend their money on your services. It is **your** role to educate the client that this is more than just “pampering”.

Benefits of a massage (www.holisticonline.com):

Here are some reported benefits of massage:

- Medical school students at the University of Medicine and Dentistry of New Jersey-New Jersey Medical School who were massaged before an exam showed a significant decrease in anxiety and respiratory rates, as well as a significant increase in white blood cells and natural killer cell activity, suggesting a benefit to the immune system.
- Preliminary results suggested cancer patients had less pain and anxiety after receiving therapeutic massage at the James Cancer Hospital and Research Institute in Columbus, Ohio.
- Women who had experienced the recent death of a child were less depressed after receiving therapeutic massage, according to preliminary results of a study at the University of South Carolina.

Research has verified that:

- Office workers massaged regularly were more alert, performed better and were less stressed than those who weren't massaged.
- Massage therapy decreased the effects of anxiety, tension, depression, pain, and itching in burn patients.
- Abdominal surgery patients recovered more quickly after massage.
- Premature infants who were massaged gained more weight and fared better than those who weren't.
- Autistic children showed less erratic behavior after massage therapy.

According AMTA, massage helps both physically and mentally

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Physical Benefits of Therapeutic Massage

- Helps relieve stress and aids relaxation
- Helps relieve muscle tension and stiffness
- Alleviates discomfort during pregnancy
- Fosters faster healing of strained muscles and sprained ligaments; reduces pain and swelling; reduces formation of excessive scar tissue
- Reduces muscle spasms
- Provides greater joint flexibility and range of motion
- Enhances athletic performance; Treats injuries caused during sport or work
- Promotes deeper and easier breathing
- Improves circulation of blood and movement of lymph fluids
- Reduces blood pressure
- Helps relieve tension-related headaches and effects of eye-strain
- Enhances the health and nourishment of skin
- Improves posture
- Strengthens the immune system
- Treats musculoskeletal problems
- Rehabilitation post operative
- Rehabilitation after injury

Mental Benefits of Massage Therapy

- Fosters peace of mind
- Promotes a relaxed state of mental alertness
- Helps relieve mental stress
- Improves ability to monitor stress signals and respond appropriately
- Enhances capacity for calm thinking and creativity
- Emotional Benefits
- Satisfies needs for caring nurturing touch
- Fosters a feeling of well-being
- Reduces levels of anxiety
- Creates body awareness
- Increases awareness of mind-body connection

This is just a sampling of some of the benefits, play with these as you introduce yourself to new clients and reach out to previous clients with new exciting information.

Does this work you may be asking...YES! My recent client Kellie owner of Serenity Day Spa, began sending out bi-weekly newsletters sharing the benefits of various Spa Treatments and has doubled her revenue. The key to this is it cost her almost nothing to do and all the information is readily available through iSPA publications or the internet.

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Benefits of a Spa Pedicure (www.FootCareDirect.com):

Why a pedicure? Because according to Foot Care Direct (<http://www.footcaredirect.com>) during a typical day, feet endure a cumulative force of several hundred tons and because healthy feet are vital to overall health. The average person walks approximately four miles every day or 115,000 miles in a lifetime. When someone is engaged in strenuous activities, the miles increase.

So pedicures can be a good way to help keep your feet healthy, looking and feeling good. And while the rest of your body may not feel good just because your feet do, the rest of your body won't feel good if your feet don't. A pedicure cleans feet, provides nail care and increases circulation through foot massages. A good pedicure can be very relaxing and if you have foot problems it can be very therapeutic. Nails help protect the ends of our fingers and toes from trauma. Nails are made up of keratin, a hard protein. Protein is a building block for organs.

There are some things too consider when looking for a good pedicure. All instruments should be new or sterilized to prevent the spread of fungus or disease. A pedicurist should be licensed and accredited and make you feel comfortable. If you are not at ease with your pedicurist, you should not proceed with the pedicure.

Now let's play with your knowledge of the benefits of various Spa Treatments. Under each Treatment, list the benefits to the mind and body that you are aware of, keep it simple remember your client has to get the picture and see the benefit.

Benefits of a Swedish Massage: _____

A Swedish massage is meant to relieve muscle tension and loosen sore joints. It is performed over the entire body. There are five major strokes used in Swedish massage. The first is effleurage, or stroking. The second is petrissage. This is a grabbing and lifting of the muscles. The third is friction. This is where the massage therapist massages the thickest parts of muscles by working their fingers and thumbs in a circular motion. The fourth is tapotement, or tapping and chopping strokes. The final major stroke used in Swedish massage is vibration. This is where the massage therapist flattens their fingers on a muscle and then shakes rapidly in order to create a vibration

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Benefits of a Hot Stone Massage: _____

Benefits of a Deep Tissue Massage: _____

Deep tissue massage is a massage technique that targets the parts of muscle that lie far below the surface. All muscles in the human body have many layers, and the lower levels cannot be reached by normal massage techniques. Deep tissue massage therapists use their fingers, thumbs, and, occasionally, elbows to reach the deepest layers of muscle. Deep tissue massage generally involves quite a bit of pressure and friction.

Benefits of a Neuromuscular Massage: _____

Neuromuscular massage is a form of deep tissue massage that is used to increase the blood flow in individual muscles, release pressure on nerves, and reduce pain. Neuromuscular massage therapists search for knots in muscle that can cause pain not only in that individual muscle but also in other unrelated parts of the body.

Benefits of a Sports Massage: _____

A sports massage is not only used to relieve pain -- it is commonly used to prepare muscles prior to activity. Using techniques comparable to that of a Swedish massage, a sports massage can prepare muscles for activity and heighten an athlete's energy. After activity, a sports massage can cool muscles and prevent injury.

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Benefits of Rolfing: _____

Rolfing is a massage technique designed to restore a person's posture. Rolfing massage therapists use their hands and elbows to massage the connective tissue that surrounds muscles. The end result is a noticeable improvement in posture.

Benefits of Lomi Lomi: _____

Lomi Lomi is the most common stress-relieving massage technique. Lomi Lomi massage therapists use large, broad strokes, often with hands, forearms, and elbows. Often, Lomi Lomi massage therapists say a prayer before beginning the massage that addresses the type of healing the patient is hoping for.

Benefits of a Thai Massage: _____

Thai massage is different European massage techniques in that it focuses on circulation and pressure points. Thai massage promotes internal health and muscle flexibility through peripheral stimulation. Thai massage therapists use their hands, elbows, knees and feet.

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Benefits of a Shiatsu Massage: _____

A Shiatsu massage consists of a finger-pressure technique that utilizes acupuncture points. Shiatsu massage is performed with the client in a reclined position. The massage therapist then applies varying degrees of pressure with their fingers, thumbs, palms, elbows or knees. Shiatsu treatment relaxes the body while stimulating blood circulation and lymphatic flow.

Definitions of the various massages courtesy of Melissa Steele a freelance writer for bestdayspas.com

Benefits of a Manicure: _____

Benefits of a Pedicure: _____

Benefits of a Facial: _____

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Benefits of Reflexology: _____

Benefits of Sauna & Steam Rooms: _____

Benefits of Body Wraps: _____

Benefits of a Mud Bath: _____

Benefits of Energy Work: _____

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Benefits of a _____ :

Benefits of a _____ :

Benefits of a _____ :

Benefits of a _____ :

Benefits of a _____ :

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What Makes Your Spa Unique?

Unique: 1: being the only one: SOLE

2 a: being without a like or equal: UNEQUALED b: distinctively characteristic: PECULIAR 1

3: UNUSUAL

What makes your Spa unique? _____

Atmosphere: 3: a surrounding influence or environment

5 a: the overall aesthetic effect of a work of art b: an intriguing or singular tone, effect, or appeal

What is Unique about the **Atmosphere** you have created in your Spa?

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The atmosphere is the first thing a client looks at when seeking out a Spa Experience. Does the client have a Spa Experience when they walk into your doors? Yes No

What do you offer your client based on the two most powerful senses?

The sense of **Smell**?

The sense of **Sight**?

How does your **Customer Service** set you apart from the Spa down the street?

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Do you offer any special products that can only be purchased at your Spa?

Are there things today, which you can change to increase the Spa Experience? Yes No

List some ideas for improving the Spa Experience at your facility:

A suggestion is do a survey of previous clients on what they love about the experience and be sure to ask what they wish they could have experienced. A great source to do a survey is Survey Monkey www.SurveyMonkey.com. Be sure you always gather clients email addresses so you can keep touch with them (if you don't someone else will).

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Knowing the Competition

In order to become the top Spa standing out above all others you **MUST** know what the competition is doing. How can you be the best if you do not know what is out there?

You need to know what the competition is doing that works and what does not work so you can adjust your Spa. You do not want to copy what they are doing, you want to take it to the next level, add a twist, make it you! **Create the new experience!**

Who is your local competition? _____

Visit them as a client, so you can experience their Spa Experience.

What services do they provide that are different than yours? _____

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What products do they provide that are different than yours? _____

How is their atmosphere (Spa Experience) different than yours? _____

What can you do to add a twist to something that caught your attention? _____

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What does your client or potential client need?

Do you know the needs of the clients walking in your doors? Use Survey Monkey to find out, if you are meeting a need no other Spa is meeting you will get the repeat clients, new clients and most important those referred clients.

What services does your client want? _____

What products do they love to use? _____

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What atmosphere are they looking for? _____

What are their **emotional** needs? _____

What are their **physical** needs? _____

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Most Spa goers are looking for the experience of a Spa. This becomes an escape for them. The escape to a Spa Experience **MUST** include the two strongest senses the human has:

Smell & Sight

This is the opportunity for you to create the **ultimate** escape from the craziness of life, even if it is only an hour of their month. Make the **experience about them** and you will develop an incredible repeat and referral business.

Try www.AtPeaceMusic.com for ideas on **background music** that makes the atmosphere.



aromatherapy: aro·ma·ther·a·py – noun – The use of volatile plant oils, including essential oils, for psychological and physical well-being. www.aromaweb.com is a great source for the aromatherapy scents and how they impact the body.

Oils for Emotional Well-Being

For an introduction to using essential oils to aid the emotions, please visit AromaWeb's [Aromatherapy for Emotional Well-Being](#) article. Additionally, AromaWeb's [Recipe Box](#) area contains a variety of recipes and synergies for aiding the emotions.

Anger

[Bergamot](#), [Jasmine](#), [Neroli](#), [Orange](#), [Patchouli](#), [Petitgrain](#), [Roman Chamomile](#), [Rose](#), [Vetiver](#), [Ylang Ylang](#)

Anxiety

[Bergamot](#), [Cedarwood](#), [Clary Sage](#), [Frankincense](#), [Geranium](#), [Lavender](#), [Mandarin](#), [Neroli](#), [Patchouli](#), [Roman Chamomile](#), [Rose](#), [Sandalwood](#), [Vetiver](#)

Confidence

[Bay Laurel](#), [Bergamot](#), [Cypress](#), [Grapefruit](#), [Jasmine](#), [Orange](#), [Rosemary](#)

Depression

[Bergamot](#), [Clary Sage](#), [Frankincense](#), [Geranium](#), [Grapefruit](#), [Helichrysum](#), [Jasmine](#), [Lavender](#), [Lemon](#),

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[Mandarin](#), [Neroli](#), [Orange](#), [Roman Chamomile](#), [Rose](#), [Sandalwood](#), [Ylang Ylang](#)

Fatigue, Exhaustion and Burnout

[Basil](#), [Bergamot](#), [Black Pepper](#), [Clary Sage](#), [Cypress](#), [Frankincense](#), [Ginger](#), [Grapefruit](#), [Helichrysum](#), [Jasmine](#), [Lemon](#), [Patchouli](#), [Peppermint](#), [Rosemary](#), [Sandalwood](#), [Vetiver](#)

Fear

[Bergamot](#), [Cedarwood](#), [Clary Sage](#), [Frankincense](#), [Grapefruit](#), [Jasmine](#), [Lemon](#), [Neroli](#), [Orange](#), [Roman Chamomile](#), [Sandalwood](#), [Vetiver](#)

Grief

[Cypress](#), [Frankincense](#), [Helichrysum](#), [Neroli](#), [Rose](#), [Sandalwood](#), [Vetiver](#)

Happiness and Peace

[Bergamot](#), [Frankincense](#), [Geranium](#), [Grapefruit](#), [Lemon](#), [Neroli](#), [Orange](#), [Rose](#), [Sandalwood](#), [Ylang Ylang](#)

Insecurity

[Bergamot](#), [Cedarwood](#), [Frankincense](#), [Jasmine](#), [Sandalwood](#), [Vetiver](#)

Irritability

[Lavender](#), [Mandarin](#), [Neroli](#), [Roman Chamomile](#), [Sandalwood](#)

Loneliness

[Bergamot](#), [Clary Sage](#), [Frankincense](#), [Helichrysum](#), [Roman Chamomile](#), [Rose](#)

Memory and Concentration

[Basil](#), [Black Pepper](#), [Cypress](#), [Hyssop](#), [Lemon](#), [Peppermint](#), [Rosemary](#)

Panic and Panic Attacks

[Frankincense](#), [Helichrysum](#), [Lavender](#), [Neroli](#), [Rose](#)

Stress

[Benzoin](#), [Bergamot](#), [Clary Sage](#), [Frankincense](#), [Geranium](#), [Grapefruit](#), [Jasmine](#), [Lavender](#), [Mandarin](#), [Neroli](#), [Patchouli](#), [Roman Chamomile](#), [Rose](#), [Sandalwood](#), [Vetiver](#), [Ylang Ylang](#)

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Is what you are currently doing for marketing netting you the end results you expected it to do?

Yes No

Are you ready to **make changes** that will set you apart in the Spa Industry?

Yes No

E-Zines

An E-Zine is the electronic version of the mailed newsletter.

Benefits:

- Cost Effective, no postage
- Full Color at no extra cost
- Build database, so no addressing envelopes
- Design a template for consistency
- Schedule its send date
- Exposure
- Forwarded by recipient
- Scans for any Spam content
- Opt out if someone is no longer interested

Services for an E-Zine run as little as \$9.95 a month for up to 500 recipients in your database. Be sure to leave me your email address/business cards with email address so I can send you **60 days FREE** for one of the services.

Newsletters

Newsletters are still a great tool to market you. They can be placed in your waiting area, coffee shops, beauty salons, doctor's offices and many more locations. This way a potential client will pick up your information finding something of interest, perhaps a coupon and make the appointment.

Newsletters can be mailed; they are a little more expensive than the electronic version. The key to the success of a read newsletter is...Great content full of informative tid-bits. Make it a must read for anyone that picks it up.

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Open Houses

An Open House gives you exposure to clients that may have never been in your doors. Make it an experience that will bring them back for more.

Tips on a successful Open House:

- Schedule it on a week night right after working hours (5-7 PM)
- Try for a Tuesday, Wednesday or Thursday evening
- Serve light healthy finger food (fruit, cheese, etc.)
- Serve a light wine or Spa Water
- Serve tea (aromatic blends)
- Offer complimentary shoulder and hand massages
- Offer tours of the facility and explain the services offered
- Create the mood (music, candles, lighting)
- Door prizes for services or products (by collecting email addresses, etc.)
- Do a Press Release
- Flyers/invites to local businesses

Be sure you are ready to schedule appointments that night, do not let that potential client just walk out saying they will call later to schedule. Have fun with this evening and be a great host.

Special of The Month

Offer your clients a special each month, advertise it in the Spa, offer it to a client that calls to book an appointment and be sure it is in your E-Zine & Newsletter.

What kind of special? Here are some examples of specials that have worked for other Spa Clients of mine...

- BYGO-Buy one massage get one free (great to promote a couples session)
- 20% off product
- 25% off Hair Services
- Free eyebrow waxing with 1 hour European Facial

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Holiday's

With the holiday's coming maybe try these specials:

- 35% off your manicure with a Spa Pedicure purchase
- 25% off Holiday hair style
- Free reflexology with purchase of a Spa Pedicure
- Stress relieving massage 2 for 1
- Happy Hour-champagne/wine, cheese & fruit and a 30 minute massage

Set a couple of days it is valid for so you drive the traffic to a specific time, plus you create a sense of loss if they do not respond now.

Referral Incentives

Take care of your loyal clients that send you their friends. Offer them a \$5.00 or \$10.00 off their next services for everyone they refer into the Spa (obviously the referral needs to book & keep their appointment). Motivate your clients to bring you more business by taking care of them.

Press Releases/Media are better than marketing!

A Press Release is a vital tool that will expose you to many new opportunities. A Press Release will announce any new products, services, events, happenings, etc. that are happening in your Spa. If you have a website it will move you up in a Google search. Do you know how many Day Spa's come up on a Google search? (11,300,000). Where do you fall in the 98 pages of searches for Day Spas?

Your goal if you have a website is to come up #1 or at least on the first page. If you do not have a website it is time you get one up and running, how much business are you missing! A great website designer that will not cost you an arm & a leg:

Greg 951-741-8123 greg@TheMooseyGroup.com

The top ways a potential client will look for a Day Spa:

- Referred by a friend or family member
- Internet search
- Open House

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Becoming the Expert

In order to Stand Out in A Sea of Spas you have to be the go to person with the knowledge to help a potential client get the services they need. There are a number of ways to be the expert:

- **Blogging**-write a blog 2-3 times a week, this will also help you move up in a Google search. The two sites that are free to post and are recognized by Google are:
 - www.Blogger.com
 - www.BlogHer.com
- **Articles**-Write 2-4 articles a month to be posted on major sites. Articles need to be content that will educate the reader on the benefits of spa treatments or new spa ideas. The two sites that are free and pulled by major search engines and magazines:
 - www.amazines.com
 - www.ezines.com
- **PodCasts or Radio Shows**-This is a way to open up your Spa to new exposure as you share about treatments, experiences and even how to have a successful spa experience. They can be interactive with questions or even bring on a guest or two to share. There are many ways to make this happen some cost you \$7,500 a quarter. In the back of this workbook is a flyer for a service to you to become the expert for as low as \$250.00 a month. A great place to host the show:
 - www.PodBean.com
 - www.iTunes.com

The call to action today: What are you going to implement when you return to your Spa to become the expert? Commit to yourself to move forward!

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Spa Club Cards

One final thought on rewarding your loyal clients.

Create a Spa Club Card. Make it a punch card for each time they purchase services they get a space marked off; once the card is full they can get free services or products.

The Spa Card I love the most is for \$40.00 off Spa Treatments or product purchases. Get creative and make it fun. One of the local spas has a punch card for 9 massages and get the 10th one free, sign me up.

Wrapping it up!

Today we have covered many non-traditional marketing ideas, all designed to make you Stand Out in a Sea of Spas! The choice is yours if you apply these to your current marketing plan.

I do know that the spas I have worked with in the past have seen clientele doubling and sales almost tripling all because they applied these concepts to stand out. Are you ready to take action and move to the next level?

Spas are a very important service to people, helping them improve health, mental clarity and self-confidence. The client just needs to know how powerful a spa day can impact them. Do not focus on a client as a dollar sign see them as a person you have the power to help improve their quality of life and you will see abundance in your business.

Use the tool of a guided visualization to help you see your end result; if you can't see it you can't achieve it. Step into action and embrace your success today!

The following pages will list some great opportunities to implement these into your business with little effort on your part. Step into the next be the expert!

Robin Hardy Certified Coach & Speaker
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Programs are available to walk you through your own marketing plan implementing the tools mentioned in this class.

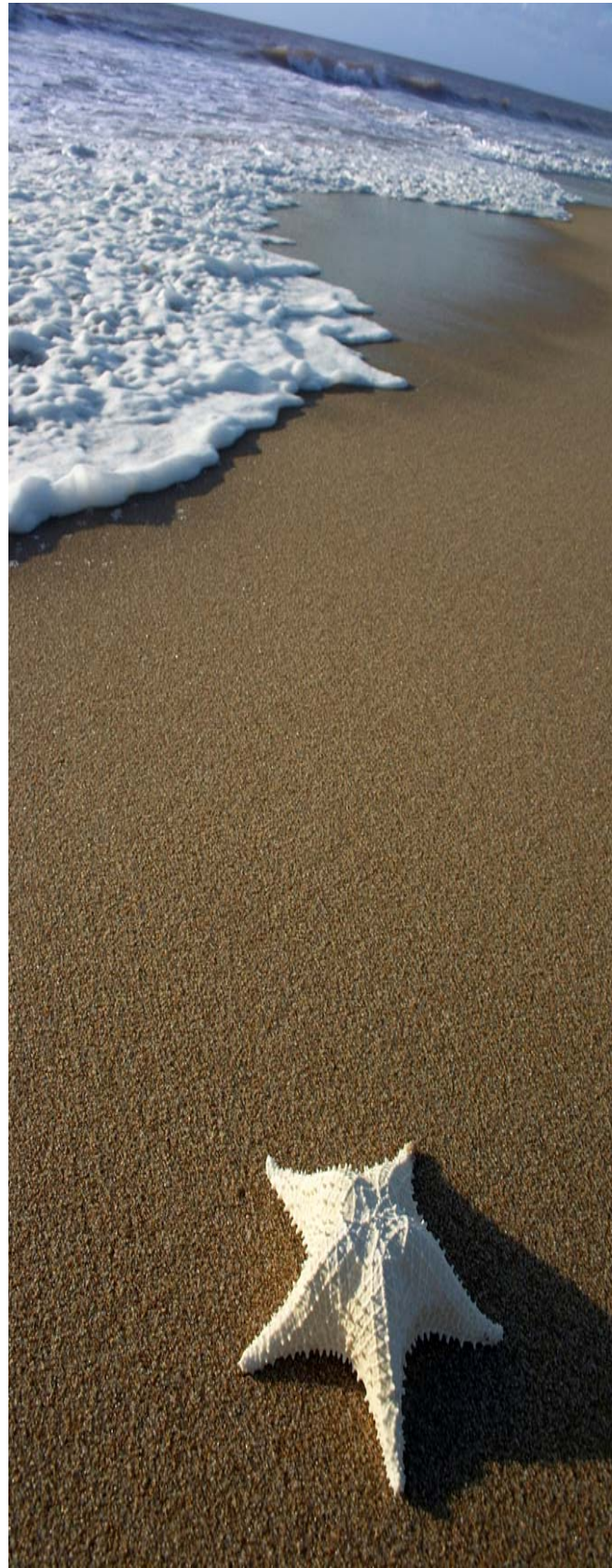
Robin will offer you a Complimentary 30 minute Coaching Session to determine your plan of action (\$75.00 value) for participating in this class during the 2008 iSPA Conference.

Be sure to leave your business card to be eligible for this fantastic offer. This is how we will verify you were in attendance for the class.

Thank you it has been my pleasure to share with you today, make it an Empowered Day!

To your success!

Robin



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