

New Reiki Marketing Strategy



A New Reiki Marketing Strategy: Rethinking how we market our Reiki services

Hi this is Justin Peach. This short training is designed to be a very simple and to bring over some fundamental strategies that's going to help you re-think how you get your Reiki customers. So it's not designed to go into too many details practically about how to get customers. What I want to do is just shift your thinking, shift your focus and help you get a much broader perspective on how you do your marketing. It doesn't matter if that marketing is email marketing, Facebook, Google ads, or whether you're using flyers that's not really important at this level. This is a much larger macro kind of level where

we are just thinking about how we do our marketing anyway. Now you might need to watch this training couple of times but when you get this, it's really going to help you understand the best way to go about getting new customers.

At the moment what most people are doing is that they are selling their core product directly to cold potential customers, so they are selling treatment sessions or they're selling a course and they are trying to get people to purchase this really without having first build up a relationship. The problem with this is that people need anywhere between 5-7 contact moments at least. It can be more before they trust you enough to make a purchasing decision. That's because these days we're inundated with advertising and marketing messages.

We get them through the TV, radio through the internet. So we're kind of bombarded we filter out a lot of stuff. So the solution is to create multiple contact moments. Now contact moment can be really anything. It can be an email, it can be that somebody visits your Facebook page, your LinkedIn page, it can be a telephone call, can be getting a flyer from you. People need to have a lot of different contact moments.

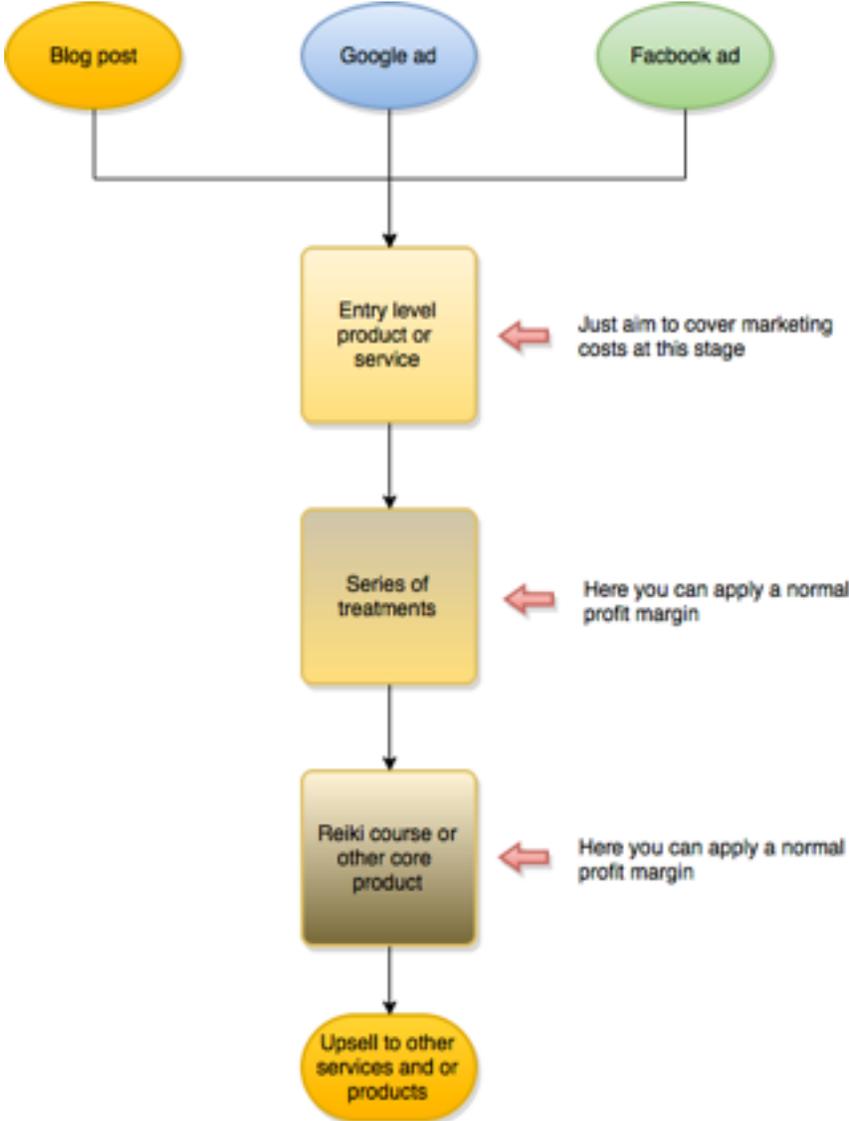
A good way to do that for example, would be to send out a series of emails to potential clients. And what you want to do after that, after you' are starting to have a conversation with people and you start to build up a relationship. Then what you want to do is not try and sell them your core products straight away. What you want to do is have a low threshold entry level service or product and that's going to get them in the door. After they purchase this, then what happens is that you're going to create up-sell moments. So after somebody purchases an entry level service or product then up sell to your core product. Your core product of service is the place that you have a healthy profit margin and that can be something like a series of free treatments, it can be a course, if you're selling other services or products alongside your Reiki services, it can be any of those. For example, an entry level purchase can be something like a Reiki treatment which is discounted at 50%. Your offer needs to be

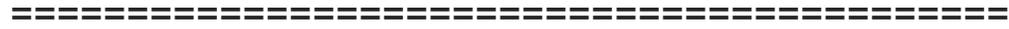
irresistible, it needs to be very, very, attractive. But don't worry you don't need to be making money at this point even if you just cover your marketing costs you're doing really well. Because your business model isn't to make money from your entry level products.

Your business model is shifting - you're making money from your core products. So you've just sold somebody a Reiki treatment with a 50% discount, now you have a warm relationship at that moment. So someone's been to you, they got a treatment with you, that's a good click, they are starting to trust you. That's the moment where you made them an offer of the core products. So for example a 3 treatment package treatment or 5 treatments, that's really up to you but this is the moment in your relationship with your client where where you want to offer your core products, not earlier than this. Now when somebody takes this of course, you have the opportunity to offer them other products. For example, a course or other treatments or anything else that you have really in your Reiki store.

So, this is your new strategy and it's very, very, simple and it will make a huge difference to the way that you do business. Just watch this training until the penny drops because it's going to make a big, big difference. The reason that so many people in our business are having difficulties is that they just kind of copy what everybody else is doing. So they see a Reiki website, they see a Reiki ad and they just think that's the way to do it. Buy it just really doesn't work very, very well. What you find is that you take the time to first build up a relationship with potential customers, offer them something very attractive to get them through the door. You're starting to build trust. A warm relationship is growing you can offer them your core product.

Client Up-sell Path





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