



Pelvic Floor and Post Natal Issues

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Pioneer Stadium

The Active Canterbury Network

Active Canterbury is passionate about supporting local physical activity providers and seeing their programmes and activities thrive.

To help make this happen, Active Canterbury funds and coordinates a range of initiatives designed to help providers develop new skills, grow in confidence, promote their activities more effectively and network with others.

The Active Canterbury website is jam packed with useful resources and ideas for activity providers. Visit to view latest physical activity research, find evaluation tools, and details on upcoming training opportunities. Make sure you sign-up for our monthly newsletter too, email Nadine.Milmine@pegasus.org.nz to be added to the Active Canterbury database.

We hope you enjoy the session and look forward to keeping in touch.

Active Canterbury Network

catchfitness

The Active Canterbury Network uses **Catch Fitness** to deliver its workshops.

Catch Fitness has delivered more than 200 workshops since 2006. For more info:

www.catchfitness.co.nz

info@catchfitness.co.nz

0800 000 929

FREE MARKETING!!

List your programme, activity or class on CINCH and get noticed. It's FREE and easy to do. Visit the Active Canterbury website to find out how!

CINCH
COMMUNITY INFORMATION CHRISTCHURCH

PART 3 NOTES: Marketing.

1) **General versus Specific Marketing:**

How to make your marketing dollars go further.

Example: Website Seminar	<i>Marketing Avenue</i>	Websites for Self Employed	<i>Marketing Avenue</i>	Websites for Self Employed People in the fitness industry	<i>Marketing Avenue</i>
Fitness Classes					
One to ones					

2) Advantages of attending Pelvic Floor focused sessions (obvious really)

3) Barriers to attending your pelvic floor sessions? Common, unspoken and unconscious barriers.

4) Ideas on how to deal with those barriers from the outset, as you may not always get the opportunity to combat them in person.

5) Adding elements that **CONNECT** people. Adding **EMOTION**.

6) Pricing and packages, courses and one to ones – what could **YOU** do?

7) Getting started.

Content checklist for poster/flyer/brochures

Once you have done up your poster go through and double check you've included all of these.

- Who are you
- Who is the potential client
- What is the product or service
- Pictures speak louder than words. Aim to have – 25% - 50% pictures
- Why faces work - Choose the 'face' of the people you are marketing to and/or the face you know that your clients want to have!
- Powerful opening statement
- Call to action – deadlines
- How do they take action
- Overcome barriers
- Location
- Contact details
- Price
- Guarantees
- Testimonials
- Prizes and enticements
- OTHER.....

Other things for you to consider or give this list to others that you ask for feedback from

1. Fonts – Easy to read? Capitals can be hard for instance. Check with friends.
2. Colours - can have different connotations and/or make things difficult to read.
3. The quality of the paper you've printed on can make an impression as to the quality of your service?
4. Laser or inkjet – same deal
5. Use of photos – can you use them? Are they good quality?
6. How it is hung up - Choose the best possible option within your budget.
7. When it is taken down – straight after the deadline /event/cut off date etc
8. Evaluating effectiveness – ask people how they found out about you and keep a record.
9. OTHER.....

Why re-invent the wheel when you can just re-brand it!

Find templates that 'work' for you and copy the 'recipe'!

Check out www.reps.org.nz for a huge array of cool stuff that you can personalize and they have one on Pelvic Floor issues.

Colours Talk

RED

GREEN

BLUE

ORANGE

Everything Communicates.

Options of *what* to include and *how* to include it, in your marketing material.

- **Your business/package/course name** – ask others for feedback on whatever you choose and do appropriate searches to ensure not in use already.
- **Your credentials** – Include them as they **add credibility which equals trust**.
- **Logos** – ensure they are not out of shape/stretched/poor quality etc.
- **A tagline** – can be a handy way for people to remember what you do
- **Your website address** – what is professional, what works well.
- **Your email address** – Is it professional, easy to remember and spell. All REPs trainers can have their own email address josmith@registeredtrainer.co.nz . Hotmail and Yahoo addresses may not be as professional as having 'your own' or one such as 'registered trainer' or something like mary@pelvicfloorchristchurch!
- **Your postal address** – A post office box may be advantageous, professional and then it doesn't matter where you operate your business from. Having an address on websites and Facebook pages **adds credibility which equals trust**.
- **Your phone number** – what's the BEST number to use. There are advantages of including 0800 numbers and landlines. These can **add credibility and again help build trust**. Consider the barriers people may have with using cell-phones and try and deal with from the outset. You want people to feel comfortable talking to you and not be worried about the per minute charges they are incurring.
- **A photo of you** – friendly, non-intimidating and professional. Having some done with white or opaque backgrounds can ensure you photos are easy for others to use and/or to pop on to all of your marketing material. Get feedback on your choice of pictures.
- **A photo of your 'team'** – Build a team photo of the people you work with, the club you work from, could be other trainers, a physiotherapist, a dietician or a podiatrist. Teams can be more re-assuring to work with than an individual and again builds credibility, reliability and trust in the eyes of the consumer.
- **Photo's of your clients/class member** – Happy photos of your clients exercising, including your 'ideal' client – i.e. your target market person. These build connection with your target audience and are key to any marketing.
- **Testimonials** - you can never have too many! Written, audio and video if you have that option! You will need a variety to suit your marketing needs from super short ones - think 15 words through to 30, 100 and 500plus ones.