

Promoting yourself locally

Guidelines

These guidelines have been produced to ensure that therapists promoting themselves locally do so in a professional and consistent manner.

Strategy

Complete the (advertising yourself locally) questionnaire and return this to Lisa Franklin. Research and compile a list of local opportunities, which you could offer therapy sessions to:

This may include

- Schools
- Nurseries
- Charities
- Care homes/ Residential homes
- Day care units
- Respite centres
- Support Groups
- Voluntary groups
- GP Surgeries
- Private consulting clinics e.g. ENT clinics

Please forward this list to Lisa who will directly contact the setting with key marketing documentation and contact details using the 'info' email.

Compiling a list of contacts

It is best to try to get a contact name, as often emails/letters go unnoticed if they are not accurately addressed.

You could aim to get the name of the SENCO/Head teacher or service manager. If possible obtaining a direct telephone number or email address is very helpful.

Once we have these contacts, we input them into our CRM - client relations manager to ensure that they will continue to receive all our future marketing campaigns

Flyer circulation

You have been provided with an electronic copy of the leaflet. The presentation of the leaflet will present an image of the company to viewers so please ensure they are a good quality print using sturdy paper.

Please cut the contact slips so that it is easy for people to tear off.

You can advertise this flyer free in a range of locations:

Try free notice boards in libraries, supermarkets, coffee shops, salons and community centres.

It may be useful to find out what after schools clubs or mother and toddler groups meet locally in your area as you may be able to leave flyers with the leader of the group to show parents.

Local support groups for parents whose children have Autism/Down Syndrome can also be useful to advertise at.

Local communication groups including Mencap, the stroke association and headway may also allow you to give leaflets to parents/carers who may be interested in the services we offer.

Taster Sessions

Those of you who are interested in providing a taster session for a particular school, should indicate this to Lisa.

We need to consider your caseload and how it is building in these areas before agreeing a taster session. We want to avoid local families and schools thinking they can gain a free assessment rather than become part of your paid caseload work, therefore try using the flyers first to generate interest in your areas.

If enquiries are slower coming through then it is now time to consider a free taster session, or if you feel you could bring a school onboard quicker following a taster session, then go ahead and provide Lisa with a key contact who she can liaise with to see if this is something we could offer.

If you plan to run taster session in your local community, you will need to find a room which is free or under £10 to run the hours session. Many rooms can be hired for free so do investigate. The room will need to be booked for 1 hr 45 minutes to ensure you have time to set up and tidy away.

If it has been decided that you should run a taster please liaise with Lisa. You will need to provide her with date(s), a named venue (which has public liability insurance) and the client group/clinical approaches you would like to advertise. Remember this could be adult support groups as well as paediatric.

Lisa will then create a specific leaflet for you to distribute and will keep you informed of interest.