

# The Value of Marketing for Holistic Therapists

## A networking event by The Therapy Exchange

### Event Overview

"The Australian natural (complementary) healthcare industry has domestic sales of over \$1 billion per year...the popularity of natural healthcare products is increasing with a growth rate of 7% year on year." \*

Even in today's economic climate, there are huge opportunities for holistic therapists - so why is it that the average weekly earnings before tax of massage therapists is \$600, compared with the average weekly earnings of all occupations of \$940? \*\*

Marketing is critical for any business - and holistic therapists are no different! Effective marketing can not only help to improve this large discrepancy in earnings, but can help therapists to create and grow successful businesses.

This event will focus on the value of, and need for, effective marketing in the holistic therapies industry. As well networking with fellow therapists, you'll receive valuable tips for your business and loads of information about the range of marketing resources available.

**Limited places - Book early to avoid disappointment!**

### Date

1 July 2009

### Time

7.00pm - 9.00pm (for a 7.30pm start)

### Venue

Unit 17/53 Vernon Terrace, Teneriffe QLD 4005

### Agenda

|               |  |
|---------------|--|
| 7:00 – 7.50pm | Nibbles & Networking   |
| 7.50 – 8.20pm | Presentation: The Value of Marketing for Holistic Therapists |
| 8.20 – 8.40pm | Discussion: Effective ways of promoting your business        |
| 8.40 – 8.55pm | Product Showcase   |
| 8.55 – 9.00pm | Summary and Close  |



### About the Presenter

Melanie Surplice is the Managing Director and head trainer at Revive Holistic Marketing. Following a successful 20-year corporate career, Melanie chose to combine her love of marketing and communications with her passion for holistic therapies.

### About The Therapy Exchange

Run by Revive Holistic Marketing, The Therapy Exchange is a series of networking events for holistic therapists in Brisbane. The Therapy Exchange aims to help therapists network with like-minded people, and to keep abreast of industry developments and the issues that impact their business.

### Upcoming Events

5 August - Promoting Your Holistic Therapies Business Online  
3 September - Expanding Your Business: How to Find New Clients  
7 October - Social Media: Demystifying the New Tools of Marketing  
5 November - Love Thy Client: Keep Them Coming Back for More  
2 December - Celebrating Successes in 2009: End of Year Party

### About Revive Holistic Marketing

Based in Brisbane, Australia, Revive Holistic Marketing offers affordable marketing workshops for therapists throughout Queensland and NSW, and marketing services including websites and hosting, promotional material, copywriting, photography and other marketing resources.

Contact Revive Holistic Marketing on **3216 1797** or at **network@reviveholisticmarketing.com**, or visit our website for more information.

**www.reviveholisticmarketing.com**

