

# *Visual Promotion Piece*

*Creating a Professional Practice*

**Best practices and considerations**

# Goal of Visual Promotion

- ▶ Creates or reinforces an impression
- ▶ *Complementary* tool: people build businesses, not tools
- ▶ Creates attraction to product/service
- ▶ Gives client/prospect a tangible “take away”

# Types of Visual Promotion

- ▶ Business/referral/appointment cards
- ▶ Web site/blog
- ▶ Introductory (“first massage”) handouts
- ▶ Practice/modality brochures
- ▶ Post-session handouts (stretches)
- ▶ Gift certificates
- ▶ Signage
- ▶ Special occasion/promotional flyers
- ▶ Open house
- ▶ Holiday/seasonal coupons
- ▶ Water bottle labels/tags
- ▶ Bathing salt packages
- ▶ Apparel (shirts, hats, etc.)

# Visual Promotion Attributes

- ▶ Design with client/target in mind
- ▶ Visually appealing
  - ▶ Avoid clip art/overpowering images; whitespace
  - ▶ 1-2 fonts maximum (serif vs. sans serif)
  - ▶ Color selection (press vs. full-color); pantone vs. CMYK/RGB
  - ▶ Coated vs. uncoated
- ▶ Required information
  - ▶ Personal name
  - ▶ Business name/DBA
  - ▶ Professional description/title
  - ▶ Phone/email address/web site
  - ▶ Physical address (if applicable)
  - ▶ License #
  - ▶ Logo (if applicable)
  - ▶ **Brief** modality description

# Getting Started

- ▶ Revisit elements of self-introduction
  - ▶ What you do, benefits, uniqueness
- ▶ Consider target markets and/or specific campaign usage
- ▶ Refer to samples/examples as springboard

# Tools

- ▶ Do-it-yourself
  - ▶ Word processing/page layout software
    - ▶ Microsoft Word, Pages
  - ▶ Professional graphic design software
    - ▶ Adobe Illustrator/Photoshop/InDesign
- ▶ Use a professional graphic designer