

News Update for Members of Association of Systematic Kinesiology in Ireland



ASK News Update: 29 October 08

Bhhr! Winter is really setting in. We've just gotten home from the Mind Body Spirit. It was a really busy show, and good fun. Help from 1st years, 2nd years and graduates made it all possible, so thank you everyone for your help and support. A special thank you goes to Liz who ran the stand on Saturday.

Overall, treatments more than covered the cost of running the event, which is great. Recession or no recession, this was a busy show.

We also got 448 entries into the Free Draw. These are enclosed in this mailing (if there were entries from your area), so please action them **as soon as possible**. A lot of effort went into collecting those for you by the team. It is the ideal way to promote yourself in your local area.



Liz Svensson

Many of the 1st years were on the stand, and they all did a fab job!

Des said: "Thanks for making it all happen. It was a great experience for me"

Bettina said: "it was a great little confidence builder".



Bettina and Caroline

Well done everyone!

The amount of people who said "oh I never win anything"! If you send out your letter and clinic brochure in the next few days they will hopefully act on your offer. Give them a deadline too, like the prize of a free treatment runs out in 12 days or something.

You can also make it that ALL your potential clients win of course. Up to you. Or some other attractive offer for non-winners! This is the opportunity to get new clients into your clinic, some of whom may become clients for life!

The free draw entry also has the type of health problems your potential client suffers from, so perhaps your offer could be tailored towards helping that particular problem.

Exam Time

The Second Years have their final exams this Saturday 1 November at Walmer. We wish them all every good fortune and success.



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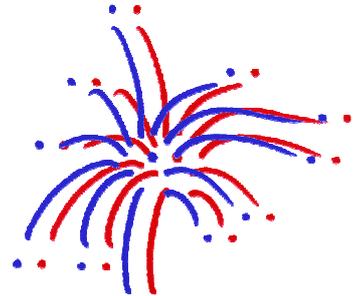


Advertising

The recent campaigns by ASK have gone well. The Mail on Sunday advert went into their New You supplement on 28 September. The advert generated 48 enquiries via the website, and 12 phone enquiries.

In order to know what the take up of using the vouchers, **please can you let the office know how many called, how many became clients and if they booked subsequent sessions with you.**

I know of one ASK practitioner that got 3 new clients. At the Mind Body Spirit we repeated the same discount offer so time will tell if that also generates new clients. A copy of the flyer for your information is enclosed.



Office Closed

Kieran and I are taking a holiday soon and the phone will be straight to message for a couple of weeks. However, email will be replied to. So if you need anything urgent then email is the best. So have a great Halloween and hope to hear from you soon.

Worried About the Recession?

Whether we're in a recession or about to be in one, we must all acknowledge that the economy is in serious trouble and may very well continue that way for some time to come.

So how are you going to respond? Are you interested in getting **more clients** to your practice?

Enclosed is our latest workshop organised for you. Snap up one of the limited places quick (even book & pay for your place online). The worst response to anxiety or uncertainty about the economy is no response at all!

Visit: www.Kinesiology.ie/clientmagnets

HAPPY HALLOWEEN!

Siobhan Guthrie

Foundation Course and Diploma 2009

If you are asked about our training courses, the 2009 dates are now available. Belfast, Dublin and Limerick are our 3 locations (four weekends), and Westport in June for the *FastTrack* Summer School (6 days). Diploma will be starting in September.

Details at: www.BalancedHealth.ie

BELFAST starts 24-25 January

DUBLIN starts 14-15 February

LIMERICK starts 7-8 March

WESTPORT – 6 days in June TBC