

mail a letter to all the dentists in your town. Realize a 5% response is high, and you can increase that percentage with phone contacts. The letter should be emotional, not a dry description of Roling. These dentists are themselves potentially tired and tight clients. Appeal to their human side by saying such things as how you can imagine how exhausting it is to be hunched over patients all day and how Roling has a reputation of relieving chronic aches by changing the body's structure. Include more on what you feel would interest them personally.

Yes, enclose information about Roling, but not too much. If you use a printed article or brochure, underline a few salient benefits or problems, so it catches their attention quickly and is read easily.

An obvious consideration is your letterhead. Is it as professional as the person or business you are writing? Also consider having each letter prepared individually---rather than quick-printed or photocopied---by either using a word processor with access to a good letter-quality printer or hiring a secretarial service to "individualize" your correspondence.

Conclude the letter with a command phrase such as "Call today". It does not have to sound like a used car salesman. The point here is, do not be equivocal. Request a response from them. Include a time limit on the response. If you offer a complimentary session, tell them it is only good until a certain date.

membering their names will do a lot, so write them in your notes. Yes, keep notes. It may be a while before you achieve your goal.

the individual, ask about his/her work. With sensitivity, talk about Roling or Roling Movement. Do not try to impress the person with your abilities or knowledge. Discover ways to describe how your work benefits people. If this person cares about their clients and is not threatened by someone who may get the results he/she cannot, you might get referrals from this individual.

**BREAKING BREAD.** Another means of networking that has traditionally been effective in the business world is that of lunches. In a letter or phone call, invite the person to lunch. Let it be a time to become acquainted with one another,

rather than using it for a sales pitch. Let them ask the questions about what you do. It may help to bring a few simple pieces to show what you do, such as pictures. Or you can always give them the material after lunch or enclose it with a follow-up letter.

An important factor in the referral equation is the component of "people-buying- people". This other professional with whom you perhaps had lunch will send you someone, first because they feel their clients can be entrusted to you. Secondly, because he/she likes you. And then finally the appropriateness of your work is considered in the decision to make a referral.

**RESULTS.** Expect the first few referrals to be challenging cases; it is unlikely you will get "successful cases" from a referring specialist. As an orthopedic surgeon told me, if you are successful only 50% of the time, that's 50% better than your referring source did. To increase your success rate and decrease your headaches, consider preparing a sheet of contraindications for Roling and/or Roling Movement and include information about the areas you are most proficient in. Put a disclaimer on this sheet stating that Roling/Roling Movement is not medicine.

The most significant secret weapon we have is our work. Having a referral source experience Roling or Roling Movement Integration can be what finally convinces the person of your personal integrity and the power of our work. This is the arena in which you are able to give to this person in a way no one else can. We all know that therapists, doctors, educators, psychologists, etc. must constantly give to the people they work with, and a Roling or Movement session is the opportunity for them to be the one receiving care. For this reason it may be difficult to get them in for their first appointment. Being vulnerable and being a recipient frequently arise as hidden considerations, and this situation requires that you subtly coax them in for a session. Often the more renown they are, the more they behave as a shy child.

**ONGOING PROCESS.** The entire process of creating a network develops into an ongoing project that you pursue on a regular basis, hopefully before you need more clients. As with all market-

ing, do not wait until business requires more clients. For example, plan on taking out one physician to lunch per month or doing one complimentary session per month.

The first few encounters may be a little rough, but it will become easier. I knew nothing of medicine when I first began contacting physicians. I did not need to, as I later found out. We need only be experts about what we do and who we are.

Enjoy meeting new friends and future supporters of Roling!

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## Making the Most of Printed Advertising

by Jeffrey Galper, Ph.D.

Encouraged by your response to previous sharing of Roling advertisements, I am offering four more for you to inspect, modify, or borrow as is.

Some suggestions regarding printed advertisements:

Printed advertising is rarely useful on a one-shot basis. Choose an outlet for your ads and a frequency that you can sustain over time.

You will tire of copy before the copy has lost its impact.

Printed ads need to be used in a broader context of reaching your target. They may or may not bring calls immediately, but they will help create a context for Roling when awareness of Roling reaches people in a second and third way. Therefore to the extent possible, target your intended audience for repeated messages (ads, demos, word of mouth, referral), and assess the appropriate next Roling message needed by the target group. For example, do people need to have an initial exposure to Roling, do they need a very specific benefit highlighted, do they need a reason to "act now"? Different answers to these questions suggest different advertising and outreach approaches.

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