



Healing Touch for Animals® Course Marketing

~~~~~ Email Alias ~~~~~

Upon approval of your application to become a coordinator, you will receive an HTA email alias address that routes email inquiries directly to your inbox. This tool is provided for security and privacy purposes. For example, our Denver coordinator has been assigned Denver@HealingTouchforAnimals.com.

You will be able to receive emails to the email alias. When you reply or create a new email, the receiving party will see your personal email address.

Email Importance

As email has become such an important way to communicate and people are less patient because of the speed of technology today, it is imperative that you check email daily and reply within one business day.

Vacation Forwards

In the event you plan a vacation and will be unavailable to read/respond to incoming emails in a timely manner, please notify the HTA office of the dates you will be unavailable. We will reroute emails to the HTA office to ensure a timely response to email correspondence.

Spam / Virus Protection

Spam is an unfortunate part of email and spam increases when we have “mail to” links on our web pages. Spammers “harvest” those email addresses and use them to send spam and viruses. It is important you have current virus protection loaded on your computer and remember to never open an attachment if you don’t know who sent it or what it is.

~~~~~ Coordinator Tool Box ~~~~~

HTA provides our coordinators with the following tools for marketing and promotion. To ensure you have a successful HTA course, it is important to utilize all the tools in the Coordinator Tool Box.

Promotional Supplies

50	Brochures
1	Brochure display (plastic)
1	Tabletop easels
250	Personalized business cards
1	Personalized name tag
2	Join our mailing list tablets
3	CD samples (one of each of the 3 volumes)
1	CD stand
1	Travel iPod speaker
1	Dry mounted Hara Poster
1	Physiology chart sample
300	Marketing cards
300	Coordinator stickers
20	Marketing card envelopes
25	Color posters
1	Animal Spirit Guide Book

Office Supplies

1	First aid kit
5	Pens
1	bold marker
1	scotch tape
10	paperclips
1	calculator
1	scissors

Contact the HTA office should you need additional marketing materials. Office supply inventory is to be maintained by the coordinator.



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~~~~~ Database List ~~~~~

Level 1 Course

The database lists are a great way to connect with those in your community who have expressed interest in HTA. When a new course is scheduled, you will be provided a list generated from the HTA database of individuals in your state that have not attended an HTA Course. This list is of people who have expressed interest in the HTA program by requesting their contact information to be added to our database by joining our mailing list from the HTA website or by coordinator prospecting efforts.

In an effort to keep our database as current as possible, please keep track of email or phone number changes by updating the HTA database spreadsheet and highlighting the changes. This database will be sent back to the office after the course.

Level 2 – Advanced Proficiency

The database lists are a great way to connect with those in your community who have expressed interest in HTA or who have already taken an HTA Course. When a new course is scheduled, you will receive the list in two formats. The first list is in a PDF format. This format provides very detailed information about each contact: names, addresses, email addresses, phone numbers and any previous course they attended. The second file is an Excel spreadsheet that provides the same information as the PDF but is used as a tool to copy and paste email addresses into a new email that you send.

Ask those who have participated in an HTA Course in the past to help spread the word about the upcoming course. Email them a marketing email and / or give them a few marketing cards to help distribute.

In an effort to keep our database as current as possible, please keep track of email or phone number changes by updating the HTA database spreadsheet and highlighting the changes. This database will be sent back to the office after the course.

While emails are a faster way to connect with people, phone calls and connecting one-on-one is the the most effective way to share and invite people to class.

~~~~~ Product Box ~~~~~

Coordinators are sent a Product Box within 2 weeks of the course. Open the box immediately to check that the contents match the provided packing list.

Product Box Contents

- Product box packing list
- Order form clipboards (2)
- Order forms (carbonless copies)
- ABMP packets
- CD (all three volumes)
- Clipboards
- Hara posters
- Practitioner Brochures
- Physiological Response Charts
- Physiological Response Chart Pads
- Dogs name tags
- Student name tags (Name tags are printed with only the HTA logo. Use template “Avery 8395” to print names using your printer or hand write using a bold marker).
- Tuning forks (Level 2 & Level 4)
- Tuning fork aprons (Level 4 & Advanced Proficiency)
- Essential oil information (Level 3)
- Workbooks



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Instructors provide:

Printed certificates of attendance for each student

Pendulums

Essential oils (levels 3, 4 and Advanced Proficiency)

~~~~~ HTA Website ~~~~~

Coordinator Support Center

Upon course approval, you will be provided a username and password to access the Coordinator Support Center through the HTA website. All course instructions, check lists and forms are available to you 24/7. Coordinators are required to use the provided forms.

Frequently Asked Questions

It is imperative that you become familiar with the HTA website www.HealingTouchforAnimals.com. We also recommend you visit the Frequently Asked Questions page on a regular basis as the questions and answers are updated regularly.

Encourage prospective students to visit the website to register for your course, to educate themselves about HTA and its history and to meet the HTA Instructors, Coordinators and Staff.

Course Schedule

The HTA office will add the course you are coordinating to the HTA website upon approval. You may begin promoting the upcoming course as soon as the course is listed. You will be notified via email when the course is online. Please check the course on the website to ensure the dates and contact information is accurate.

~~~~~ Cold Calls ~~~~~

After many years of marketing HTA Courses, we have found that personal contact is the best approach. Personal contact means that you can't be considered SPAM, you aren't ending up in a junk folder and you can't be easily deleted. We have found that the energy behind a personal phone call is much greater than that of an email.

Coordinating requires making "Cold Calls". It helps to have a speech or script prepared prior to making calls and be prepared to answer the unscripted questions that you may be asked. Have the Facility Requirement Guidelines, HTA website, and Class Supplies & Facility Check List available for quick reference.

You are not expected to know all the answers to the questions you may be asked. If you are unsure of an answer to a question, let them know you will inquire with the HTA office and get back to them promptly.



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~~~~~ Email Marketing ~~~~~

Office Email Marketing

As email is an essential part of many peoples everyday life, marketing via email is another effective way to spread the word about HTA.

Our HTA database/email system is powered by an “opt in” email management program that protects people from having their name added without their permission.

The HTA office sends monthly Community Newsletters that list upcoming courses, product developments and event announcements.

In addition, the HTA office sends the entire database a weekly email highlighting courses that are approaching the Early Bird Price expiration.

Coordinator Email Marketing

Capturing contact information when combing the internet and Google searches is critical to the growth of the HTA database. Save the contact information on the Database Listing spreadsheet. Indicate new and updated contacts by highlighting the new or updated information within the spreadsheet.

Upon approval of the course, HTA sends an email specific to the course you are coordinating to only you. It is your responsibility to forward that email with a personal invitation or note 10 weeks (2 ½ months) prior to the course to those in the HTA Database List.

Be aware of your professional image while sending emails. Once the email has been sent, there is no way to retrieve the email for last minute editing. Please review the [Email Etiquette](#) document prior to beginning your email marketing campaign.

~~~~~ Social Media ~~~~~

Prospective students are encouraged to “like” us on [Facebook](#), follow us on [Twitter](#), watch us on [YouTube](#) and [subscribe to our blog](#). All posts on our HTA social media pages can be shared, reposted, retweeted, etc.

~~~~~ Brochures ~~~~~

Cost

The cost of brochures vs. marketing cards is significant. Therefore, we request you distribute brochures to the most appropriate locations. For example, veterinarian offices would probably be more likely to display the brochures over the marketing cards. On the contrary, a natural health food store may be a more likely place to leave a few marketing cards.

US Mail Marketing

In today’s technological world, US mail marketing is becoming a thing of the past. If you are interested in a mailing marketing campaign, please contact the HTA office for approval.

Note: Due to the equipment used by USPS, all mail must be addressed in the middle-lower third of the envelope. Brochures have been printed to allow for mailing. Marketing cards require an envelope. You have



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been provided with 20 envelopes to mail marketing cards to interested individuals. Please take the time to address your HTA brochures and envelopes properly.

Contact the HTA office should you require additional brochures. Please allow 10-14 business days for processing and shipping.

~~~~~ Marketing Cards ~~~~~

You will receive 300 marketing cards for each Level 1 course you coordinate. The marketing cards are 5.47" x 4.21". You have also been supplied with 300 coordinator stickers that have your contact information pre-printed and the dates of the course. Place the coordinator stickers on the bottom of the back of the marketing cards. We recommend you only do 100 at a time to as the stickers are date sensitive.

Marketing cards are printed in color on both sides. These cards are traditionally used in lieu of the HTA brochure when distributing to larger groups; however, 20 envelopes are provided for mailing purposes.

Contact the HTA office should you require additional marketing cards and/or envelopes. Please allow 10-14 business days for processing and shipping.

~~~~~ Posters ~~~~~

Coordinators are provided 25 8.50" x 10.98" posters for each Level 1 Course. Coordinators are required to distribute all posters to the local community.

~~~~~ Flyers ~~~~~

The HTA flyers available on the Coordinator Support Center page of the HTA website can be changed to include your specific course information. **All text in red font should be changed to black (auto) and should be replaced with your specific course information.** The editable flyers are available in 3 sizes, 8.5 x 11, 5.5 x 8.5, and 4.25 x 5.5.

Another HTA flyer is also available with "tear-off" tabs and can be updated with your contact information. Once again, the HTA Flyer with Name Tear Off **all text in red font should be changed to black (auto) and should be replaced with your specific course information.**

~~~~~ Marketing Budget ~~~~~

The acceptable marketing budget for each Level 1 Course is \$300. Any increases in this allowance require prior permission from the HTA office.

Due to the structure of the HTA program in that our students are required to attend a Level 1 Course prior to attending a Level 2 and so forth, there is no need to publicly market the upper HTA levels. Therefore, there is no advertising reimbursement for Levels 2 - AP.



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~~~~~ Publication Advertising ~~~~~

Although print advertising can be an expensive and ineffective method to advertise classes, in some cases it may still be beneficial. Successful print advertising typically is accompanied by an article within the publication.

HTA offers the creation of ads specific to the course you are coordinating. We require the following ad request protocol to be followed.

Send an email to Drea@HealingTouchforAnimals.com titled Ad Request (Please include the city name).

Include the following information:

1. Name of publication
2. Dimensions / requirements
3. Cost
4. Ad deadline

All requests are processed within 5-7 business days. Upon receipt of your ad, please check the information to ensure accuracy. It is then your responsibility to forward the ad to your contact.

All non-HTA issued marketing material must be preauthorized by the HTA office.

~~~~~ Print Advertising ~~~~~

Free Publications

Look carefully and determine where you can market the course free of charge.

Ensure you get your article, ad or information into publications at least one month prior to the course. For example, if the class is May 11 – 13 then they would want the information no later than the April issue. Use the Calendar of Events Wording sample for text you can use in local publication calendar of events listings.

Television News Stations

Contact television news stations and inform them of the course details and dates. Many times they will request the Press Release and website address for more information.

Calendars in Local Papers

Use the Calendar of Events Wording sample for text you can use in local publication calendar of events listings.

~~~~~ Contact Tracking ~~~~~

Keep notes on the people you come in contact with that. Doing this allows you the capability to follow up and follow through with those individuals. Update the Database Listing spreadsheet with changes and additions and submit it to the HTA office after the course. Doing so helps us update and maintain our database and ultimately help you market later courses.

Indicate new and updated contacts by highlighting the new or updated information within the spreadsheet.



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Capturing current email addresses is essential to the HTA office marketing efforts as most of our announcements are sent via email. This information will also help us track trends in order to market HTA courses effectively.

~~~~~ Networking ~~~~~

Networking is crucial to spreading the word about the courses and this work. In order to increase the awareness of HTA we must all work to expand the customer base. When you connect with prospective students, engage with them on their level of understanding. Prepare and share your story or experience using HTA. These types of conversations have a huge impact. Start networking by connecting with the following resources:

Healing Touch Community

Contact local Healing Touch Program™ (HT) Instructors to promote the HTA Course. In turn, HTA will encourage students to attend their Healing Touch classes.

Inform HT Instructors that Healing Touch for Animals® requires our practitioners to take at least one Healing Touch Level 1 Class to be eligible to become a Healing Touch for Animals® Certified Practitioner.

In addition, Healing Touch Program™ honors the Healing Touch for Animals® contact hours towards the HT certification and recertification contact hour requirement.

Veterinarian State Board & Veterinary Technician Organizations and Schools

Each state has a Veterinarian State Board that is dedicated to protect consumers through the licensure and enforcement of veterinarians. Many state boards offer a Continuing Education listing of those programs approved to give continued education contact hours/credits (CE's) in order to gain or maintain licensure. Contact your state board by visiting <http://www.avma.org/advocacy/state/boards/default.asp> and submit an application to offer Veterinarians and Vet Techs CE's for attending our courses.

In addition, many boards will provide a list of members for a nominal fee.

Many veterinary technicians have found that offering HTA treatments can be an additional source of income.

Veterinarians

Deliver HTA marketing materials to local vet offices. Ask permission to leave a flyer and brochures visible on their counter and to pass the word on to their clients.

Use the Vet Flyer to send to Veterinarians to inform them of how HTA can benefit their practice. All text in red font should be changed to black (auto) and should be replaced with your specific course information.

Animal Clubs & Organizations

- Doggy Day Cares
- Animal Groomers/Schools
- Local Barns
- Polo Clubs
- Horse Shows
- Kennel/Riding Clubs
- Animal Protection Foundations
- Animal Competitions



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- Humane Societies
- Guide Dog Organizations
- Animal Breeders
- Energy Healing Centers
- Rescue Groups; Canine, Equine, Wildlife, Exotic

Animal Training Facilities

Some large pet chains may require you to jump through a few hoops in order to get HTA materials in the store; you may consider contacting the trainers themselves to help market the course.

- PetsMart
- PetCo
- Bark Busters
- Horse Training

Friends & Colleagues

Look through your personal contact list and give them a brochure or marketing card or email them with the specific details of the course. Remember to include the link to the HTA website in your email.

Local Locations

- Spiritual shops/stores
- Church Groups
- Support Groups
- New Age Book Stores
- Natural Health Food Stores
- Local News Papers
- Libraries
- Dog Park Bulletins
- Any known animal lover groups

~~~~~ Internet Marketing ~~~~~

Do a Google search on the following subjects to market your course. For more information about searching Google, please see the Essentials of a Google Search document.

- Animal massage*
- Canine massage*
- Equine massage*
- Human massage*
- Reiki Practitioners*
- Energy Practitioners*
- Holistic Practitioners*
- Dressage Facilities
- Horseback Riding Instruction
- Horse Boarding Stables
- Holistic Animal Practitioners
- Holistic Publications/Magazines
- Therapy Dogs
- Dog Training
- Animal Lovers
- Pet Sitters
- Therapeutic Riding Centers
- Dog Rescues: specific breeds
- Horse Rescues
- Canine Events
- Equine Events: Equine Affaire etc.
- Animal benefit walks/runs

*In emailing these, mention that some massage therapists have chosen to grow their business by including another modality into their practice.



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Google Alerts

Google Alerts are emails sent to you when Google finds new results -- such as web pages, newspaper articles, or blogs -- that match your search term. You can use Google Alerts to monitor anything on the Web. Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive.

Links

Love that site? Visit their links! Visiting the links of websites may open doors of opportunity you may not have considered.

Online Classifieds

Free online classifieds are great resources not only to post information about the course, but to review other postings and events. Post information about the course on the following websites and schedule a reminder to update / repost them on at least a weekly basis.

- www.Craigslist.org
- www.backpage.com
- www.ebayclassifieds.com
- www.classifiedads.com

See the Craigslist Instructions for instructions and appropriate wording and the Calendar of Events & Online Classifieds Wording document for sample text.

~~~~~ **Presentations** ~~~~~

PowerPoint Presentations / QuickTime Video

Use the HTA Marketing PowerPoint Presentation or QuickTime Video when presenting HTA to groups or at informational booths.

YouTube Videos

The Discover Healing Touch for Animals® Video is a great tool to share with individuals. Healing Touch for Animals has posted several videos about HTA in order to share.

Tradeshows, Presentations and Exhibits

The purpose of these events is to spread the HTA word. Equally as important is to collect contact information of possible students.

Some events have proven to be successful networking opportunities by attending and collecting vendor business cards and brochures and connecting with them during the event and following up. Other events are more successful to have a booth.

~~~~~ **Event Box** ~~~~~

Many coordinators are presented with the opportunity to promote the course to a larger group of people through a community event. Coordinators are encouraged to promote HTA either at the event or by connecting with event vendors. Prior to reserving a booth / table at the event, please contact the HTA office.



Healing Touch for Animals® Course Marketing Plan

Coordinators are welcome to check out one of the Event Boxes for their promotional needs. Please allow at least 14 business days for processing and shipping.

Event Box Contents

- 1 Digital photo frame
- 1 Pop up table display
- 1 Banner
- Dog bone giveaways (depending on the quantity requested)

If you have the opportunity to distribute a larger quantity of marketing cards, brochures or flyers, contact the HTA office prior to committing.

Have a sign in sheet for presentations. Use the [HTA Presentation Sheet](#) to collect contact information of interested individuals. Please forward the Sign In Sheets to the HTA office so we may add them to our database after the event.