

# LIGHT BOXES - working for you

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## Light Boxes - working for you

Imagine a restaurant without a menu - bizarre! Yet that is how most manual therapy clinics work. Patients come and see you and leave with no idea that you could also be treating their friend's whiplash injury or their colleague's frozen shoulder.

Our light boxes provide a vivid and immediate way of illustrating the range of problems that you can deal with - and so sky-rocket the number of your referrals.

- Every clinic should *at least* have one of our light boxes in their waiting area so that patients and their relatives can see the range of conditions you treat - conditions that other family members, friends and work colleagues are suffering with.

But why stop there? Our light boxes come with an integral business card holder and with the option to have your contact details printed prominently on the box itself. This means that they can be sited *outside the clinic* and interested viewers can walk away with your business card to make that vital first call.

“Having a therapist that can treat my members isn't an extra perk, it's an essential part of any modern health club's operating procedures” (Serdar Fadil - *Fitness Exchange* manager)

- Local health and fitness centres often have *thousands* of members and managers know that they lose members every month through injuries - injuries that you could treat! Explain to the manager how you can help

and offer members a discount on first appointment. Ask to site a light box in the reception area - this is a great service for the club and means plenty of referrals for you!

- Local shops have *thousands* of customers walking through their doors every day - all these people are potential clients for your clinic. Ask the local hairdressers, health shop, dentist or chemist if they will display a light box. Often they will be happy to do this if you will keep their details exclusively on hand and cross-refer customers.
- Basically, anywhere you can site a light box where people will see it will encourage new referrals for your clinic - the only limit is your imagination! Ask yourself how many treatments would one light box have to create for your practice before it paid for itself?

### **Technical details...**

- The light boxes are A2 size (about 24 x 16 inches). To mount the boxes all you need to do is drill two screws into the wall and the box hangs on two 'keyholes' cut into the back of the box. They come with a four-metre flex and simply plug into a normal socket - easy as that!
- The boxes are made of folded sheet steel with a silver sparkle finish. This makes them lightweight, robust and attractive. The graphic image is printed as highest quality *Duratrans* (like a big transparent slide) a medium developed specifically for light boxes that will last for ages and ages without fading.
- The boxes are lit internally by two simple fluorescent tubes (and are wired to the necessary CE specification). They use very little electricity and are inexpensive to run.

**PRICES** - to download our Price List & Order Form [click here](#).