

MOUSE MATS - Working for you

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“Every client should leave your clinic clutching one of these mouse mats...” (Mark Bender - Physiotherapist, London)

Your ex-clients are your future sales force - yet do you make it easy for them to create word-of-mouth referrals for your clinic? Do you provide them with an effective means of learning about the range of problems you can deal with *and* a way of passing on your contact details?

Our mouse mats carry a vivid 3D image of the human body with all the major sites of pain highlighted so a viewer can *recognise* their pain and *realise* that manual therapy treatment can help them.

Your clinic contact details are printed onto each mouse mat so that an interested client or potential referrer can have your details at hand... literally.

Don't ignore what should be your biggest source of future referrals - let our products work for your business.

- Most therapists make two mistakes - they never *ask* for referrals or they never *educate* patients as to the range of problems they treat - our mouse mats solve these problems at a stroke!
- If you have been effective in treating a patient it is normal for them to want to send referrals to you. Our mouse mats provide an opportunity for you to *ask* a patient to send you referrals as you hand them some mats on discharge whilst also *educating* them as to the range of problems you can help with.

- If you have patients that work in a big office, give them a mouse mat and maybe some for their office colleagues. Word-of-mouth referrals can spread like wildfire in the office environment - if you give them the chance.
- Patients in sporting teams can be a *huge* source of referrals once they realise the range of injuries you can help with. Give a patient a heap of mats on discharge and ask them to hand them out in the locker-room.
- *Every* patient should receive a mouse mat on discharge. If they have spent, on average, £150 on treatment with you then giving them a mouse mat to take away is a tiny reinvestment on your behalf - helping them to send your clinic more work!

Mouse mats and *new* referral sources -

- It can often be difficult creating new referral sources for two reasons. Firstly, people don't understand the range of conditions you treat. It's all very well listing your qualifications and professional memberships but people won't come and see you unless they understand **what it is that you do!**

Secondly, you have to find a way to keep your name prominent in people's minds so that when they need your contact details they are at hand. Most business cards are promptly 'filed' - in the dustbin!

“Perfect to have on my desk as a constant reminder that your profession doesn't just treat back pain” (Cathy White - GP, Manchester)

- Send out a bunch of mats to your **local GPs**, they are often unaware of the range of conditions you treat but a mouse mat on their desk will constantly remind them. A good tip is to send a bunch to the practice managers and receptionists too! (You can get a database list of your local GPs from the Family Health Services Association).
- Ring your local firm of **personal injury solicitors**, ask the practice manager how many lawyers they have in the firm and send out a bundle with a covering letter explaining how relevant your skills are to their clients. This is an enormous

source of new work as defendant insurers now choose to *rehabilitate* rather than just *compensate*. (We can tell you where you can buy a list of local personal injury lawyers from - give us a ring and we will get you a discount!)

- **Health and fitness** is a huge market and every manager in the business is well aware of the attrition rate of members leaving their gym due to injury. Pop round to your local gym with a few mouse mats so that the manager, personal trainers and receptionist can be constantly reminded how you can help their members to stay fit to train.
- **Large employers** are all too aware how much time they lose every year due to staff with musculoskeletal problems. Talk to all human resources departments and occupational health managers in your area about how you can help and send them some mouse mats for the desk of every office manager. (Again, if you want to know how to get a list of the largest employers in your local area - just ring and ask us!)
- **Sports team managers** need reminding that players need regular attention if they are to avoid prolonged absence due to injuries - a mouse mat on the desk reminds them who to turn to for help.
- **Any new source of referrals** will be more responsive with a mouse mat in front of them. They can cost as little as 96 pence per unit but if that mouse mat creates even *one* new referral think how much they are really worth to you!

Mouse mats - Technical details...

- Our mouse mats are clearly printed with your clinic details; address, phone number, web site address etc. All you have to do is send us the details - we do the rest. You will get a full colour proof to agree before printing.
- The mats are quality 3mm neoprene foam-based, printed in full colour by litho-process printing. The surface is heavy-duty mark resistant PVC and the image is printed onto the under-surface of the PVC. This produces a high quality image that endures (write and ask us for a sample mat).
- We could increase our profit margins with a cheaper process that prints onto paper instead but do you want that image to flake and fade after a few weeks?

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