

POSTCARDS - Working for you

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Postcards - Working for you

Postcards are a great way to heighten the profile of your clinic for many reasons.

Firstly - the postcards are very 'friendly' -

- People associate postcards with good news and holiday friends, they are quick and easy to read and don't put people off as a long-winded promotional leaflet often will.

Secondly - the postcards are very flexible -

- They can be left in local gyms, GPs surgeries, health food shops, dentists and hairdressers for people to pick up (many establishments actually have postcards racks for this purpose.)
- Alternatively they can be posted out to local businesses and residents to let the world know who you are and what you do. It is a lot easier to stick an address on a postcard than it is to label, stuff and seal envelopes - especially when you are doing hundreds or thousands of mail shots.
- The postcards can also help potential sources of referral make sure the clients get to you. If you local GP has a bundle of cards in their desk drawer they can hand them out to patients to make sure they get all your contact details and if you offer a modest discount the referrer can feel good about passing a 'discount' card onto one of their clients. This is equally true for personal injury lawyers and big employers - all huge sources of future referrals.

- The cards are a great way of re-kindling your relationship with your ex-clients. The easiest way to create new work for your clinic is through ex-clients. Why not send out a card inviting them to come and see you again if needed (at a modest discount?) or asking them to send the card on to anyone else who might use your services you. Often these ex-clients are prompted into giving you a ring just from a courteous invitation.
- Additionally you can hand out a few cards to each client on discount. Word-of-mouth should be your biggest source of new referrals by far but do you make much effort to encourage this? There is no harm on thanking a client at discharge for attending and asking them to hand on a card to a colleague, family member or friend who might need your services.

Finally - the postcards are educational -

- Use this opportunity to tell the public what it is you do. Ask yourself the question; if you send out a leaflet listing all the conditions you treat are readers more likely to respond to the phrase 'Temporandibular Joint Disorder' or to a picture of the body highlighting the painful area and saying 'clunking jaw'?
- If you show people what you can treat they will 'recognise' their pain and realise you can help - and your contact details printed on the reverse.

Suggestions for text

Because the cards can be used in so many different ways you may be stuck for choice as to what to write on the reverse.

If you email us with your postal address (info@thinktherapy.co.uk) we can send you some ideas for texts you might want to use - then you can adapt these to your needs. We have texts written for the following scenarios but remember you can write what you like...

- To give to clients on discharge encouraging word-of-mouth referrals.
- To post to clients some weeks after discharge to thank them for coming to see you and reminding them you might be able to help friends, colleagues and family members with their problems.

- To post out as a mailshot to local residents and businesses introducing them to your clinic and the problems you treat.
- To leave in local gyms, fitness centers, shops, hairdressers, chemists and dentists for visitors to pick up.
- To send out to local employers to encourage them to send you employees and thereby lower absentee rates.
- To send to Personal Injury lawyers to win referrals of the injured parties.
- To leave with GPs to help them refer patients on to you (GP can fill in referral notes)

Technical details

The postcards are printed on 350gsm paper to A6 format (standard postcard size) with a full-colour image on the front and the text that you want (maximum about 150 words) on the reverse in black and white.

It is best to send the text to info@thinktherapy.co.uk - and post the order form to our offices (address on order form / price list). Alternatively you can send the text to our offices with your order form (please write clearly).

We will send you a 'proof' to approve before printing.

PRICES - to see our price list and order form click here