



The Best Marketing  
Doesn't Feel Like  
Marketing.



**Marketing  
Services Catalog**

# Preface.

Before you get started, make sure you understand that:

- To use any MagnaWave marketing material you **MUST BE A CERTIFIED PRACTITIONER**
- All MagnaWave marketing materials (trifolds, business cards, videos, etc) are template documents
- All marketing sales **ARE FINAL** and **NO SUBSTITUTIONS** permitted for marketing packages or bundles

## How the Process Works.

1. The first step to have access to our marketing materials is to **complete your MagnaWave Certification!**
2. Once you complete certification, **browse the Practitioner Portal!** Here, you can find numerous resources such as handouts and materials, media library, email templates and more.
3. **All generic MagnaWave marketing materials can be found in the portal.** If you are interested in materials such as flyers and trifolds that contain general information about MagnaWave to hand out at events, shows or during your sessions – look no further than the portal!
4. Interested in **customized** marketing materials for your MagnaWave business? We've got you covered! Contact your MagnaWave Specialist, or **Marketing@magnawavepemf.com** to discuss which materials you are interested in purchasing, based upon what's discussed in this catalog. *Make sure to take note of any prior requirements for bundles and packages.*
5. Once you've purchased your customized marketing materials, keep an eye out for an email from us! Depending on what materials you've purchased, you will be emailed the respective form that will ask you for the information our marketing team needs to get started on your materials. This form **MUST** be filled out, or our team will not have the necessary details to complete your order.
6. After you have completed your form, we will get to work on your materials! There is no need to follow up. **Once your materials are ready to be approved, a respective marketing team member will reach out to you via email.**
7. If you have purchased digital materials, you will be emailed your completed files following approval. If you purchase printed materials, expect a shipping time of **5-7 business days** for your materials to make their way to you!
8. As always, if you have any questions, please email us at **Marketing@magnawavepemf.com.**

## Frequent Questions.

### Can we use "MagnaWave" in our own business name?

We do not recommend using the word **MagnaWave** since it's a trademarked name.

Also, it can put your business in a corner if you want to expand to other modalities. It can be difficult to re-brand your business name especially if you have established clientele.

### Can MagnaWave's marketing materials be customized for my business?

Yes, customized material include:

- Business logo
- Phone number
- Business email
- Website (optional)
- Social Media (optional)

### Do I have to be certified to use MagnaWave's marketing materials?

Yes, it is required for all practitioners to be certified to use any MagnaWave marketing materials available in the Practitioner Portal.

# Digital Materials.

As a certified MagnaWave practitioner, we can personalize any MagnaWave marketing material with your business information.

*\*Each digital material is emailed to you as a PDF file; MagnaWave doesn't do the printing for digital orders*

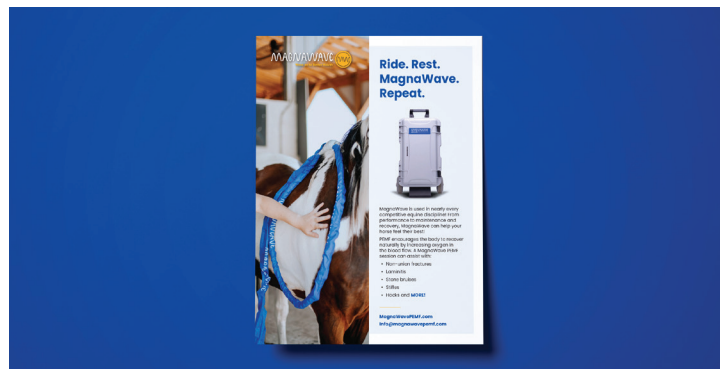


## Trifolds

Choose from our MagnaWave template trifolds.

- Equine
- Small Animals
- Livestock
- All Animals
- People + Animals

**\$50**



## Flyers

Choose from our MagnaWave template flyers.

- Equine
- Small Animals
- Livestock

**\$50**



## Business Cards

Add your business information to our MagnaWave template, two-sided business card.

**\$50**



## Session Cards

This product includes your business information on our one-sided, five hole punch session card.

**\$50**



# Printed Materials.

In addition to our custom digital marketing materials, we can print your custom materials and have them shipped directly to you.

*\*We can print MagnaWave branded materials (not custom) at your request for a fee - Ask your MagnaWave Specialist for pricing*



**Check out the different kinds of banners we offer on the next page.**



# Go a Step Further With...

## Retractable Banners

Take your business to any barn or show with a customized MagnaWave retractable banner.

We can personalize your banner to your area of specialty:

- Equine
- Small Animal
- Livestock
- All Animals

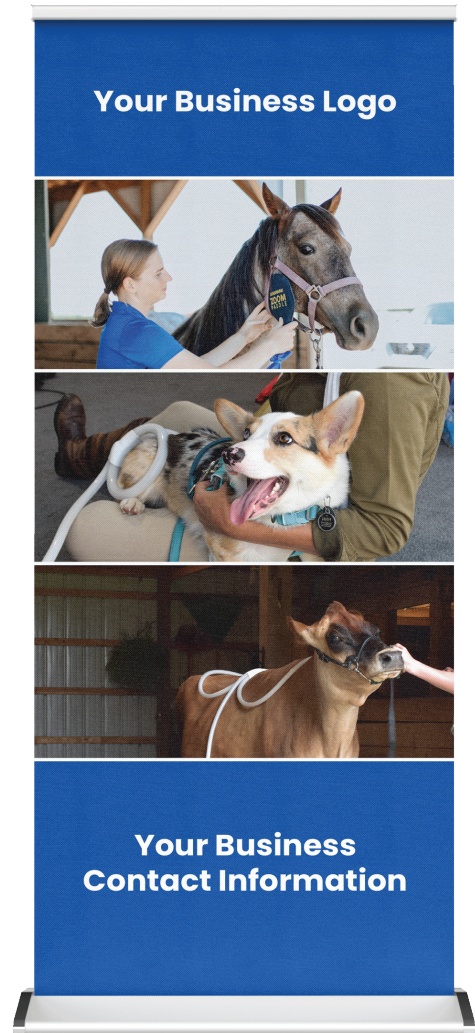
Our retractable banners are:

- 33" x 81" (vertical standing)
- Printed on premium material
- Includes pole stand and travel bag



# \$400

*\*Please allow 5-7 business days for shipping on retractable and hanging banner options*



## Hanging Banners

Our custom hanging banners are great for barns and animal trailers!

Our hanging banners are:

- 30" x 72" (horizontal)
- Printed on outdoor vinyl
- Includes grommets and reinforced edges



# \$300



# Your Business, Your Logo.

Having a professionally designed logo is the foundation of building a reputable brand and business.

Our graphic designer will work with you to:

- Create two unique logo designs
- Then you will pick your favorite design
- You will have two rounds of revisions (if needed)
- (Optional) 15-minute Zoom/phone call

When you have approved the final design for your logo, you will receive the following:

- Black, White, and Color variants
- EPS vector art files
- PNG image files

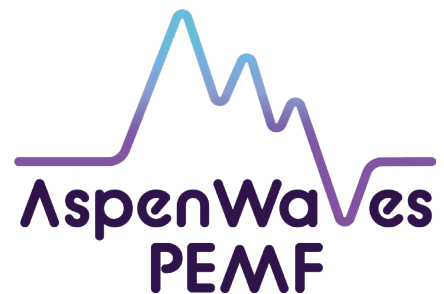


## \$400

\*\$50 for each additional revision after the first two rounds

## Design Tips

1. Be creative in the logo design; you don't have to look like your competitors.
  - *You don't need to have horse in your logo like everyone else.*
  - *Be conceptional, even abstract - use icons*
2. Don't overcrowd your design with multiple elements in it. *Clean and eye-catching.*
  - *In this case, try not to include every animal that you MagnaWave in the design.*
3. Ensure readability - make sure your name is readable in the design and it reflects your business.
4. Color is key for good logo design.
5. Choose the appropriate words for your tagline
  - *MagnaWave is an existing brand, not a word for you to use in your logo. Use words related to the industry you are in.*





# Establish Yourself Online.

## Practitioner Website Design

MagnaWave offers a three tier template website service for our certified practitioners. Listed below are the benefits offered in each website tier bracket.

**Setup fee** **\$149**

*\*One-time payment only*

	Entry	Mid	Pro
Mobile Friendly			
List Services/Rates			
Supplement Store			
Machine Interest Form			
Direct Scheduling			
Progressive Web App			
Maintenance Hours/ Month*	0.5 hour	1 hour	2 hours
Monthly Cost	\$49	\$79	\$99

*\*Additional maintenance outside of allotted monthly time - \$50/hour*

## Benefit Insights

**Mobile Friendly** - Includes contact information, team members, the benefits of PEMF and a landing page.

**List Services/Rates** - Price breakdowns of services and what customers can expect to pay. This increases user interaction with your business.

**Supplement Store** - An online store maintained by our team with your affiliate code pre-installed for all links.

**Machine Interest Form** - Register affiliate leads straight from your phone and never miss a commission.

**Direct Scheduling From Your Website** - Let clients schedule sessions with you while you are busy with other things. By integrating Calendly into your website, you can set your availability.

**Progressive Web App** - A link at the bottom of the screen allows website visitors to save the icon link on their smartphones. Turn your website into an app experience.

# Let Us Help You Get Started.

## Digital Design Bundle *\*Print Yourself*

Starting your business can be challenging, we are here to make the process easier. Our graphic designer will work with you to:

- Create a logo that reflects you and your business
- Then **PICK TWO** marketing materials out of the four below
- We will customize them with your business information and your **NEW LOGO!**

### Logo Design Service

Your logo is the face of your business and the first impression that people see.

- Two design concepts to choose from
- Two complimentary revisions to the concept of your choice
- Will receive EPS vector artwork and PNG image files of your logo

*\*\$50 fee for additional revisions*

### Custom Trifolds

Choose your MagnaWave template trifold.

Digital PDF file

### Custom Flyers

Choose your MagnaWave template flyer.

Digital PDF file

### Business Cards

Customized two-sided business cards.

Digital PDF file

### Session Cards

Five hole punch, one-sided session cards.

Digital PDF file



# \$450

**SAVE \$50 when you bundle!**

*\*All items included in this package are digital files and will be delivered via email for practitioners to download*

*\*MagnaWave does not print any materials for Digital Design Bundles; the practitioners are responsible for their own printing*



# Be Ready For Every Show.

## Printed For You – Show Bundle

We want our certified MagnaWave practitioners to thrive at any show, event, or barn that they attend! MagnaWave is offering print show bundles for you to use:

- Your choice of either a retractable **OR** hanging banner
- **PICK TWO** marketing materials out of the four options

### Custom Retractable Banner

Personalized with your business information.

- 33" x 81" (vertical standing)
- Printed on premium material
- Includes pole stand and travel bag

### Custom Hanging Banner

Personalized with your business information.

- 30" x 72" (horizontal)
- Printed on outdoor vinyl
- Includes grommets and reinforced edges

### Custom Trifolds

Choose your MagnaWave template trifold.

QTY 250

### Custom Flyers

Choose your MagnaWave template flyer.

QTY 250

### Business Cards

Customized two-sided business cards.

QTY 500

### Session Cards

Five hole punch, one-sided session cards.

QTY 500



# \$800

## SAVE \$50 when you bundle!

*\*MUST HAVE a business name and logo to be eligible to purchase these bundles*

*\*Please give 3-4 week notice of your event to allow for production and shipping*

# Watch Your Business in Motion.



## Custom Video

Let our videographer customize a one-minute promotional video for your business.

Your template video options are:

- Equine
- Small Animal
- Livestock
- Animal Combo

You will receive a MOV file upon completion.

**\$200**



## Custom Video Booklet

Take a personalized video booklet to the a MagnaWave session or any location to promote your business.

Included items:

- Custom business label
- Four MagnaWave PEMF videos preloaded onto the booklet
- Each video is one-minute or less
- USB charging cord

*\*Additional videos are available on the Practitioner Portal for you to upload to booklet.*

**\$300**

## Video Booklet Bundle

It's essential that your audience understands what MagnaWave does and the service you are providing. Our Video Booklet Bundle is an interactive, adaptable, and inviting way to share your business with a personal touch.

**SAVE \$50** with this bundle and we will add your custom video to the video booklet!



**\$450**

**\*MUST HAVE** a business name and logo to be eligible to purchase this bundle

*\*Please allow 5-7 business for shipping on the MagnaWave Video Booklet*

# The Next Step For Your Business.

After you have completed Alane's Business Starter class, you are able to take advantage of this premium package and help your business grow further. This marketing package includes the following:

## Logo Design Service

- Receive two designs concepts to choose from
- Two complimentary revisions to the concept of your choice
- Will receive EPS vector artwork and PNG image files of your logo

*\*If you have an existing logo, we do offer a logo redesign option for you*

## Business Cards

- Two-sided template business card with your contact information and logo

## Trifolds

- Choice of template trifold with your contact information and logo

## Social Media Assistance

- 30-minute Zoom call with our Social Media Specialist to talk about your current social media or help you set up your social media channels
- Review social media tips and tricks, etc.

## Promotional Video

- Receive a personalized one-minute template video of your choosing

## Premium Package *\*Digital Only*



# \$900

*\*All items included in this package are PDF digital files and will be delivered via email for practitioners to download*

*\*This package is **ONLY** available for certified practitioners that have completed the MagnaWave Business Starter class*



# MAGNAWAVE

Wave on to Better Health



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