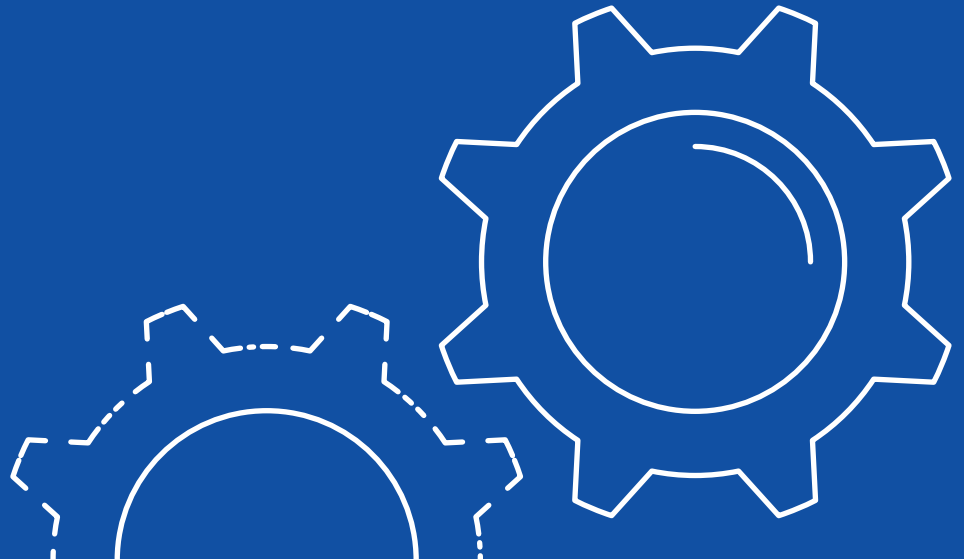


MAGNAWAVE



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# Business Starter

# Branding Your Business

**Business name and type**

**Logo/icon**

**Insurance**

**Bank account**

**Elevator pitch**

**Initial goal setting**

## **Choosing a scalable business name**

- Taking measures to ensure name isn't taken
- Buy domain name

## **Choosing your business type and setting up business account**

- Find CPA

## **Insuring your machine and your business**

## **Creating a logo (a name) and an icon (a symbol) and explaining the difference**

- Tips for simple logos that will stand regardless of the direction your business takes.

## **Creating consistent branding**

- Color, font, etc – consistent across all platforms

## **Find your WHY and forming quick elevator pitch**

# Setting Up a Successful Business

## PRICING

## SCHEDULING

## TAKING MONEY

## FOLLOW UP

### Setting your prices

- The value of your business is YOU, not your machine
- If someone doesn't understand the VALUE of something, the price will ALWAYS be too high.
- MAD pricing
- Prioritize the quality of your work/education/expertise
- Packages > Discounts
- Scarcity = SALES
- Look into other practitioners in your area, do not undercut
- What is your cost of doing business? Travel? Equipment?
- It's not your job to save your customers money
  - Not every customer will be your customer – that's okay

### Scheduling your sessions

- Creating a way for people to book with you = PRIORITY
  - Making it hard for people to book with you = first way to kill your business
- Make it easy – booking platforms
  - Should be able to book with you even when you're asleep
  - No texting/calling to schedule

### Taking money/collecting payment

- Quickbooks/CC processor, QR code
- NO Venmo

### Follow up is key

- End every single communication with a CTA
- Assume that you want clients to do something and they will

### Just START! You're already in business. DEMO DEMO DEMO. Build confidence!

- Always offer free session to start, but establish pricing from beginning
- Recommend a session plan
  - At least 3 session for results, if they don't want to schedule out, ask questions!
- What's your budget, What are your concerns?
  - Keep customers for maintenance – sell packages

# Marketing a Competitive Business

## Mindset, competition, come from place of more

### Mindset matters

- Come from a place of “more,” a place of “there’s plenty” versus a place of “not enough” or “oversaturated”
- The only way PEMF is saturated is if your mind is closed
- Saturation is YOU limiting YOURSELF
- Do what YOU do well, you don’t need other people to be out of business for you to be successful.
- There are ALWAYS people who don’t know what PEMF is
  - Step outside of your comfort zone, your one discipline, your one species.. etc
- Focus on how you can improve/benefit your clients life – become THEIR expert
  - If people don’t get the service they want from you, they’ll just get it from somewhere else
- There is opportunity for everyone!
  - Network, volunteer, make connections, attend events, fairs
  - Be honest! Put yourself out there
- Negativity doesn’t create business
  - Don’t think about the roadblocks, think about the path that helps you reach your goals
- You attract what you are!
- You WILL fail, don’t quit

## Marketing

### Marketing

- Every new business needs to put at least 20% of your money back into marketing
- Who is your target audience? What does this mean?
  - Where do they hang out? What are their likes/dislikes? What do they value?
- Look at the places they hang out – work a deal to benefit both parties through recommendation, connect with other business owners
- Start with social media – once again have a way for people to book.
  - Don’t need a website off the bat
- MW practitioner websites
- Start gathering materials
  - Photo release form – get pics of you doing sessions, before/after, etc
  - Video booklet
  - Custom materials thru MW
- End every social post with a CTA
- Events
  - Have a business special
  - Demo demo demo
  - QR codes
  - Get customers info by doing a giveaway, etc
  - Follow up!
- LAER – listen, acknowledge, explore, recommend

# Growing Your Business

## AFFILIATE

## RTR

## PORTAL

## APP

### MW App

- Build your client list
- Guidelines
- Follow ups built into the app

### Practitioner Portal

- Free handouts and materials

### Affiliate Program

- 100% guarantee that someone who uses your machine will want one
- Expand revenue
- Commissions
- Tell clients that are interested "I can get you the best deal"
- If someone wants a machine, they can just go to another pemf company – make yourself the expert
- There is opportunity for everyone – don't fear they will take your business

### RTR

- Mailbox money/expand revenue
- Post that you rent machines even if you don't have one yet – get one from MW
- Widen the circle of people who know what PEMF is

### Add other modalities

- Supplements
- Red light
- Massage
- Ktape

### Goal Setting

- Visualize your goals
- Everest mission
  - Your big goals should be scary!!
  - Don't be upset if it takes you longer to get to different camps
- Set 8 month – 1 year business goals and write the down
  - Set financial goals!
- Break goals into bite size pieces