



CONTINUING EDUCATION THAT MAKES A CHANGE

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This is a side bar:

You will not be tested on the side bar information unless it is a highlight of information from the text.

| | |
|-----------------------|--|
| Course Name: | Your Third Most Important Marketing Tool Costs Less Than a 50¢ |
| Course Number: | Business 1205 |
| CEU: | 2.0 |
| Instructor: | Philip Copitch, Ph.D. |

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COURSE OBJECTIVES

1. You will review the biggest problems with most practice brochures and how to avoid them.
2. You will read examples of how to *get your name around*.
3. You will study ways to motivate a potential patient to make an appointment at your practice.
4. You will examine numerous types of brochures and how to judge which is right for your needs.
5. You will learn what words to avoid and what words to use when writing your brochure.

SUGGESTED PREREQUISITE COURSES

- Business 1201: Are Therapists Allowed to Make Real Money?
Business 1202: The One-Paragraph Business Plan
Business 1203: Your Most Important Marketing Tool Costs 5¢
Business 1204: Your Second Most Important Marketing Tool is FREE!

INTRODUCTION

You have to circulate to percolate, is a common sales slogan. What this means is that no matter how good a therapist you are, no matter how much you can help, if you are unknown you will not be found by potential patients. Your name has to get around.

This is not easy, and for many therapists it is down right fear provoking. I am sorry, but I am talking about sales and the advertising of your practice. I advocate honest, ethical and informative advertising, but advertising non-the-less.

In this CEU course I am starting with the assumption that you have taken the prerequisite courses so I will not be rehashing that information. We will be delving into Your Third Most Important Marketing Tool, your practice brochure. The vast majority of practice brochures are a waste of the paper they are printed on. I'm going to teach you how to develop a practice brochure with hutzpah!

HUTZPAH CHOICES

The biggest problem with most practice brochures is that they are written to make the therapist feel good about the important work they do. This type of brochure is an ego boost for the therapist. This makes sense because often a graphic artist or a management consultant *sells* a brochure to a therapist. These individuals want to keep their client happy. But, the focus is completely wrong.

*You have to
circulate to percolate.*

The focus of the brochure should be on the potential patient. The brochure is your way to *circulate* so you can *percolate*. The brochure is your representative. It is your 9-second speech all grown up on paper! A hutzpah brochure is a teaching tool and a call to action.

What is the purpose of a business brochure? It is a sales tool, and hopefully, a hutzpah sales tool. It is not:

- An artistic impression of the warmth of your heart.
- A window into your soul that lets potential patients feel safe.
- A mission statement.
- A vita.

I have worked with professionals who have spent over \$3.00 per brochure (not counting development costs). They loved their beautiful pieces of art. I have noticed them fighting back tears when I suggested that their brochure was a waste of money and not helping to build their practice. Very fancy, glossy and artsy brochures tend to give the wrong message to potential patients. The message is: *This therapist is very expensive and not approachable*. A brochure that teaches this, is detrimental. Your brochure should teach: *Welcome, I can help*.

If your brochures costs \$3.00 each, you will be reluctant to leave a large stack (\$300) of them on a side table at the library. Would it be comfortable dropping \$100 worth on a table at the mall or giving \$390 worth to the high school P.E. teacher? A brochure that does not circulate is a paper paperweight. Would it be comfortable ordering 5000 overpriced brochures from the printer? Hutzpah marketers don't spend a dime if 9-cents will work. A brochure has to be a hard working tool. It has to pull its weight. It has to make you money, not cost you money.

A hutzpah brochure is a teaching tool and a call to action. You cannot expect your spouse, friends, employees or patients to sell you to a potential patient. However, it is reasonable for any of them to hand your hutzpah practice brochure to a potential patient and say, "I think this guy can help," Your referrer's sales pitch leaves a little to be desired, but your hutzpah practice brochure can fix even a lackluster sales pitch.

ETHICAL CONSIDERATIONS

All of the ethical issues discussed in the prerequisites are in play with your brochure development. A quick reminder:

The legal experts at CAMFT answered the following question in the FAQ section of the CAMFT website: It is excerpted here for your convenience: See: ([CAMFT-FAQ](#))

What should I include on my business card or in advertising?

The business card or advertising should not be false, misleading or deceptive; and should either spell out the full title of the license, e.g., "licensed marriage and family therapist," or one must use the license number, e.g., "MFT 12345." If the word psychotherapy or psychotherapist is used in the advertising or on the business card, one must spell out the title of the license, e.g., "licensed marriage and family therapist."

Persons who are prelicensed need to indicate that they are not yet licensed, e.g., "marriage and family therapist registered intern," and indicate that they are working under supervision, e.g., "supervised by Jane Doe, Licensed Marriage and Family Therapist or MFT 12345."

BROCHURE DIMENSIONS

The size and shape of your hutzpah practice brochure is up to you. I have heard numerous practice consultants expound on the need for a 12-page, high gloss, full color brochure so you can represent the quality of your skills. For most practitioners I think this is a waste of money. Your potential patient is not expecting a high society brochure. Most would assume you are simply pompous or overpriced—or both. If your practice is very high end, such as a day spa, herbal bath, psychoanalysis package, then you will need a well-written high society brochure.

To save on printing and postage I advise that you work within standard paper formats. Start with 8.5 X 11 inch or 8.5 X 14 inch paper. This size is easily purchased in bulk and requires no cutting. It comes in every color and texture. It will cost from about 3¢ to \$3.00 each. I usually spend less than 10¢ because I prefer index stock. This stock is thick enough to hold up, but still easy to fold and light enough to mail under first class postage weight regulations.

Most working brochures are 8.5x 11, either folded in half or tri-folded into thirds. For short orders under 500 most printers fold by hand. Large orders are folded by machine. The fold cost is around 2-3¢ each. If your order is folded by machine you can have a 5-10 percent loss rate due to the machine devouring them. The loss is usually only 1-2 percent. Hutzpah marketers may choose to fold their own or put their kids to work.

If your brochure is to have photos you will want high gloss paper. This is a little more expensive, but the only way to go with photos. The photos jump off the page and look crisp on high gloss paper. For graphic art I find that 67–90 lb. Vellum Bristol feels and looks nice. You need to think about the feel of your brochure. Your reader will gather information about you subtly from the paper's feel. I use 67 lb. White or Ivory Vellum Bristol the most. It is inexpensive, holds its shape and colors stand out well on it.

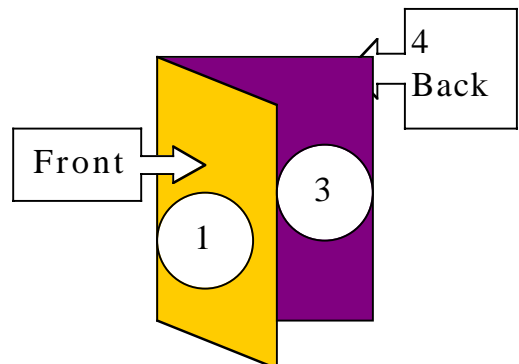
When talking with the printer feel free to ask for the high quality, no name paper. The printer has them in the back but will not show them first.

Resist printing your own brochures unless you have invested in a high-end printer. Ink jet is very expensive to print on. Laser printers are better and cheaper to run. But, the initial cost of a quality color laser printer is \$5,000 and up and it will cost about 10¢ per side of paper to run. A print house can beat that price and save you upfront costs and aggravation.

Typesetting can be done on your computer if you have a real typeset program or it costs around \$50 per hour from a professional typesetter. Most find that taking their handwritten copy into a pro is easiest. But, lots of us love fighting with our computers (it is easier than people). A typesetter just copies your work into a digital format. If your brochure is done cleanly (easy to read) when you hand it to them, it takes little time to format it for the printer. They can show you a list of fonts (fonts will be discussed later) for you to choose from.

Center fold

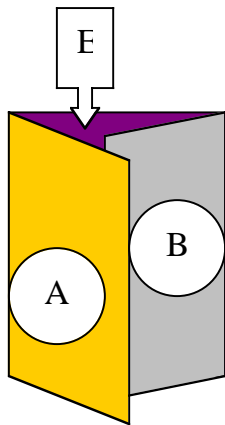
8.5 X 11 inch paper folded in half, makes a wonderful shape. You have an 8.5 X 5.5 front and back and an 8.5 X 11 inside. The inside can be used as 2-8.5 x



5.5 sections or used whole. The two major drawbacks are that you have only 4 areas to work with and the brochure will not fit into the standard #10 envelope.

You can put centerfolds together to form a roomier brochure. They can be seam glued, stapled or stitched by your printer.

Tri-fold



A tri-fold gives you six sections to work with. This tends to make for nice columns and separations.

A tri-fold works well to “tell a story” as the reader progresses through your brochure.

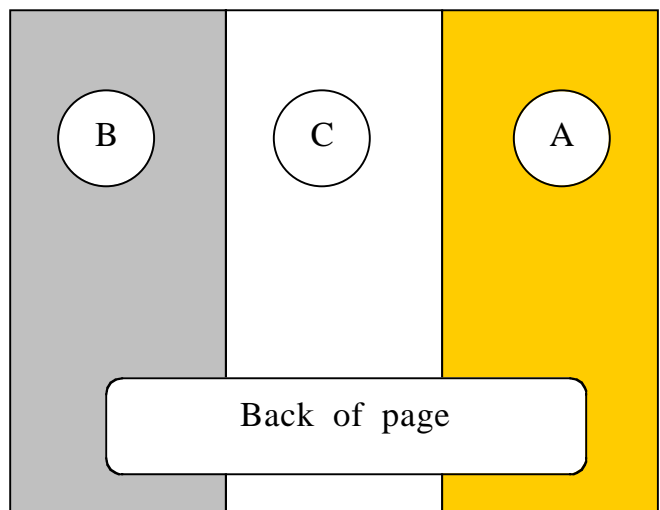
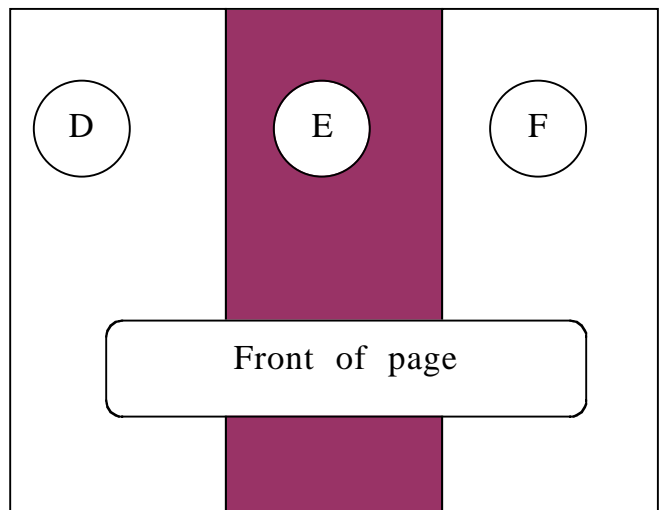
The sections are a little complicated because you

have to think of the brochure in three dimensions.

#A is the front of the brochure. Usually #B is the inside flap, the first page seen when the brochure is opened. #D and #B can be used together when the brochure is first opened. You can also fold the paper into a Z-fold or accordion fold which makes #F the back page of the brochure.

#D, #E and #F are the inside of the brochure. You can use them as a full spread or combine #D and #E or #E and #F for a 2/3

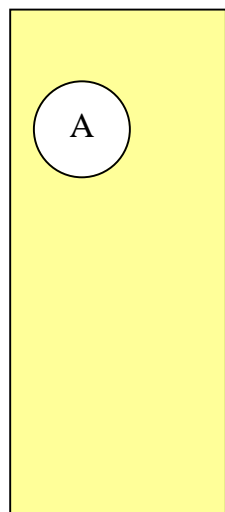
1/3 effect. Or you can use each separately for 3-1/3 effects. Lots of choices—giving you a lot of opportunity to say what you need to say.



When you are working your brochure use separate sheets of paper for the front and the back page. I like to glue stick the mock-ups together to give myself a feel for the wholeness of the brochure.

3-Up

A 3-up is an 8.5 X 11 sheet of paper cut into three equal parts. You get three 8.5 X 3.66 inch brochures. This can be great for a hutzpah marketer.



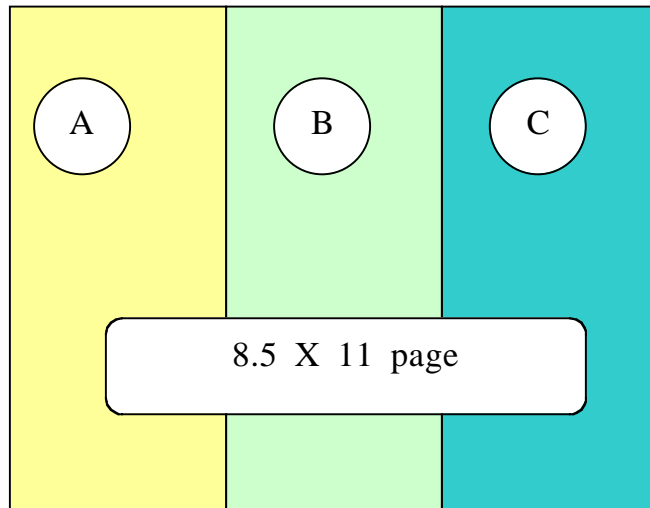
In a 3-up you don't have a lot of room, only 8.5 X 3.66 inches times two. But the reader sees half your message

for just pennies. This is by far my favorite shape for most professional practices. 3-ups are cheap and powerful. You can blanket your community for a few hundred dollars a quarter. For only 10¢ each you feel free to place stacks all over town. You add your 3-up to all outgoing mail with free abandon. I personally have built my practice with my hutzpah business card, my hutzpah 3-up brochure and my

Hutzpah nine-second speech.

A big positive of the 3-up format is that I can easily afford to customize my message. I have a "child" focused 3-up, a "victim" focused 3-up and a "family" focused 3-up. (I also have a few "business consulting" 3-ups.)

The drawback is that you can't build a relationship with your reader. You simply do not have the time with the space you have. To offset this drawback, use hutzpah graphics or photos. 3-ups are short and sweet, but very effective.



HUTZPAH FOCUS

Nothing, and I mean **nothing**, should go into your practice brochure without hutzpah scrutiny. Every section of your brochure is valuable and important.

The purpose of a hutzpah practice brochure is to **sell**. Do not confuse teaching with selling. Many therapists believe that they must teach the benefits of therapy through their brochure. This is a major mistake. It makes for brochures full of psychobabble and they seem whiny. A hutzpah practice brochure is made to convince, not to inform! Your goal should be to motivate your potential patient to call you. Specifically you! The information in your hutzpah practice brochure must dazzle! It must draw potential patients to you. A hutzpah practice brochure is a magnet for your potential patient. Every word in the copy must mesmerize. It must communicate to the heart of your potential patient. It must speak to their needs...calling them to action.

Your hutzpah practice brochure should sell you as the right therapist for your potential patient. You cannot be all things to all people. You need to focus on your market niche, your potential patient. (Please, please, please) Write from the needs of your potential patient.

Keep the following in mind while you create:

| Use | Avoid |
|--|--|
| <ul style="list-style-type: none">• Clear and accurate words• Give your qualifications• Offer to treat within your scope of practice• Show how your practice is user friendly:<ul style="list-style-type: none">○ We do your insurance paperwork○ Evening appointments○ No cost initial session | <ul style="list-style-type: none">• Misleading statements• Testimonials• Guarantees • Braggadocios statements• Only offer what you actually do, not what you wish or hope to do.• “Friendly Staff” is meaningless. Who wouldn’t say that? Show that your staff is friendly with action words. |

- Common words
- Use a logo if it adds to your message:
 - Add a feeling
 - Teach something
 - A logo of a family teaches family counseling. A logo of a couple, teaches couple counseling.
 - Teddy bears, lambs, puppies teach caring.
 - Association logo teaches professionalism.
 - Religious symbols tend to limit.

- Use graphics to show a feeling.
- Use white space to show importance and to control the reader's eye.
- Why choose you – Say it!
- Be positive, uplifting!

- Jargon
- A logo for the sake of having a logo:
 - A shape or swirl is not a logo.
 - Generic logos are generic and make you look generic!
 - A picture of your office tells potential clients that they will be paying your mortgage.
 - A photo of your cat, dog, or horse tells the reader that you're a little confused about who you treat. Use a line drawing to teach a feeling.
 - Photos of your family. Seems like a testimonial.
 - Religious symbols tend to limit.

- If you do not know the purpose of a graphic, leave it out!
- Avoid cumbersome print and hard to read fonts. Make your brochure easy to read and inviting. People will not bother with a crowded brochure.
- No negative statements.

WHAT'S IN A NAME?

It is dumb to start off your brochure with your name. Harsh words, but I believe in tough love.

This brochure is representative of most practice brochure I see. It is written from the standpoint of the therapist. It is about the therapist. It will not get noticed. When a person views it, in passing, it is barely noticeable. If it is noticed, the reader quickly categorizes it in her mind as...

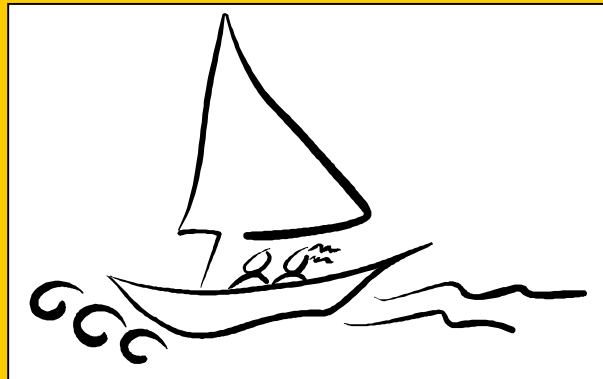
I know everything I need to know about Sandy somebody...

then she stops reading.

Your brochure has to attract the attention of potential patients. It has to grab them and make them want to pick up your hutzpah practice brochure. The initial words also have to get the readers to investigate the rest of the brochure. As the reader investigates they are called to action. They can call for an appointment, they can share the hutzpah practice brochure with their spouse, or they can ask a friend what they think about you! Voila, you are circulating!

Sandra Beach, M.F.T.

Licensed Marriage and Family Therapist



Your hutzpah practice brochure should consist of 5 major parts:

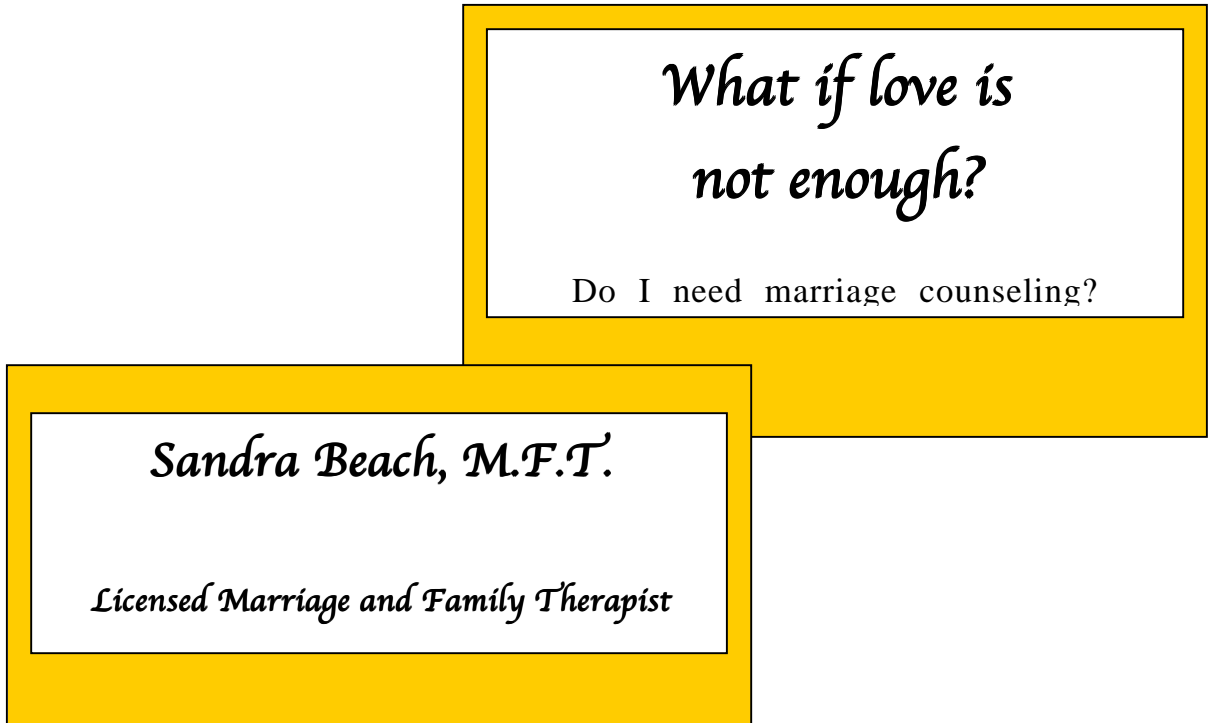
1. A hutzpah headline grabber.
2. Powerful subheads that interest the potential reader.
3. Dazzling copy that excites the emotions of the potential patient.
4. Emotion evoking graphics and/or photos.
5. A call to action!

1. A hutzpah headline grabber

Copywriting (words written to cause a sale) is hard. Especially when the copy is just a few words like a hutzpah headline grabber. You have to look through the eyes of the target audience and solve their problems. Make each word count. Don't use any word that is not absolutely necessary to get your point across. For example:

| Therapist point of view | Potential patient's point of view |
|--|---|
| I work with children with behavior problems. | Do your children listen? Worried about your children? Is homework a battle? Solving the homework battle! Homework Battles! |
| I treat teens girls with eating disorders | How do you tell her she is too thin? Are you worried about your daughter's health? Are you worried about your daughter's weight? When worrying about you daughter is not enough... |
| I work with adolescents who are violent | Keeping you child out of jail. Help for violent teens. Fearful of your own child, we want to help. Anger management therapy can help your client (for attorneys that work with teens). |

Which brochure works better to encourage a potential patient to read on?



2. Powerful subheads that interest the potential reader

Research has shown that large blocks of text are intimidating to the average reader. Short text blocks with clear subheadings encourage the reader to continue.

When writing the subheadings and text copy, follow the same principles as outlined for the brochure heading. Write to the reader's emotions, avoid jargon and promote benefit. (Do all this, well within the bounds of your profession's ethical standards.) For example:

| Therapist point of view | Potential patients point of view |
|--|--|
| I work with children with behavior problems. | Solving the homework battle! Many parents find that yelling and screaming battles are a thing of |

| | |
|--|---|
| | <p>the past. In a few short weeks your family can learn better communication skills that remove the frustration from homework, mealtimes and bedtimes. Learn the joy of being in the same room again. Family harmony makes your house a home.</p> |
| <p>I treat teens girls with eating disorders</p> | <p>How do you tell her she is too thin?</p> <p>It is often hard to find the right words. Special care is taken to assist you in finding the correct way to show your daughter that you care for her. I will help you find caring words that she will allow herself to hear. You are not alone. I am here to help.</p> |
| <p>I work with adolescents that are violent</p> | <p>Help for violent teens</p> <p>All the love of one person is not enough to protect an angry teen. In addition to individual and group counseling we work closely with your attorney and the juvenile authorities to help your child. You'll find our team approach brings options to your child's court case that you alone cannot. By allowing us to support your teen we can protect and help.</p> |

3. Dazzling copy that excites the emotions of the potential patient.

Under each subheading you will need powerful text. Here we are talking about creative writing skills (and you thought high school English was bogus). Your words need to amaze, astound, evoke, and empower the reader. You will need to paint vibrant pictures with your words.

Use verbs, lots and lots of verbs! According to the Encarta World English Dictionary a verb is:

verb n

1. a word used to show that an action is taking place, or to indicate the existence of a state or condition, or the part of speech to which such a word belongs

Your goal is to show action and deliver hope. For example:

| Sleepy | Alive with hutzpah |
|--|--|
| I care about you. | <ul style="list-style-type: none">• For your convenience we offer evening appointments.• Your privacy is our legal responsibility and our moral obligation.• Therapy in a living room like... |
| I am good, smart and really competent. | <ul style="list-style-type: none">• Serving the Tri-Counties area since 1983.• Teaching at...• On the board of directors of...• On the advisory board of...• Author of....• Advanced training at... |
| I'm respected by peers | <ul style="list-style-type: none">• Past president of...• Founding member of ...• Keynote speaker at...• Twice awarded... |

Have the readers read about themselves: Most practice brochures tell off, or growl at, the reader.

- Evening appointments by special arrangement only!
- Payment at time of service. Please read your insurance documentation prior to calling our office if you are unsure about your insurance coverage.
- We try to accommodate as many people as possible, please be understanding if our staff is unable to attend to you immediately.

The potential patient does not want to know your problems. They are looking for your assistance.

Write your copy *about* the potential patients. Avoid *we* and use lots of *you*.

| Avoid | Use |
|---|--|
| We care | <ul style="list-style-type: none"> • For your convenience... • Your care... |
| We want you to be happy | <ul style="list-style-type: none"> • You'll find... • You'll discover... • You'll enjoy... |
| Our staff My staff The staff | <ul style="list-style-type: none"> • We are hear to support you... • Your care is important to use so we continue striving to... |
| <p><i>I, we, and my</i> are not interesting to the reader.</p> <p>Our philosophy... Our mission statement is... My clinical overview is... I have the best staff in town... Focus on the wrong person.</p> | <p><i>You, You'll, You will</i> are interesting to the reader.</p> <p>A potential patients is self focused and looking to have their needs met. Your copy needs to be focused on them and letting them feel your helpfulness. You are starting a relationship through your hutzpah brochure.</p> |

The last point about your text is its font. Font is the style that the letters take. Your font should be a balance between readability and design shape. The most important aspect of your first choice has to be readability. But, and this is a big but, your font cannot look like a “retail” store ad. It should not look like a newspaper advertisement.

A hutzpah practice brochure for a Woman’s clinic should look quite different from a brochure for a practice that works with senior citizens.

Limit your brochure to complimentary fonts. A good rule is two or three fonts in a large brochure and only one font in a small brochure. If

Hutzpah Idea:

Place must keep reference material in your brochure so that your reader will keep it handy.

Such as:

- Phone numbers of local agencies, schools or hospitals.
- Web links to health info or local agencies, schools or hospitals.
- Annual events you sponsor or participate in.

your fonts are noticed they are probably in the way of your message. If your fonts are supportive of your message, they will not be noticed.

Black type on white paper is the easiest to read. Colored ink costs more to print but gets more attention and establishes a feeling better.

It is easier to read sentences and paragraphs that have caps and small letters. All caps are difficult for the eye to negotiate.

Which sentence do you find easier to read?

WHICH SENTENCE DO YOU FIND EASIER TO READ?

Which sentence do you find easier to read?

WHICH SENTENCE DO YOU FIND EASIER TO READ?

Which sentence do you find easier to read?

WHICH SENTENCE DO YOU FIND EASIER TO READ?

4. Emotion evoking graphics and/or photos

Graphics and/or photos are essential to your hutzpah practice brochure. With graphics you get to show the story you are telling in the text. *A picture is worth a thousand words*, so make sure it is the right “thousand words.”

Pictures of your target reader looking very healthy and happy are by far the best. Avoid before and after pictures because they tend to overwhelm and turn off the public. I advise you to use pictures of healthy looking active individuals, couples and groupings. Have the people in the pictures smiling and happy against a light background. In group shots have older people helping younger people “do” something. Each picture must “say” everything is going to turn out wonderfully. Hope is just a phone call away.

Your graphics and logo should be focused on benefits.

5. A call to action!

This is probably the most forgotten part of a professional’s brochure, the call to action. I once saw a scene in a movie where the football coach was inspiring his demoralized team at halftime. Over a few minutes he built up the lads to believe in themselves. He proved he was an amazing leader as he pulled them out of despair. Then he sent his excited

players back to the game, but unfortunately the locker room door was locked and the team bunched at the door utterly defeated.

As your reader builds confidence in you through your hutzpah practice brochure, you have to make sure the door is open for them to come through. You have to give your potential patient that last little push to get them into action. To get them to call your office! Some examples:

Please call 123-1234

Call now
123-1234

Free Initial Consultation

123-1234

PLEASE LET ME KNOW HOW I CAN HELP YOU
123-1234

Don't delay – Call today
Don't delay – Call today
123-1234

You deserve to take care of yourself,
call now
123-1234

Don't assume that your reader "will just call." Ask them to call.

*I*nspire, stimulate, encourage, induce, urge, help, cause and motivate them to call. The point is—if the reader does not call for an appointment, the brochure did not sell! The purpose of a hutzpah practice brochure is to **sell**.

Your job is to write, rewrite and rewrite some more until your brochure sells you well to your potential patient.

WANT MY OPINION?

After you have gone through the process of developing your hutzpah practice brochure I would be happy to give it a once over. Fax it to me or send it to me by E-mail attachment. Please don't send me pages. Please limit yourself to only your almost finished brochure or some aspect that is stumping you.

Fax #: (530) 396-2507

E-mail: DrPhil@CopitchInc.com

POSTTEST

When you're ready, take the posttest to obtain your CEU certificate. Your test consists of 5 multiple choice or true/false questions per Continuing Education Unit (3 CEU course = 15 questions).

