

# ★ **Marketing Magic** ★

## **Inside out**

**by Kathryn McCann**

I recently received an email from a holistic therapist I know, Sam Thurlby-Brooks of The Butterfly House ([www.butterflyhousectt.co.uk](http://www.butterflyhousectt.co.uk)), singing the praises of something called *The Emergency Action Plan for Attracting Clients Fast!*.

Sam told me “it’s taught me how to focus my energy on the areas I really want to succeed in and shown me a way to get fantastic results. Not only do I feel happier about what I’m doing, I also feel that I can offer a much better service to the people I work with. The better the service I offer, the more people come to me. The more people come to me, the happier I am!”.

Intrigued, I followed her lead and checked out [www.clientmagnets.com](http://www.clientmagnets.com), the website of the plan’s author, Bernadette Doyle. There I found more glowing testimonials from other people for whom the plan has worked.

Bernadette, who formerly worked in sales and marketing for a large multinational and then a national telecoms company, developed the ideas incorporated in the plan when she set up her own business. She now offers seminars and coaching to teach people her unique approach to attracting clients. *The Emergency Action Plan for Attracting Clients Fast!* is an e-book which offers the advice she’d give the reader in real life one-on-one sessions for a fraction of the cost – you can download it for just £69.95. She confidently offers a full money back guarantee to anyone whose business hasn’t turned around 60 days after downloading the manual.

I emailed Bernadette to see if I could discover the magic secret that makes her offering so special.

She explained, “What’s going on in your business is a reflection of what’s going on inside you. Sometimes people can be doing all the right things on the outside, yet subconsciously pushing away business from the inside.

“If you’re serious about attracting new clients, you have to address what’s going on inside, such as how you truly feel about what your offering, your relationship with your clients, and your real reasons for being in business”.

It certainly sounds like her approach to marketing is very appropriate for therapists. She told me “a lot of holistic therapists that I have met talk about what they do rather than the results they deliver. This book is really good at getting therapists to focus on WHO they are targeting, HOW they can help them, and WHY clients should choose them”.

I haven’t tried the approach myself, so I can’t vouch for it personally, but I certainly trust Sam, and she’s overjoyed with the results she’s experienced. I’ll leave the last word to her:

“I’ve found a whole new excitement for what I’m doing. I’m a client magnet with butterflies on!”



Kathryn McCann is a freelance writer, editor and marketer. She writes advertisements and other promotional material for her clients for print, radio and the web. She has also written for a variety of magazines.

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