

Five ways to put emotion into your massage therapy marketing

Putting “emotion” into your massage therapy marketing is something that most marketers don’t talk about. It’s not always the easiest or most natural thing to do. The natural thing to do is for you to talk and sell to your prospects logically. We usually do this by talking about our features.

Your massage therapy’s sales message should talk to your prospects like you would talk to a friend. In an advertisement, newsletter, or other mass communication you may not be able to call your prospect by their name, but there are other ways to “talk” to the reader in a more personal tone.

Here are a few different ways you can put emotion into your massage marketing messages:

- **Don’t talk corporate speak.** Use terms like “you” and “your” rather than “the”. For example, “your coffee” versus “the coffee”. Be a person! People want to deal with people – particularly when it comes to their health – not a large, cold, impersonal corporation. Be human.
- **Know clearly who you are talking to in your advertisements.** Picture one specific person you are talking to, not all of the people reading the ad. I tell my copywriting students to actually put a photo of this person (their ideal client) on the monitor while they’re typing so they remember to talk to that one person. The picture helps you stay focused. You are more likely to make a connection talking to one person than a group.
- **Talk to your customers and prospects like you would a friend.** Be conversational. One way to check your copy is to read it out loud. Does it sound like you talk or does it sound like you write? These are different. In school we are taught to “write” scholarly, not conversationally. Throw everything you learned out the window when you are marketing – write like you talk.
- **Let your personality shine through.** It’s ok to be different – people like you for it. People “see” you because of it. If you like to travel, have three crazy kids, or love bungee jumping – share that with your readers. Your personality will make you stand out from the other 3,000 advertisements your readers are exposed to each day. I say it again, be human – not a company.
- **Talk about the benefits of your services, not the features.** Benefits tend to be more emotional versus features which are logical.
- **People buy based on emotion, not logic.** While it is important you include logical reasons in your advertisement to justify a purchase that should be a small part of the actual selling you do. Talk to prospect’s emotions by addressing the benefits your services provide. Talk emotionally about how it will help them, not intellectually about how seeing you is the right decision.

Putting emotion into your massage marketing is an important part of making a true connection with readers and allowing prospects to know who you really are and what

you stand for. As you know, when it comes to their health people are particularly looking for someone they connect with. Be that person! Look through some of your existing ads and see how well you've done.

About the author

Founder of A Marketing Connection and The Copywriting Institute, Kelly Robbins, MA, is an award winning author, copywriter and healthcare marketing coach/consultant. Kelly is a blogger for both Chiropractic Economics and Massage Magazine and is the author of [*Marketing 101: Why Successful Alternative Healthcare Practitioners Specialize*](#) as well as co-author of [*The Practice Evolution Success Kit*](#). She also publishes [*The Healthcare Marketing Connection*](#), a free e-zine on healthcare marketing tips. Contact Kelly to receive her free report, "5 Critical Mistakes Healthcare Marketers Make that Lose Sales and Plummet Profits" at www.AMarketingConnection.com or 303-460-0285.