

## **Auditory, Visual and Tactile Memory Method For LMTs**

Here is how to remember what the client has asked you to work on:

1. **Visual/Tactile:** Make sure you have a picture of a body on your intake form that you ask the client to shade in (areas of concern). When you are going over the intake form with them, you shade in areas as well. Use a different color ink.
2. **Auditory:** Next, when you are giving the client directions on how to get on the table. Restate the areas that you are going to put extra focus on and ask if they would like hot moist packs and or liniments, etc. This lets them know it will be a focus for you.
3. **Auditory/Tactile/Visual:** Lastly, when I have the client properly draped, I do a full body compression, giving them instructions on how to breathe. As my hands go over the body and land on those areas of concern, I tell myself to remember to work the area I'm touching.

### **48 hour Check-Back and the Thank you notes explained.**

1. **48 Hour Check-Backs** can be done very casually (text, call, email) and are for this purpose:
  1. **to see how effective or ineffective the treatment was.** Do they feel better? Do they need to ice (20/40 rule\*) for the 1st 48 hours after deeper work. Do they have bruising as you warned them after a deep tissue? Do they feel better than they have felt in years? This small act of caring sets us apart from all other LMTs, thus builds loyalty fast.
    1. **TX Good?** You now have a second **opportunities to suggest or confirm another session**, if they didn't already re-book. If they are on your table 3 times they are your clients.
    2. **TX Bad?** if tx was in any way bad, we can **proactively solve the problem**. Always address bad reviews head-on.
  2. Referring specifically to the injury or problem lets them know you are still focused on them.

2. [Physical Thank You Notes to New Clients](#) (sent by regular mail) NEEDS to be more FORMAL and are for this purpose:
  1. Opportunity to **get a client Review** you. This raises your SEO, which gets you more new clients.
  2. Opportunity to put **prompt advertising in front of them** while they are still excited about you so that they may want to **re-book**, if they haven't already or they may share it with a friend. **Referrals** are your bread and butter.
  3. **Widens the clients view of you** by exposing them to your website, social media and possible upcoming events.
  4. Because this above-and-beyond act **sets you apart** from all other LMTs, it builds loyalty fast. It says you know what you are doing and we really care about customer satisfaction. People who value customer service are the biggest blabber-mouths about the "best thing ever" that they know about to others.
3. [Physical Thank You Notes to persons who Referred new client](#) (sent by regular mail) are for this purpose:
  1. Clients are thrilled when they know that the person they referred to us loved their service for three reasons.
    1. First, it's like they gave their friend a present, something (a MassageFIX massage) of great value.
    2. Secondly, that friend (our new client) now admires their judgement and will be even happier with them for such a great suggestion. This raises the friend's (one who referred) value
    3. Thirdly, they feel like they have shown us their appreciation for our service to them by increasing our business and they have, haven't they? The more we say "thank you", the more they will refer to us.
  2. These thank you notes also create the same benefits as 1-4 of "Physical Thank You Notes to New Clients"