

PRESS FOCUS ON COLON HYDROTHERAPY – MAKE IT WORK FOR YOU!

When I worked in the city I worked with the national newspapers and for some time wrote weekly articles for the press, working closely with professional journalists and the public. So I'm not surprised to read the Daily Mail article today about colonic irrigation. It's a rehash of their previous article from last week, this week they added in some British flavour to make it more relevant and in another week we may get another version – hopefully with more balance.

If you haven't read it - to summarise – the first article was about the US study where 2 people had experienced renal failure and others had had various symptoms after or during such as cramping, discomfort or feelings of nausea. Today's article adds the experience of one person who had a bad time during and after her colonics in the UK, plus commendations from a UK Doctor and rebuttal from Roger Groos of Arch. Neither article gave a good case study.

The saying 'any publicity is good publicity' can sometimes be true but it has to be handled correctly to make it good publicity. I was asked to appear on the Jeremy Vine programme on Radio 2 last week to talk about colonics and the article - and at no point did I mention the article, not its contents, I just focussed on the positive aspects of colonics, what great results my clients had had and why some people should have colonics. Had I mentioned the negatives some people would have only heard that, as it was they only heard about the good stuff from me.

What the Daily Mail article doesn't do is give any balance by providing a good experience from a client in the UK or point out the difference that going to a professional therapist such as those who are members of RICTAT can make. RICTAT therapists are integrative therapists and we probably don't shout enough about it or explain it to our clients.

So what to do to turn this into a positive for us?

All of you will be preaching to the converted within your clinic, you don't need to convince your clients that colonics are a good thing – they are already there and paying you for their treatment. Explain what being a member of RICTAT means, give them information about the other therapists you work with to provide a whole service.

You need to create a positive vibe within your clinic and local area;

If you haven't already got one start a testimonial book, ask your clients to leave comments so others can see them, get your clients to tell others how good you are by recommending you, ask for recommendations; get your clients to do your publicity for you.

We ask our clients to fill out a feedback form anonymously and send it back to us, we use these extensively to promote the clinic.

If you feel brave enough write an article about the good affects of colonics and submit it to your local newspapers, magazines and radio stations. If you want help with this send it to me first and I'll charge a nominal fee of £25 to jazz it up for you and make it media friendly. It needs to be personal to you and your experiences as a therapist so for the time being we are steering away from a standard type response for all of you. This needs to be done quickly if you are going to ride on the current colonic wave, so get writing!

Go on to the Daily Mail site and leave a balanced comment at the bottom of the article. Colonics are not for everyone, don't spend time trying to convert the 'I have a hose pipe I'll do it for you for free' type of reader! Just be truthful about how colonics have helped you (if they have) and how they make you feel. The more positive comments we leave the less number of negative comments a curious possible client will see. At the end of the JV programme the last comment was from a doctor who had colonics regularly when she was stressed to help her. It was a very positive and powerful finish.

On line journalists use the comments to justify writing another article, the lady who was featured today was almost certainly a reader who left comments and then was contacted by the writer to plump the piece up again and justify another fee. They want to reflect what their readers will enjoy reading - leave enough positives and we may just get a better balanced view next time!

I will be running a course at the RICTAT conference on marketing and driving your business forward which will cover getting free publicity, who to market to, marketing inside and outside your clinic, email and web campaigns, social networking, buzz words, emotional marketing and anything else we can fit in to the 4 hours. If you would like to book this please contact RICTAT.

Contact me direct on 0845 475 0606 or at enquiry@miltonkeynescolonic.co.uk if you would like me to help you with your press release.