

The  
ELECTROLOGY  
CONSULTATION

FLIP CHART KIT



## Educational & Marketing Tool

*As requested, much of the material from my lecture, "Educating Your Patient/Clients, Selling Yourself and Your Services," is now available in a flip chart format for your use.*

- ~ 38 laminated pages
- ~ Color photos/drawings
- ~ Format that makes YOUR consultation most complete
- ~ Public speaking tool
- ~ Reference source through out series of treatments

Some topics covered: Sterilization, Treatable Areas, Areas Men Have Treated, How It Works, Does It Damage the Skin, What You Feel, Modalities, Factors Influencing Sensation, How Many Treatments, Stages of Hair Growth Cycles, How Skin Will Look and Feel, Post Treatment Healing

**View & get order form at**  
**[www.Skinfluentials.com](http://www.Skinfluentials.com)**  
"electrologists only"

US (equivalent) \$85.00  
plus \$15.00 shipping

Make check payable to:

**June Allen R.E., CPE**  
45 Krysiak Avenue  
Fitchburg MA 01420  
**978 342-5858**

visa & master card

# TO MARKET OR NOT TO MARKET

by Belinda Brouder-Hayes

This is the question that many electrologists grapple with as they consider how to navigate the ever competitive economic environment. As noted by industry observers, many organizations are wary and have said they will pull advertising if the grim economic outlook persists – but slow sales and a weak economy shouldn't and doesn't mean that all marketing activity should cease. Slashing budgets to combat forecasts of continued economic woes, increasing competitive pressures and sluggish sales is a short-term solution with detrimental long-term consequences for many companies and entrepreneurs alike. Why you ask?

Electrologists still need to communicate, maybe more than ever during uncertain times. It's important to keep in touch with your client. *Without marketing, your client base, the bloodline of your practice, will begin to dwindle and eventually dry up.* But because the impact isn't immediately felt, many electrologists will regard a reduction in their marketing budgets as a strategic move that will reduce operating expenses and enhance cash flow. Mistakenly, many view marketing as an expense item on their income statement, not as a necessary investment to ensure the viability of their business.

Over the years, we have encountered this type of thinking from some of our clients – from industrial manufacturers to entrepreneurs – all of whom are hesitant to invest in marketing but want to deepen client relations and increase sales. Much to their chagrin, we have had to explain that without engaging in the marketing process, it is not possible to strengthen client loyalty or expand market share.

In an economic downturn, electrologists need to be proactive rather than reactive so they emerge stronger. There are several options that should be considered when identifying how best to ensure future prosperity.

Conduct a marketing audit to identify the most effective marketing tactics and invest in those areas.

Assess market position and take advan-

tage of the downturn to revamp marketing strategy.

Modify marketing mix to maximize the impact of marketing dollars, i.e. use public relations instead of advertising.

Incorporate new internet based media and technologies such as websites, blogs, email marketing, etc.

Better leverage investment in web technology to supplement sales.

Reduce not eliminate marketing budget based on market intelligence.

Ultimately, the course electrologists can take depends on many factors including how aggressive they want to be. If your practice is not in economic crisis, then the answer may be to modify your marketing approach to reflect the reality of your market.

Spending too little is as great a risk as spending too much, because if your productivity levels are so low that it hinders effectiveness, it can do more damage to your overall reputation and professional image. The best solution is to take a holistic approach to marketing and endeavor to implement an ongoing campaign versus one offs in response to changes in the market.

It is important to note that when considering your options, take a look to see what your competitors are doing. In the current environment, if your competitors are not marketing then there is an opportunity for you to gain market share through filling the void.

If your practice is not equipped to determine how to modify your marketing approach, then engaging the services of an outside consultant or agency may be the answer. Oftentimes an outside perspective injects new creativity into an organization's marketing approach. Remember when you decide to market or not to market, you decide whether to be or not to be.

*Belinda Brouder-Hayes is the founder of Dark Horse Marketing, a full service strategic marketing firm based in Scarsdale, New York. She can be reached at [bhayes@darkhorsemarketing.com](mailto:bhayes@darkhorsemarketing.com).*