

Getting People to Come

Follow the advertising basics: who, what, where and when. Throw in some WIIFM (what's in it for me) and you have a formula for success!

Plan ahead

- Pick a topic and book.
- Find a location and establish a time.
- Plan 6 to 8 weeks ahead if possible, but some people have held successful groups with just two days of planning!



Become an inviter

- Invite friends, co-workers, family, people who are interested in the topic and those you meet. Ask them to bring a friend.
- Send fliers and invitations if you have a mailing list.
- Follow up with a phone call or email to remind people of details.

Use fliers on counters, bulletin boards, etc.

Ideas for where to put them:

- Meeting location, libraries, grocery stores, health food stores...
- Salons, spas, natural healing clinics, wholeness centers, and offices involving chiropractors, homeopaths, naturopaths, acupuncturists, health kinesiology, massage...
- Athletic clubs; Yoga, Tai Chi Chuan, and martial arts centers
- Use your imagination...

Put up posters/fliers

- Distribute 10 to 14 days before the first meeting.
- If printing in black and white, use colored paper.
- Use distributing fliers as an opportunity for personal contact.
- Make sure it's legal—check!

Place ads in papers, have Public Service Announcements (PSAs) on radio

- Take advantage of the freebies.
- Calendar listings in local newspapers and tabloids work great.
- Many radio stations want to have a certain number of public service announcements.

Sample posters and fliers are available. You can use the wording on them to formulate other forms of advertising, or be creative and make up your own.