



Host a "Defeat [Knee Pain] Week" Checklist

This checklist is the companion to my Marketing Tip Monday #4 on Facebook Live about featuring one condition within your specialty & using this as a reason to promote your clinic and drive traffic to your business in a big way.

Watch the Facebook Live [here](#) for all the details! Then use this checklist to put this great idea into practice ASAP in your clinic.

- Choose ONE condition within your specialty to feature
Condition:
- Choose the dates for your "Defeat x Week"
Dates:
- Write 2-3 blog posts for your website about the condition and how acupuncture, moxa, herbs, etc. can help
- Research online and pull together as many articles as you can from other websites about natural care/prevention for this condition (acupuncture, stretching, diet, etc.) [These will be used for social media]
- Prepare 3 emails for your subscribers:
 1. The week before, send an email on Tuesday to your list to prime them for Defeat x Week. Include:
 - Let them know it's next week (with tons of enthusiasm)
 - Link to one of your blog posts about the condition + acupuncture,
 - Call to action
 2. On Monday of Defeat x Week (the first day) send an email:
 - Let them know this is it! It starts this week!
 - Link to another blog article about the condition
 - Emphasize call to action (i.e., they should make an appt., and how to do that!)
 3. On Weds. or Thurs. of Defeat x Week, send one more email:
 - Remind them the special week is ending
 - Link to one more blog post you've written on the topic
 - Call to action again



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- Use social media to make your audience aware of the week
 - Post 2x/day on Facebook (use a free scheduling tool like Hootsuite)
 - Post the articles you gathered earlier in this checklist
 - Every time you post something related to the condition, emphasize that the reason you're posting it is because it's Defeat x Week (with enthusiasm!)
 - Every third post, include a call to action (that they should make an appointment during this exciting week, and how to do so)

- Collaborate with other local wellness practitioners to promote the week
 - Ask them to email their subscribers letting them know that you're hosting a special event
 - Offer to feature them in your email newsletter next month, to make it a fair trade
 - Ask them to post signs in their offices

- Put flyers up about Defeat x Week around town
 - Coffee houses
 - Gyms/fitness centers
 - Libraries, etc.

If one week doesn't feel like enough time to prepare, take as much time as you need. If you want to get really serious about this event, host wellness speakers in your office during the evenings of Defeat x Event (including yourself, of course) about the specific condition. This would require more advance planning but could also give you a wider audience for the entire event.

It's up to you how you want to go about it. I don't think there's a "wrong" way to do it :)

Email me with questions! >> Michelle@michellegrasek.com