



Marketing Your Aquatic Therapy Practice (Without Buying Anyone Lunch) (Webcast)

(How to attend webinar info will be sent with your handouts at least 1 week before webinar)

DESCRIPTION

The days of pleading with local doctors to send patients to your pool are over. And placing a paid ad in the newspaper is often a huge waste of money in this era of “information overload”.

Learn how to generate a **ground-swell of interest** in aquatic therapy in your community with these free or nearly free marketing techniques including:

1. Becoming the featured guest on local radio shows with your own ½ hour discussion of aquatic therapy.
2. Getting your clinic’s pool on the front page of the Health and Wellness section of the local paper.
3. Tying into national trends such as “positive aging” to bring local television coverage into your pool.
4. Using the Internet to successfully drive traffic to your facility (including getting featured on Google Maps and Yahoo Maps for free)
5. Locating gorgeous, aquatic therapy photographs to use in mailings, brochures and on your website.
6. Re-using free re-printable articles already written by industry experts.

This webinar comes complete with sample brochures, “cut and paste” press releases, reprintable articles, and more ideas to help you easily market your aquatic therapy practice.

DATE: Tuesday, Dec 30, 2008

TIME: 1 PM Eastern/ 12 Noon Central/ 11 AM Mountain/ 10 AM Pacific

DURATION: 90 minutes

REGISTER: Cost \$199. www.aquaticnet.com/aquatic_therapy_continuing_education_webinars.htm or call (715) 248-7258.

WHAT DO YOU GET?

This webinar comes complete with sample brochures, website templates, “cut and paste” press releases, reprintable articles on the benefits of aquatic therapy and more ideas to help you easily market your aquatic therapy practice. You may also order our seminar CD for a reduced price (\$50 discount) after attending.

CEU CREDIT

ATCs: The Aquatic Resources Network is a Board of Certificate Approved Provider for the Athletic Trainer.



PTs and OTs: We will issue Certificates of Completion for those who attend and mail-in a post-test. Therapists/assistants can then use these Certificates to seek CEU approval in their states.

For instance, PTs and PTAs in Minnesota will be able to use our webinars towards up to 10 hours of their biannual 20 hour CEU requirements. (This course is considered a Category 2 in Minnesota; we are applying for Category 1 approval starting in 2009).

WHO CAN ATTEND

For 1 registration fee (\$199), your entire office can attend. You can watch it alone on your PC monitor -- or project it onto the wall for everyone to see. Simply have your IT guy connect your computer to a PC-driven projector and project the training onto your wall to make a lunch-and-learn session easy. Note: Your computer must remain connected to high speed internet during the webinar.

LEARNING OBJECTIVES

Upon completion of this course, participants will be able to:

1. Describe 4 steps to becoming a featured guest on local radio.
2. Explain 3 "hooks" which will interest TV and print media in their aquatic therapy practice.
3. Describe 3 ways to use the Internet to drive traffic to their facility.
4. Create a sample brochure with stock photos and pre-written articles about the benefits of aquatic therapy

SPEAKER BIO

Andrea Salzman, MS, PT graduated from the University of Alabama at Birmingham with a Masters degree in physical therapy. Salzman is the Founder and Owner of the **Aquatic Resources Network**, the largest multidisciplinary clearinghouse of information on aquatic therapy. She is Vice President of **10K Health, LLC**, a temporary staffing agency for the physical therapist and PTA. She has served as:

Editor-in-Chief, Journal of Aquatic Physical Therapy;

Manager, Regions Hospital Therapy Pool;

Adjunct Faculty, College of St. Catherine's PT program:

Functional Design Consultant; Aquatic Therapy Facilities:

ARN Database Creator, 16,000 aquatic professionals;

Aquatic Health Research Database (AHRD) Creator, 8000 abstracts and growing;

Author, 5 aquatic therapy-related texts;

Columnist, Advance magazine



Salzman received the **Aquatic Therapy Professional of the Year** and Tsunami Aquatic Awards from the Aquatic Therapy and Rehabilitation Institute (ATRI) and she presents popular aquatic therapy seminars throughout the US and abroad.

CANCELLATION AND REFUND POLICY

ARN reserves the right to cancel this webinar. We will notify you a minimum of 10 days prior to the webinar date if it has been cancelled. Cancellation of this course by the Aquatic Resources Network for any reason will result in a complete refund of all registration fees. Cancellation by registrant (postmarked 10 days prior to seminar) will receive a refund minus \$35 administration fee. No refunds will be issued after that date for cancellation by registrant. Registrant can choose to receive a CD of the webinar if unable to attend. CDs will be available approximately 3-4 weeks after original webinar broadcast.