



JOINING ACT

**... a joining guide
... for therapists who like ACT.**



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Please note: this introduction to joining ACT covers costs and contracts for therapists who want a 6 hour slot, which is the normal and recommended way to join the team.

The system has been designed to offer massive amounts of flexibility to therapists enabling FREE access any un-booked rooms, outside of their 6 hour slot.

Contracts and pricing systems are different (though equally reasonable) for people who share a 6 hour slot and for teachers running classes and courses.

All pricing systems and joining offers are correct at 31/3/11.



Steps Ahead to Joining ACT

I have written the 'steps ahead' here in a list format for you, to make things simple.

1. Have a look around, see how everything works, choose a room on a day or evening which is available.
2. The room will be held for you with your name on it for one week while you look through the accompanying documents and contract and make a decision.
3. If you want to join you need to apply by emailing your ACT CV to me.
4. A week later, you need to bring to the meeting:
 - Photo ID (passport/driving licence)
 - Qualification certificates
 - Membership certificates
 - Insurance certificate
 - First aid certificate - if you have it
 - Your cheque book to pay your deposit/initial payments
5. You will get:
 - Your ACT marketing book, including step by step guide and ultimate check list!
 - An introduction to all the systems within the building.
 - Immediate access to use the rooms as your free month begins.
 - Your Virtual Office account for remote access to the online diary and ACT documents.
 - An overview of the plans of the year ahead and a set of dates for your diary of events you can be involved in (again, all optional).
6. 'Get-Started!' – Optional marketing package for additional support:
 - If you choose to purchase the 'Get Started' marketing package we will arrange: A meeting to sort out your ACT profile webpage, promotional material/design your leaflet – (if you wish to), put your business on Google maps and give you access to further promotional ACT discounted services.
7. After joining your next steps are to:
 - Begin working through your ACT marketing book, (if you want to).
 - Make a separate file in your email account for informative emails you get about ACT, marketing and plans ahead so you don't lose them.
 - Set up your standing order for future rent payments.



Welcome to the ACT team!!!

The Mission of ACT is to...

Promote excellence in the provision of accessible complementary and alternative therapies for clients, within the setting of high quality facilities for therapists.

Provide comprehensive support to therapists whilst they build up their businesses in a team based environment with ongoing support during their career development.

Encourage therapists to remain in complete control of their thriving businesses.

The ACT Book of Everything Good and Useful!

In the ACT book you will find a step by step guide to marketing yourself as a therapist along with a lot of useful links, info on the necessary areas of leaflets, printing, delivery, web-design and advertising and accountancy. There are systems, people and companies in place to use for their services if you wish to.

Access to our discounted designers comes as part of the 'Get-Started' marketing package.

It is your business and your choice how you do your marketing and to what degree you get involved in the activities and opportunities presented.

Optional Team Events and Activities

- Weekly meetings (chat-tings) – to bounce ideas and stay in touch with each other.
- Monthly intra-act therapy swap raffles, a way of getting to know different therapies and therapists and also benefiting from having a monthly treatment for yourself.
- Open Days where we do taster sessions, supply drinks and food, and have a raffle of therapy treatments, all measures designed to get new customers through the doors and build your client bases, whilst working together.
- Take part in Vision for Living, Cardiff's biggest natural health show, every six months.

Please note: None of the events and activities are compulsory; they are all in place as a BENEFIT of being part of Wales's biggest multi-disciplinary clinic, and will continue for as long as enough people want to take part.

Associated Contemporary Therapists Ltd

53 The Parade, Roath, Cardiff, CF24 3AB



There are **321,000** people in Cardiff, all are potential clients, and may be divided into the following groups and you need to get into the headspace of each group and think how will they find me? What internet search terms will they use? What book will they look in? How can I reach these people? Why will they choose me instead of the competition? What is the competition doing? I need to do what they are doing and ... How can I do it better?

The 'right' clients for you will come but they can't if they don't know you are there! The more prominent and easy to find you are, the quicker they can find you and book appointments.

- **People who use the internet to find therapies.**
- **People who don't.**
- **People who know they want therapies and know what they want.**
- **People who don't know and need to be informed that they can be helped.**
- **People who have no idea what therapy would benefit them, but want something.**

'Marketing' may be systematically divided into 6 main categories and each one may be addressed in turn:

1. **Hardcopy – leaflets/posters/phone books/adverts/published articles**
2. **Internet – websites/business registration sites/staff benefit schemes/gum tree etc**
3. **Word of mouth – from friends, existing clients, colleagues – everyone you know!**
4. **Follow up marketing to existing clients – letters/vouchers/reminders**
5. **Referrals – networking with other therapists/and people**
6. **Tele-sales**

The ACT book guides you through all of the above, if you think of anything to add please let me know!

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Steps Ahead:

Are basically working through the ACT book! – But here an overview of what could lie ahead:

- Leaflets/cards
- Leaflet delivery
- Health shows
- Taster sessions
- Direct marketing to companies and specific groups
- Staff benefit schemes
- Websites
- Google map manipulation
- Internet manipulation
- Networking meetings
- Yellow pages
- Posters
- Vouchers
- Raffles
- Cold calling/telesales
- Word of mouth – eventually!

The suggestion here is to start by doing everything you can that is free after your leaflets have been designed and you are waiting for their arrival. This is your business and you are responsible for your marketing.

At ACT you will get help and advice, regular meetings, open days and events such as health shows to join in. If you want someone else to do your marketing for you, however, that is the foundation upon which clinics are based where they tend to take 40-60% of the fees you charge or pay very low wages. ACT has been developed so that you can be in charge of your business and earn decent money, with help, support and company, allowing you the space to remain completely independent and in control of how much you want to work and with whom, and that includes how much effort you put in to marketing.

It's a Business!!! – What's Your Plan?!!!

The price structure of ACT has been designed so that one client per week covers your room costs, so there is minimal pressure, however, I'm assuming you would like to make some money?!!!

Start thinking maths and money!!!

Without a plan (a business plan, no matter how big or small) you don't have a goal to aim towards, you need a goal so that you can achieve it! ... Then you work REALLY HARD and ask for help from those around you, and they will help, don't forget to thank them!

Here's a conservative example, maybe you would like to charge £70 and double your figures:

- £35 per treatment
- 8 per week = £280
- X 52 weeks = £14,560
- Minus holidays cancellations, costs of rooms, advertising, memberships, insurance, cpd etc, but still that's only 8 – 12 hours per week you are working!
- 16 per week = £560
- X 52 weeks = £29,120

- **You don't just step into a 'full' part-time week. It's what you earn over time. ALL the other hours of the working week are to be spent marketing to build up to this point!**

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Initial Start Up Costs to Join ACT: Correct up until 15/2/11.

£130.00 +VAT	one months rent as a deposit (for when you give a months notice to leave, if ever!)
£60.00	Service fee to cover initial six month contract. (equivalent of £10 per month, to be paid annually in January, once you are settled, up and running.)
£10.00	Key deposit.
£30.00 +VAT	Per day – for rent of days bringing you up to date to the 15 th of the month.

Possible/Optional Costs ...

Get Started!!!!

£120 + VAT	Get Started Marketing Package. (See page 3 for details.)
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Leaflet Design, Print and Delivery Options:

At ACT we have self employed (in keeping with the ACT ethos!) professionals in place with extremely good discounts for ACT therapists who buy the Get Started Marketing Package, should you choose to use them. We get great discounts because there are so many of us and because of the pre-design stage included in the Get Started package, cutting down on the designers workload, ensuring you get the best possible leaflets, posters/promotional material.

£70.00	Leaflet re-design by professional designer after we have done the initial design as part of the Get Started marketing package.
£56.00	Printing and delivery of 5000 A6 leaflets. (2 boxes full!)
£tbc - changing	Delivery of 1000 leaflets through residential doors. Approx £40.

Personal Websites:

We have a brilliant web designer in place who will help and guide you through the stages of having your own website at a really reasonable price, enabling you to build on it page by page in bite size chunks in terms of both cost and writing the content.

Websites are bit like pets, everyone wants them but they are a lot of work, breaking it down in page size chunks helps it to be manageable.

Each page will cost £50 and the initial set up of domain name, hosting and homepage will start at £175.

Accounts:

If you are just starting as a self employed therapist you don't need to worry about accounts in the first year, but when you do need to worry about it, we have a wonderful accountant who will give you free advice and less than half price 'normal' rates, costing around £200 + VAT.

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The Cozy Room and the Turquoise Room are 'Talking Therapies' rooms, with chairs and sofas.

The Blue Room has an Osteopathic/Chiropractic specific couch (harder, narrower but still electronic).

The Yellow Room is the room designed with the specifications for Acupuncture/Podiatry hygiene requirements and has an electronic massage couch.

Red, Purple and Green rooms have spec made electronic couches that turn into the shape of a comfortable chair for reflex/hypno etc.

All of the rooms are designed to be multi-functional and get used by most of the therapists for their different treatments and sessions.

AM 9-3	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Red		Hannah B					
Yellow am		Leilah P	Chris K			Erik P 9-12	
Green am		Sarah	Darien P		Rach S	Jake C 9/4	
Blue am		Helen M		Richard K	Helen M	Conrad S	
Purple am		Jane Ends 26/4/ Sarah starts 3/5	Jane G			Julie P	
Talking am			Utsa D			Kate I	
Lilac Room				Janet J			
PM 3-9							
Red	Hannah B	Louise B	Hannah B	Clare H	Cathy F	Caroline	
Yellow pm	Erik P	Darien/Nic D	Leilah P	Kerry C			
Green pm		Rachael S	James O	Jake C	Rachael S		
Blue pm	Jane G	Helen M	Beryl R	Riz S	James O		
Purple pm	Laila L	Jake C	Louise N	Lynsey/Hanna	Sarah D	Sarah D	
Talking pm	Julie P tbc		Bill R	Julie D			
Lilac Room	Jess D 28/3		Tessa J	Utsa D			

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