

AUGUST CLIENT DIARY

To get in the habit of doing more live posting, I'll be documenting my schedule every day I have clients in August. I want to share the extraordinary potential using Groupon has for building a sustainable practice over time. I'll be adding updates to the comments in this post to keep it near the top. Each summary will include the date of the client's first visit, how they heard about me, how often they book and how long their appointment is. I welcome your comments and questions.

8/3: 3 clients on the books today:

1. 2014; Groupon; 90 minutes every 4 weeks
2. May 2017; former student; 90 minutes every 3 weeks
3. 2014; referred by a former coworker; 60 minutes every week

8/4: 3 clients on the schedule:

1. 1st visit was last week; found me online; 90 minutes; indicated interest in frequent visits, but no standing appointment due to business travel
2. early 2017; referred by a former coworker; 60 minutes; occasionally
3. 2014; friend of my husband's; 90 minutes; occasionally

8/5: The August client diary continues! I want to share how using Groupon is still working for me even though I haven't had an active deal since Feb 2017. I've done 3 different campaigns: 2014 and two in 2016/2017.

4 clients today:

1. 1st visit 2014; referred by a long-time client; 60 minutes every 3 weeks
2. 2015; referred by a Groupon client; 2 hours every week
3. late 2016; referred by a former coworker; 60-90 minutes occasionally
4. April 2017; online; 90 minutes every 4 weeks

8/6: Today's diary for 2 clients:

1. 1st visit 2014; found me online; 2 hrs every 2 weeks
2. New; referred by another Ashiatsu therapist who is closing his practice; 90 minutes; indicated she'll be booking 1x/month

8/7: 1. New today; found me on Google; 90 minutes; lives in the mountains but visits Denver monthly, so may rebook

2. 2014; friend/former coworker; 90 minutes; occasionally
3. 2015; referred by a long-time client; 60 minutes every 3 weeks
4. 2014; referred by a long-time client; 60 minutes 1x/month

8/10: 1. 1st visit was Monday (2 massages in one week!); found me online; 90 minutes; may rebook

2. late 2016; 4th degree referral from American Specialty Health; 90 minutes occasionally
3. 2014; referred by a former coworker; 60 minutes weekly

8/11: 3 clients today:

1. 1st visit 2014; met at a previous job; 2 hours every week
2. 2014; friend of my husband; 90 minutes occasionally (I'm working off some video editing he did for me for the

"Massage Marketing That Attracts Ideal Clients" course)

3. 2016; Groupon; 90 minutes 1x/month

8/12: The August client diary rolls on! 3 clients today:

1. 1st visit 2014; marketed to the physician's office she works at; 60 minutes every 3 weeks
2. Early 2016; referred by a Groupon client; 60-90 minutes 1-2x/month
3. New today; referred by another Ashiatsu therapist who is closing his practice; 2 hours

8/13: Today's client diary entry is for 3 clients:

1. 1st visit 2015;
referred by a Groupon client; 2 hrs every week
2. 2014; Groupon; 90 minutes every other week
3. 2014; met at a previous job; 2 hrs every week (missed last week so came in twice this week)

8/14: Last client diary for this week (I'm off Tuesdays and Wednesdays) for 3 clients:

1. 1st visit today; 2nd degree referral from the Ashiatsu therapist who is closing his practice; 90 minutes
2. 2014; referred by a Groupon client; 90 minutes-2 hours every 4 weeks (or so)
3. 2015; American Specialty Health referral; 2 hours every other week

8/17: Week 3 of my client diary is underway! I'm sharing it to show how the Groupon campaigns I've done in the past are still making me money. 4 clients today:

1. 1st visit 2014; Groupon; 2 hrs every 2-3 weeks
2. 2015; 3rd degree American Specialty Health referral; 60 minutes today but usually 90 minutes 1-2x/month
3. 2016; gift certificate promo; 90 minutes every three weeks
4. 2014; found me online; 2 hrs every other week

8/18: 3 clients for today's diary entry:

1. 1st visit 2014; Groupon; 90 minutes every three weeks
2. 2016; Living Social; 60 minutes once a month
3. 2016; 2nd degree American Specialty Health referral; 2 hrs once a month

8/19: Another Saturday diary entry for 3 clients:

1. 1st visit 2014; former coworker; 60 minutes every 3 weeks
2. 2015; referred by a Groupon client; 2 hrs every week
3. 2016; 4th degree American Specialty Health referral; 90 minutes 1-2x/month

8/20: 3 clients today:

1. 1st visit 2014; referred by a former coworker; 60 minutes every week
2. 2014; met at a previous job; 2 hrs every week
3. 2014; 2nd degree American Specialty Health referral; 90 minutes once a month

8/21: Wrapping up another week. 4 clients today:

1. 1st visit 2015; referred by a former coworker; 2 hrs every month or two
2. 2016; 4th degree American Specialty Health referral (was just in on Saturday but needed more work); 90 minutes 1-2x/month
3. 2015; referred by a long-time client; 60 minutes every two weeks
4. 2016; 5th degree American Specialty Health referral; 90 minutes once a month

8/24: I almost forgot my client diary for a rare, one client day today. I'm keeping track this month to show how using Groupon still makes me money even though I paused my last deal months ago.

1st visit 2014; referred by a former coworker; 60 minutes weekly

8/25: 2 clients today:

1. 1st visit 2014; met at a previous job; 2 hours every week
2. 2015; American Speciality Health referral; 2 hours every other week

8/26: Diary for 4 clients today:

1. 1st visit 2014; referred by a long-time client; 60 minutes every three weeks
2. Early this month (3rd visit); found me online; 90 minutes; may visit monthly
3. 2016 (2nd visit); referred by another Ashiatsu therapist; 90 minutes
4. Last month; referred by a former coworker; 2 hrs

8/27: Today's client diary has 4 entries. All of them either found me on Groupon or were referred by someone who did.

1. 1st visit 2014; 60 minutes occasionally
2. 2015; 2 hrs every week
3. 2014; 90 minutes every other week
4. 2014; 2 hrs every 4 weeks

8/28: 2 clients today:

1. 1st visit 2016; Groupon; 2 hrs once a month
2. 2016; 4th degree American Speciality Health referral; 90 minutes twice a month (sometimes more often)

8/31: Last client diary for August. 3 clients today:

1. 1st visit 2014; Groupon; 90 minutes every four weeks
2. May 2017; former student; 90 minutes at least 1x/month (only 75 minutes today)
3. Late 2016; 2nd degree American Speciality Health referral; 2 hrs 1-2x/month

I'll be sharing my summary and analysis in my next blog post. I bet you'll be surprised at how far reaching a strategic Groupon campaign can be!

