

Marketing for Private Health Visitors

Practical marketing for start up businesses



Every small business owner finds it hard to make time for marketing. But if you are marketing yourself, and your own skills, it is particularly difficult.

This course has been designed especially for members of the My Health Visitor network, and focuses on helping you to move into a commercial environment, where you will have to deal with the whole range of marketing issues, including pricing, promoting yourself and developing a marketing plan.

This workshop helps private Health Visitors to focus on their target market, communicate their messages with clarity and identify which of the numerous marketing channels are most likely to work for them.

The programme is designed to be very practical and interactive, using examples from your own businesses. And for two weeks after the course, you will have access to telephone support to help you put your plans into action.

What we will cover:

1. How to define your target market in a way that works
2. The best way to explain what you can offer your clients
3. Identifying which marketing channels will work best for you
4. The million dollar question: how much to spend on marketing?
5. Pulling it all together: preparing a marketing plan for your small business

Who should attend?

This three hour programme is designed for private health visitors who want to set up and grow their business effectively. Whether you are just starting out, or you are already running a business and want to market it better, then this is the session for you.

Date and Location

The workshop is on **Saturday** 10 March, 12.30pm-3.30pm, at Chertsey Children's Centre, Pycroft Rd, Chertsey, Surrey, KT16 9ER.

What is included?

The cost of the workshop is £59.50. The price includes refreshments and individual telephone support for two weeks after the course.

How to book

To make your booking contact Oriël Marketing on 01252 727625 or email philippa.varey@orielmarketing.com. Payment is due when you book with cheques made payable to Oriël Marketing Ltd and sent to Oriël House, 22 Brambleton Avenue, Farnham GU9 8RA.