



## Healing Touch for Animals® Marketing Timeline

### **Twelve - Six Months Prior to the Course**

#### **Coordinator Tool Box**

- You will receive a complete Coordinator Tool Box within a few weeks of new coordinator approval. Open the box immediately and familiarize yourself with the contents and marketing tools.
- Label the marketing cards with the labels provided. We recommend you only do 100 at a time as the stickers are date sensitive.
- Keep a stack of brochures, labeled marketing cards and business cards with you.
- Develop a plan to distribute the brochures, marketing cards and posters.

#### **Database List**

##### **Level 1 Course**

- You will receive the database list from the HTA office. The database list is a great way to connect with those in your community who have expressed interest in HTA. When a new course is scheduled, you will be provided a list generated from the HTA database of individuals in your state that have not attended an HTA Course. This list is of people who have expressed interest in the HTA program by requesting their contact information to be added to our database by joining our mailing list from the HTA website or by coordinator prospecting efforts.
- In an effort to keep our database as current as possible, please keep track of email or phone number changes by updating the HTA database list and highlighting the changes. The database list will be sent back to the office after the course.

##### **Level 2 – Advanced Proficiency**

- You will receive the database list from the HTA office. The database list is a great way to connect with those in your community who have expressed interest in HTA or who have already taken an HTA Course. When a new course is scheduled, you will receive the list in two file formats. The first file is in a PDF format. This format provides very detailed information about each contact: names, addresses, email addresses, phone numbers and any previous course they have attended. The second file is an Excel spreadsheet that provides the same information as the PDF but is used as a tool to copy and paste email addresses into a new email that you send.
- Ask those who have participated in an HTA Course in the past to help spread the word about the upcoming course. Email them a marketing email and / or give them a few marketing cards to help distribute.
- In an effort to keep our database as current as possible, please keep track of email or phone number changes by updating the HTA database list and highlighting the changes. The database list will be sent back to the office after the course.
- While emails are a faster way to connect with people, phone calls and connecting one-on-one is the most effective way to share and invite people to class.



## Healing Touch for Animals® Marketing Timeline

### Develop a Research & Marketing Plan

- Begin by strategizing a plan on who you want to contact about the course.
- Write down your own timeline and start researching contacts as soon as the course is scheduled.
- Determine the following:
  - Who you will contact
  - How you will contact them
  - When you will contact them
  - How and when you will follow up
- Review the [HTA Coordinator Manual](#).
- Review the [HTA Course Marketing Plan](#).
- Review this Marketing Timeline.
- Make notes and ask questions as they arise.

### Events/Presentation Opportunities

- Search for animal events in your area. Many events are scheduled well in advance and may already be accepting applications for vendor opportunities.
- Tools available on the [Coordinator Support Center](#) page used during events include the following:
  - [Discover Healing Touch for Animals®](#)
  - [QuickTime Presentation](#)
  - [PowerPoint Presentation](#)

### Events on HTA website

- Add your events to the HTA website by submitting the details on the [Events page on the HTA website](#)

### Event Box

- After committing to an event, request an Event Box from the HTA Office at least 14 business days prior to the event. Email [Products@HealingTouchforAnimals.com](mailto:Products@HealingTouchforAnimals.com) with Event Box requests.

### “Save the Date” Notifications

- Send “Save the Date” notifications to your personal contact list and those you think may be interested in attending or helping spread the word about the upcoming course.
- Notify your contacts of events where you will be presenting HTA.

### Social Media

- Join us on [Facebook](#), [Twitter](#) & [YouTube](#).
- Share posts and pictures from previous courses. See the [Facebook Handbook](#) for guidelines.

### HTA Blog

- [Visit the HTA Blog](#)
- Subscribe to our Blog and share the stories and posts via email and through social media.



## Healing Touch for Animals® Marketing Timeline

### Schedule Service/Volunteer Groups

- For all upper level HTA Courses, coordinators who schedule Service/Volunteer Groups help maintain the excitement and energy. View the Service/Volunteer Group Information on the [Coordinator Support Center](#) for more information.
- Submit the details to the HTA Office by completing the [Service/Volunteer Group Submission Form](#).
- Email the HTA Office at [Admin@HealingTouchforAnimals.com](mailto:Admin@HealingTouchforAnimals.com) and the service group participants any photos during the Service/Volunteer Group.

### Networking

- Review the networking section in the [HTA Course Marketing Plan](#) and begin marketing and networking.

### Ask Questions / Share Ideas / Be Proud

- Connect with our HTA Team on our private [HTA Coordinator/Instructor Facebook group](#).
- Be proud of our HTA Team and support each other through comments, posts and pictures!

### Course Registration Confirmation Letter

- Upon registering for an HTA Course, the registrant is sent a confirmation email. The HTA office and coordinator are emailed copies of the registration which includes the method of payment.
- The registrant is provided a downloadable PDF of the course details.
- Upon receipt of the registration, you are required to connect with the registrant by phone followed by an email accompanied by a [Registration Confirmation Letter](#). Coordinators must use the Registration Confirmation Letter template making the necessary changes to reflect the specific course information.
- Coordinators must also include a detailed map and directions to the facilities with the Registration Confirmation. You may find that [www.mapquest.com](http://www.mapquest.com) will be able to provide you with general driving directions and a map, however, please check the directions provided as they have been known to be incorrect at times.

### Five Months Prior to the Course

#### Secure Facilities

- Securing facilities may be harder than you think. It is interesting how students feel more comfortable to register when locations are secure and posted on the HTA website. Review the [Facility Requirement Guidelines](#) and [Class Supplies & Facility Check List](#).
- In the event your course will have multiple locations for each class, please complete the Facility Location Record as each facility confirmed. This information is vital for insurance and facility payment purposes. The course cannot be taught without this information.
- Coordinators must review and approve the contract prior to submitting to the office. Coordinators are authorized to approve contacts; however, please contact the HTA office should you have any questions.
- Complete the Facility Location Record ([PDF format](#) / [Word format](#)) and [Facility Use Agreement](#) and submit them to [Info@HealingTouchforAnimals.com](mailto:Info@HealingTouchforAnimals.com).
- Upon receipt of the Facility Location Record, the HTA office will update the HTA website with the facility location(s).



## Healing Touch for Animals® Marketing Timeline

- Provide the facility(s) with a copy of the [Certificate of General Liability Insurance](#) (if requested).

### Facility Fees

- All facility fees are paid by the HTA office.
- The Level 1 & Level 2 combined facilities average \$550.00 in total, Levels 3, 4 & AP combined facilities average \$650.00 in total.
- Scholarships to the course you are coordinating may be presented to the facility in lieu of a facility fee.
- In the event the small animal or large animal facility chooses to accept a scholarship in lieu of a facility fee, the scholarship includes admission for one to the Introduction to Healing Touch Class, the Small Animal Class and the Large Animal Class.
- Please remember that scholarships may be offered in lieu of a facility fee for Level 1 courses only unless the student receiving the scholarship has attended the previous level.

### Course Report

- Download and save the [Course Report](#). This spreadsheet includes student contact information, registration information and the tuition method of payment.
- It is highly recommended you maintain this report as you receive student registrations. This complete report will be submitted to the HTA Office once the course is complete.

### Social Media

- Continue utilizing social media as a tool to contact friends and family and share information about the upcoming course. All HTA Facebook pictures/posts and Twitter tweets may be shared. See the [Facebook Handbook](#) for guidelines.

## Four Months Prior to the Course

### Social Media

- Continue utilizing social media as a tool to contact friends and family and share information about the upcoming course. All HTA Facebook pictures/posts and Twitter tweets may be shared. See the [Facebook Handbook](#) for guidelines.

### Networking

- Plan specific days and time you will dedicate to only HTA marketing. Hold yourself to it and reward yourself when you have accomplished your goal.
- Continue to build your HTA network and community in person and online.
- Think outside the box. Consider how people would find out about HTA if they don't know about HTA already.

## Three Months Prior to the Course

### Local Postings

- You have received 25 color posters. Post all 25 posters throughout your community. The [Coordinator Support Center](#) also has several options for posters you can customize, print to post.
- Keep track of where you leaving information and restock as necessary.



## Healing Touch for Animals® Marketing Timeline

### Brochures and Marketing Cards

- Begin distributing brochures, marketing cards and business card to those individuals and businesses you have researched. Contact the HTA Office should you require additional supplies.

### HTA Office Email

- HTA sends a monthly Community Newsletter to everyone in our database and invites them to register our HTA courses and/or continue their HTA education.

### Coordinator Email

- Upon approval of the course, HTA sends an email specific to the course you are coordinating to only you. It is your responsibility to forward that email with a personal invitation or note 10-12 weeks prior to the course.

### Networking

- Keep connecting in person and online, building that HTA Community!

### Social Media

- Continue utilizing social media as a tool to contact friends and family and share information about the upcoming course. See the [Facebook Handbook](#) for guidelines.

### Local Calendar of Events/Craigslist

- Research local calendars of events and add course information to them and [Craigslist](#). Use the [Calendar of Events & Online Classified Wording](#).

## Two Months Prior to the Course

### Calls

- Call individuals from the database list
- Follow up on the specific course email you sent 2 weeks prior.
- Remind individuals about the Early Bird Price expiring in one month.

### Database Maintenance

- When you connect with people, verify their contact information. Add/update the Database List by adding/changing phone numbers and email addresses when available, etc. Doing this helps keep our database accurate and helps reduce time and energy spent in future marketing efforts.

### Local Postings

- Visit the locations you posted the HTA posters. Repost if necessary.
- Note which locations have been successful and which were not.

### Instructor Call

- If you have not been in contact with the instructor for the course you are coordinating, please call them. It is important that our coordinators and instructors connect to discuss the course, the plans and progress.



## Healing Touch for Animals® Marketing Timeline

### **Vacation Plans**

- Avoid planning a vacation within two months prior to the course you are coordinating. An increased time commitment for networking and one-on-one contact is during that time period.
- In the event you plan a vacation anytime, please contact the HTA Office with the dates you will be gone. The HTA Office can forward your HTA email alias to the office to ensure new emails are answered in a timely fashion.

### **Social Media**

- Continue to post information about the course on your Facebook page and Twitter feed.

### **Networking**

- Keep connecting in person and online, building that HTA Community!

### **Five Weeks Prior to the Course**

#### **Follow Up**

- Continue to follow up with those who have expressed interest in the upcoming class.
- Call AND email prospective students reminding them that the Early Bird Price expires 4 weeks before the course. Make sure you give them the deadline date.

#### **HTA Office Email**

- The HTA office will send an email highlighting your course and the approaching the Early Bird Price expiration.

#### **Early Bird Price Ends in 1 Week**

- The actual price on the website will not change until the Monday morning after the 4 week deadline; however, we advertise the Early Bird Price ends on Sunday.

### **Four Weeks Prior to the Course**

#### **Press Release**

- Email and/or fax the [Press Release](#) to major newspapers, local community newspapers, clubs and organizations with newsletters and/or websites.
- Please make sure you update the Press Release to include your contact information and the dates of the course.

#### **Facility Confirmation**

- Contact the facility to confirm class set up and take down times.
- Confirm with the facility the quantity of tables and chairs available/needed.
- Confirm Porta-Potty delivery date, time and location (if applicable).

#### **Horse Information**

- Email the [Horse Information](#) document (available in a PDF and Word Format), to the Large Animal Class Owner / Barn Manager. Ask them to complete 1 form for each horse that will be available during the class. This information will be very helpful for the instructor during class.



## Healing Touch for Animals® Marketing Timeline

### **Two Weeks Prior to the Course**

- Call each Student
  - Ensure their receipt of the Registration Confirmation Letter and answer any questions.
  - Remind the student to arrive early for registration check in.
  - Confirm if they are bringing a dog.
  - Confirm if they registered for the Large Animal Class and if they indicated whether or not they are savvy in handling horses and if they are comfortable being a horse handler during class.
- Confirm Number of Dogs (One dog for every two human students).
- Confirm Number of Horses (One horse for every three human students).
- Update the [Course Report](#) with as much information as you have available.
- Product Box Arrival
  - You will receive an email from the HTA office with the tracking number and shipping information for the Product Box.
  - Open the box immediately to check that the contents match the provided packing list.

### **Within One Week Prior to the Course**

- Purchase refreshments according to the number of registrants. (\$2 per student, per day)
- Refreshments are provided to give students a little nourishment to “tide them over” until mealtime and should be pre-packaged for sanitary purposes.
- Please do not purchase snacks with chocolate during the Small Animal Class.
- Sam’s Club and Costco offer affordable options for snacks in larger quantities. Notice the expiration dates on bulk snacks to ensure future courses have fresh snacks.
- Refreshment recommendations are as follows:
  - Fresh water (individual bottles work best as they are spill proof & unbreakable)
  - Hot water for tea/coffee
  - Assorted teas/coffee
  - Plate of cookies and/or crackers & cheese, seasonal fruit (small apples, bananas, small grape clusters, small oranges, etc.)
  - Breakfast bars (bagged nuts/trail mix)
  - Cheese sticks
- The following may also be necessary depending on the facility accommodations and should be included in the overall allowed cost.
  - Plastic ware
  - Stirrers
  - Napkins
  - Cups
- Purchase 2 boxes of cornstarch. (Level 2)

### **One Day Prior to the Course**

- Print the [Student Roster](#).
- Print the [HTA Course Report](#). You will need this information during the class to confirm accuracy with each student.
- Print the [Next Level Note Cards](#)



## Healing Touch for Animals® Marketing Timeline

- Print a few Registration Forms for the next level from the [Coordinator Support Center](#)
- Print student and dog name tags
- Pack your vehicle with the needed supplies. Use the [Class Supplies and Facility Check List](#) as a guide.
- Pack the 2 boxes of cornstarch and a 3-quart plastic mixing bowl and wooden spoon (Level 2)
- Pick up tables/chairs if rented.
- Pick up the Instructor from the airport (if applicable).

### **The Day of the Course**

#### **Set Up**

- Allow at least one hour for set up and one hour for clean up; however set up and clean up times may vary. Use the [Supplies & Facility Check List](#) as a guide.
- The instructor will clear the room, set up the circle of chairs and will help you with table set up if time allows.
- Set up one table for registration, the other for refreshments, the third table is for products (Small Animal Class only). Display refreshments and HTA products on separate tables located out of the way of traffic and near the entrance of the classroom.
- Typically, we display limited products during the Large Animal Class due to the cleanliness at most equine facilities; however, students may still purchase products. Products should be readily accessible.

#### **Products**

- Coordinators are required to have \$50 in change to make change for the products sold that are paid for in cash.
- For tracking purposes, all HTA product orders must be accompanied by an order form, including orders that are filled during class.
- Place Product Order Forms on the clipboards with the laminated separator page in between each Product Order Form.
- Verify HTA product orders for accuracy.
- Instructors bring PayPal cubes to process credit card payments. Cash and checks are also permitted payment methods.

#### **During Class**

- Greet students as they arrive at the registration table. Have them sign in, review and approve their personal information from the Student Roster.
- Give each student (human and canine) a nametag. A new set of name tags are needed for each day the student is attending the course. It is easiest to make student name tags prior to the course. Print the student's first name only on the name tags using a dark marker or print them through your printer. The font should be easy to read with large letters to ensure their name can be read from across the room.
- Verify with each student that they want to be included in the class roster that will be available to all students in this class. The roster allows the students to remain in contact with each other and is not meant to promote other classes or products.





## Healing Touch for Animals® Marketing Timeline

- About 5 minutes before the start of the course each day, call anyone who has not arrived (and has not already called you). Update instructor before the start of class.
- As the course begins, be prepared to inform the students of facility details. For example: restroom locations, refreshments available, appropriate parking areas, etc. Also be prepared to inform them of nearby restaurants for the lunch break. During this facility briefing, remind students to pick up after their dog during the Small Animal Class. Let them know you have pooper-scooper bags available and where to dispose of the bags and where dogs can be walked for relief.
- When the workbooks are distributed, collect the signed Waiver of Liability, Release and Hold Harmless Agreement and Photo/Testimonial Release forms at the beginning of the first day each student participates in the course.
- Make yourself available at the product table during breaks so participants can purchase products.
- Refresh the food table as needed throughout the day.
- Assist the instructor by letting the participants know when the break/lunch is ending.
- If it is necessary to work with participants as they practice a technique, please put yourself into student mode and at the level of the course. Refer any problems/questions regarding the techniques to the instructor.
- If you are not working with the participants, rotate between groups, staying no more than a minute or two at each group. Stay off to the side as you observe so you are not interrupting the energetic work taking place. Report any problems/concerns you see to the instructor.

### After Class

- After the class, collect HTA Course Evaluations. Evaluations are printed in the back of each course workbook.
- Remind students who have registered for the Large Animal Class of the facility location and lunch accommodations. Provide maps and directions if necessary.
- It is the responsibility of the coordinator and assistant (if applicable) to clean up after the course. Ensure the facility is in the same or better condition than it was found.

### After The Course

- After the course, return all HTA administrative forms and receipts to Carol Komitor (if she is the Instructor). If Carol is not the Instructor, mail the finalized paperwork to the HTA office no later than 2 days after the course.

### What to Send Back

- All monies - **Do not send cash**. Send a personal check or cashier's check in exchange for the cash received.
- All copies of certificates for students who provided a copy of their Healing Touch certificate of completion in order to qualify for the Repeat Fee Discount.
- Articles / Advertising
- Course Evaluations
- Completed Product Order Forms
- Database Listing
- HTA Course Report
- Receipts for reimbursement



## Healing Touch for Animals® Marketing Timeline

- Signed Waivers of Liability
- Student Roster
- Submit photographs to the HTA Office via Drop Box
- Unused workbooks
- Unsold tuning forks (Level 2 & Level 4)
- Unsold tuning fork aprons (Level 4 & Advanced Proficiency)
- Updated product box packing list

### Student Roster

- The purpose of the Student Roster is to provide a list to the students encouraging them to stay in touch, practice and network. Note which students do not wish to be added to the Student Roster, update the listing accordingly.
- Email the listing to students, the instructor and the HTA office within 1 week of the course.

### Course Report

- Email the HTA Course Report to [Info@HealingTouchforAnimals.com](mailto:Info@HealingTouchforAnimals.com). Ensure the report is complete, accurate and includes the following:
  - Title Page
  - Students
  - Cancellations-Transfers
  - Expenses
  - Course Evaluation

### Database List

- Email the HTA Database List to [Products@HealingTouchforAnimals.com](mailto:Products@HealingTouchforAnimals.com). Ensure the spreadsheet includes all changes by highlighting the updates with a different color font or background.

### Thank You

- Write a thank you note to the course facilities thanking them for allowing us to utilize their facilities to share this work.

### Final Processing

- Your course will be processed and coordinator fees will be paid within two weeks after the course or after the receipt of the HTA administrative forms, providing all HTA administrative forms and receipts are correctly received.
- Coordinators *and* Instructors are not compensated until all HTA administrative forms and receipts are correctly received.
- Any new or corrected certificates of completion are sent to course student within 2 weeks after the course.
- A thank you email is sent to the instructor, the coordinator and all students after the course from the HTA office.