



Developing your VAT Business

Ask yourself the following questions:

- 1) What demographic do I wish to serve?
- 2) Where are they?
- 3) How will I reach them?
- 4) What kind of investment must I make, and where will I get the funds?
- 5) Do I need a business license in my area?
- 6) Business liability and professional liability insurance?

Always remember – you CANNOT and MUST NOT claim to be able to cure anything. Vibroacoustic Therapy has been shown to reduce stress, lower blood pressure, ease suffering and pain, increase quality of life – but we cannot claim to cure any conditions or diseases.

Possible Demographics for VAT

- 1) Working adults in need of stress management
- 2) Adults with chronic conditions like arthritis or COPD or similar
- 3) Children with learning problems – ADHD, Autism
- 4) Parkinson's patients, those with Lupus or MS
- 5) Cancer patients – for stress and pain reduction
- 6) Hospice/palliative care
- 7) Neonatal care
- 8) Neurological disorders, stroke rehab
- 9) Sleep disorders
- 10) Massage therapy, spa
- 11) Geriatric units, assisted living centres
- 12) Complementary medicine practice
- 13) Chiropractic office
- 14) Spiritual seekers – those seeking VAT for meditation, spiritual and emotional help

Steps:

- 1) Create a business plan – There are many places to get free templates like:
<http://www.bplans.com/>
SWOT - Strengths, weaknesses, opportunities, threats
- 2) Create a budget – more free templates
<http://www.brighthub.com/office/entrepreneurs/articles/77282.aspx>
- 3) Create a marketing plan –
 - a. personal networking
 - b. trade shows
 - c. advertising
 - d. social media Freely share info with people to become known as an “expert”
 - e. website
 - f. schools
 - g. talking to physicians?
 - h. rehab clinics
 - i. speaking to support groups

It’s not easy to market VAT – you are a pioneer, so you are going to have to educate as well as market. Take your business cards/flyers with you EVERYWHERE. Join groups on Facebook and LinkedIn – get active offering input when people ask questions in those groups.

How are you going to reach your demographic(s)?

Tap into the people/institutions with which you already have a relationship – massage therapists, chiropractors, meditation teachers, alternative therapists

Website – Very important, even if it is just a landing page. If you don’t want to go through the whole hassle of creating from scratch right now, just get a landing page and insert links to Vibroacoustictherapy.com research pages. There is a wealth of information there for potential clients.

Social media – Facebook, Twitter, Instagram, YouTube, LinkedIn (although that really doesn’t do much when you are promoting to individuals)

Offer to do demos to support group meetings (Parkinson’s, Lupus, etc.)

Network with people on the [Vibroacoustic Therapy Group Therapist Page](#). It is a perfect place to bounce problems/ideas/successes with each other and expand your expertise. As you treat more clients and learn more about what other therapists are doing, you will be able to expand your reach to potential clients by sharing your expertise in the other places you are networking.

Sharing the Frequencies

As certified vibroacoustic therapist, you are now licensed by Kate Kunkel to use all of the frequency programs included in the course. You are NOT allowed to share them unless authorized by Kate. Simply write to Kate for information on how to share with your clients for their use, under your guidance.

Sharing the Materials

You are welcome to use all of the marketing materials given as part of this course. Kate will help with developing for your own use if you wish. We only ask that you note that the materials are copyrighted Kate Kunkel/VibroacousticTherapy.com