

Expert topics/guest author

A published author, Kelly L. LeFevre, LMT, MSM, has written numerous articles on the topic of marketing. She is a contributing author in the book Conscious Entrepreneurs: A Radical New Approach to Purpose, Passion and Profit, where she co-authored a chapter on “Marketing Karma™”. Kelly offers the following expert topics geared toward massage therapy publications:

Massage and Prosper™

This overview article will outline the five-step system that comprises the **Massage and Prosper** (MaP) System.

1. Lay Your Mental Foundation
2. Establish Your Core Marketing Essentials
3. Create Your Marketing Strategy
4. Make Easy Client Conversions
5. Implement and Assess Your MaP

Marketing Karma™: A two-part article series

What is Marketing Karma

The philosophy of Karma is simple — every deed has long-range consequences. This article discusses how good deeds in business can pay out. Readers will learn how to apply this universal law of cause and effect to successfully market their practice.

Five Strategies to Help Unleash Your Marketing Karma

In the conclusion of this article series, readers will learn five ways to give Marketing Karma to their clientele.

Build Your Marketing Train

Your marketing train is linked by three components: an Engine (Your Active Marketing Strategies), the Cars (Your Passive Marketing Strategies) and a Caboose (Your Keep-In-Touch Strategy). In this article, your readers learn how to build their own, well-oiled marketing train.

Solve Your Marketing Puzzle: Strategies for Business Success

This article is designed to teach your readers how to achieve more growth and success than they may have thought possible by piecing together their marketing puzzle.

The Pink Shovel™

In taking a nod from the Baskin Robbins® pink sample spoon, The Pink Shovel™ is a long-term marketing strategy designed to create practical, results oriented programming that really delivers great value to prospective clients.

Your Natural Marketing Style

In this article, readers will be able to create a marketing strategy that suits their personalities and preferences, all by understanding their natural marketing style.

These topics can be tailored to fit your publication. For more information, please contact kelly@massageandprosper.com.