Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.”

-Stuart Henderson Britt

**BECOMING A BODY & MIND MEMBER**

Benefits include:

- Membership Page (with a badge to add to your homepage - a great link for your ranking)
- Reduced advertising rates
- Free article uploads which are shared in the monthly national newsletter
- Google map and biography of you
- List you under as many categories as applicable to you

**R1 000 SET UP FEE INCLUDES or add on a mailshot to 1 group for R500 to this package.**

- Initial consultation (telephonic or skype)
- Market research with optimised keyword search
- Set up of Body and Mind webpage
- Set up of your own admin section complete with username and password
- Branding discussion
- Setting up events link so that all events display on your page
- Setting up personalized photo Gallery

**HOW TO BECOME A BODY & MIND MEMBER**

Click the green button to download the membership form.
Send it to us on info@bodyandmind.co.za

**PREPARATION CHECKLIST**

- [ ] Send Body and Mind an email.
- [ ] Complete the Membership Form.
- [ ] Prepare an A4 page with the information for the web page.
- [ ] Choose images for your page.
- [ ] Prepare a Biography.
- [ ] Get a head and shoulders picture for the Biography.
- [ ] Take advantage of Body and Mind’s advertising tips.
- [ ] List your event for free on Body and Mind’s What’s On Diary.
## Advertising Rates

Your online **Health Directory** for professionals

### Where to Start: **Membership**

| Directory Web Page | R 85-00  
(R1 000 Once-off set up fee) | Monthly Debit Order | R95 if by invoice |
|---------------------|-----------------------------|---------------------|-------------------|

### Next Step: **Mailshots** [Member & Non-Member Rates]

| 3 Provinces  
4 Groups  
Approx. 6000 recipients per group. | Member | Non-Member | Once Off Per Group | R250 per hour design fee. Most mailshot’s take one hour design. |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>R 840-00</td>
<td>R 990-00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Other Tools:

#### Monthly Newsletter (First Friday of every month)

*New Members will be introduced in the Newsletter*

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
<th>Per Province With Picture</th>
<th>Country Wide With Picture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Insert of 200 words</td>
<td>R 250-00</td>
<td>R 350-00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text Insert of 200 words</td>
<td>R 600-00</td>
<td>R 800-00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Online Recordings

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
<th>A Skype interview that is recorded, given to you to be used for ongoing online advertising.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body and Mind Podcast Interview (10 mins)</td>
<td>R 500-00</td>
<td>R 650-00</td>
<td></td>
</tr>
</tbody>
</table>

#### Web Design

Want to see examples of what we have done? **Click Here**

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
<th>50% upfront, 50% upon completion</th>
<th>50% upfront, 50% upon completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Page Website</td>
<td>R4 500-00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e-commerce Website</td>
<td>Starting at R6 000-00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Website Hosting        | R150-00 for Members  
Secure, unlimited space  
R250-00 for Non-Members | Monthly |                                  |
| Domain Name Purchase   | R250-00 |            | Annual Fee                       |                                  |

#### Graphic Design

| Logo design  
Email signature  
Online letterhead  
Social Media Graphics  
Email header (optional) | R2 500-00 | 50% upfront, 50% upon completion | Ask for a quote on any other graphic design work.. |
|------------------------|------------|----------------------------------|-----------------------------------------------|

Want to see examples of what we have done? **Click Here**
## SOCIAL MEDIA ADVERTISING

<table>
<thead>
<tr>
<th>Service</th>
<th>Member</th>
<th>Non-Member</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Splash</td>
<td>R 300-00</td>
<td>R 380-00</td>
<td>Per Package Display</td>
</tr>
<tr>
<td>Facebook Advertising</td>
<td>R 500-00</td>
<td>R 700-00</td>
<td>Reaches approx. 3000 recipients</td>
</tr>
<tr>
<td>Facebook Page Management</td>
<td>R 500-00</td>
<td>R 600-00</td>
<td>*Price is subject to change without notice according to exchange rate fluctuations</td>
</tr>
</tbody>
</table>

## HOMEPAGE ADVERTISING

### Top Leaderboard 720 x 90
- R1000-00 per Month (3 in rotation)
- R600-00 per Month on other pages

### MPU 280 x 240
- R 900-00 per Month
- MPU on other pages
- R500 per Month

### YouTube Video
- R 500-00 per Month
- (4 in Rotation)
- YouTube Video on other pages
- R300 per Month

### Featured Members (125X125 pix)
- R 150-00
- Monthly Debit Order

### Featured Products (125X125 pix)
- R 300-00
- Monthly Debit Order

### Featured Services (125X125 pix)
- R 300-00
- Monthly Debit Order

### 700 x 310
- R 2 000-00 per Month
- Banner on Events Page
- R1000-00 per month
ADVERTISING TIPS:
- Send out regular mailshots. Remind South Africa about your amazing service.
- Create a Facebook page. Share quotes and pictures with your friends and family.
- If you don’t have a Facebook page, we’ll help you create one.
- Update your LinkedIn profile.
- Write interesting articles - try think of something that nobody has written about before.
- Include articles in the newsletter at least once a month. Make sure the spelling is perfect.
- Plan for 6 months at a time.
- Set short, medium and long term goals for your strategy.
- Although Facebook is a great place to start, use 2 or 3 other networks that work for you.
- Set vision and mission statements.
- Remember: you’re not marketing against others, your marketing to promote your service.
- Remove all negativity from your life - meditate daily!
- We are here to help you expand your national footprint. Use us, don’t abuse us.

CONTACT US

Send an email to info@bodyandmind.co.za

Or

Call us on 031 701 7548 / 083 677 1123

www.bodyandmind.co.za