

Business Card Sample



www.necknshoulderpt.com

*"Fast and Effective Treatment for Your
Neck & Shoulder Pain"*

Susan Teller, P.T.
Physical Therapist

- ▶ Stress & Tension pain
- ▶ Posture pain
- ▶ Arthritis pain
- ▶ Whiplash pain

*For an immediate consultation call
909.279.0777*

3115 Oak St. #222 Anywhere, CA 92234 (Next to Albertson's)

Letterhead & Logo

- **1. Do it Yourself**

If you have some graphic and design talent and enjoy it. If you don't, you have better and more important things to do with your time.

- **2. Pay a Professional**

There are many to choose from but here are some of the best for the money.

www.1800mylogo.com

www.logo--design.com

www.logodesignguru.com

www.logoworks.com

Friends & Family Voucher

(Internal Marketing - made available at your counter)

Hands-On Physical Therapy
The Experts in Neck and Shoulder Care

Friends & Family Voucher



- 1 Give this **valuable** voucher to a friend or family member who suffers from neck and/or shoulder pain.
- 2 If they become a patient they will receive a **free home care kit!**
- 3 You receive a free **t-shirt or cap!*** (a \$20 value)

*Friend or family member must become a registered patient in order to receive the reward.



Name of friend/family: _____ Expires on ____/____/20____

Recommended by: _____ E-mail Address: _____

call toll-free
1.800.775.2243

(On the corner of Oak and Fifth St. - next to Albertsons)
3115 Oak St. #222 Anywhere, CA 92234

I found Relief!



Hands-On Physical Therapy

Experts in Neck & Shoulder Care

Patient Testimonial Postcard to MD

(save quotes and use in other ad's)

Hands-On Physical Therapy

Experts in Neck & Shoulder Care

Dear Dr. Scott,

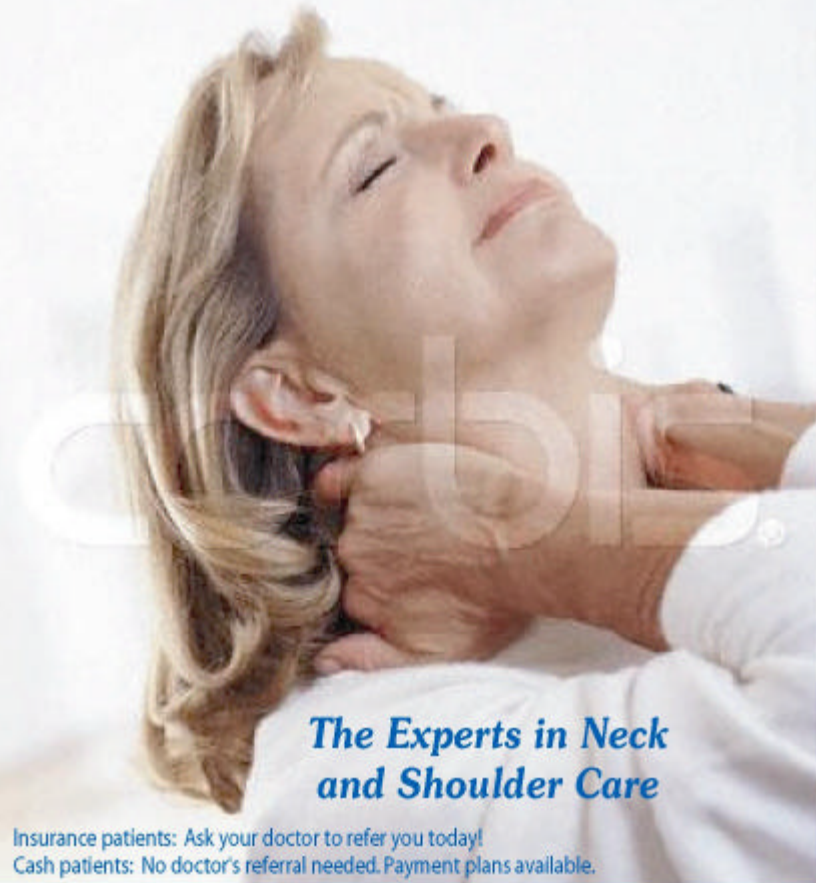
Thank you for sending
me to Hands-on. They
were great... and I
feel great!

Yours Truly,
Cindy May

Dr. Andrew Scott
31 Tomas Lane
Florence, CA 93346

Yellow Page Ad Sample

(can also be used for local newspaper ad)



Want relief?

***The Experts in Neck
and Shoulder Care***

Insurance patients: Ask your doctor to refer you today!
Cash patients: No doctor's referral needed. Payment plans available.

Hands-On Physical Therapy
call toll-free 1.800.775.2243

On the corner of Oak and Fifth St.
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Save Your Neck



- Revolutionary Memory Foam!
- Perfect support for your head, neck, and shoulders!
- Compare our prices to Tempur-pedic and save!

Buy from the Experts in Neck and Shoulder Care

Hands-On Physical Therapy

call toll-free 1.800.775.2243

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Product Postcard

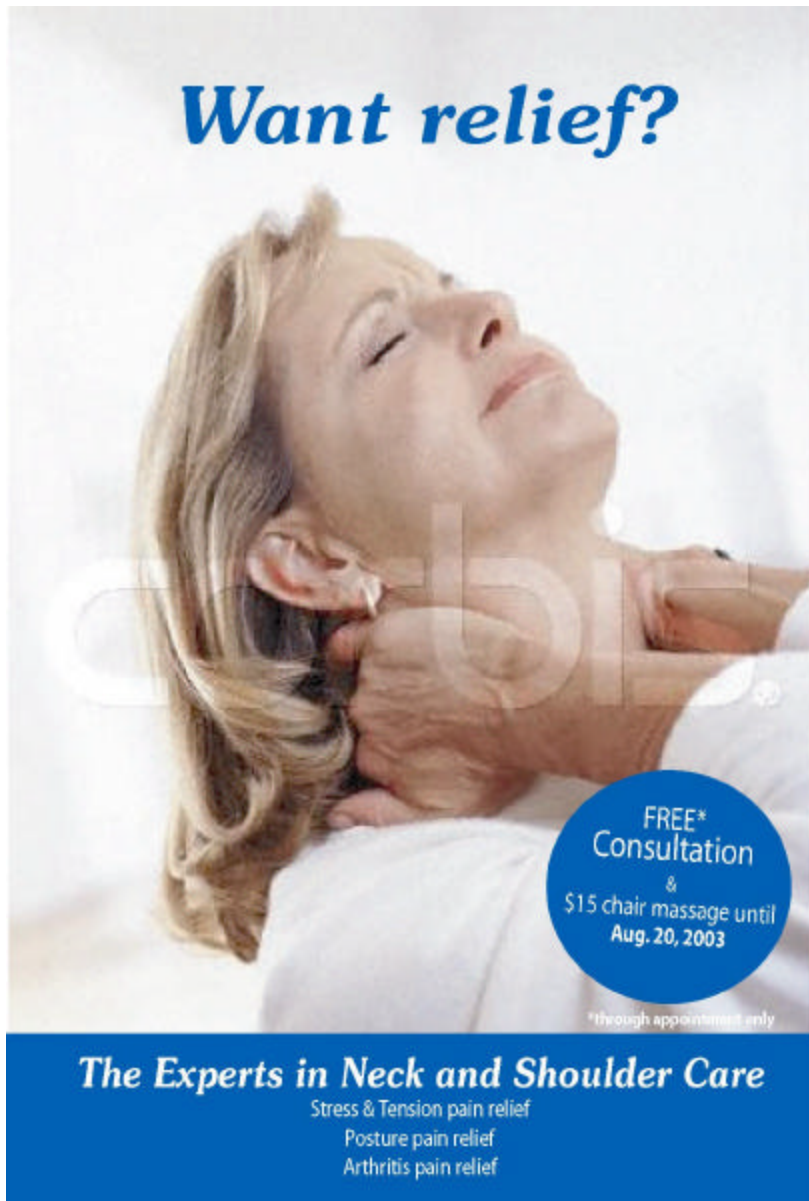
(send to targeted demographic regularly)

(can also be used for internal marketing)

(drop off with local merchants & stores)

Postcard Sample

(send to targeted demographic regularly)
(drop off with local merchants & stores)

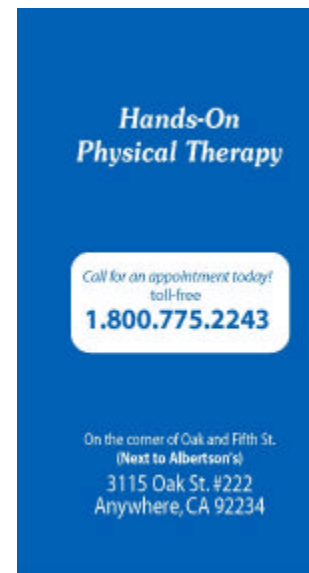


Want relief?

**FREE*
Consultation
&
\$15 chair massage until
Aug. 20, 2003**

*through appointment only

The Experts in Neck and Shoulder Care
Stress & Tension pain relief
Posture pain relief
Arthritis pain relief



***Hands-On
Physical Therapy***

Call for an appointment today!
toll-free
1.800.775.2243

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3115 Oak St. #222
Anywhere, CA 92234

Insurance patients: Ask your doctor to refer you today!
Cash patients: No doctor's referral needed. Payment plans available.



A Few Kind Words . . .

can save you money!

If your experience with us here is a positive one, just complete a postcard thanking your doctor for referring you.

And for your consideration and time, we would like to **thank you** by giving you 50% off any t-shirt or cap in our store!

Your doctor appreciates knowing how your therapy is going, and this is a good way to communicating that. It also helps to promote future referrals, especially those who don't know about our specialized services.



Hands-On Physical Therapy
Experts in Neck & Shoulder Care

Poster for MD Thank You's

(Internal Marketing Promotion)

Hands-On Physical Therapy
Neck & Shoulder Experts
call toll-free 1.800.775.2243

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Name _____ Date ____/____/20____

Diagnosis _____

Evaluate & Treat Other:

Any recommended frequency & duration?

Authorizing Signature _____

Rx Pad Sample

(also on Illustrator)

Important Information for Patients

(detailed map on back)



- ▶ Se Habla Espanol!
- ▶ Female & male therapists!
- ▶ Next day appointments available!

Make an appointment by calling the number above or by visiting our website: www.star-pt.com

Office Hours: 9:00am - 7:00pm (Mon - Fri)

Bring this referral, current x-ray or MRI report if available.

Bring a list of all current medications being taken.

Wear loose fitted clothing if possible.

Brochure Holder Label

(See brochure holder included in your manual)



The image shows a brochure holder label with a blue background. On the left side, there is a photograph of a woman with blonde hair, wearing a white top, holding her neck with both hands, suggesting she is experiencing pain. On the right side, there is a white triangle icon above the text "Want relief?". Below this, there is a list of four conditions: "Stress & Tension pain", "Posture pain", "Arthritis pain", and "Whiplash pain", each preceded by a white right-pointing arrow.

Want relief?

- ▶ Stress & Tension pain
- ▶ Posture pain
- ▶ Arthritis pain
- ▶ Whiplash pain