

STRETCH CENTER LICENSEE TRAINING TIMELINE

**Weeks
1-3**

Phase 1: Education and Training

**Weeks
3-5**

Phase 2: Stretch Therapist Training

**Weeks
5-6**

Phase 3: Product Integration

**Weeks
7-8**

Phase 4: External Marketing

**Months
3+**

Phase 5: RETENTION Campaign

YOUR STRETCH CENTER TRAINING CONNECTIONS

Basecamp

LMS Training Platform

Info@stretchcenter.com

PHASE 1: EDUCATION AND TRAINING

WEEKS 1-3 CHECKLIST

- Integration Launch: Log into your new LMS Licensee Training Platform
- Schedule any 15 Minute Zoom Consults with your Integration Trainer
- Stretch Therapist Hiring: Download “Sample Stretch Therapist Employment Ad” if hiring externally
- Design and Layout your new Stretch Center space and order any Collateral: Download “Collateral Content” and See Layout Sample Photos
- Download and familiarize yourself with BASECAMP app and tool for Licensee Communication and Updates. Request to add any team members who may manage this new Stretch Center service, like an office manager, lead stretch therapists
- Register your new DBA, once approved by the state, add it to your Bank and Business Documents
- Download and Review: “Marketing and Branding Guidelines Agreement” and “Forms and Documents Guidelines Agreement”
- Download new Stretch Center location logos
- View the INTEGRATE Presentation
- Policies and Procedures Review and Integration: Download and Review “Intro to Stretch Center”, “Licensee Timeline”, and “Policies and Procedures Manual”
- Front Desk Team Training: Download and Review “Internal Team Approach”, “Team Referral Approach”, and “Licensee Team Product Understanding”
- Forms: Download and Review “Sample Client Marketing and Media Release Form”, “Sample Intake Forms”, and “Sample Liability Waiver Forms”
- OPTIONAL: Schedule your In Person Stretch Therapist Trainer to Train your new Stretch Therapists either in our Midland or Freeland location or in YOUR location
- OPTIONAL BUT HIGHLY SUGGESTED: Sign up for CANVA with Training Team and pay annual membership fee

PHASE 2: STRETCH THERAPIST TRAINING WEEKS 3-5 CHECKLIST

- Request Log In Access for Stretch Therapist Training Team: Individual Access for each team member training (up to 10 per year per licensee location)
- Schedule any 15 Minute Zoom Consults with your Integration Trainer
- Stretch Therapist Guidelines and Scripts: Download and Review "Sales Breakdown", "Sales Guide", and "Stretch Therapist Guidelines"
- Set up your Stretch Center space
- Engage your new Stretch Therapists in online "Fundamentals of Assisted Stretch Course" Online LMS Training
- Schedule time to work with your Stretch Therapists on Stretching Protocols and review the course material yourself or engage and assign your Lead Stretch Therapist
- Download and Review: "Initial Stretch Functional Movement Assessment", "Therapist Training Checklist", "In Person Stretch Therapist Training Outline", "Stretch Therapist Initial Recommendations Sales Script", "Stretch Therapist Documentation Protocol", and "Recommendation Plan Form"
- Set up your Fees and Packages
- Download and Edit: Stretch Session Follow Up Fees
- Schedule your clinic/business team to be stretched by each new stretch therapist. Be sure they give constructive feedback to ensure each stretch therapist while following Stretch Center Therapist protocols, initial intake and evaluation assessments, understands what the "Service" is and can accurately provide the new client with a recommendation plan following the session
- Establish a Home Exercise protocol for Stretch Therapists to give to new clients. Download and Review: HEP Protocol Samples
- Each Stretch Therapist should have a minimum of 12 hands on training hours and Stretch Team Members for 4 full initials, 4 full 55 minute sessions and 4 partial 25 minute sessions

PHASE 3: PRODUCT INTEGRATION

WEEKS 5-6 CHECKLIST

- Download and Review: Marketing Plan
- Schedule any 15 Minute Zoom Consults with your Integration Trainer
- OPTIONAL: If using CANVA Teams, log on and review marketing materials to edit and order
- Download and Update or Create: Rack Card with Fees and Packages
- Set up your phone greeting and voicemail with Stretch Center information
- Set up your Internal Marketing for existing Clients to see
- Schedule an Open House in your location to offer Free Stretches
Create a plan with your Revenue Calculator. Download and review the sample calculator and watch "How to use the Revenue Calculator" Video for additional help. Then complete the blank calculator with your costs and prices
- Download and Update or Create Stretch Center External Marketing Rack Card without Prices or Packages
- Begin your Online Social Media Presence: Create a new Facebook Page, Instagram Page, and any other social Media Platforms
- Update your website. Download and Review: "Licensee Website Content"
- Add Online Scheduling to your scheduling website or scheduling platform. If you do not have online scheduling and would like to learn more, please contact your Stretch Center Trainer for suggestions
- Set up Google and Bing Business account. Add new Stretch Center location information and add your location logo and any photos
- Download and Review: Sample Internal Marketing Materials on Basecamp or CANVA
- Download and Update or Create: "Gift Certificate Sample"
- Download and Update or Create: Follow up letter to Stretch Clients. Establish a Policy and Procedure to determine who will use these letters and when they will be sent to previous stretch clients

PHASE 4: EXTERNAL MARKETING WEEKS 7-8 CHECKLIST

- Continue Internal Marketing and follow Marketing Plan
- Schedule any 15 Minute Zoom Consults with your Integration Trainer
- OPTIONAL: If using CANVA Teams, log on and review marketing materials to edit use online or at external events
- Create the list of businesses for the Pamper Stretch Events in your area that meet the criteria as noted in your Marketing Plan.
- Contact local billboard companies for strategic advertisements and marketing plan
- Join local Chamber or business alliance networks as Stretch Center (your location here) and sponsor a meeting with FREE stretch
- Gather current client testimonials for website, social media and marketing content: MUST use waiver to publish name or photos
- Download and Update or Create Flyers and Rack Cards for events
- Host FREE stretch events at races, police stations, fire stations, schools, offices, etc. The sky is the limit and most everyone loves to be stretched. Mail out or drop off your Pamper Stretch Event invites to your business external marketing list
- Download and Update or Create: "Stretch Event Announcement" and " Sample Letter or Invite the Stretch Center into your workplace"
- Drop off rack cards, drop boxes, post cards, business cards, etc. to local businesses
- Download and edit or create: "Liability Waiver for events" and "Sign in sheets for events"
- Download and edit or create: Sample External event checklist
- Download and Update or Create: "Drop Box Info Flyer" and "Drop Box Info Pads"
- Download and Update or Create: Social Media Samples and Flyer Samples

PHASE 5: RETENTION

MONTHS 3+ CHECKLIST

- Continue Internal Marketing by adding a weekly email campaign and monthly newsletter to previous or current clients
- Schedule any 15 Minute Zoom Consults with your Integration Trainer once a month or every other month to ensure success
- OPTIONAL: Continue using CANVA Teams, log on and review all new marketing materials to edit use online or at external events. At least 5 new marketing materials will be added for Licensee use every month
- Continue your External Marketing by continually setting up events at external locations and offering a FREE stretch
- Maintain an online presence by posting to social media at least 3x week and updating your google my business and Bing business pages monthly
- Download and Edit or Create: Monthly Marketing Calendar for Internal and External Events
- Download and edit or Create: Follow up sample letter to past clients
- Download and Update or Create: Newsletter Samples
- Download and use with your team: Accountability Plans for your Stretch Therapist and Front Desk Team
- Download and use the "Statistics Spreadsheet". Keep your team aiming for higher standards
- Engage with Hyperice to add a Recovery Station to your Stretch Center for Added Value Service and increase revenue
- Refer a new location client to Stretch Center, LLC and earn \$1250 for each licensed client