

keep your business healthy

Bartercard is a great way for those in the health and beauty industries to grow your business, get more cash customers and offset your business expenses. Learn how to use Bartercard to keep your business in tip top condition from Simone Sleep of Defining You and Rosanna Riccio of Advanced Beauty and Body Care.



Simone Sleep is a qualified naturopath, medical acupuncturist, massage therapist and life coach. She specialises in free radical therapy, has more than 13 years of experience in the health industry and runs health seminars.

Simone started the **Defining You Wellbeing Clinic** (www.definingyou.com.au) in 2000 to provide holistic, tailored health programs for clients that had 'seen everyone and done everything' but not been able to get answers to their health problems from other practitioners.

Initially, clients are referred to a pathologist for blood tests. The results of these tests are then interpreted by Simone. She creates a 100 page report and prescribes a plan for optimum health. "We find the cause rather than just treat the symptoms," says Simone. "We go back to childhood health problems and look into the blood chemistry to find what's happened in the past."

Defining You has three programs to choose from: symptomatic care, corrective care and longevity care. The clinic guarantees long lasting results and not just a quick fix.

Simone joined Bartercard in 2006 because it was an opportunity to gain new business and get her name out into the market. "When I first started out, I was able to purchase a lot using Trade Dollars to build up the clinic and make it look professional. Bartercard's interest free line of credit was a great stepping stone for my business," says Simone.

In addition to the interest free line of credit, Simone says a major benefit of being part of the Bartercard network is the cash clients that are referred by word of mouth. For example, Simone gained a lot more business by ending up treating one Bartercard client's whole cash-paying family – including uncles, aunts and grandparents.

Marketing Defining You has been easy using Trade Dollars. Simone has purchased signage, business cards and uniforms with the Defining You logo, and advertised on website directories.

Simone has also bought equipment for the clinic such as massage tables and chairs – which she says are fantastic for use at Trade Shows – foot detox spas, and medical equipment such as blood pressure machines, thermometers, reflexology machines and foot ionisers.

She takes business associates out to restaurants and pays for networking luncheons on trade. Simone also likes to use Bartercard to indulge in hair and beauty treatments, and massages.

"I can't get enough trade. There are so many things I plan to spend my Trade Dollars on! I would like to brush up on my first aid training and get some first aid kits, renovate the clinic and buy new furniture for it and the house. I also plan to hire out some venues for my health seminars," says Simone.



Rosanna Riccio, owner of four **Advanced Beauty and Body Care** (www.advancedbeauty.com.au) salons in Sydney, has been a Bartercard member for eight years and knows how to spend Trade Dollars wisely.

"We have renovated our salons on trade, and bought furniture and beauty equipment such as steamers and for waxing," says Rosanna. "We regularly buy general products such as tissues, gloves, spatulas and office supplies, and pay for dry cleaning using Bartercard."

"My advice is 'think Trade Dollars first'. Make sure you allow enough time to plan, so you know what your business' needs are. Go through your directory and speak to your Trade Co-ordinator before you purchase anything. If you look for it, you will find it.

"We are also franchising at the moment, and are taking a component of that in Trade Dollars. In this time of economic uncertainty, Trade Dollars gives you that leading edge," says Rosanna. ■

TIPS FOR HEALTH AND BEAUTY SPECIALISTS

- Maintain a high level of service with honesty and integrity. "Realise your reputation is built upon how you treat your customers. Treat all your customers with respect and value them the same – regardless of whether they pay cash or use Bartercard. Keep your prices the same too," says Simone.

- Simone advises members to really get to know the people at Bartercard and communicate well with your Trade Co-ordinator.

"I talk to my Trade Co-ordinator a lot – nearly every day. I ask 'How can I do this?' and get ideas on how to get the maximum benefit from Bartercard," says Simone.

"Get to know your own clients. I like to build relationships and 'wow' them with gifts. I thank my clients for referrals by giving them flowers and gift vouchers to restaurants. They love it and I love the fact that I can do it all without paying cash."

- Think Trade Dollars first. Rosanna says, "If you look for it, you will find it."