



# Let's Talk Business



Christie Ellinger is an amazing pilates and health instructor as well as movement and wellness specialist. Located in Waterdown, Ontario, Christie is truly passionate about client success.

## What about Christie Ellinger

**WHAT I DO:** Provide people the inspiration and tools to realize a healthy, functional and dynamic life.

**HOW I DO IT:** Teach people how to realign their body and re-pattern their movement habits.

**RESULT:** People achieve their full movement potential leaving them strong, energized and empowered

**WHY IT WORKS:** Mindful whole-body movement, combined with better body awareness and alignment, are the roots to improving strength, mobility, and balance; reducing muscle tension, pain, and physical and mental stress; and restoring muscle and joint function for improved performance.

**BOTTOM LINE:** Move well and be dynamic in body, mind, spirit and life.

You want to make sure that your clients have every detail possible to make good decisions.  
But are you confusing the message with the meaning?

Christie and I started working together in 2015 when she needed help building the online presence of her business. Like most small business owners, Christie wasn't sure how much time it would take and what value it would bring so she elected to not do much at all. I can't blame her. If you aren't sure AND running your own business, it can be hard to fit the time in to learn. Here's what we ended up doing:

- Establishing a workable amount of time for Christie to be engaging with her online social media accounts every week
- Training on Hootsuite, Twitter and Facebook for ways to set up content, engage with clients and promote services
- A partnership conversation that was had with other health professionals around cross promotion and outbound links on each others websites
- Fine tuning of branding, names of accounts and some website redesign
- Blog content idea generation that allow Christie to share her knowledge and passion for health, movement and wellness
- Review and editing of the newsletter format

It was the last point that I think made the biggest difference for Christie. She was a bit uncomfortable writing to her clients in the newsletter in an informal voice. But what she didn't realize was her writing style might be causing problems with clients engaging and understanding what she was sharing.

What does all this mean?

It means we had some editing to do.



## What did we fix?

Since Christie has a background in process development and formal report writing, it was important that with constructive feedback, she gained her conversational voice when writing. This was key in getting her comfortable with less is more for detail in communicating with her clients.

While this might not seem like a big deal, being able to properly share your knowledge can directly influence the conversation you're having to convert people from contacts to clients.

## What are some things to watch for when writing to clients? Here are some suggestions that Christie found helpful:

1. Figure out your audience. Important demographics such as education, occupation and potential interests. This will help you create the right content and messaging.
2. Yes, content and messaging are different.
3. Remember that most people read at a 6th grade level. Filling your communication with technical terms? You've lost them and the potential to turn them in to clients.
4. How much detail do you really need to convey the message? Can you cut it by 1/2? If so, you've got a much higher chance of reading the message in the first place.
5. Even if the news your conveying is not positive (staff leaving, shutting down, end of a sale), you need to keep the negativity out of it. It's hard. But if you need to do this, get a 2nd set of eyes to check the mood.
6. Remember: it's ok to be funny. It's ok to make people laugh. It's ok to be human. Share a bit of who you are so people can start to know and trust you.

Are you trying to communicate more? Better? Easier?  
Let's talk and we'll find out what you need!



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