

Product Development and Marketing

Be Known from Sea to Sea

Unit 9C Home Business Ideas



Home Business Ideas: Aromatherapy(9C)



Transformations:

- 1) Read about marketing
- 2) Think about which marketing methods might be affordable and relevant to your products.
- 3) Define Your Target Market- people you think might buy from you.
- 4) Where might you find these people?
- 5) How might you create a product that appeals to them?
- 6) Put together a simple marketing plan, using the information provided, or other sources you have.
- 7) Check out Tad's website for more information.
www.marketingforhippies.com
- 8) Keep it small and sustainable. Do not spend money you do not have.

Assorted Articles About Aromatherapy As a Business-

The following articles do not necessarily express our view-point, but we wanted to expose you to different thoughts and ideas to help you get started. Also, you may deduct which of these writers and companies appeal to you and which you can eliminate.

Sarah Baker is a documentary filmmaker and writer currently living in New Bern, NC.

Aromatherapy is the application of certain scents, used in essential oils, to promote healing and relaxation. These scents are commonly derived from flowers, herbs, and spices, and can be used topically or inhaled to rejuvenate the mind, body and spirit. Although aromatherapy has been around for centuries, it is becoming more popular in the United States as alternative medicine becomes more mainstream.



Aromatherapists are skilled practitioners in the field who use aromatherapy treatments in 3 ways:

1. Cosmetic, where they add essential oils to soaps, shampoos or body lotion.
2. Massage, where they incorporate essential oils into massage therapy.
3. Olfactory, where essential oils are either diffused into a room with certain equipment, or inhaled by an individual by breathing in essential oils on a handkerchief, or placed topically on certain meridians of the body.

Aromatherapy Training

There are home study courses available online, as well as workshops and training classes. Often massage therapy schools include aromatherapy training as part of the curriculum. You can check for local classes in your community, or find a home study course online.



Aromatherapy Certification

Currently, there is no certifying agency operating in the United States. The National Association for Holistic Aromatherapy (NAHA) is working to promote self-regulation within the field. In order to legally practice aromatherapy and actually apply essential oils to a client, you must be licensed in another field, such as massage therapy or nursing.

Salary Ranges

Aromatherapists can choose from a wide variety of jobs once they obtain training. You can work in spas or holistic wellness centers, operate your own aromatherapy boutique, or supplement your income as a massage therapist by offering aromatherapy treatments. Because the field is so wide, salary estimates are difficult, but NAHA estimates a range of \$15,000 to \$45,000 per year.

Finding a Job

Once you have obtained your training, some schools offer career placement assistance. You can also apply with spas and salons or alternative healing centers. You can also operate your own business, selling essential oils, or write articles and books about the practice of aromatherapy.

Advertising

As alternative therapies become more mainstream, the practice of aromatherapy will continue to become more in demand. To get your client base started, however, you can advertise with alternative local weekly newspapers, or on Craigslist. You can also look for health expos in your community. Look into creating your own website and advertise your services online. Don't forget word of mouth as another viable source of advertising, especially once you have built a loyal client base.

Pros and Cons

The best part of aromatherapy is being able to help others feel better. With this career, you will promote healing and wellness, and it is a great outlet if you are a creative, intuitive personality. On the other hand, since you need to be certified in another profession in order to actually apply essential oils to clients, it can in some ways only be



considered a second job. Becoming an aromatherapist is a great career option for the WAHM who wishes to supplement her income while helping others. It is definitely a field that is continuing to grow as more and more Americans accept alternative therapies.

Three Tips for Starting Your Aromatherapy Business

[wahm articles](#) www.wahm.com *Sarah Baker* is a documentary filmmaker and writer currently living in New Bern,

An **aromatherapy business** is a great way to create a business at home or in a small retail location that can serve customers and make them feel better. Whether it's relieving stress, gaining energy or calming bad thoughts, aromatherapy products are there to help. They can be so helpful, calming and fun to use, that it isn't hard to find customers interested in the products. Here are 3 tips for getting the business started.

1. Develop Your Own Products

If you begin your aromatherapy business as a reseller or an mlm seller, plan for your own products to be sold at some point in your business. Many home aromatherapy businesses begin with selling mlm aromatherapy items on a commission basis. This is an easy way to break into the market and to start building up a steady clientele. However, if you don't eventually have your own products, you have little to differentiate your business from everyone else who is selling the same things.

2. Target Your Marketing

If you spend your time marketing your aromatherapy business to teenage boys or older men, you aren't spending your marketing time wisely. Instead, think about who is actually most interested in buying aromatherapy products. In general, women are the customer base for these products. Younger women who enjoy the smell of the products are good marketing targets, as well as older women with stressful jobs who could use the products to help them relax.



Look for places online where these target groups gather to talk. These are the perfect places to market your aromatherapy items. The audience is already there and may be receptive to some soft marketing techniques. In women's forums, get to know the women there and keep a link to your aromatherapy products in your signature. If there are women who are interested in that type of product, they can ask you questions about them or just click through to browse for themselves.

3. Develop Multiple Income Streams

It's easy enough to set up an aromatherapy website to sell the products directly from the site. However, that means that the business is relying on only one income stream. Consider adding local stores sales to the mix by visiting local gift shops and boutiques and inquiring about placing some of your products up for sale on a trial basis. If they sell, you get a cut. If not, you can focus your efforts elsewhere.



Another way to make sales is to put together a catalog. It might sound like a pretty daunting task, but using a good desktop publishing program can make it relatively easy to print out a catalog and put it all together. You can use the catalog to mail out to people who inquire about the business through the website, or you can hand them out among the people you know. Eventually, people may begin making purchases through the catalog, bringing you another stream of income and expanding your business.

Using the Internet to Promote Your Aromatherapy Business

Wahm articles www.wahm.com

The Internet provides low-cost advertising opportunities of several varieties to attract interested people to a business. An **aromatherapy business** has special advertising needs, requiring the promotions to find potential customers who are not only interested in learning about aromatherapy, but are interested in becoming a customer of an aromatherapy business.

Search Engine Optimization

To promote your aromatherapy website, it should take advantage of the power of search engine optimization. Optimizing the website for search engines means using terms that people will



search for in order to find aromatherapy information. When creating your website copy, use a keyword tool to help you find the terms that more people are searching for. The terms should relate to aromatherapy and to what it is you sell through your business.

The use of these aromatherapy keywords will help your business website to bring in more people who are interested in aromatherapy. To get them to buy, the website needs to have plenty of information to convince customers to buy something. The website should have plenty of information, rather than simply an introduction, and e-commerce pages to purchase the items. A larger site will rank better in search engines, and it will ensure that customers don't have to go elsewhere to get the information they want. If customers leave the site to find out about aromatherapy, they may not come back to buy.

How to Promote Your Aromatherapy Business

If you have started an **aromatherapy business**, you will be happy to know that as aromatherapy gains popularity, you will gain customers. As alternative medicines become more mainstream in the United States, aromatherapy has received increased attention as a viable alternative therapy. So, take advantage of this increasingly widespread attention and focus it on your business through smart advertising.

Print Methods

Print advertising is becoming increasingly passé as other forms of advertising--

namely, the Internet--gain in popularity. But, you should not overlook the importance of your local weekly alternative newspaper as a source for potential customers. These weekly "rags," as they are often called, step out of the mainstream and promote ideas, people, and businesses that are often on the cutting edge. People who are intrigued by alternative therapies are often on the cutting edge themselves--so voila! You reach your potential customer base easily and cheaply.

You might also search for health newsletters in your community, as people who generally read these newsletters are intrigued by health and wellness and would be interested in aromatherapy.



Media Advertising

Media advertising (radio, television, and the like) can be very expensive if you are trying to buy ad space on mainstream networks. Here again, it helps to target local, community-oriented, and alternative sources. If there is a cable access channel in your area, you might consider buying ad space from them. You might also look for student radio stations, local radio broadcasts, and other media outlets that are less expensive and more cutting-edge than traditional outlets.

Internet Advertising

You can get a lot of bang for your buck with Internet advertising. Not only are internet ads cheap and easy to produce, they also take your business to a global level. There are also a host of ways to promote your business that can also educate and inform your public of the benefits of aromatherapy. You could set up podcasts and discuss how aromatherapy can help with certain illnesses. You could do a video blog (or vlog) demonstrating how essential oils are applied. Of course, the linchpin in your Internet advertising should be a professional and easy-to-navigate website. This is your substitute for a bricks and mortar store, and your home base for your Internet ads such as podcasts or vlogs.



Word of Mouth

Never, never, never underestimate the power of word of mouth advertising. If you establish a loyal customer base and provide your customers with outstanding service, you can guarantee you will get referrals. This is especially important in a service-based business like aromatherapy, where you are competing for customers repeat business.

Community Events

Try to get on as many mailing lists as possible about community events in your area. If there is an upcoming Health Expo or Alternative Health Fair in your area, it may well be worth your time to purchase a booth. These events give you community-wide exposure and can often introduce you to an entirely different segment of your area--the elderly, for example, who generally don't read the alternative weekly rags.

With aromatherapy growing in popularity, take advantage of the surge to get the word out about your business. There are several ways you can reach potential clients and grow your business. Good luck!



Marketing Articles: (9C)



The aromatherapy market in Europe and what we can learn for the North American market.

The European aromatherapy market developed in various countries along quite different lines, with each country developing one specific area of application. Only now do we see some overlapping of the various approaches.

The French, who have been the pioneers in that field since the late 20s, have mostly limited themselves to medical and medicinal uses.

Aromatherapy there is mostly practiced by medical doctors and naturopaths. Dr. Jean Valnet widely contributed to the popularity of aromatherapy in the 60s and 70s. The major figures today are: the conservative Dr. Lappraz, Dr. Belaiche & Dr. Duratfour on one hand, who

are the defenders of medical orthodoxy and Pierre Franchomme, a creative but controversial pioneer, who recently struck gold when he was hired by Estee Lauder to create the "Origin" line. Former Franchomme associate, Dr. Daniel Penoel, recently started working on his own line to develop his own techniques based on "live embalming", a massage of the body with pure essential oils.

Over the last 10 years, French estheticians have grown increasingly attracted to aromatherapy, thanks mostly to lines like Decleor.

The French in general, even in the skin care area, tend to use much higher dosages and concentrations than anybody else. Essential oils and aromatherapy products can be found in all health food store and many pharmacies and has a stable following. Still, aromatherapy there never made the headlines the way it has in the UK or the US. To this day, there is still no line that exploits all the potential of aromatherapy.

British aroma therapy started with Marguerite Maury, a French cosmetologist who lived in London, and emphasized uses in skin care and



massage. with esoteric undertones. Mme Maury is rumored to have been a member of the "White Brotherhood of Ught", a rather elitist and somewhat controversial spiritualist movement with home base in Frejus on the French Riviera. To this day, one branch of aromatherapy - based in France - is still strongly connected to this sect. It should be noted that Mme Maury was very discreet as to her connection to the sect. In any case, she gave British aromatherapy spiritualist undertones that it still retains.

Today the major figures are: Robert Tisserand, Patricia Davis, Shirley Price and Valerie Worwood. Aromatherapy has grown extremely popular in the UK since the late 80s when it was known that its adepts included the royal family and Ms. Thatcher.

Aromatherapy has found its way into hospital through nurses offering massages to their patients. Warwick university has been investigating the psychological effects of fragrances in general.



If the French can be somewhat reckless, the British tend to be overly cautious. Dosage rarely exceeds a few drops per ounce. Their list of contraindication seems to be growing by the day, without any scientific or anecdotal evidence. As pointed out by a frustrated therapist in a recent debate on the subject, there is still not one single reported accident involving essential oils in the UK.

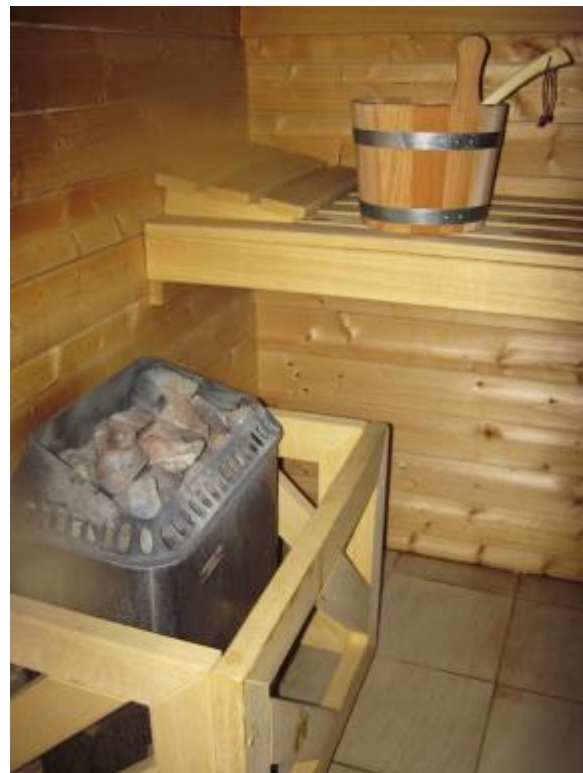
The UK market is extremely fragmented, with a new company being created almost every month. Most retail outlets are rather small.

The British focus on massage, and to a lesser degree, skin care. The diffuser is still a novelty there. Aromatherapy started taking off in Germany in the 80s. It has a strong spiritualist connotation mostly inspired by Rudolph Steiner and anthroposophy.

Aromatherapy in the USA

Curiously, the Europeans have yet to really discover the effect of essential oils as fragrances.

Americans on the other hand tend to see aromatherapy as the use of fragrances for their mood enhancing effects, which after all is the most obvious effect of essential oils. The spa market and skin care



markets seems to be the most receptive to the concept, although it seems that a rather simplified form of aromatherapy is ready to hit the mass market.

The development of day spas and beauty salons offers a unique opportunity. Day spas are the perfect outlet for aromatherapy. They offer a wide range of treatments that can benefit from the various applications of aromatherapy. Most of them have retail areas, where sales can be extremely strong when the products are used in the treatments.

Marketing techniques to increase your service value:

Have a diffuser running in your treatment room at all time. When people comment about how your place smells great, explain the value of the diffuser. that they can have it at home too.

Personalize your treatment. People love to feel different. Just mixing 2 or 3 massage oils for them, or making a blend for their facial will make a world of a difference.



MARKETING AROMA THERAPY

Marketing aromatherapy requires a deep knowledge of the subject with lots of personal experience of the oils: **KNOW YOUR SUBJECT.**

The philosophical approach:

Environment consciousness.

The importance of creating successful businesses that respect the environment.

Success with integrity -

Talking in action.



Aromatherapy in the emerging market place

Changes in people's way of life combined with the aging of the population are rapidly transforming the market place. These changes will further accentuate over the rest of the decade. Already some dinosaurs of distribution have either disappeared or are barely surviving.

There is a growing split in the market place between the low- end price oriented discounters and the high- end service oriented. But competition is fierce, even ruthless at the low end and service will increasingly provide the competitive edge on that end of the market also, which will put even more pressure on the high end of the market. Anybody who makes a living offering products or services must be aware of these changes to be successful, or even to just survive. Such people are typically positioned at

the high end of the market, with the most sophisticated and demanding clientele. This is the clientele that has undergone the most dramatic changes.

Such changes are:

People have become much more sophisticated and educated in their consumer habits.

Increasingly, they want to know about products or ingredients. They

want to know what they are paying for. People want value, service.



Modern way of life put a lot of stress on a lot of people. People want attention, personal care. They want to be pampered, they want to feel special. Those who will be able to provide excellence in service and attention, personalize their customer rapport will be in the best position to succeed.

There is a growing concern for the future of our planet. An increasing percentage of the population realize that in the economic area as well as the environmental area, we are borrowing from the future of our children and have been for a very long time. In many areas, time has already come to

pick up the tab and we started feeling the pain already. But we still keep pushing the bulk of our bills to an improbable future. If you think that a national debt now ballooning at over 3 trillion \$ and growing by 1.1 billion every day is humongous, what about our environmental debt, the billions of tons of carbon dioxide, CFC, nuclear waste, or just plain garbage that we keep producing every second?

People realize that we are all responsible for what happened and that we must all do our share to contribute to the solution. We have all been part of the problem. We must now be part of the solution.



A growing number of consumers realize the power of their buying. Changing buying habits is among the easiest thing to do for people. Given a choice, they will tend to support environmentally conscious businesses, businesses that actively promote environment preservation. The environmental edge will increasingly make a difference.

People want to go back to more contact with nature, which our urban environments offer less and less. The trend toward natural products is not just a fad. It corresponds to a fundamental need.



Finally, the average person's life has become more and more complex, especially in the professional area. There is an information overdose. In their private life, people want simplicity, convenience.

Aromatherapy is uniquely positioned in the emerging market place:

First and foremost: It works, and this has a lot of intrinsic value. It provides efficient natural alternatives to more harmful healing modalities. It allows for the creation of a wide variety of products for skin, body, hair or health care, products that can be totally natural and still work.

Through the sense of smell, it touches people in a very intimate way, triggering emotional responses and connecting to lost memories. It re-establishes our lost connection to nature, bringing it back into our daily life.

Finally, at its most advanced level, aromatherapy can fulfill people needs in a very personal and individual way through customizing.

But those who wish to market aromatherapy face a real challenge: while its concept is almost immediately understood by most people, aromatherapy is a very complex art and can be intimidating. The challenge is to give people very simple access to the concept.

Education is the key to building a successful aromatherapy business. The more you know about your subject, the more you will be able to guide people, give them simple entry access and grow with them, accompany them in their own aromatic journey.



Explain to your customer what you are doing every step of the way, tell them what product you use and why. It shows your knowledge and expertise and there is no better way to generate retail sales.

When you become fully trained in aromatherapy, personal blends can be the finishing touch that fully concludes your treatment.

Your treatment can lead to increased retail sales. During the treatment, recommend to your patient products that they can use at home to further the treatment.

Marketing techniques to increase your retail sales

Most customers have a positive response to aroma therapy and can easily understand the concept. Bringing them to the next step without intimidating them is going to be your challenge.

You must offer entry-level products. and then guide your customers through more elaborate and complex products.



Environmental fragrancing is the best and easiest way to sell entry level

products (diffusers, candle, room sprays).



Soaps, bath salts and bath products in general are also extremely easy to sell.

Supply education, product demos, lectures. With the proper staff and support from your manufacturer, you will build a core of

customers that will become total addicts to the concept. They will love lectures on various uses of the products. Be creative.

Invest in training your employees. \$\$ spent on training will result in substantial boost in sales.

A successful aroma therapy department requires a highly trained sales person. Create a separate aromatherapy department in your store. Give each manufacturer a separate space, so that their full line can be displayed and each product leads to another.



Finally, carry a full line. If you just carry few products, you will never go anywhere. You might have few products on the shelves that are slow mover (such as some less known essential oils), but such products contribute to your image as the supplier of aromatherapy in your area.