



THE ASSOCIATION FOR
SOFT TISSUE THERAPISTS

CONFERENCE 2017

PRESENTER



Tor Davies

Tor will present A 5 Step Online Marketing Plan for Growing Your Massage Business.

Tor began her professional life training as a physiotherapist at Addenbrookes Hospital, Cambridge. She then completed a BSc in Sport & Exercise Science at the University of Birmingham whilst also achieving a WTA international tennis ranking.

After graduation she trained as a marketer with a London marketing agency and then moved into medical journalism where her passion for publishing was born. At 27 she established sportEX medicine, a quarterly journal for general practitioners focusing on sport and exercise medicine. Tor not only continues to run the Co-Kinetic journal but has launched a marketing agency. Her focus is providing resources to help therapists develop their business and to work more efficiently and effectively, a topic that she speaks regularly on at global conferences.

In her presentation Tor will demonstrate a simple formula that will guarantee you an evergreen supply of fresh new clients. The session will include lots of practical tips and advice on how to implement the steps.

You will receive free access to a massage marketing kit so you can test the formula itself. The kit will include every item you need to run the campaign along with step by step execution instructions which will be covered in the session. Don't worry if your technical skills are non-existent, that will be covered!