



Ways to Fill Your Schedule With Runners

RUNDNA™ 

Running professionals aren't always sure how to build a running practice and there's a good reason for this: since schools barely taught us the basics of niches, building a business around those niches is simply overwhelming.

Over 30 million people run for exercise in the USA.

There aren't many ways to exercise that are as accessible or beneficial as running and for this reason, there are lots of recreational and competitive runners. Running, however, is a skill that few are taught.

As a result, runners often pay the price with as many as **80% becoming injured**. The recreational runner becomes discouraged and the competitive runner loses precious training days over the course of the year.



Roughly 8/10 runners will be injured at some point

Ok, so now we know running specialists are needed to keep runners healthy, happy, and getting excellent results.

[And if you're reading this, you're either interested in having a practice that is filled with runners and/or supporting your running community through your services.]

But you probably still have some questions.

- How will they find you?
- How will they know about you?
- How will you promote yourself with runners?

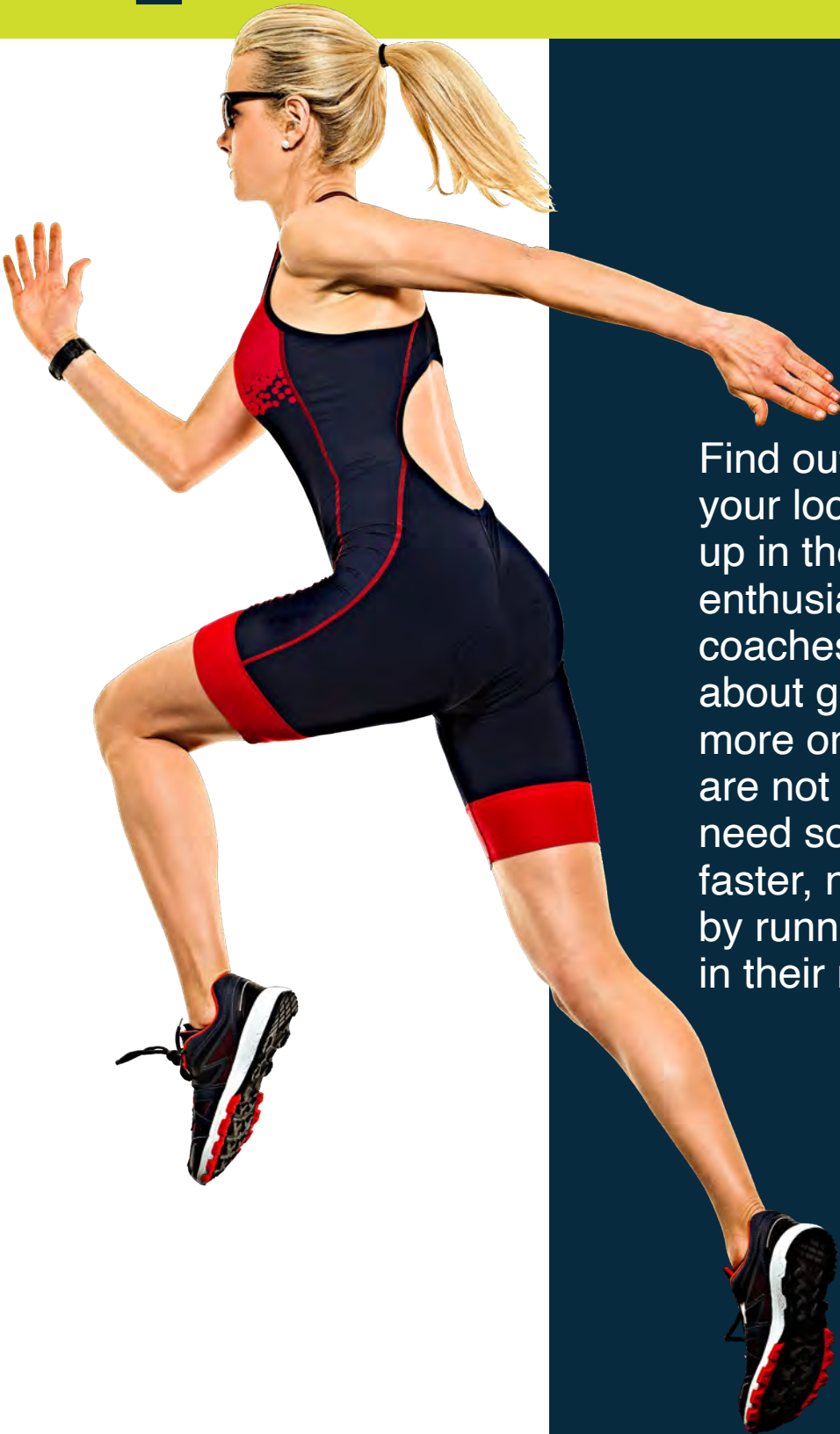
These questions can feel really intimidating, especially when mixed with any mental blocks associated with self-promotion.



At RunDNA, we're all about simplifying complexities. We've built an entire business on simplifying the complexities of running, and we apply the same simplification to help professionals build their running practice.

Read on for 3 ways to build a running practice.

1 Go where the runners are.



Find out where runners are in your local community and show up in those spaces as a running enthusiast. Connect with local coaches and runners and talk about gait analysis (see #2 for more on this). Do not worry if you are not a “fast” runner. Runners need someone to help them run faster, not someone to push them by running side by side with them in their next workout.

Here are some ways you can get involved with your local running community:



Go to local races or high school cross country meets.

Seek out the coaches. They are often the source of referrals. A coach needs someone who understands running to help them get their runners healthy. Maybe even consider coaching a local high school team yourself!



Bring your business card and an informational flyer about gait analysis to local running stores. Talk to the owner/manager and offer to have them come by your shop for a free session or gait analysis. (Don't forget, RunDNA has informational handouts on injuries that you can staple to a business card and drop off.)



Join a running group. Find out when and where runners meet and see if you can join. Local running stores often broadcast a list of meet-ups. No matter what you do, be recognizable and memorable. Make sure you have a business card, informational flyer about gait analysis, or clothing with your business logo. Don't have a business or logo yet? Don't let that prevent you from showing up in the community as an enthusiastic and helpful running professional. Check out canva.com for branding and logo ideas and use your "[Your Name] Running Specialist" until you think of a different name. Don't have clothing with your business name yet? No problem, just wear the same bright color in athletic attire every time you show up at these events so you can stand out from the crowd and become everyone's go-to running specialist.

2 Provide extreme value to runners that they can't find anywhere else.

So now that you're hanging out with the runners in your local community, you want to get them in the door of your office! Before they come, you need to be helpful and offer something significantly better than they can get at the place that is right next to their work or on their way home. Otherwise, convenience will always win.



Many places offer free discovery sessions. This is something that I have done with great success in all settings that I have worked in. If you are new, or establishing a new niche, that is a good start but may not be enough. There are two steps to follow if you want to get people walking through your doors:



Give away as much as you can. **Educate** runners about injury prevention, gait analysis, and the benefits of strengthening. Simple handouts about stretches or strengthening exercises to prevent a running injury can be so valuable to runners because it's something tangible they can continue to reference or give to a fellow runner who will then learn about your helpfulness. These people will remember you in their time of need!



Offer unique value in a “one-stop” shop. I have built my running practice around leveraging technology AND skills so that my runners get everything they need in one spot. Yes, I can fix your shin pain. Yes, I can analyze your running form. Yes, I can give you training advice to keep this from happening again. If you have taken our Certified Running Gait Analyst courses, you are already halfway to your professional goals just by implementing this set of unique skills that most clinicians and fitness professionals lack. Next, you need to offer some marketable technology that is not prevalent in your area. There is a big “wow” factor in offering a 3D gait analysis to someone who is new to the technology. When I was starting out, I performed discounted 3D gait screens to local running groups, which quickly got my name out there. This type of marketing, using low cost or free demos, almost always yielded a patient who stayed with me for weeks, months, or even years!

RunDNA RESOURCE HIGHLIGHT:



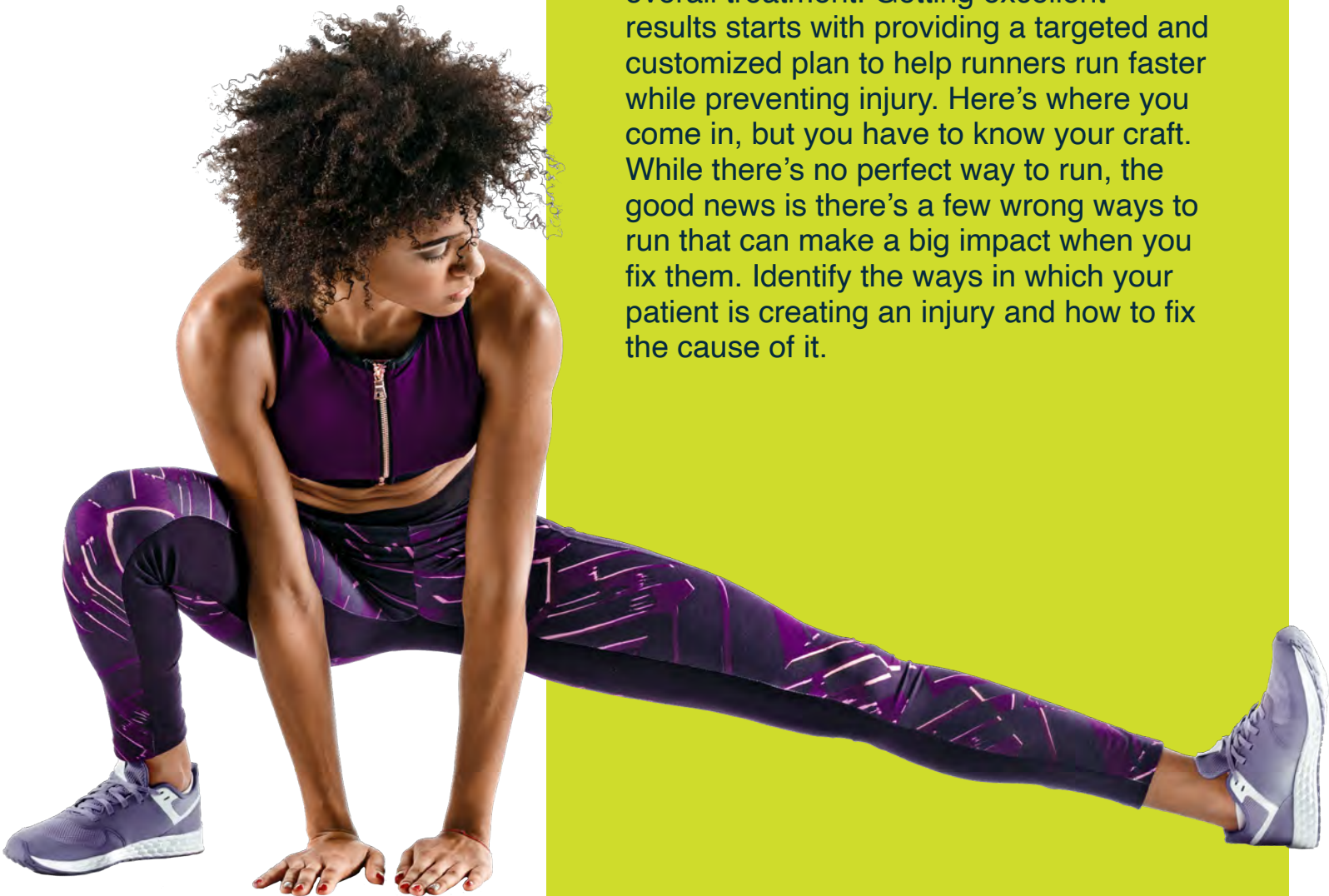
3D Gait Analysis

Take your running program to the next level with the Helix 3D Gait Analysis System. Portable, accurate, and easy-to-use:



3 Get Results.

Now that people are walking through your doors (nice work!), you need to go to the next level and create a loyal following of patients/customers. Getting results is the best way to become the go-to for runners. But, running is complex which can make getting results difficult. It can be difficult to understand where to start in a runner's overall treatment. Getting excellent results starts with providing a targeted and customized plan to help runners run faster while preventing injury. Here's where you come in, but you have to know your craft. While there's no perfect way to run, the good news is there's a few wrong ways to run that can make a big impact when you fix them. Identify the ways in which your patient is creating an injury and how to fix the cause of it.



Here are some ways you can get results fast and show those results when runners come to see you:

One

Figure out the source of the pain: The location of the pain is rarely the source of the pain. For example, a runner with lateral knee pain may have contributions for weak hips or hypomobile ankles/feet (or both). If you treat only at the knee, you are missing out. The Runner Readiness Assessment can quickly show you what to prioritize.

Two

Prioritize mobility over motor control: When you're really struggling to figure out what to prioritize first, go with mobility.

Three

Test/retest: It's not "everything that's measured gets done, it's everything that's measured gets improved". Improvements are the results your runners desire, but you have to measure them. When you use test/retest, both you and the runner understand progress has been made and what contributed to that.

Four

Provide clear instructions and education so that your runner knows exactly what to do. Runners need accountability and clear messaging about how to make their improvements last. Creating clear, customized handouts (like those in our courses or using the features of the RunDNA App) is a great start. Then, you have to make sure that your runners are accountable. At the start of each session with a runner, I check their completion percentage and ensure that they are confident about what to do at home.

RunDNA RESOURCE HIGHLIGHT:



Continuing Education

Satisfy your continuing education requirements and become a Certified Running Gait Analyst:



Exclusive App

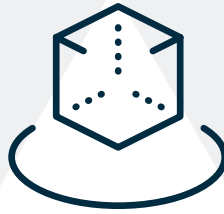
Download a free trial of the RunDNA app to help keep your runners on track:





Everything You Need *to Keep Runners Running*

RunDNA's team of experts have created an ecosystem to provide clinicians and institutions everything they need to create a business around solving costly running related injuries.



The Helix 3D Gait Analysis System

3D Motion Analysis is no longer confined to a research lab. Clinicians can now utilize the information that they need most to get results fast.

RunDNATM Ecosystem



Education

RunDNA has certified over 1,000 medical and fitness professionals on our systematic approach to treating and training athletes that run.



RunDNA App

The RunDNA app integrates the knowledge from our education course with our 3D Motion Analysis Device in a way that is proven to help athletes get results and open new revenue streams for clinicians.



www.rundna.com



Get Certified in Running Gait Analysis