



Trade Wins – Let It Heal

Home Base Business Grows with Trade!

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About two years ago, a young woman came into my office hoping to join Tradebank in order to help her new, home-based business grow. She is one of a handful of people certified in Bowen Therapy in Canada. The Bowen Technique utilizes a series of simple moves across muscle and connective tissue to produce deep relaxation and may speed healing of the patient.

We sent her a client/patient as a start and she treated him several times. A few weeks later she called looking for more business so we sent her a few more clients. She also took time to attend our Trade University. Her first Trade purchase was purely personal when, after working long and hard to get things going, she treated herself and her husband to dinner at a fine restaurant.

After earning more Trade dollars, she bought some advertising. As a result, a few new clients made appointments and became repeat clients, paying with cash every time they came in for treatments. As time passed, the Tradebank clients whom she had treated, began recommending her to their friends who also became cash-paying clients. Soon, the little business that she was operating out of her home on a part-time basis became a full-time career and she moved into a storefront retail location with a partner (who also became a Tradebank member) and was able to offer an expanded services list. The office needed a sign so she bought that using her Trade dollars and, later, she again bought more advertising, but this time to announce her arrival in the neighbourhood, with positive results.

Her clientele's recommendations resulted in a TV interview on a local station that, in turn, resulted in more business. She set up a display at the Tradebank Halton Auction and Tradeshow to help promote her business and was also able to use her Trade dollars to treat the staff to a wonderful Christmas party.

Today, *Let It Heal* is opening a second location using their Trade, purchasing everything from advertising to signs, repeating the formula they used to become so successful in their first location.

"Tradebank played a significant role in our growth over the last couple of years," says Amber Korobkina of Let It Heal. "The word of mouth business created by my Tradebank clients has helped get us to where we are today."