



YOUR COMPLETE GUIDE TO

■ OFFLINE METHODS

MARKETING

How to use business cards, QR codes, flyers, and in-person conversations to drive AI calls locally.

WHAT YOU'LL LEARN IN THIS GUIDE

- ✓ Create professional business cards with QR codes
- ✓ Design flyers using free tools like Canva
- ✓ The perfect in-person script for any conversation
- ✓ The best local places to leave cards and flyers
- ✓ How to approach health professionals directly
- ✓ Using printed materials at events and health fairs
- ✓ Combine offline and online for maximum reach
- ✓ Your weekly offline marketing routine

■ Why Offline Marketing Still Works Powerfully

In a world obsessed with digital marketing, offline has become **refreshingly rare — and therefore more memorable**. When someone holds a physical card in their hand, they actually look at it. You are not competing with 500 other posts in a social media feed. Offline marketing builds trust in a way digital simply cannot — especially in your local community where face-to-face relationships matter most.

■ Offline and online marketing work best together. Your cards and flyers drive people to your AI number and YouTube video. Your online content reinforces the message they received in person. Combined, they create a compounding system.

STEP 1

Create Professional Business Cards With QR Codes

Your business card's only job is to get people to call your AI or watch your video. Keep the design clean, credible, and direct. Here's exactly how:

Step 1: Go to **canva.com** (free account). Search "Business Card" in the template section. Choose a clean, modern template.

Step 2: Go to **qr-code-generator.com** (free). Paste your YouTube link → generate → download the QR code as a PNG image.

Step 3: Return to Canva. Upload the QR code image and add it to your card.

■ WHAT YOUR BUSINESS CARD SHOULD SAY

FRONT OF CARD: [Your Name] Wellness Advocate | Light-Based Technology ■ Private AI Wellness Line (24/7): [YOUR AI NUMBER] ■■ Scan to watch a short wellness video [QR CODE] BACK OF CARD: "Scan or call anytime — an AI answers immediately with everything you need to know. No salesperson will contact you."

Step 4: Download your card from Canva → order from **Vistaprint.com** or **Canva Print**. Cost: approximately \$15–\$25 per 100 cards.

■ "No salesperson will contact you" is one of the most powerful phrases you can put on a card. It removes the biggest reason people hesitate to engage.



■ Flyers, In-Person Scripts & Where to Share

STEP 2

Design a Flyer Using Canva (Free)

Flyers work great on community boards, inside wellness businesses, and at local events. Keep the design simple and professional.

■ FLYER CONTENT — Use This as Your Template

HEADLINE (large, bold): "Struggling With Pain, Sleep, or Low Energy?" SUBHEADLINE: "A Drug-Free, Natural Solution Is Now Available at Home" BODY COPY: Watch a free 3-minute video explaining how light-based wellness patches are helping thousands of people improve their quality of life — naturally. Scan the QR code or call directly — available 24/7: ■ [YOUR AI NUMBER] [QR CODE HERE] FOOTER (small text): "Questions answered by AI immediately. No salesperson will ever call you."

Design in Canva → search "Flyer" → choose a clean template → print at home or at FedEx/Staples for \$0.15–\$0.25 per page.

STEP 3

The In-Person Script — Use This Anywhere

You will use this in everyday conversations — on a plane, at the gym, at a coffee shop, at a doctor's waiting room, anywhere wellness comes up naturally.

■ IN-PERSON SCRIPT — Natural and Easy

WHEN SOMEONE MENTIONS PAIN, FATIGUE, SLEEP ISSUES, OR HEALTH: "That's interesting — I've actually been working with something that's helping a lot of people with exactly that. It's a light-based technology — completely natural, no drugs. I have a short video that explains it way better than I can. Here's a card with a QR code and an AI number you can call anytime." [Hand them your business card] "The AI on that number knows everything about it and can answer any questions you have — even at midnight. No pressure whatsoever. Just thought of you."

■ Your only goal in person is to create curiosity and get the card into their hands. You do not need to explain everything. The AI handles the education.



■ Where to Leave Cards & Flyers

■ Chiropractors Ask the front desk to leave a small stack for patients. Chronic pain patients are your ideal audience.	■ Massage Therapy Studios Wellness-focused clients already invested in recovery and feeling better. Perfect alignment.
■ Gyms & Fitness Centers Ask to leave cards at the front desk or pin a flyer on the community board.	■ Health Food Stores Community boards at natural food markets attract exactly the audience you want.
■ Yoga Studios & Wellness Centers High-alignment audience. Ask to be included in their welcome packet for new members.	■ Coffee Shops & Cafes Many have community bulletin boards. Pin your flyer and check back weekly to refresh it.
■ Naturopathic & Functional Doctors Forward-thinking practitioners. A brief in-person conversation opens significant doors.	■ Health Fairs & Wellness Events Your highest-conversion offline opportunity. Bring 100+ cards. Have a short script ready.

STEP 4

How to Approach Practitioners Directly

■ WHAT TO SAY TO A PRACTITIONER IN PERSON

Walk up to their front desk and say: "Hi, my name is [Your Name]. I work with a wellness technology company — we have a light-based patch that's helping a lot of patients with pain, sleep, and recovery. I'd love to leave a few cards. There's a free AI line patients can call anytime for information — no obligation. Would that be okay?" If they want to know more: "I can send you a 3-minute video that explains everything far better than I can. What's the best email or phone number to send it to?"

■ Practitioners are busy. Keep your intro to 30 seconds. Your goal is permission to leave cards — not to deliver a presentation right there.

Your Weekly Offline Marketing Routine

Day	Action
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Monday	Order or print 50–100 business cards if you haven't done so yet
Tuesday	Visit 2 local wellness businesses — leave cards, briefly introduce yourself
Wednesday	Pin a flyer at 1 coffee shop, gym, or community board near you
Thursday	Attend any local health, wellness, or networking event in your area
Friday	Have at least 3 casual in-person conversations using the script above
Saturday	Check and refresh any flyers that may have been removed or taken
Sunday	Count: How many cards given out? Any AI calls received this week?

■ READY TO TAKE IT TO THE NEXT LEVEL?

What you're doing here is powerful. But imagine if instead of waiting for people to find your content, a fully trained AI was already out there **finding targeted prospects, starting conversations, and booking meetings directly onto your calendar — every single day, on autopilot.**

That's exactly what **Wave Builder PRO** does. Ella AI handles everything from first contact to confirmed appointment. You just show up and close.

Offline marketing gets your message into people's hands locally. But there's a limit to how many practitioners and professionals you can reach in person. **Wave Builder PRO removes that ceiling entirely** — Ella AI goes out on LinkedIn every day connecting with exactly the right practitioners in your area and beyond, starting conversations, and booking meetings on your calendar. **PRO is offline marketing at digital scale.**

Learn about Wave Builder PRO → thewavebuilder.com/pro