

# Tugging on Heart Strings

## Fill your office with love & testimonials!

Spread the love and fill your office with paper heart testimonials from your patients this Valentine's Day. Your team will love reading the feedback and your patients will feel the love all around them!

### PURPOSE

Create a fun and interactive internal marketing event and get patient testimonials. Serves as a unique, more engaging way of decorating for Valentine's week and allows you to segue into getting Google Reviews.

### WHAT'S NEEDED

To execute your own Tugging on Heart Strings you'll need 1. Paper Hearts 2. Yarn or twine 3. Small clothes hangers 4. Markers 5. Internal Promo Flyer. See page 3 for some links to these products for you to purchase. For editable design access to the flyer example on Canva, email [northernlifewellness@gmail.com](mailto:northernlifewellness@gmail.com).

### HOW TO EXECUTE

Hang yarn across your office and put up a few of your own hearts to get started. Have patients write what they love about their care and/or your team and hang up their heart on a string. After reading their heart encourage them to leave a Google Review with a similar message. Don't forget to post on socials!

# Tugging on Heart Strings

**We'd love to know what you love most about our team and yourself since you started care at Northern Life, Body Kneads, & Heartlight!**

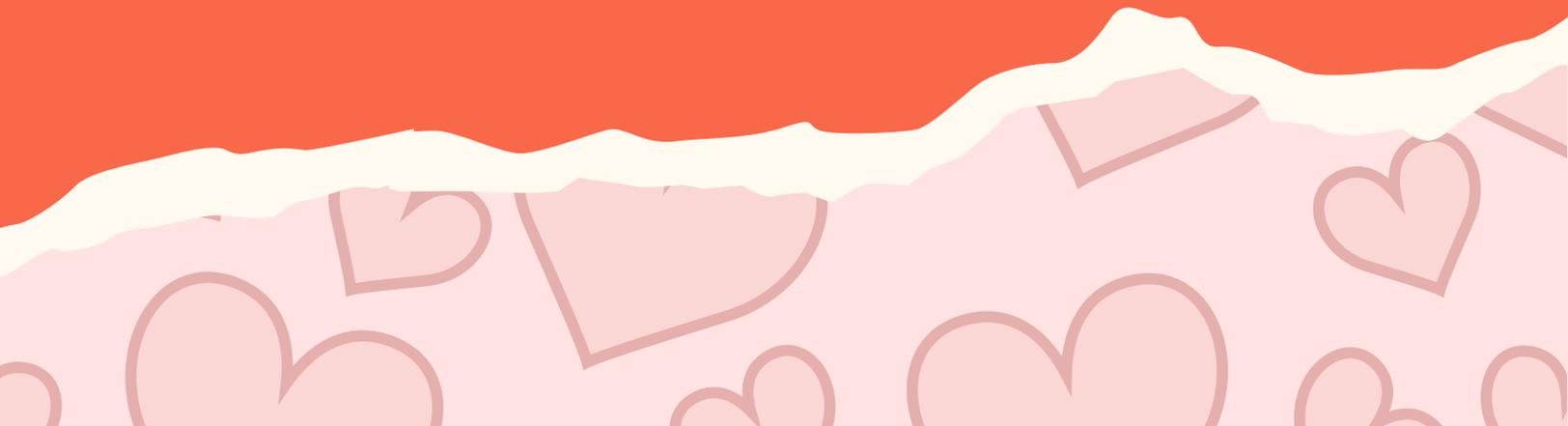
It means the world to us hearing the positive experiences of our patients. Write down yours on one of the paper hearts and we'll hang it up on the string of hearts!



NORTHERN  
**LIFE**  
WELLNESS

*Heartlight*  
CHIROPRACTIC

*Body Kneads*  
Massage



# WHAT YOU'LL NEED



PAPER HEARTS



SMALL CLOTHESPINS

## AMAZON SUPPLY LINKS

PAPER HEARTS 8.34

PAPER HEARTS 11.99

RED TWINE \$6.99

CLOTHES PINS \$4.99



RED TWINE

