

Top Five Tips for Building Your Ideal Practice

1. Always remember - The real product is YOU.
2. Market to your desired audience, not yourself. ASK.
3. Take care of your business and it will take care of you.
4. Enroll, Enroll, Enroll. (You can market till the cows come home and not get any clients!)
5. Follow Up, Follow Up, Follow Up. (Your fortune is in the follow up).

Four Closing Questions That Will Get You HIRED

1. Has this been helpful to you? (Transition from enrollment conversation)
2. Would you like to continue this conversation sometime? (Gently gauge interest)
3. When would be good for you? (Draw out questions, reservations)
4. Who do you know that can benefit from what I do? (Always ask for the referral!)

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