

# How to Get Clients in Challenging Times – Study Guide

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We are committed to helping you build your coaching practice and fill it with your ideal clients. For best results I recommend that you PRINT OUT this Study Guide and USE it to MAKE LOTS of notes during this seminar!

## In this program you will learn:

1. The single most important thing you can do to thrive in hard times
2. How to leverage fear and anxiety to fill your practice
3. What you need to do to have a successful practice (for FREE!)
4. How to design a marketing campaign that WORKS
5. The single most effective marketing activity to get clients quickly
6. How to be irresistible to your prospective clients
7. How to get a new client TODAY- guaranteed
8. Hard Times for Private Practice? I Don't Think So, and Here's Why

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## 1. The single most important thing you can do to thrive in hard times:

\_\_\_\_\_

Be \_\_\_\_\_

Offer \_\_\_\_\_

Watch your \_\_\_\_\_ and \_\_\_\_\_

## Important Notes:

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## 2. How to leverage fear and anxiety to fill your practice:

Turn up \_\_\_\_\_

Remember this old saying:

“ \_\_\_\_\_ ”

### Important Notes:

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## 3. What you need to do to have a successful practice (for FREE!)

Remember, the most effective ways to get clients and build your practice don't cost anything!

Strategy #1: \_\_\_\_\_

Strategy #2: \_\_\_\_\_

Strategy #3: \_\_\_\_\_

Strategy #4: \_\_\_\_\_

Strategy #5: \_\_\_\_\_

Strategy #6: \_\_\_\_\_

### Important Notes:

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## 4. How to design a marketing campaign that WORKS

Key Strategy: \_\_\_\_\_

Important Notes:

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## 5. The single most effective marketing activity to get clients quickly

Get \_\_\_\_\_

Strategy #1: \_\_\_\_\_

Strategy #2: \_\_\_\_\_ and \_\_\_\_\_

Strategy #3: \_\_\_\_\_ and \_\_\_\_\_

Strategy #4: \_\_\_\_\_

Important Notes:

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## 6. How to be irresistible to your prospective clients

Strategy #1: \_\_\_\_\_ your services

Strategy #2: Provide \_\_\_\_\_

Strategy #3: \_\_\_\_\_ !

Strategy #4: Learn to \_\_\_\_\_

### Important Notes:

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## 7. How to get a new client TODAY guaranteed

Strategy: The \_\_\_\_\_ -- \_\_\_\_\_

### Important Notes:

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### 8: Bonus: Hard Times for Private Practice? I Don't Think So, and Here's Why

I received the following question from a subscriber and wanted to share my response with you.

Here's her question -

*"With market and economy being what it is at present my practice is very, very slow. My mentor just says it's the stock market and things are just slow. I'm down to four clients. What to do?? Do you think the market will have a long effect on my practice? I hate to call it quits, but I don't want to wait and lose money and time." L.W., LCSW*

My response -

I'm so glad you asked this question as I'm sure many private practice professionals can relate. I really appreciate your pro-active choice to reach out and find solutions instead of giving up.

Here are some thoughts and recommendations for you –

**1. Our profession thrives in times of trouble.**

When people are anxious about what's happening in their world they are especially good candidates for our services -if- they are convinced we can help them, which requires effective marketing and enrollment skills and strategies.

**2. Challenging times separate the Go-Getters from the Dabblers**

I've weathered many economic downturns here in Silicon Valley, starting long ago with the decline of the defense industry before high tech boosted this area. If times are tough and you're committed to your profession, you can find a way to serve the folks that need you now more than ever, and your practice can thrive more than ever (see #1 above).

**3. If you're anxious it's hard to help those around you that are anxious.**

This is the Law of Attraction in action. People need you to motivate, inspire, reassure, and help them find solutions. If you mirror their fear they'll run for the exits.

**4. Good times are easy, challenging times test our mettle**

Especially our business and marketing strategies. When times are good it's easy to be mediocre and get by. When the going gets tough is when the weaknesses are revealed.

**5. If you're struggling in your practice, go back to basics.**

As a refresher, here are my six basic essentials of a successful practice as I see them that we cover in our Private Practice Marketing Secrets Mentoring Program -

- A. Clearly identified niche
- B. Market research to identify what your niche wants, needs
- C. Packaging your services for your niche
- D. Effective marketing strategies to reach your niche and create prospects
- E. Leveraging your network, building your referral systems
- F. Effective enrollment skills to convert prospects to clients

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**6. Remember, the most effective ways to market and get clients don't cost anything!**

Don't spend money unless you're confident your strategy will return the investment. Focus on the basics first (see #5 above).

**7. Enroll, enroll, enroll.**

You need to survive before you can thrive. In private practice, survival depends upon your ability to get clients. The shortest distance between where you are now and money in your pocket is getting a new client, not building a fancy website, printing business cards, etc. What can you do NOW to get a new client? (hint: "24 Hour Challenge")

**8. Strive to own your niche**

You want to be the go-to person for the folks in your niche that need support. Here are my top five things you can do to own your niche -

- A. Presentations and seminars (get in front of as many people as possible as the expert who can help them)
- B. Groups (expand from 1:1, leverage your time, affordable, easier to market)
- C. Media (reach out to print, TV, and radio with information helpful to the folks in your niche)
- D. Host a community (birds of a feather flock together, especially when anxious)
- E. Packaging/branding your expertise to target the folks in your niche

**9. Get the support you need**

No-one is successful alone. Your clients need you, and you need support as well. Who is your coach/mentor? Who is your support community? Who has the track record and expertise to help you achieve your goal? Just as your prospective clients will flounder going it alone when they are challenged, so will you.