

# **Secrets of a Successful Practice**

**A Gift From MillionDollarPractice.net**

**Welcome to our practice-building network!**

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# Introduction

Helping professionals are very special people. Typically talented, dedicated and passionate about their work, most would rather help their clients than put their energy into the business and marketing of their practice.

I have coached hundreds of helping professionals to build their ideal practice, and have found that the most common and critical challenge experienced by my clients and practice-building program participants is the very basic and foundational activity of getting clients.

Believe it or not, getting clients and marketing are not necessarily the same thing. You can market till the cows come home and not get any clients! This has been a rude awakening for many private practice professionals resulting in feelings of hopelessness and despair at not being able to do the work they are called to do with the people they are called to serve.

Let's face it; many private practice professionals struggle to make a living with their practice, surviving by working at things other than what they love, and we are concerned to see so many eventually give up their practice out of frustration and discouragement.

At MillionDollarPractice.net we strongly believe that the need and market for your services is plentiful, but many of us need to learn the skills to market effectively and get clients. We are committed to providing you the best tools and strategies for getting clients and building your practice, and hope you will find this e-book enlightening and useful.

# Top Five Secrets of a Successful Practice

To listen to 27 minute audio program, turn on your speakers and [click here](#)

After more than 20 years in private practice, and then having the privilege of mentoring hundreds of private practice professionals through Relationship Coaching Institute and BuildingYourIdealPractice.com, I have learned five secrets and five distinctions that are critically important to getting clients and building a successful practice:

## Distinction #1: Practice vs. Business

Your practice is helping your clients. Your business is all the other stuff that comes with the territory of being in private practice, such as paperwork, billing, marketing, etc.

**Why is this distinction important?** Most private practice professionals prefer to work with their clients and resist some or most business activities, which can seriously sabotage a practice.

**Recommendation:** Identify business activities you resist and find ways to implement them effectively.



**Secret #1: Your business will take care of you, only if you take care of it.**

## Distinction #2: Marketing vs. Sales

Marketing is communicating what you do, which will generate prospects. Sales involves converting prospects to clients.

**Why is this distinction important?** You can market till the cows come home, and not get any clients! Many private practice professionals resist selling, which becomes an obstacle to getting clients.

**Recommendation:** Implement effective strategies for converting prospects to clients that fit your values and personality.

 **Secret #2: Marketing, by itself, will not fill your practice.**

## Distinction #3: Selling vs. Enrollment

Selling usually refers to attempting to influence someone to buy a tangible product. Enrollment is building a relationship with a prospective client and inviting them to work with you.

**Why is this distinction important?** Many private practice professionals feel like they are “selling” themselves and are uncomfortable with the enrollment process, and as a result struggle to get clients.

**Recommendation:** Reframe “selling” to “enrollment” and focus on authentically connecting with your prospective clients, being of service to them, and building your relationship with them.



**Secret #3: Be "The Chooser." Fill your practice by enrolling the clients you want to work with.**

## **Distinction #4: Your Services vs. Your "Real" Product**

Your services are what you do to help your clients. The real product, however, is YOU!

**Why is this distinction important?** You offer a very intimate, personal service that requires your prospective client to like and trust you.

**Recommendation:** Prioritize connecting with your prospective clients and building your relationship with them individually.



**Secret #4: The real product is YOU!**


## **Distinction #5: Bluebirds vs. Boulders**

"Bluebirds" are prospects that are so attracted to working with you they almost enroll themselves to become clients. "Boulders" are prospects that are interested and attracted, but have reservations and questions and require effort and follow-through to enroll.

**Why is this distinction important?** Many private practice professionals focus on the bluebirds and don't follow through with the boulders. They interpret the boulder's behavior as not interested or ready; then struggle to fill their practice

because they don't have enough bluebirds. Since you offer such a personal, intimate service, many, if not most of your prospects will feel vulnerable and experience fear, and need your support to make the leap to hire you.

**Recommendation:** Design your marketing and enrollment systems for the boulders, and the bluebirds will follow. Learn and practice effective enrollment strategies to help boulders overcome their fear and resistance.

 **Secret #5: No-one is successful alone. Just as your boulders need your support, you need support to learn and apply the skills needed to get clients and build your ideal practice.**

## Conclusion

The common theme of the above distinctions is that private practice professionals tend to sabotage themselves by focusing on what they want to do, and resisting what they don't want to do. We want to help our clients and make a difference in the world, and don't want to put our limited time and energy into activities that take us away from our mission.

Well, what you resist, persists. Much of what we might resist above can be addressed simply by reframing the way we interpret that activity. We might hate selling, but love to connect with people and build relationships, which is effective enrollment. If a prospective client appears genuinely interested and attracted to working with us, but has reservations (a "boulder") that is NOT the same as someone who is not interested in working with you, and reframing their resistance as fear might be helpful.

It is critically important to understand that marketing alone will not create clients, and we must identify, learn, and

practice the skills and attitudes necessary to effectively get clients. They didn't teach this to you in graduate school, so you must embrace learning to get clients as the final piece necessary to your career success. I recommend taking this as seriously as any graduate school class or professional training and get the information and support you need to be successful.

# Top Five Tips for Marketing That Gets Results

To listen to a 42 minute audio explaining these concepts in depth, turn on your speakers and [click here](#)

When marketing your practice, as well as designing your brochure, website, business card, flier, advertisement, or other marketing effort, I recommend investing the time and effort needed to effectively address the following:

## Tip #1: MARKET FOR YOUR DESIRED PROSPECTS, NOT YOURSELF

What looks good to you is not necessarily effective for your desired audience.

Do your market research and test your strategies on your target market.

## Tip #2: ALWAYS ANSWER THESE FOUR CRITICAL MARKETING QUESTIONS:

### Question 1: WHAT'S THIS ABOUT?

Is it immediately clear to the reader what is being offered? Any opaqueness, confusion, question marks?

### Question 2: WHAT'S IN IT FOR ME?



The big benefit(s) are very clear and directly stated... not implied; the reader doesn't have to guess.

**Question 3: CAN I TRUST YOU?**

How do I know you are safe and credible? Can I find out easily enough if I want to? Is your photo and contact info prominently displayed so I can build a relationship with you?

**Question 4: DO I FEEL GOOD ABOUT THIS?**

Do I WANT to engage you? Do I feel COMPELLED to click my mouse or pick up the phone? Do I feel good about myself in deciding to engage you? What's my motivation? Am I being motivated by fear, shame, or being empowered to make a good choice? Am I so excited that I want to tell all my friends?

**Tip #3: ALWAYS INCLUDE THESE THREE KEY ELEMENTS**

**Element 1: POWERFUL HEADLINE**

This grabs their attention and lets the reader know what you can do for them; the big benefit.

**Element 2: COMPELLING CALL TO ACTION**

Your desired result is to motivate your ideal client to act immediately to engage you directly or indirectly and generate a prospect by getting their contact information.

**Element 3: CHOICE OF CONTACT METHODS**

You offer a choice between e-mail, telephone, web site, etc,

so your prospect can choose what is most comfortable to them.

### **Tip #4: CREATE A SYSTEM**

Design a marketing system that you can implement over and over again.

Don't waste your time, effort, and money with one-shot deals or fragmented marketing activities.

### **Tip #5: FOLLOW UP, FOLLOW UP, FOLLOW UP**

-Work your marketing system, especially your follow up activities.

-Always have the next step planned and let your prospects know of future opportunities to engage you.

-Always contact your leads within 24 hours of receiving them.

-Always follow up by e-mail, telephone, etc, multiple times (80% of sales are made with 5 or more contacts!).

These elements will make all the difference in the world between struggling to get clients and becoming wildly successful in marketing your services. They are worth investing your best efforts and getting the support you need to implement them effectively.



**My best wishes for a successful and fulfilling practice,**

***David Steele***

## Detailed, practical, proven, free and low-cost tools and strategies for getting high paying clients

With over 25 years experience in private practice, David Steele has assembled the best collection of leading-edge strategies for marketing your private practice and filling it with your ideal clients in an incredibly affordable package of four "Kits."

**Kit #1: Creating Unlimited Prospects**

**Kit #2: Converting Prospects to Clients**

**Kit #3: Leveraging Technology to Boost Your Practice**

**Kit #4: How to Have Fun, Play Large, and Retire Smiling**

**Check it out!**

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