



BYIP Study Guide

How to Survive and Thrive in Private Practice

For best results I recommend that you **PRINT OUT** this Study Guide and **USE** it to **MAKE LOTS** of notes during this seminar!

Thanks for joining us!



*David Steele,
MA, LMFT*

*Founder,
Building Your
Ideal Practice*

Access the audio for
this program [here](#)

We are committed to helping you build your ideal private practice and fill it with your ideal clients.

In this program you will learn-

- I. **The 3 mistakes most practitioners make before they ever get started** (p. 2)
- II. **3 success factors you must always keep in mind** (p. 2)
- III. **The 3 building blocks of a successful private practice** (p. 4)
- IV. **The 3 biggest marketing mistakes made by private practice professionals** (4)
- V. **FREE Road Map of 32 specific, do-able steps to building your ideal private practice- guaranteed** (p. 6)
- VI. **BONUS! Top 5 Secrets to Building Your Ideal Practice wallet card so you'll never forget what's important to your business in 2008** (p. 8)

I. 3 Mistakes Most Practitioners Make Before They Ever Get Started

Mistake #1: _____

Mistake #2: _____

Mistake #3: _____

Important Notes:

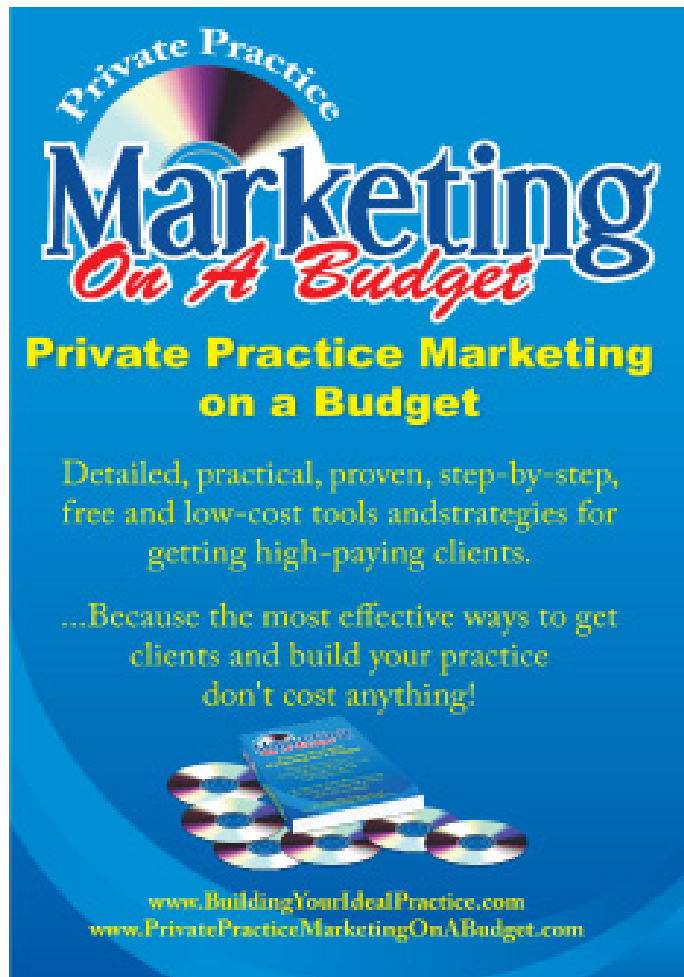
II. 3 Success Factors You Must Always Keep In Mind

Success Factor #1: _____

Success Factor #2: _____

Success Factor #3: _____

Important Notes:



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

With over 50 years combined experience in private practice, David Steele and Jeff Herring have assembled their 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! www.PrivatePracticeMarketingonaBudget.com

III. The 3 Building Blocks Of A Successful Private Practice

Building Block #1: _____

Building Block #2: _____

Building Block #3: _____

Important Notes:

IV. The 3 Biggest Marketing Mistakes Made By Private Practice Professionals

Mistake #1: _____

Mistake #2: _____

Mistake #3: _____

Important Notes:

Private Practice Marketing Secrets Mentoring Program

We personally help you design, build, and launch your ideal practice and prepare to fill it with your ideal clients in six weeks- guaranteed.

- **Week One: Preparing to Play Large**: *Creating Your Blueprint for the Practice of Your Dreams*
- **Week Two: Owning Your Niche**: *Your Uniqueness as Your Greatest Asset*
- **Week Three: Pioneering Your Practice**: *Nuts and Bolts of Building a Profitable Business That Fits YOU*
- **Week Four: Private Practice Marketing**: *Packaging Your Expertise to Attract Unlimited Prospects*
- **Week Five: Relationship Building**: *Leveraging Your Strengths to Create an Effortless Stream of Referrals*
- **Week Six: Getting Hired**: *Converting Prospects to Clients- The Key to Private Practice Success*
- **Bonus Seminar!** *How to Maximize Your Private Practice Income*

After more than 25 years in private practice and mentoring hundreds of private practice professionals to build successful businesses, THIS is the culmination of everything I've learned that WORKS.

Each of the six modules is recorded and transcribed and includes an Implementation Lab on Fridays (10am-Noon pacific/1pm-3pm eastern) to provide you individualized support to apply the strategies you learn to your unique practice.

www.PrivatePracticeMarketingSecrets.com

V. Road Map of 32 specific, do-able steps to building your ideal private practice- guaranteed (all are covered in our PPMS program)

PPMS Practice Building Checklist

Module One: Preparing to Play Large: Creating the Blueprint for the Practice of Your Dreams

1. _____ Identify your obstacles to success, reframe and remove them
2. _____ Create your Vision-Mission-Purpose for your ideal practice
3. _____ Create your "One Year Miracle" blueprint
4. _____ Take action towards your One Year Miracle
5. _____ Begin filling out your One Year Practice Building Calendar

Module Two: Owning Your Niche: Your Uniqueness as Your Greatest Asset

6. _____ Identify your niche to focus upon for the next 3-6 months (one niche at a time!)
7. _____ Identify your Ideal Client
8. _____ Create your compelling Laser Speech
9. _____ Conduct your Market Research
10. _____ Design a launch event
11. _____ Put up a web page/mini-site for your launch event

Module Three: Pioneering Your Practice: Nuts and Bolts of Building a Profitable Business That Fits YOU

12. _____ Identify the universal nuts and bolts you need for your practice
13. _____ Identify the unique nuts and bolts you need for your niche
14. _____ Choose the resources you need from our Resource Bank (most are free!)
15. _____ Create your Marketing Action Plan (MAP)

Module Four: Private Practice Marketing: Packaging Your Expertise to Attract Unlimited Prospects

16. _____ Create a prospect-pulling “gem” for your niche
17. _____ Create a “program” to package your services
18. _____ Choose your strategies to create and package products
19. _____ Create bundles for your services and products

Module Five: Relationship Building: Leveraging Your Strengths to Create an Endless Stream of Referrals

20. _____ Choose your traditional strategies for reaching referral sources
21. _____ Choose your non-traditional strategies for reaching referral sources
22. _____ Use Effortless Referrals Grid to identify and track possible referral sources
23. _____ Choose your door-openers and thank yous
24. _____ Create and implement your follow up plan
25. _____ Develop your strategy for creating champions

Module Six: Getting Hired: Converting Prospects to Clients- The Key to Private Practice Success

26. _____ Choose effective strategies for compelling prospects to engage you
27. _____ Use Enrollment Conversation Checklist for effective enrollment conversations
28. _____ Plan and practice your strategies for overcoming objections and addressing “crazy-making questions” such as “What’s your success rate?”
29. _____ Plan and implement your strategies for asserting influence with boulders
30. _____ Plan and implement your strategy for addressing “I can’t afford it” objection
31. _____ Develop your strategies for following up with your boulders
32. _____ Take the 24 Hour Challenge!

There you have it... an inside look at precisely how to build your ideal practice. These steps are exactly what we help you accomplish in our PPMS program- guaranteed!

www.PrivatePracticeMarketingSecrets.com

VI. Top Five Secrets To Building Your Ideal Practice

Secret #1: _____

Secret #2: _____

Secret #3: _____

Secret #4: _____

Secret #5: _____

For a free wallet card and audio tutorial of these tips visit www.byiptips.com

Important Notes:

If you enjoyed the information presented today we are glad.

Guess what? What you just received is only a slice of the tip of the iceberg that is our-

**Private Practice Marketing Secrets
Mentoring Program**

NOW is the time to join us. You will NEVER be able to get in at this price again EVER!

[Click here](#) to jump on this chance to build the practice of your dreams and fill it with your ideal clients!

P.S. Where else, and how else, are you going to build the practice of your dreams and fill it with your ideal clients, guaranteed?

➤ **Would You Like Build Your Ideal Practice And Fill It With Your Ideal Clients-
GUARANTEED?**

[Here's How](#) : _____

➤ **Would You Like To Join Our Private Practice Marketing Secrets Mentoring Program At a
SIGNIFICANT DISCOUNT?**

[Here's How](#) : _____

➤ **Would You Like FREE ADMISSION To Our Private Practice Marketing Secrets Mentoring
Program?**

[Here's How](#) : _____

➤ **How Would You Like For Us To PAY YOU To Join Our Private Practice Marketing Secrets
Mentoring Program?**

Here's How : _____

➤ How Would You Like LIFETIME ACCESS To Our Private Practice Marketing Secrets Mentoring Program?

Here's How : _____

Thanks so much for joining us and I look forward to personally mentoring you to build your ideal private practice!
David Steele



Private Practice Marketing Secrets Mentoring Program

We personally help you design, build, and launch your ideal practice and prepare to fill it with your ideal clients in six weeks- guaranteed.

- **Week One: Preparing to Play Large**: *Creating Your Blueprint for the Practice of Your Dreams*
- **Week Two: Owning Your Niche**: *Your Uniqueness as Your Greatest Asset*
- **Week Three: Pioneering Your Practice**: *Nuts and Bolts of Building a Profitable Business That Fits YOU*
- **Week Four: Private Practice Marketing**: *Packaging Your Expertise to Attract Unlimited Prospects*

- ▶ **Week Five: Relationship Building: *Leveraging Your Strengths to Create an Effortless Stream of Referrals***
- ▶ **Week Six: Getting Hired: *Converting Prospects to Clients- The Key to Private Practice Success***
- ▶ **Bonus Seminar! *How to Maximize Your Private Practice Income***

After more than 25 years in private practice and mentoring hundreds of private practice professionals to build successful businesses, THIS is the culmination of everything I've learned that WORKS.

Each of the six modules is recorded and transcribed and includes an Implementation Lab on Fridays (10am-Noon pacific/1pm-3pm eastern) to provide you individualized support to apply the strategies you learn to your unique practice.

www.PrivatePracticeMarketingSecrets.com