

# MILLION DOLLAR PRACTICE

Building a Successful Business That Makes a Difference

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## *Special Report:* The #1 Secret of Powerful, Irresistible, Effective Marketing That Gets Results

By David Steele

Mostly excerpted from *Therapist to Coach: How to Leverage Your Clinical Expertise to Build a Thriving Coaching Practice*; Wiley, 2011- <http://www.therapisttocoach.com>

### The Golden Rule vs. The Platinum Rule of Marketing

The Golden Rule states "*Do unto others as you would have them do unto you.*" While this practice civilizes us and helps us get along in society, it doesn't work in marketing and building a service-oriented business. Here's an analogy; if you wanted to give someone a present and you followed this rule, you would give them something you would like to receive, which only works if they're exactly like you! However well-meaning and unintentional, the message you're sending your target audience is:

*I care more about what's important to me than what's important to you.*

Ouch! Most helping professionals don't intend to send this message at all!

The Platinum Rule states "*Do unto others as they want to be done to.*" To do so requires connecting with others and learning what they really want, rather than what you want to provide them. This works great for sex; you're much more likely to pleasure your partner by doing what feels good for them rather than what feels good for you. Your sales will be much higher by providing programs and services that address what your customers want rather than what you think they need. Your message to your target audience is:

*I genuinely care about what's important to you.*

➤ **This is the #1 Secret of Powerful, Irresistible, Effective Marketing That Gets Results**

Most practitioners understand this, yet seem to have a hard time implementing it. I've seen many conduct diligent market research (because they know they need to design their services for their niche) and then completely ignore their data and their marketing flops. It pains me to see such passionate, talented, well intentioned professionals struggle to make a living because they have such a hard time connecting with the people they want to serve.

## **Market Research: The Key to Guaranteed Success**

I cannot overestimate the value of doing market research. In fact, along with a few other key factors, credible market research is what differentiates successful practitioners from unsuccessful practitioners (or, if you like, practitioners in business and practitioners not in business).

Market research starts with learning core relevant facts about your niche. Who are they? Where are they? What do they want? What works for them? What doesn't work for them? How are they being served (if at all) by other services? Ultimately, you want your market research to help you create a profile of your ideal client. And by ideal I don't mean the nicest or the one who will send you the most referrals because you helped them in such wonderful ways. Sure, that's ideal, but not in the sense that it's being used here. Rather, you want to clearly picture who it is that you're serving. You want to understand what motivates them and what doesn't, what they're striving for, what they consider success to be (because it may not be the same as what you think it is, or even, what you think it should be), and so on.

**Quality market research is done through 1:1 conversations with people that fit your niche, or through a focus group.** And let me say bluntly: surveys are useless! Especially email or online surveys sent to a large group. The information you receive won't help you. Your goal is to learn about your niche from the inside out and get to know them so well that it becomes clear how to market to them and what services to provide. Email and online surveys won't do this. **Got it!?**

Ideally, you'll conduct market research continuously on your existing programs, new programs, ideas for programs, and so on. Just as large corporations use market research to effectively market and serve their customers, this is a key to your success.

## **Here are five steps for conducting market research-**

**Step One:** Research your niche for their demographic information, other professionals/organizations that serve them, other approaches to helping them, websites, online social networking groups, books, workshops, and so on. Call or meet with similar and complementary professionals and organizations to learn more about how they help the people in your niche. Do your homework and become an expert on available information about your target clients.

**Step Two:** Put together some ideas for programs, branding, services, and so on. Come up with a variety program names to find out which they prefer. A great exercise is to brainstorm answers to this question: "If I were to write a book or deliver a workshop for my niche, what would I call it?"

**Step Three:** Identify 3-5 people who fit your niche. Ideally, these are people you know. If not, then ask your network for referrals. Contact them for informational interviews.

**Step Four:** Conduct your informational interviews and ask for feedback about your ideas from Step Two. Ask what they read, where they hang out, what groups and organizations they join, what publications they subscribe to, and so on. Ask them about their experiences, needs, goals, and challenges. Ask them about what they've done, where they've gone, who they've worked with to get support for the need or goal you will address in your coaching practice. Listen very closely to the language they use to describe their needs and goals. Ask for their top three problems and top three goals. Ask them to describe their ideal support service or program to address their need or goal.

**Step Five:** Compile your data and ideas, and use them to design the services, branding, and programs for your niche. Follow up with your market research participants and get their feedback on your ideas, plus ask them for referrals. Remember: an important principle is that "people support what they help create," and when you follow-up with those who helped you along the way, you'll be pleasantly surprised by their excitement and support. In fact, a common and delightful by-product is that some of them might sign up for your program!

Reminder- DO NOT USE SURVEYS! Re-read page two for an explanation if needed.

Reminder- DO NOT IGNORE YOUR MARKET RESEARCH and do what sounds good to you (this is all too common)

## Ask Campaigns

This is both a market research and marketing activity. For your market research, ask as many people as you can a question, such as: "What is your most important question about finding a life partner?" (Obviously, you'd substitute the end of that question for what is a top priority for your niche; I'm using an example from my world). The responses will generate for you a gold mine of ideas for your articles, seminars, programs, etc. This can be a particularly effective marketing strategy when hosted on your website. Set up an autoresponder and invite participants to opt-in to join your seminar, conference call, get a special report (or whatever else you're offering) for them to learn the answer. Here's an example- <http://www.askconsciousdating.com>

## Selected Resources for Building Your Practice

As you build your practice you will need and use many resources. Below are selected resources we recommend, many of which come up frequently during our practice building programs and member support consultations.

- Free membership in our practice building network- <http://www.MillionDollarPractice.net>
- Free audio- ***How to Choose a Niche and How to Get Clients in Challenging Times***- <http://www.MillionDollarPractice.net>
- Free audio- ***From Frustrated Therapist to Successful Coach***- [www.TherapistToCoach.com](http://www.TherapistToCoach.com)
- Hosting conference calls and teleseminars- [www.EasySeminar.com](http://www.EasySeminar.com)
- Autoresponders- <http://www.CoachAutoresponder.com>
- Article Directory (publish your articles)- [www.EzineArticles.com](http://www.EzineArticles.com)
- Automated article submission- [www.EasyArticleSyndication.com](http://www.EasyArticleSyndication.com)
- Do-It-Yourself Website Solution- [www.EasyWordPressSolutions.com](http://www.EasyWordPressSolutions.com)
- Practice management console- [www.ManageMyCoachingPractice.com](http://www.ManageMyCoachingPractice.com)
- Accept credit cards- [www.BestEpaymentSolution.com](http://www.BestEpaymentSolution.com)
- Shoppingcart with affiliate program- [www.BestCoachShoppingcart.com](http://www.BestCoachShoppingcart.com)
- VoIP (can be used with regular telephones)- <http://www.MagicJack.com>
- Headsets and telephones- [www.Headsets.com](http://www.Headsets.com)
- Free Quick Start Program "Using Conference Calls to Grow Your Business" - [www.easyseminar.com/quickstart.html](http://www.easyseminar.com/quickstart.html)
- Free Comprehensive Resource Bank- [http://www.milliondollarpractice.net/resources/resource\\_bank.html](http://www.milliondollarpractice.net/resources/resource_bank.html)

## ***BUILD YOUR PRACTICE WITH RCI***

**Relationship Coaching Institute is the first and largest international relationship coach training organization.**

**Our trainings are conducted entirely by telephone! You can join us from your home, office, or anywhere else in the world.**

To Qualify For Our Trainings:

1. For the Basic or Premium levels of membership you must be a practicing helping professional; coach, counselor, therapist, social worker, minister, etc. (Premium Plus and Lifetime includes foundational coach training program)

2. You must join our membership program and be a member in good standing.

### **About Our Membership Program:**

We utilize a membership program for three reasons:

1. To make our trainings affordable

2. To enable you to use our turn-key, proprietary programs for singles and couples in your practice

3. To provide you a complete support system, including:

- **Referrals**
- **Certification**
- **Marketing support**
- **Practice development programs**
- **On-going training and mentoring**
- **Resources of our international professional community of relationship coaches**
- **Revenue Sharing Program**
- **And more...**

## **ABOUT RCI**

**O**ur **Mission** is to promote fulfilling life partnerships by providing effective, healthy, and empowering support, information, and resources to singles, couples, and other helping professionals.

**Our Vision** is to create a social movement promoting successful life partnerships by collaborating with professionals who share our belief in the importance of healthy marriage and family relationships in the quality of life for ourselves, our children, and future generations .

**This is an open invitation to all professionals who share our vision.**

Let's make a real difference. Failed relationships are at the root of our social problems. We share the same goal, so let's join forces. We have developed a powerful model which helps singles and couples have successful relationships. By collaborating with other professionals, we can more effectively bring to public awareness the tools and information needed to create successful life partnerships.

**A successful life partnership is a high priority for most of us.**

When people enter committed relationships they do not want to fail. If our society can solve economic and technical problems, creating a healthy economy and technological wonders such as the World Wide Web, surely we can achieve our shared human relationship goals by applying our skills and knowledge in a similar fashion. There should be no barrier to any single person or a couple wanting to have a successful marriage and family. Let's join together and make this happen. If you share this vision, please [Click Here](#) and become a member of our community of relationship coaches.

## **Top 10 Reasons to Join RCI**

- 1. RCI is the first and largest relationship coaching training organization**
- 2. Cutting-edge relationship coaching methods and materials**
- 3. Innovative, structured programs for coaching singles and couples**
- 4. Low enrollment and membership fees**
- 5. All trainings, materials, and support included**

6. Proven, turn-key practice building programs

7. Earn passive income with our Revenue Sharing Program

8. Active, international community of relationship professionals for networking, support, ideas, resources

9. Referrals from our website as well as national and international co-marketing partnerships

10. Membership benefits such as your own web site, individual mentoring, and much more!

[Click Here To Join Today!](#)

[FAQ About RCI Enrollment](#)

**Top Seven Creative Ways to Fund Your RCI Membership**

## BEYOND RELATIONSHIP COACHING TRAINING

**F**ully communicating what Relationship Coaching Institute is about; what we provide our members and how our system works, has been a challenge because few people have experienced anything similar.

Just the fact that we are a membership organization can be confusing, as this is not a traditional model for providing professional training.

Prospective members seem to focus on our relationship coaching training and certification, and file everything else away in the "other" category.

Even our members forget all that is available to them, and are often pleasantly surprised to find that we have the exact resource they need for their situation and didn't realize it.

**Here is how Relationship Coaching Institute works:**

### OUR MISSION

Our mission here at RCI is to help you have a successful practice helping your clients with their relationship goals.

There are two main parts of this mission:

**A.** Relationship coaching training and certification to provide you the tools and skills to help your clients with their relationship goals, whether you specialize in relationships or as part of your existing services/specialties.

We can confidently state that regardless of your specialty, all your clients have relationship goals, and we want to help you to help them have successful relationships.

**B.** Practice development support to help you market, build your practice, and get clients. We can only make a difference in the world if we are able to get clients. RCI is not satisfied to simply sell training; we want you to have a successful practice applying our tools and skills for coaching singles and couples.

### **WHY A MEMBER ORGANIZATION?**

RCI started out like any other professional training program, offering a menu of trainings and certification choices, each one having a price point and requiring a buying decision.

Graduates from our trainings were excited and motivated to apply our programs in their practice. However, we were hearing over and over again how difficult it was for them to get clients, so we added practice development programs and marketing support, charging extra for each program, pricing them as low as possible to make them attractive and affordable.

It was very difficult to witness our graduates needing and wanting to participate further in our programs, but not signing up because of the cost, even though we priced them as low as possible.

When you make a buying decision you ask yourself questions such as "Can I afford this right now?" "Is this worth the cost?" "How will I pay my bills if I do this?" If something worthwhile requires a buying decision there is a risk you will not do it, even if you want to.

We wanted to remove any and all barriers to accessing our trainings and practice development programs, so we converted to a membership organization where everything is included, and the buying decision is made only once.

The added benefit of being a membership organization, besides being affordable and including everything, is that it motivates us to do a good job for our members because we want them to be happy and stay. Even though our basic membership is only \$29.00 per month, few would continue paying that if they were not receiving value from it. This is the way it should be- we will only be successful if we are helping you be successful.

A membership model is a win-win; very affordable for you, and motivates us to continue to provide value for you after the training is over.

## BEYOND RELATIONSHIP COACHING TRAINING

Here is an idea of what we provide our members beyond relationship coaching training and certification, included with RCI membership at no extra charge:

### 1. 13 Week [Practice Building Mentoring Program](#)

**›› This member benefit alone is worth over \$5,000.00!**

(We are passionate about helping you have a successful practice because we can't make a difference in the world if we can't get clients!)

2. Membership in supportive community of relationship professionals who share ideas, feedback, marketing materials, etc.
3. Listing and referrals from our website ranked #1 in Google for "relationship coaching".
4. Listing and referrals from <http://www.RelationshipCoach.org>, our portal for the public.
5. Unlimited use of proprietary "Conscious Dating®" and "Partners in Life™" programs for singles and couples, including workbooks/manuals, assessments, etc. (\$90.00 value per workbook) .
6. Mentoring and consultation conference calls with David Steele and staff (at least \$300.00 per month value).
7. Continuing Education Trainings and recordings of past trainings on specialized relationship coaching topics .
8. Unlimited technical support by e-mail and telephone.
9. Marketing materials such as flyers, bookmarks, audio programs, quizzes, e-programs, newsletters, seminar content and handouts, etc.
10. Turnkey business models for your practice with the information and support needed to implement them. (closest comparison is \$1,000.00 - \$3,000.00 per year for a "Mars & Venus Counseling Center license) .

11. Monthly newsletters for [singles](#) and [couples](#) that feature articles, "Ask the Coach" responses, and program listings from our coaches. .
12. Continually promoting RCI and our coaches to increase awareness about relationship coaching - including our twitter feeds- <http://www.twitter.com/consciouslove> and <http://www.twitter.com/findmysoulmate>
13. Providing you with an opportunity to participate in our RCI Member Showcase (<http://www.consciousrelationshipseminars.com>) and present a live tele-class to a world-wide audience. All events are recorded and podcast, giving you instant "expert" status and credibility;
14. Fully functional, customizable website INCLUDED with your RCI membership. See examples [here](#)
15. Ready-made presentation, seminars, workshops and classes for singles and couples, complete with handouts, powerpoints, speaker outline, announcements, etc.
16. [Conscious Dating Virtual Coaching Program](#), that we call your "Client Creation Machine" to generate revenue AND clients.
17. [Inspirational Relationships Video Project](#) outreach program for singles and couples.
18. [Together Forever Club](#) outreach program for couples.
19. Conscious Dating Coach of the Month, [Conscious Dating teleseminars](#), [Conscious Dating teleclinic](#)
20. [Conscious Relationship Community Project](#) to promote RCI coaches as local community leaders, launched by a [Conscious Relationship World Tour](#) event.

And there is much, much more. We have a [Member Resources and Benefits](#) listing on our website. As you might guess, it needs updating, as we are continually adding to the value we provide members.

## CONCLUSION

We hope this has helped to clarify for you what Relationship Coaching Institute is about and how our relationship coaching training is just the beginning of a mutually beneficial relationship.

For more information about joining Relationship Coaching Institute, please visit <http://www.JoinRCI.com> or call us toll free at 888-268-4074.

## Invitations and Resources

### • Relationship Coaching

Subscribe to our e-newsletter- [www.RelationshipsRock.com](http://www.RelationshipsRock.com)

Register for our free introductory training- [www.rcifreetraining.com](http://www.rcifreetraining.com)

Join RCI! Training, marketing and practice-building support- [www.joinrci.com](http://www.joinrci.com)

### • Practice Building

Free membership in our practice-building network!

- Live practice building tele-seminars
- "How to Choose a Niche" and "How to Get Clients in Challenging Times" audio programs
- FREE when you register at [www.MillionDollarPractice.net](http://www.MillionDollarPractice.net)

### • For Singles

Free live monthly Conscious Dating tele-seminars- [www.consciousdatingseminars.com](http://www.consciousdatingseminars.com)

Free live monthly Conscious Dating Tele-clinic- [www.consciousdatingteleclinic.com](http://www.consciousdatingteleclinic.com)

Be your own coach with our [Conscious Dating Virtual Coaching Program](#)

Monthly Conscious Dating e-newsletter- [www.joinconsciousdating.com](http://www.joinconsciousdating.com)

New ground-breaking book for singles- *Conscious Dating: Finding the Love of Your Life in Today's World* [www.consciousdatingbook.com](http://www.consciousdatingbook.com)

### • For Couples

Free e-programs, audio programs, & more at [www.ConsciousMating.com](http://www.ConsciousMating.com)

Free membership in our [Together Forever Club](#)

Free live monthly Conscious Relationship Tele-seminar Series featuring top relationship experts- [www.consciousrelationshipseminars.com](http://www.consciousrelationshipseminars.com)

Monthly "Partners in Life" e-newsletter for couples-

<http://www.relationshipcoachinginstitute.com/forms/subscribe.htm>

**Thanks for your participation in our tele-seminar!**

**For more information about joining Relationship Coaching Institute  
call toll-free 888-268-4074 or visit our website at  
[www.relationshipcoachinginstitute.com](http://www.relationshipcoachinginstitute.com)**

**We look forward to having you join us here at RCI!**



**David Steele, MA, LMFT  
RCI Founder**



**Frankie Doiron  
RCI President**



**Bill Paglia-Scheff  
RCI Director of Practice Development**