

The 8 Essential Strategies for Practice Success

The things you absolutely need to know and be implementing in your practice

AVATAR - KNOW YOUR IDEAL CLIENT

Once you are clear on the ideal type of clients you want to become your patients I guarantee this is exactly who will start knocking on your clinic door.

Basic information...

Gender

Age

Lifestyle choices

Profession or career

Income range

What are their desires and aspirations (what are they looking for in life)?

What are their fears frustrations and challenges?

What keeps them up at night?

What do they like and dislike?

What objections could they have to buying your service? (money, time, non acceptance from spouse/peers)

How do they make decisions? (logic, emotion, with spouse, financial)

Then answer these important questions...

How will your service IMPACT their life? (Now, in 1 year, 5-10 years)

What will it cost them to NOT commit to utilizing your service? (Pain and frustration) What will they miss out on?

Who will the avatar become as a result of consuming your service? What changes and transformation will take place?

What will be the ripple effects? How will their transformation impact those around them (i.e. family, kids, spouse, friends, colleagues, strangers)

How will this make their life more fun, simple, easy, and interesting?

25 INFLUENTIAL

Time to create your list of the people that can help your practice grow and flourish. Going through the full membership courses, 'How to setup your virtual clinic' & 'The win x 3 recipe', will help further clarify the following exercises, but please start now as these are relationships that will be key to your long term success.

Practitioners (virtual clinic)

List reputable local practitioners of the above modalities to build relationships with (best if they do not already have a good alliance with another acupuncturist).

Strategic alliances

List of people, businesses, and organizations that cater to a demographic similar to your patient population (avatar).

Community

List of people in your local community who have influence and a strong social network (entrepreneurs, politicians, bloggers, social media mavens, etc).

ADVERTISING

The following points are advertising platforms and methods that must be considered and implemented to share your message and promote your practice. You must experiment and decide which you will focus on from time to time so you can determine which provides your best ROI (return on investment). These take time or money, or both.

Lead generation

Building lists online through free valuable information products (lead magnets) and through your clinical intake forms (get permission to communicate with them via email). Automated email sequences should nourish these lists.

Community contribution

Get noticed by giving back to your community. Participate in or create charitable events. Support causes that are in alignment with your company values.

Testimonials and reviews

Online ratings and client success stories are one of your best promotional tools.

Pay per click

Paid online advertising such as google adwords or facebook ads are very powerful tools if managed well.

Public Relations

PR companies offer press releases and connections to possible media placements.

Public speaking

Getting out there and educating the public should be on your agenda, whether you like it or not!

Radio & TV

These are extremely expensive but can be very powerful. If you are lucky or connected, becoming a health expert could be your ticket to radio or television exposure.

Phone calls

You and your staff should be well scripted and educated in sales. On the phone is the only time you get a potential client's complete undivided attention.

Location Location Location

This is extremely important. Where your clinic is physically located largely determines the local eyeball exposure you will receive.

Website

Without a doubt your website is one of the most important aspects of promoting your practice. It is most often the first impression people have of your business. It should have good quality copy and be optimized for search engines.

Promotional materials

Brochures, cards, posters,, etc. Even in this digital era, many of these are still a must, as some people love to hold a tangible object in their hands. Good copy and design that caters to your target audience is essential.

Print advertising

Magazines, newspapers etc.. Are these worthwhile? My vote is that this is not the best place to allocate your ad budget.

Word of mouth

The Holy Grail of business promotion. Your unpaid sales force. This is what you create when you provide people with an amazing experience and a service that produces the desired results.

CRM - CLIENT RELATIONSHIP MANAGEMENT

List 3-5 ways you will implement new or additional CRM into your clinic this week. This could be in the form of systems for contacting or caring for clients, such as email or phone follow ups, how clients are greeted, or how long term relationships will be nurtured, etc..

SALES LETTER COPY

Use this template to create pages or videos that clearly communicate the solution you are selling to your potential client. Be sure to keep the order of the template sections intact in your copy.

Headline/title

Use a 'How to' title, i.e. 'How to Overcome XXX'. Keep it simple and to the point.

Sub-title

Supports the headline, i.e. 'What everyone with XXXX needs to know'.

Introduction

In one paragraph present the problem, show them you understand what they are going through, then reveal the solution basics.

Ease of Use

In one very short paragraph express to them how easy it is to implement these solutions in their life.

Tell the future

In one paragraph paint them a picture of what the future will look like when they choose your service to solve their problem. Focus on their desired clinical results and the personal transformation they will experience.

Prove you are an expert

In one paragraph you need to establish trust and authority, or in other words, why they should choose you, include qualifications, experience, and training.

Benefit bullets:

3-5 benefits of choosing your service. Remember, people want to hear about outcomes, not the medicine or your skill set. Focus on how it will transform their life and why they are coming to you (less pain, more pleasure). Be specific with the copy, make the benefits clear, verifiable, measurable and focused on desired results.

Proof

In one paragraph establish why your solution is credible. Be clear and use simple numbers where possible. Include data, statistics, research, and patient testimony.

What will be delivered

In a short paragraph tell them exactly what they will get if they choose to move forward with you. How your service is delivered, i.e. 'Here's what you get...'. A quick step-by-step of the actual service process so they understand the basics of what to expect.

Urgency

Gently remind them that natural treatment often takes time to produce the desired results, so the sooner they start the sooner they will reach their goals. A soft motivational nudge.

Reverse risk

Offer a risk free initial appointment where if they are not satisfied then they do not have to pay.

Call to action (CTA)

Make it very clear what you want them to do, i.e. call or email to book an appointment or take you up on a free 15 min phone / 30 min in house consultation.

P.S.

Short paragraph of how you look forward to helping them with achieving their goals. Then again briefly list out the main benefits (outcome, or solutions to their problem) of choosing your service.

EXPERTISE

This is amazing content that **MUST** go into your bio (and video bio) for your clinic website and wherever else it appears. You are establishing yourself as a leader for others to follow - this is not a time to be timid weak or arrogant - aim for humble but confident and proud. The following are questions to answer, essentials to bullet point, and others opinions to include;

Why you?

This is one of the most important questions that your potential client has so you must answer this - who is this guy? can I trust him? will he be able to help me?

Tell your story

Be honest and real. People want to connect with a real human. Explain how you became the expert they want to put their faith in.

Credentials / Education

List them out in simple bullet points, and be sure to include specific continuing education on specific conditions.

Qualifications for solving their problem

This is where you write your experience in years, time studying condition, personal experience, cases seen, appointment numbers (i.e. 'I have had hundreds of appointments treating this condition...'), etc..

Establish why your solution is credible

Show proof, data, research. Be sure to make these simple bullet points with tangible numbers or conclusions, complete with references.

3rd party testimony

Online reviews, testimonials, and success stories. For many, this social proof is the deciding factor of whether or not they will use your services. When is the last time you looked for online reviews before utilizing someone's services?

Use video

Put yourself out there for people to see. This is more work and tough for many, but it is so worth putting the effort in as videos pay off for months/years into the future.

RECEPTION

You want your front staff to be great at connecting with people, not overwhelmed by the tasks and processes. Easy-to-deliver systems for the technical aspects of the job allows them to do just that. Prioritization is also key here. Reception should have a priority system for anytime of the day that is deeply ingrained in their habits. Manuals must be created with enough clarity that all tasks could be completed by someone new to the company, without instruction. Start creating these today. The following are the main points where solid systems need to be in place for your team;

Communications

With the clients and internally amongst the team.

Operations

Tasks & duties that are performed regularly. General procedure and upkeep of the clinic.

PSYCHOLOGY

Go through the following exercises to help tend your mental garden. Remember that business success is 80% psychological, 20% skill.

Who do I spend most of my time with?

Make a list of 5-10 people you spend the most time with in your life. Remember that who these people are largely determines who you will become.

What am I grateful for?

Write a list of as many things you can think of that you are grateful for. This should be a long list.

Self-assessment

Email 10 people that you trust and literally ask them to email you back with what they feel are your strengths in life. Then if you are brave enough, reply to those who responded and ask them to share what they perceive are your weaknesses!

My Success Definition

This exercise is much easier if you go through the whole course 'Discovering your definition of success' in the membership section, but I encourage you to simply start now and refine later. I recommend keeping it to one succinct paragraph. Take time to edit the writing and get help if needed. It is important this exercise is done with focused intention and great care to ensure it captures the essence of what success really looks like in your life.

20-10-5-3-1

Write out the things you want to accomplish or the person you want to be in 20 years, then work backwards writing bullet points for each to make sure the years leading to this keep you pointed in the right direction.

20 Year Goals - *By the time I am ____ years old I will have accomplished the following...*

10 Year Goals - *By the time I am ____ years old I will have accomplished the following...*

5 Year Goals - *By the time I am ____ years old I will have accomplished the following...*

3 Year Goals - *By the time I am ____ years old I will have accomplished the following...*

1 Year Goals - *By the time I am ____ years old I will have accomplished the following...*