

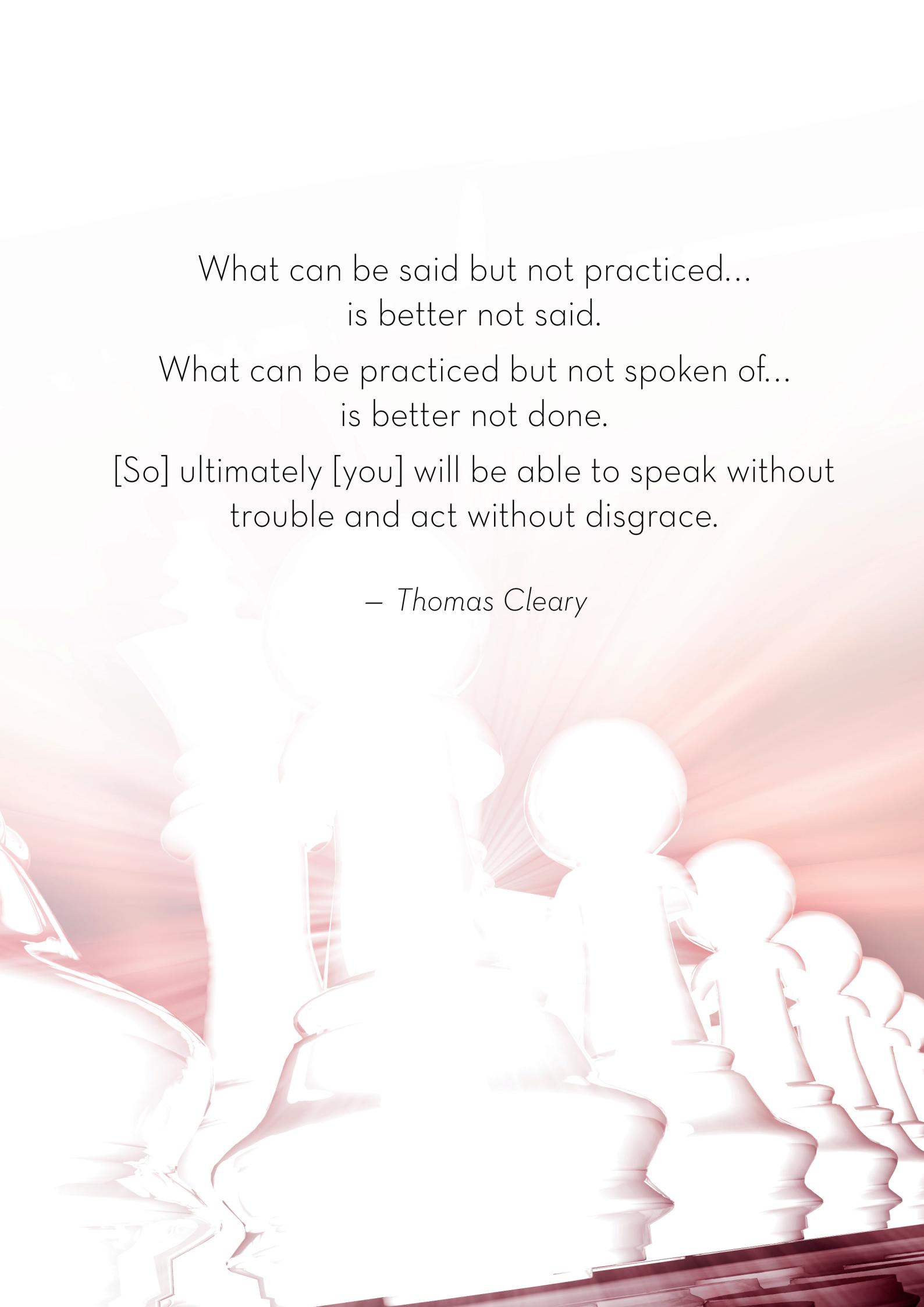


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## **22 Little Known Secrets Of Outrageously Successful Practitioners**

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What can be said but not practiced...  
is better not said.

What can be practiced but not spoken of...  
is better not done.

[So] ultimately [you] will be able to speak without  
trouble and act without disgrace.

– *Thomas Cleary*



Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary



# **22 LITTLE-KNOWN SECRETS TO BECOMING AN OUTRAGEOUSLY SUCCESSFUL PRACTITIONER**





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# INTRODUCTION

Many practitioners, support teams and wellness practices are not achieving the success they deserve.

Natural therapies offer the most profound and powerful therapeutic intervention and lifestyle change phenomena of any in the health field. . . yet, it lags behind medicine, physiotherapy, psychiatry and the use of surgery, drugs and medications, despite its significant advantages and limited side effects or unwanted consequences.

This manual is going to provide you with the little known secrets of those few practitioners that have succeeded, that have both abundant wealth and time, that have financial freedom and independence and who, through their personal endeavours, serve a multitude of clients transforming their health and quality of life. . . and who serve the community as well as their team through a successful and powerful business.

Before I begin. . . do not think for one moment that these outcomes of incredible success are unavailable to you. Anybody can apply these little known secrets, in any practice, under any situation. . . and their application ensures success.

Let me restate. . . *application* ensures success.

Not the reading of these principles, not the agreement that these principles are important and valuable, not the periodic and incomplete use of these little known secrets. . . but the complete, persistent and disciplined application of these little known secrets is what will bring you success.

So, read this material, and read it again. . . but do not stop there. You must apply it. Take immediate and dramatic action. Continue to take action, use the principles to develop yourself and integrate this knowledge into who you are. Take action on these principles as a representation of you, your character and your nature.

When you do this. . . success will be yours.

I wish you every success on your journey,

Marcus Chacos for the Practice Mastery Team

# **LITTLE-KNOWN SECRET #1: AN UNCOMPROMISING DECISION TO BE OUTRAGEOUSLY SUCCESSFUL IN PRACTICE**

Many practitioners and their support teams want to be successful, they hope to be successful, they dream about success... however, they are not willing to pay the price for the success they covet.

It is true, there is a price for success...

- Perseverance and persistence
- Application of effective systems and strategies in practice
- Application of effective sales and marketing techniques
- Creation of a world-class team
- Delivering outstanding service and extraordinary care on a consistent and reproducible basis...

These are some of the essential elements necessary in order to achieve success... and is a far stretch from what the majority of practitioners do.

In reality, many practitioners and their teams consistently demonstrate self-defeating behaviours that undermine their opportunity for success.

- They do not have clear and compelling goals for their practice, nor for the key performance indicators that measure the success of practice.
- They have no effective systems or protocols that create consistency.
- They are unfamiliar and uncomfortable with marketing and sales.
- They are good at what they do, some are very good... yet they have not clarified what it is to be great!

They have not paid the price!

The majority of practitioners are focused upon being the best practitioners they can be. They study hard, learn multiple disciplines and could talk the leg off a chair with all that they know about how they can help their clients.

Yet, in spite of all this knowledge, they do not have the number of clients they desire. This is because they do not know what they need to know in order to get where it is they want to be.

Still, when they learn that there are things that they need to know, they often act with self-defeating behaviours of, “I’m a practitioner . . . I don’t need to know that.”

When they are asked about the passion they have for their success, they are reluctant to talk about success and want to focus on service, “I just want to help my clients, and do everything I can to help them get better!”

This altruistic benevolence would be outstanding if only it produced the success for the practitioner that they deserve.

It is not enough to want to serve your clients, you need to do whatever is necessary to produce a business that creates the opportunity for that service in a magnitude that has significant impact upon the community . . . and the bottom line of the practice.

To do this, as a practitioner and as a team, you must be aligned and united in your desire to grow the practice, to build a profitable and life-changing practice for the clients . . . anything less than this limits your capacity for success. And anything less than complete success as a practitioner is failing to serve your clients at the highest and best possible level.

You must commit yourself to a desire for achieving success . . . and in that success you will achieve the altruistic outcome of servicing your clients.

You cannot commit yourself alone to service . . . for if there is no one there to serve, then you have failed in your goal of service. Service and success go hand in hand. In fact, the more service you provide, the more successful you will be. It all begins with a passionate and unrelenting desire to be successful in your role as a service provider!

You must no longer accept mediocrity. Be unwilling to subject yourself to those who accept mediocrity. Be willing to fight the fears, doubts, uncertainties and insecurities that have perpetuated the acceptance of mediocrity in any point in your life . . . and overcome those on a journey to realisation of your ultimate potential.

## **MY OUTRAGEOUS SUCCESS DECLARATION . . .**

I hereby make an unwavering commitment to my own personal success, the success of my team and the success of my practice.

I recognise that there will be things that I will need to learn, things that I will need to do. . and that some of these will take me out of my comfort zone. I will not hesitate, I will not stop. . . I will move forward with complete abandon towards realisation of my goals with persistence, perseverance and a commitment to the success that I desire and deserve.

Some people may have doubts, cast aspersions on the vision that I have for success. . . some people may make recommendations to focus on becoming a better practitioner, to not do sales and marketing, to not develop my business skills and understanding. . . I'll politely smile and understand that *they* are comfortable with the status quo and that *they* are relegating themselves to mediocrity. I will forge ahead with complete abandon and ensure myself the success I deserve. . . fully and completely, offering service and contribution to my clients and the community.

I am unequivocally committed to achieving outrageous success and I make this declaration by my signature below:

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Signature

## **LITTLE-KNOWN SECRET #2: CLEAR AND COMPELLING GOALS**

You cannot achieve success unless and until you define what success is. . .

“Success is the worthy pursuit of a meaningful goal. . .” – Author unknown

As you can see by this definition, there needs to be a worthwhile goal.

What are your goals that you will define your success by?

First, I’m not going to define success as purely material. The goals you can have can be serving clients, but how many. . . to what extent, to what impact?

You must be explicitly clear in your goal-setting process. For instance, what areas you are going to set goals in, how you are going to measure them and what their realisation will mean for you?

A very small percentage of people set goals. . . an even smaller percentage of people work methodically and effectively to the realisation of those goals.

The *Practice Mastery* Institute makes available the LEAP the GAP Program. . . Living Every day to Achieve your Potential, the Goal Achievement Program.

This system allows you to set and achieve powerful and meaningful goals.

If you do not have it, if you have not received it as part of your program, make sure to get access to it and start setting clear and compelling goals for yourself.

It is beyond the scope of this report to define the specifics of goal-setting and goal realisation. . . it is sufficient to say that without a worthy goal and a meaningful way of achieving that goal. . . you are leaving your success to chance.

### **MY OUTRAGEOUS SUCCESS DECLARATION. . .**

I am completely committed to understanding the pathway to success. In doing this, I am going to get clear on the goal-setting and goal realisation processes necessary.

I am going to set meaningful and clear goals in every area of my life, especially the practice goals:

How many clients I want to convert to wellness care, how often those clients are going to return and how long are they going to remain involved with my practice.

I am going to set goals for how much income I want the practice to generate, how much of that will be profit and how much I will earn as a result.

I am going to set goals for the types of impact and effect that I'm going to have on the lives of my clients, the community and the service role that I will have as a result of that contribution.

I am going to set goals for the numbers of referrals I will generate and testimonials I will receive.

I will set clearly defined administrative goals and targets.

I will set these goals... write them down, document them and then create milestones so that I can measure my success in achieving them.

I will not let delays in their achievement get me down, I will use obstacles to motivate me to a more effective direction and more persistent action.

I will review why it is that I am not achieving the results that I want and reinvigorate that plan to ensure my success.

I recognise it is not enough to have goals... I must have meaningful goals and a plan for their realisation.

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Signature

## LITTLE-KNOWN SECRET #3: PASSION

A key ingredient to outrageous success is an enormous passion for what it is that you do. . .

I'm not talking about caring about your clients, wanting to get great results and have a comfortable life.

That is noble. . . yet uninspiring.

You need something that is going to wake you up early, before the sun rises at times. . . and keep you up late, well after the frost has settled upon the ground.

You are going to need the type of passion that creates a burning desire that means that you will do work. . . that other people will not do; that you will work at times. . . that other people will not work. The type of passion that means that you will do the type of work. . . that other people prefer not to do. That you will work when you feel unmotivated and you will find answers when you cannot see the path forward.

The practitioners that succeed outrageously do so because they are willing to do that work which other people are unwilling to do.

It has been said, when there is big enough "why," you will always find the "how."

Many people say they don't know how. . . you will not be one of them. Because. . . you have the why!

'Why' is your passion. . . you do this because you are called to do this, you are passionate about what you do and that passion drives your unwavering commitment.

Your passion raises you when your energies fall. Your passion lifts you when there appears to be obstacles before you. Your passion motivates you when there may be cause or reason for doubt!

Your passion drives you to your success as surely as the care that you provide and the work that you do changes lives.

While I know there will be many people who will not be pleased to read the following words, I feel compelled to write them.

If you do not have passion for what it is that you do, if you do not want to be the best that you can be, it is far better that you find a profession where mediocrity is acceptable and often even considered valuable.

I have my suspicions where those jobs may be found and where those people can go... however, I am challenging you right now to find your passion or reconnect with your passion... or find another profession.

The wellness profession and natural therapies professions can never achieve all that it is possible for them to achieve with practitioners who limit themselves, who do not feel the passion stir within and do not serve at the highest and best level. These professions cannot achieve the greatness that they are worthy of unless the practitioners within are maximising their own potential and serving their own communities in vast and distinctive ways.

If you are holding yourself back... stop it.

If you are holding this profession back... get out... it deserves more than that.

Awaken your passion, fuel your practice and your life with that passion... and success will be yours.

## **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to finding the passion that I feel for natural therapies. I am committed to uncovering my own personal power to serve the wellness philosophy.

I am committed to uncovering the passion, the love for what it is I do and a burning desire to succeed.

I will see doubt as a challenge, uncertainty as an opportunity and fear as a motivator.

I will see failure as a lesson learned and the difficulties and challenges that I face as increased motivation and as a reason for the necessity of my success.

I will not stop until I succeed... and I will succeed because I have a passion for what it is that I do and the results that I want to achieve.

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Signature

## LITTLE-KNOWN SECRET #4: PURPOSE

Firstly, goals are not your purpose... they are the outcome of your purpose, how you measure movement or progress towards your purpose.

Passion is not your purpose... passion is what drives your purpose!

Your purpose is why you do what you do... it is the basis for and reason behind the goals that you set, the actions that you take and your perseverance in the face of adversity or challenge.

Your purpose is more than your motivating reason behind an action... motivation wanes, purpose is enduring... but only you know what your purpose is.

If your purpose is to make a difference in the health of your community... to serve, then to do anything less than to achieve that difference is to not express the full meaning and purpose of your life. As such, you must know what your purpose is, what your meaning is and direct your efforts and energies toward realisation of that through your practice.

The *Practice Mastery* Institute provides the Finding Meaning and Purpose Program to help you uncover and understand your purpose, meaning and ways to express that through your career, your vocation, and the way you serve your clients.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to living out the purpose of my life fully and completely.

I recognise that by expressing who I am through what it is that I do, I express my meaning and purpose in life through my work with my clients within the practice, within the organisation... I become a better person along the journey, serve people and enable them to fulfil their potential.

I'm committed to the realisation of my fullest potential and utilising my service as a practitioner or support staff in the achievement of that.

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Signature

## LITTLE-KNOWN SECRET #5: SYSTEMS

Success can come from many avenues, and it can come in many shapes and forms... sustained success, reproducible success requires systems.

I want to give you an understanding of the term “system” because there are uneducated, negative connotations around systems. The negative connotations around systems are that it has to be done a certain way, it’s mundane, there’s no room for personality or individuality and it’s just something that you have to do, even though you don’t want to do it.

This is not the case. Systems are a way to enable you to make sure you streamline or systemise the mundane things that you don’t want to have to think about – so that you do them instinctively, habitually. When you pick up the phone, you don’t want to have to remember what to say, it becomes second nature. “Good morning, Integrated Natural Therapies, this is Marcus” – that is a system.

It’s something that makes things easier, convenient, and actually frees you up to humanise the exceptions. There are things that you are going to consistently do all of the time – they are systemised to make sure that the things you have to be creative for, adapt to, be flexible around, you can. You can humanise them, make them exceptions, create such an outstanding experience around those processes that you make the little difference that creates the massive impact.

The Practice Mastery Program provides 10 Phases of Client Care which provides systems for the client care process, from how the client is welcomed to the practice, the reporting process... to the review and how we deliver care. There are the systems in the form of scripts, letters we send out, and the materials we provide. There is a system in the way that we collect information, there’s a system in the way we process that information – it means that we can do it consistently, reproducibly and on an ongoing basis.

Systems enable you to be more free in designing your programs and interacting with your clients, because it frees you up to do all of the things you have to or want to think about to be able to be present.

Systems are your friends. Systems are the solution.

When you *truly* love getting results. You will truly love systems!

One of the most significant elements of success is not financial freedom, although that is important... it is not the accolades you get for the results you achieve with your clients...

although there is reward in that also. It is the freedom you derive in your life – the freedom of time, the freedom that comes with greater opportunities and the freedom to express your life more fully and completely.

The majority of people in today's society are looking for more freedom. They want more time to do the things that they enjoy, to be with their family, to take care of their own health and well being, to travel and experience the world.

Many people are robbed of these opportunities because they have not effectively planned their life so they have become subject to the whims of other people's plans for them as well as driven by the need to earn money to meet their financial obligations.

Financial success will come with your success and without the pressing need of having to work to make money you will begin to experience the greater opportunity of the freedom to express and experience your life as you desire... as well as the freedom of being who you want to be, practicing how you want to practice and delivering care the way you want to deliver care.

Successful practitioners will tell you this freedom comes at a cost and that the price you need to pay is to take the time to develop a system to produce this level of certainty, consistency and reproducibility.

Systems truly are the solution to achieving the freedom that you desire for the practice of your dreams. These types of systems include the 10 Phases of Client Care and the Practice Performance System both available through the Practice Mastery Institute. These are the processes, educational materials and scripts that underpin success.

## **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am completely committed to recognising the important role of systems in my success.

I will introduce, incorporate and master the systems for how it is that I...

- Deliver care.
- Educate my clients.
- Train my team.

I recognise and value the need for systems and as a result, I am committed to the inclusion of systems in every aspect of the care I deliver, the recommendations I give, the way I manage and operate the practice and the way I educate my team and clients.

I am aware and will work on the fact that part of the systems that ensure a person's outrageous success includes elements such as maintaining regular and consistent contact

with clients, maintaining records so that you know what has been said, what has been given and the point at which the client is upon their journey. You also must document your marketing endeavours and sales processes, and the results, efficiency and effectiveness of those programs.

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Signature

## LITTLE-KNOWN SECRET #6: BUSINESS MASTERY

Practice Mastery consists of three core elements:

1. Personal mastery
2. Professional mastery
3. Practice mastery

Personal mastery relates to management of your own character, personality traits, skills and direction, including as we've already discussed, goal-setting, purpose and passion.

Professional mastery refers to the ownership of therapeutic skills and applications of the practitioner. Professional mastery includes having mastery of a wide variety of techniques, deep knowledge about the health of clients and strategies to achieve that health and a great excitement for helping and serving clients.

Practice mastery relates to mastery of the skills of running and operating a successful practice:

- Marketing mastery (or *Marketing Alchemy*)
- Sales mastery (or *Pre-eminent Positioning*)
- Financial mastery
- Management mastery
- Human Resources Management mastery
- Communications mastery

The outrageously successful practitioner needs to know all of the resources they have available to them for their success. For example, in marketing, they need to understand newspaper advertising, radio advertising, referrals and networking, amongst many other available marketing strategies. In sales, they need to understand and be able to apply scripts and care plans, overcome objections and give persuasive presentations.

Resources such as the *Marketing Alchemy* Program and the *Pre-eminent Positioning* Program provide the resources to enable a practitioner to achieve success in marketing and sales.

There are many skills necessary for a business owner to succeed... and many practitioners relegate those skills to something they will do when they are successful. However, it is mastery of these business skills that begets the success they desire.

Break through the illusion that you do not need to master the skills of owning and operating a business. Take ownership of that reality now by mastering the principles of business ownership and success and you will be well on your way with your journey to success.

## **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am absolutely committed to understanding more about how to run, own and operate a business. I know that being in practice means that I'm a business and that being in business I need to know, understand and master the elements of business.

I'm going to master my business finances by becoming more financially literate and responsible. I'm going to create budgets, forecasts and set financial goals for the practice.

I understand the importance of marketing and sales and I'm going to master the elements of marketing and sales within my practice, create marketing and sales training programs for my team and market effectively in new sales to create conversions of those leads to build and sustain a strong practice.

I'm going to master personnel management. I'm going to lead my team, monitor and manage the systems through the process of management and create an environment that is conducive to success and in itself is success-oriented.

In mastering human resources management I am going to create a world-class team through effective recruitment, induction and training practices. I am going to inspire my team, call them to their greatness and lead them along that journey.

The practice is going to be a profitable business, and I'm going to treat it as a profitable business and recognise my own worth in the success of the practice being the success of the business itself.

I am responsible for this business and I will take that responsibility seriously and master each and every element of the operation of this business until I become a practice master.

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Signature

# LITTLE-KNOWN SECRET #7: TO SERVE YOU NEED TO BE TRULY SERVICE-ORIENTED

The majority of practitioners have a service-oriented heart. They truly care for their clients. The outrageously successful practitioner takes this service-orientation one step further. They are not only service-oriented in their care for their clients, they are service-oriented in the way they operate, run and manage their practice.

Where and when they can, they do as much as they possibly can for the client. They . . .

- Provide extraordinary care delivering powerful and meaningful outcomes for their clients.
- Deliver outstanding service, remembering birthdates, special occasions and the wants, needs and interests of the clients and attending to those simultaneously with the care they deliver.
- Offer educational resources for their clients, assisting in their transformation.
- Provide coaching, mentoring and the necessary support for their clients to make progressive and positive change along their wellness journey.
- Offer hours and times that are convenient to their clients.
- Create a culture whereby the entire team is behind their clients in their wellness journey.
- Offer additional products and services that support their clients on their health and wellness journey.
- Are so committed to the results, outcomes and benefits the clients receive, they guarantee their performance and they work extraordinarily hard to achieve that outcome.

There is a higher level of proficiency within all the practice in the service role; training, systems, all of these are employed to ensure the service process is delivered masterfully for the clients' experience.

## **MY OUTRAGEOUS SUCCESS DECLARATION . . .**

I am completely and unequivocally committed to complete and absolute service to and of the clients of this practice.

I will do whatever it takes to firstly, meet them where they are at . . . and lead them to where it is that they need to go.

I recognise and acknowledge they will present with symptoms, and we will address those symptoms in the highest and best way possible.

Equally, I recognise that there is a journey before them, the wellness journey... that they want to be the best that they can be, achieve the greatest and highest outcomes for their health and quality of life. I understand that this is a transformational journey and to achieve this I will need to provide more than powerful treatment and therapeutic interventions, I will need to provide coaching, mentoring and support. I will provide the necessary education to allow them to move from where it is that they are now to where it is they would ideally like to be, transforming their life and allowing them to reach their ultimate potential.

I know in order to achieve this, I need to open my heart to a complete service-orientation for and of the client.

I will think benevolently about them in all situations and circumstances. I will uncover what their needs are, and when I have found out those needs I will serve those needs, working with them to achieve the highest and best outcome. I will remember who they are, what it is that they have needed along their journey and find ways to deliver that in ways that are powerful and compelling, that deepen the connection and relationship between the client and practice and enable them to feel... home!

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Signature

## LITTLE-KNOWN SECRET #8: MONEY MASTERY

Many practitioners are not acutely aware of exactly how money flows and operates in a practice.

I'm not merely talking about the budgeting process, although many practitioners are delinquent in this responsibility. I'm also talking about the universal laws that undermine the flow of all things, including money into and out of the lives of people.

The practitioners and the support team need to become equipped with an understanding of what it is that truly makes a person wealthy, successful and rich.

Successful people make a study of success and model the people who achieve this.

You need to study the successful practitioners and successful businesses in this field. What was it that they did to achieve that success? What knowledge did they have, what principles did they operate from and what philosophies do they embody? You need to also understand about their discipline. . . what did they do to discipline themselves? When they recognised that there is financial gain in some activity, how did they recognise that, come to know that and take action upon it?

You can no longer be focused upon the hope that money will come to those who are deserving. You must be one of the deserving and to understand how to be one of the deserving, you need to know what it is to be deserving. You must research this, apply yourself to the knowledge that you have gained and truly be worthy.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to mastering my understanding and relationship to money.

I will study money and success from those who've achieved the results, outcomes and experiences that I desire.

I will model this knowledge, apply it to my life and my practice and become a master of my own destiny.

I will no longer be subject to counterproductive and destructive unconscious programs that undermine my ability to achieve the success, wealth and richness I desire and deserve.

I will face the truth square on and recognise that it is I who has created my current experience... and that it is I who will create the future that I am moving towards. And in creating a more powerful and compelling future, a more outrageously successful future, I will take ownership of my relationship to success, to my finances and to my wealth... and I will create through understanding and a more powerful relationship with money, the future I desire.

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Signature

# LITTLE-KNOWN SECRET #9: THE CHARACTER OF SUCCESS

The outrageously successful practitioner has specific character traits. It is important firstly to recognise these traits, embody them and master them in your own life in order for you to achieve the success you deserve.

The following character traits represent the master, a person who has mastered themselves and can master their experience in practice . . .

1. *They are positive . . .* the successful practitioner is positive. They believe in themselves, they believe in their abilities and know that it is not a matter of if they will succeed . . . but when.
2. *They are persistent . . .* the successful practitioner is persistent. They know that it takes hard work to succeed yet they are willing to do that hard work and continue to do it until they achieve the result they desire. They rise early in the morning and stay up later at night, they continue going when other people stop. They recognise that not everything will always go their way but regardless of this fact, they persist against the odds to achieve the inevitable success they deserve.
3. *They have an insatiable appetite for knowledge . . .* the outrageously successful practitioner has an insatiable appetite for knowledge. They are constant learners, have a deep curiosity that demands that they know more, understand more and have available to them a greater array of information and knowledge in a wide area of topics.
4. They are not content to only know everything they can about their own modality. . . they want to know everything they can about additional modalities, about owning and operating a practice, about what makes a practice succeed and about the clients, their needs, wants and desires. They learn about listening, communication skills, or how to build trust in relationships . . . they are constantly learning in order to maximise their potential.
5. *They are genuine in their concern and care for others . . .* the successful practitioner is a compassionate and caring person. They have a genuine interest in the lives of others and a desire to make a positive and valuable contribution and impact on their lives.
6. *They are service-oriented . . .* we've already discussed within this manual the importance of service orientation. However, service orientation is also a character trait.

It is something a person has within them that they express through the work that they do. The successful practitioner seeks always to serve, to give to others and make a positive and beneficial impact in their lives.

7. *They are both personal development and spiritual development oriented* . . . the successful practitioner knows that they need to work on themselves. They need to overcome their vices that prevent them from being successful. . . and to do so, they work on themselves, recognizing their faults and failings and striving to overcome them. Equally, many successful practitioners find strength in having a spiritual basis for why they do what they do and where they find their strength to continue.

Being a part of a personal development and spiritual journey allows you to be more of who you are while also learning more along the way and therefore being able to contribute more to others as a result.

8. *They are highly responsible and demonstrate personal initiative* . . . the successful practitioner knows that they cannot blame anyone else for their own failings and that they cannot rely on others to create their success. They take responsibility for their own life, their own experiences and their own success. They create their own success because they know nobody is going to do it for them. They are self-starters, they demonstrate initiative and are self-reliant. That does not mean that they do not ask for help, or look for support from others, they do, often finding mentors and modelling great achievers. However, they begin first on their own and seek help when they have made positive progress in the direction they need and are worthy of the help of others.
9. *They are driven by a vision* . . . successful practitioners have a vision, meaning and purpose which directs their actions, which motivates them into action and which causes them to continue in action even when things seem hopeless or they are tired and feel they cannot go on.

It is a compelling vision of a meaningful future that drives these practitioners and they have a clear picture in mind of what it is they want to do, what they want to achieve and where it is they are going.

10. *They are driven by action-orientation* . . . successful practitioners most certainly think about what it is that they are going to do, though they do not stop there. By having thought about what they want to do, what they want to achieve. . . they write a plan, they document that plan and they have the clear and compelling vision we have already discussed. Their power comes because they take immediate and dramatic action. They continue taking action in the direction of their plan until there is evidence that the plan needs to change or they have achieved the success they desire.

In the event that there is evidence there is a need for change of the plan, they may change quickly by recognising the areas that need to be modified and then returning to the constant process of actioning the new plan to ensure their success.

Most importantly, the action-orientation is geared towards outcomes that are measurable and specific. They are not busy for the sake of busy, chasing their tails... they take actions that they know will specifically and meaningfully result in an outcome they desire that is part of goals that they have set.

11. *They are great leaders...* successful practitioners know that they cannot achieve success on their own, that they need people as part of their team.

In building this team, they become leaders of a mastermind group, a collection of people working towards a compelling and meaningful goal. They learn from others, grow from others... yet, they also know the importance of leading others, directing and supporting people in order for the group to achieve their goal.

12. *They are creative...* successful practitioners find ways to achieve things that other people see as impossible. They do not see the blocks before them as obstacles, they see them as stepping stones to success. They do not see the problems that they are confronted with as insurmountable, they see them as challenges to grow, expand their potential and enable them to develop new skills to be even better at what it is that they do.

In fact, , if they do fail they do not see it as failure, instead they see it as an opportunity to grow and learn and apply those lessons so that the next opportunity that comes their way will give them an even greater return on investment.

Successful practitioners do not experience failure... they experience growth opportunities and an expansion of their potential as a result.

13. *They are effective communicators...* the successful practitioner knows the importance of communication. They are able to gather information effectively, arrange it in a manner that is valuable, interesting, and able to be received by a listener, they present it confidently and clearly and are persuasive when they relay this information, assisting others to both agree with this information and act on it as necessary to move forward in the direction the practitioner or support team desires.

Of course, communication is not merely the voicing of the information you want to relay... it is the listening, understanding and hearing what others have to say and being sensitive to that.

The effective communicator knows how to listen empathically. They feel what it is that the speaker is feeling, respond to those feelings and are moved and changed by the

dialogue. As a result, they can connect more deeply and readily with the speaker and develop a relationship where both listener and communicator are able to more easily work together in synergy.

## **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am going to assess my character, recognise the faults, failings and foibles that exist. Then I'm going to find ways to address those vices and transform my character into a person who is success-oriented.

I recognise the character traits here are only a small number of the character traits that I will need to develop> However, I will start here, with these traits, now and start the journey to becoming all that I am capable of being.

I am going to be more focused on service. I'm going to be more focused on having a vision, communicating effectively and understanding how I can maintain a positive attitude around the success that I desire. I am no longer going to lament my losses when I fall, I'm going to get back up, learn from the experience and focus on how I can be better as a result.

I'm going to constantly look at myself, better myself or find a way to be more of who I truly am.

I will remind myself often of the following verse...

Watch your thoughts... they become your actions

Watch your actions... they become your habits

Watch your habits... they become your character

Watch your character... it becomes your destiny

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Signature

## LITTLE-KNOWN SECRET #10: RESPONSIVENESS

The outrageously successful practitioner is not only action oriented, they are responsive to their environment, the people in their environment and what actions are required around them.

For example, they recognise that when a client calls with some questions about the care that they are recommending, they need to be responsive to that as quickly as is humanly possible.

The client gets frustrated if you don't call them back within a one day time frame about any questions, queries or concerns that they may have.

To this end, the success-oriented practitioner does not merely understand the importance of action, and take the action that they plan to take... they recognise that there will be other actions that are necessary based on what takes place around them. And in recognising this, they are responsive, through the actions they take, to what needs to take place as a result of these changes.

They also need to respond to their staff, to market events and a whole range of other actions that result unknowingly, that they weren't prepared for... nonetheless, they are responsive and take action.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to being a person of action and to being aware and perceptive of what is taking place in my world... and modifying my actions, to take action on what is necessary and required to help the me and my practice achieve the success I deserve.

If that means being prompt in my response to emails, phone calls or communications from clients, staff or vendors... I will respond proactively.

If that means being aware that there are shifts in the market, and I need to be responsive to those shifts and modify my marketing, sales or other communications... I will do it, promptly and immediately.

If that means listening, when I feel like rushing full ahead with a plan that I had in mind... then I'll stop to see whether or not I need to respond with patience or more deliberation... then I will do that.

I'll be responsive to what necessitates the highest and best action, the immediate and dramatic action that I intend to always take as a proactive powerful person.

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Signature

## LITTLE-KNOWN SECRET #11: TIME MASTERY

The outrageously successful practitioner masters the use of their time. They go beyond time and management to use *time mastery*.

They know what their priorities are. They know what is important and meaningful to them... and take action in alignment with those priorities.

They recognise that there are many things that could draw their attention, distract them, cause them to procrastinate or focus unproductively... but they do not get drawn into that, they maintain their focus and their discipline and continue to take compelling and meaningful action in the direction that is going to produce the most valuable and powerful outcomes.

This is worth expanding on in relation to how the practitioner often deals with their clients.

Many practitioners focus on seeing as many clients as they can, spending long periods of time with them, talking, educating and helping them... all to no avail.

Not every new client who enters your practice is necessarily going to become a wellness client, a client who has a vested interest in receiving the full extent of the valuable and life changing care that you can offer.

There will be the inevitable “tire-kickers,” who say that they want change, but do not mean that they are willing to take the action necessary to produce that change.

There will be many victims, pain-based clients who want you to care for them, look after them and do all the work for them so they do nothing but achieve the health and wellness benefits that you can provide them... with all the cost and time on your part, and none from them.

The unfortunate truth is that there are people out there that will take from you, drain you, draw all the knowledge and information from you... but give you little in return and do nothing with what you provide.

Therefore, it is important to understand that you need to emphasise focusing your care where it will be best received and most rewarded.

I once worked with a naturopath who was so passionately dedicated to his profession that he was compelled to spend an hour, sometimes two or three hours with every new client, telling

them everything that he knew, giving them advice and counsel about how they could change their life, how they could heal, and all the wonderful things that were available to them.

He always discounted this initial consultation, because these people didn't seem to be able to afford the time that he was spending with them. But he didn't care. He was a giver who wanted to constantly share his knowledge and wisdom with people and make his services available to them.

They seemed to love him for it, they responded beautifully within that initial consultation, feeling well listened to, well cared for... except, they rarely came back.

Whether it was because he overwhelmed them or whether it was because they didn't believe that they were worthy of the care that he was providing them... I cannot say why, but I can say this... it is unnecessary.

For the clients that are ready to change, the shorter consultations give you the opportunity to uncover their needs, determine a recommendation and make suggestions moving forward.

Those who are ready, will accept those recommendations if they are compellingly and effectively delivered.

Those who are not ready are simply not ready. There may come a time when they are ready and until then, limit the amount of time you spend with them, and the focus that you have upon them.

If they value what it is that you say, if they are going to make changes based on the recommendations you provide... then they will value your contributions, make payment and demonstrate that in a commitment to the consultations that you are recommending.

Do not give away all of your time, knowledge and skills to those who will not take action.

Now before I go on... that does not mean that there are not times when it is appropriate to give free care, to spend longer in your consultations with your clients who need it... all I'm saying, is be judicious. Recognise the reality of the situation that you are in and make a higher and best decision based on an awareness of the true nature of the client presenting to you and the motivation you have for your response to that situation.

Work with the clients who warrant the overwhelming commitment you have to the care that you provide and the service that you deliver. Do not spend too much time with people who can't, or won't, make a commitment to your care, don't value your care or appear not to be able or willing to financially reciprocate.

## **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to recognising the value of the care that I provide. I understand that this care will not be for everybody and that those who will value and appreciate this care will be responsive to the way that I practice and the fees that I charge.

The value they will get from the care will be far more significant than the contribution they make. They will recognise and see this and therefore be willing to make immediate and complete payment for the care that they receive. Equally, they will be willing to receive the information and education that I provide in bite sized chunks and therefore act upon it in a way that is measurable and meaningful in their life.

They will receive benefits for the care that I deliver and be grateful and appreciative of that, communicating that regularly and changing their lives as a direct result.

I know that I cannot spend time with everyone, so I'll be selective about the people that I do spend time with... focusing on those that I believe I can help the most and who are most committed to the care and recommendations I provide.

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Signature

## LITTLE-KNOWN SECRET #12: IDENTIFIED AS AN EXPERT IN THEIR FIELD

Outrageously successful practitioners are invariably identified as an expert in their field. They are known as master practitioners, knowledgeable and skilful in the area of their specialisation.

They do not only achieve great results, they are known wide and far for the results they achieve . . . and it is this notoriety that gives them an elevated position amongst their peers.

They do not necessarily have to know more than other practitioners to be considered an expert. They merely need to be seen by the public as knowing more. These practitioners recognise and understand this, and thus put themselves in a position to be seen as experts by communicating compellingly and effectively, broadly to the community what it is that they do know and providing value, service and contribution to others.

This gives them incredible exposure and enables them to be perceived as an expert.

The *Marketing Alchemy* and *Pre-eminent Positioning* Programs offer systems and techniques to allow you to achieve this expert status.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to being seen as an expert in my field. I will develop skills in a specialised area, and in developing those skills find a way to effectively communicate to the community what it is that I can do, how it will benefit them and find methods for achieving results consistently and reproducibly, with certainty and efficiency.

In achieving these results, I will create case studies that demonstrate the effectiveness of my care, record testimonials that reinforce this expertise and deliver education, through client interaction, through sales processes and through marketing. . . that evidences my expertise and broadens my exposure and appeal to others.

I will do what I can to get publicity to reinforce my status. I will write newsletters, articles, talk to newspapers, radio stations and my client database and the community at large about what it is that I can do, providing this evidence and demonstrating my expertise.

I will believe in myself, believe in the message that I have and commit myself to being in front of hundreds of people on a regular basis, sharing this message about what it is that I can do, how it is that I can serve... and achieving the expert status as a result.

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Signature

## LITTLE-KNOWN SECRET #13: MARKETING TO A NICHE MARKET

The expert practitioner invariably has a specialisation in a specific niche. They are known to be experts in a narrow field, such as fertility, arthritis, heart health, metaphysical healing, etc.

And with this specialisation, they are able to recognise, identify and communicate directly to the client.

Niche marketing enables you to define the narrow range of people that are your best potential clients. In identifying this niche market, you are able to find out more about this client, what their wants, needs and desires are. You are able to uncover their interests, the benefits and advantages they desire as a result of the work that you can undertake with them.

You are able to get clear upon the demographics and psychographics... you go all the way to defining your perfect client and communicating regularly and consistently with them.

The *Practice Mastery Module, Your Perfect Practice* was designed to help with this process and I suggest you avail yourself of that now.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to not only becoming an expert in my field but defining exactly what that field will be and in doing so, creating a specialised niche within which I will operate.

I will find out what it is that I love to do the most, what I am most effective at and where the skills, expertise and knowledge I have align with that.

In doing this, I will find what I am most passionate about, and develop a treatment program, education program and marketing program around that specialised niche and communicate to the community in relation to that niche.

Defining my specialisation or niche, in conjunction with a willingness to become an expert in that field, will give me the opportunity to achieve the success I desire and become the best I am capable of being.

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Signature

## **LITTLE-KNOWN SECRET #14: THEY UNDERSTAND AND ARE DEEPLY CONNECTED TO THE MARKET THEY ARE IN**

Many practitioners are secluded within their own practice, their own interests and what they are focused upon.

This is not inherently a problem... unless, it is to the exclusion of understanding the market that they are part of.

The successful practitioner understands their entire market... what are the wants, needs and interests of their market?

They communicate regularly with their market, seeking always to deepen their understanding and connection to it.

As part of this, they want to know what other services, opportunities, products and care are available to their clients in this market.

As such, they are committed to understanding the practitioners that work in their area and in the field that they work in. They are also committed to understanding the products, remedies or technology within their field of interest that are available to clients.

In this regard, they study everything about their competition and the market that they can, to not only more fully understand it, but to be sure that they are on top of their game at the same time.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to understanding everything about my existing market. I will research my market, my clients, their wants, needs and desires.

I will research all of the competitors who are offering products or services in my market, understanding everything I can about them including the services they deliver, how they deliver those services, the philosophy they embody and the care they deliver. I will measure the effectiveness of the work that they do, learning from what it is that they do and assessing the costs and value they provide.

I will learn from them and continue to employ strategies to improve what it is that I do, maximising my potential and establishing myself in the forefront of my client's mind, ahead of my competitors and any other alternative presented to them.

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Signature

## **LITTLE-KNOWN SECRET #15: THEY UNDERSTAND THE WANTS, NEEDS AND DESIRES OF THEIR CLIENTS**

The successful practitioner spends an inordinate amount of time on truly and deeply understanding their clients.

They understand that the client presents with symptoms, pain, or some dysfunctional problem that is interfering with their quality of life and are looking for someone to help them resolve these issues.

However, they do not believe that this is the full extent that the client presents to their practice for and as such, they continue to investigate further, uncovering the deeper needs, wants and desires of their clients.

They find out about the healing motivations that the client has, the influences that have drawn them to the practice and that will continue to unfold as the relationship develops.

They find out what the underlying cause of their pain was and the insufficiencies that existed in their lifestyle and how they can be served more fully, completely.

They know and understand that clients come with goals... and they want to serve in the realisation of those goals.

They know that not only are there problems in the clients lifestyle, the choices that they are making are often inconsistent with the health results they want... and so, they know that they will need coaching, support and mentoring.

They know that there is emotional trauma in the client's life, and that healing will be necessary on the emotional and mental level... in fact, there will need to be work done on multiple levels... physical, physiological and biochemical, emotional and mental, energetic, genetic and spiritual.

Because they know and understand this, the master practitioner has systems in place, educational information available and therapeutic interventions that serve in each and every one of these areas, ensuring that you meet the client where they are at... and lead them where it is that they want to go.

To achieve this, they work with the client to uncover the deeper, oftentimes unconscious, needs of the clients and provide the maximum level of support available to enable the client to achieve their ultimate potential.

The *Practice Mastery Practice Performance System* and the Transformational Paradigm are the resources that make all of this possible.

## **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to becoming all that I can be as a practitioner... and in doing so, uncovering the deeper and truer needs, wants and desires of my clients.

In doing this, I will more fully serve every aspect of their life including:

Optimisation of their nervous system

Optimisation of their physical body

Optimisation of their physiological and biochemical state

Balancing of their emotional and mental state

Optimisation of the energetic system of the body

Optimisation of their genetic potential

Fulfilment of their spiritual journey...

In uncovering my client's needs in each of these areas, I will develop my skills, my knowledge and my abilities to serve in each of these areas, becoming more whole as a person and as a practitioner, and being able to serve more fully and completely as a result.

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## LITTLE-KNOWN SECRET #16: THEY ARE PERSUASIVE COMMUNICATORS

Outrageously successful practitioners are effective and persuasive communicators.

They know what it is that the clients want... and know how to communicate that.

They have understood the healing motives that direct the actions of their clients; they know what it is that their client wants, needs and desires. They know what words and language triggers the emotions and feelings of a client and compels them into action.

The master practitioner knows how to motivate, inspire and lead a client to action.

One of the most compelling ways to do this is to understand the benefits that the client desires.

You see, most practitioners think that the client just wants their pain to go away. Although this is true, it is not the complete story.

The client wants their pain to go away... but they also want an amazing experience with their practitioner and within their own life.

In understanding this, the practitioner focuses on communicating results, benefits and advantages to their clients.

They don't tell them just about the pain or how they will focus on the pain.

They recognise the pain in their dialogue, and tell them what will take place with the work that they do...

"You know how some people are always in pain, always looking for a solution for their pain but become frustrated and disillusioned? Well, I will work directly on your pain, so that the pain will go away and so you will feel better... but more than that, you will reclaim your life, recapture the vitality of your youth and the joy that was once in your heart.

You'll be able to run and play with the kids again. You'll be able to work effectively and efficiently without thinking about anything apart from the joy that you have. You'll be able to lift, bend and carry and do all the gardening, physical work that you desire.

You'll be able to feel strong, youthful and healthy once again."

These are the benefits that the client desires.

This is why; when the practitioner talks about benefits to the client in this way... they feel more compelled to action. Yes, the client wanted their pain addressed... they no longer wanted the pain... but more than not wanting the pain, they wanted their life back. With this dialogue, you showed them what they could achieve, the benefits they could experience and the results that they could have. This is about more than giving them back their life, this is giving them a new life, hopes, dreams and something to work towards.

In knowing and recognising this, in being compelling in your communication and language, you are more persuasive and influential with your clients and their decision-making process.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to becoming an effective and compelling communicator.

In uncovering and understand the needs of my clients, I will tailor my language and communication to those needs, so the client becomes inspired, motivated and incentivized to take immediate and dramatic action.

The language I will use will touch the emotions of my clients, creating a sense of excitement and anticipation, hope and joy.

Through my descriptive communication the client will understand the benefits, results and advantages they can expect as a result of working with me... and those benefits will be so compelling, so powerful... that it will effectively demand unconsciously within the mind of the client that they take action, making a choice now to be able to receive the type of care that I am recommending and suggesting.

I know it is my clients that will make me successful... and to be successful, I have to have a significant number of clients and motivate them into action, transforming their life and giving them significant benefits with the work that I do.

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Signature

## LITTLE-KNOWN SECRET #17: MASTERY OF THE PRACTITIONER SKILL SETS

It is not sufficient to be a compelling and effective communicator, being persuasive and having a list of clients wanting the benefits that you provide... if you cannot, in fact, deliver on those benefits.

The outrageously successful practitioner has mastered the skill sets of a practitioner that delivers benefits, results and advantages to their clients.

They have studied incessantly and continually to know everything that they can about their area of specialisation... but it is not only the intricacies of their specialisation they know. They also have a broad range of knowledge and understanding of the condition, its causes and the effective treatments... they have mastered the treatment protocols that deliver these results.

They have developed a wide range of skill sets that maximise their opportunity to work with these clients and are highly productive as a result.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to becoming a master practitioner in the area of my specialisation. I will learn everything I can about the conditions in these areas, their underlying causes and mechanisms and how I can effectively treat these conditions.

I will study deeply and broaden my scope of understanding and then I will work incessantly to develop the skills necessary to become a master practitioner to deliver extraordinary care on a consistent and reproducible basis being able to guarantee powerful and lasting results to my clients.

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Signature

## LITTLE-KNOWN SECRET #18: THEY PLAN FOR THEIR SUCCESS

We've already spoken about goals and their importance... however, the outrageously successful practitioner has more than short, uninspiring goals written down that they want to achieve. They have a compelling and powerful plan, a *master plan* for their success.

They have a documented plan that enables them to work on every element of their business, every element of their life... directing it towards success and fulfilment. They are not only clear on the goals they want to achieve, the amount of money they want to make... they know the impact they want to have, the areas they need to work, the skills they need to develop and then document it within their life and business plan.

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to creating a compelling life and will do this with a powerful personal and business plan.

I will document and detail all of the areas I need to grow and learn in. I will document and detail all of the things that I want to achieve and do in all of the areas of my business and my life.

In doing this, I will discover what is going to motivate me when I feel down, the support and resources that I will need and the outcomes that I will achieve as a result of my efforts and endeavours.

I will not stop until I achieve that which I have documented within my plan and I'll continue to find solutions for challenges and problems when they arise.

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Signature

## LITTLE-KNOWN SECRET #19: MASTERS OF CONFLICT RESOLUTION

You cannot make everybody happy all of the time. But you can recognise when you have done something to make a client unhappy and remedy it immediately.

Many practitioners and support staff are focused on doing the best job that they possibly can. However, they need to be focused on more than just this... they need to be aware of what is taking place within the minds and lives of their clients. They need to know when the service and care they are providing is falling short of the needs or expectations of their clients. And when it does fall short, they must recognise their role in this process and act immediately to remedy it.

It may be that there is the simple need for an apology... for instance, when the practitioner runs late. It may be that you need to provide a free consultation or some gift when you make a promise to a client and fail to deliver.

It may be that you somehow upset or offended a client... and you need to make amends.

Irrespective of what the error is, whether it is yours or an aberration in the mind of the client, you must address it immediately with the client, communicate in respect to it and find a way to address it.

Many practitioners push this to the side and subsequently these clients leave the practice. The worst part is not the client leaving the practice, it is what they say about you when they leave. It is not only the loss of income from that unhappy client, it is also the loss of referrals from a happy client as well as the people who will no longer come to your practice due to the negative feedback they share with their family, friends and colleagues.

It is a high price to pay.

Yet, there is a simple correction you can make to remedy this situation.

Find out what is upsetting your client, listen to them, and actively listen to them seeking to understand, truly understand what is taking place within their mind. What is it they feel that they have not received, what need or want has not been fulfilled?

Don't bother arguing with them, or denying that there's a problem at all. Don't try and avoid the responsibility or blame the client for their foolishness or arrogance or role in the process.

It's true that they may be the ones at fault. . . but it only makes them angry and humiliated if you don't take the time to listen and understand what has led to the situation.

Don't delay over responding, don't procrastinate or think that it will just go away. Don't belittle the concern that your clients have by considering that it is unimportant in the magnitude of all the other responsibilities and commitments that you have.

Genuinely and compassionately listen and understand the clients, their perspective and how they feel about the situation and circumstance.

Do not defend your position, rather accept what it is that they say and endeavour to make it right.

That's not to say that you want to make every client right and that you should always put yourself in the wrong. There may be some clients that it is far better to listen to, hear what it is that they say and agree, make apology and allow them to discontinue their care. Refund them all their money, give them a gift and apologise and acknowledge that this is not the right practice or care for them.

There will be times when that is the most appropriate and judicious of actions.

However, there will be other times, when it was simple negligence or ignorance on your part. . . and the best and highest thing that you can do is apologise, recognise your wrongdoings and make right these wrongs.

It is not enough to do this weeks later, you must achieve this outcome as soon as is humanly possible.

If you want to work with this client, and they feel that they have been wronged in some way. . . find a way to make right the wrong and make good the relationship.

The *Practice Mastery High Performance Client Care Program* offers systems to address client's needs and challenges. It is the pathway to outstanding service and extraordinary care delivered on a consistent and reproducible basis.

## **MY OUTRAGEOUS SUCCESS DECLARATION. . .**

I am committed to being more aware of my clients, how they are feeling and the experiences they are having.

I am going to be aware of the subtle communications that let me know there is some level of disgruntlement, frustration or unhappiness. I'm going to be aware of when they are not receiving what it is they want, need or desire or that I am not meeting any expectations that I have set or those that they may have established in their mind.

I'm going to listen intently, both to the words they say and to the unspoken messages they communicate. When I find reason for concern, I am going to act immediately on that concern and act to remedy it effectively and convincingly.

I'm going to serve my clients fully and deeply, giving them benefits and advantages they may not ever have dreamed possible.

If they're unhappy, I will give them gifts, support or acknowledgement for any ill treatment they have received to win them back, and I will do this promptly and immediately.

I may not always be perfect in the eyes of my clients, however, I will always endeavour to make right any wrong I have committed and continue to allow my clients to see me in the best possible light.

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Signature

## LITTLE-KNOWN SECRET #20: EXPAND THE WAY THEY SERVE THEIR CLIENTS

The outrageously successful and master practitioner expands the way in which they can serve their clients.

They know that serving their clients begins with finding out what the problem, concern, symptom or challenge the client is presenting with. They then find a way to be a solution for this problem... and while providing a solution, continue to give them the opportunity to find ways to confront, address and overcome these obstacles...

The master practitioner provides educational materials and resources that enable the client to achieve their highest and best outcomes:

- Articles that offer a solution to the presenting condition or complaint
- Mini-manuals or educational resources that offer a solution to the presenting problem or complaint
- Books that offer a solution to the presenting problem or complaint
- CDs that offer a solution to the presenting problem or complaint
- DVDs that offer a solution to the presenting problem or complaint

The education materials you provide should offer a solution to the client's presenting problem and complaint and empower them to feel as though can make positive and powerful changes in their life. In this way, empowerment becomes a tool for transformation... and transformation becomes the basis of your service to the clients.

The *Practice Mastery Practice Performance System* provides all of this and more!

### **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to writing or locating powerful, life-changing educational resources that I can provide to my clients to enable them to transcend the problems they have presented to my practice with. I am going to give them the opportunity to go beyond their current limitations and experience incredible health, energy and vitality... and extraordinary quality of life.

I am going to educate them as to what it will take for them to experience this transformational experience and make these resources available, inspiring, empowering and motivating them to their own greatness.

I am committed to supporting the client in realising their ultimate potential.

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Signature

# LITTLE-KNOWN SECRET #21: MASTER OF SUCCESS PROCESSES

We are nearly at the end of this program. . . and towards the end. . . the successful practitioner realises that, as they reflect on where they have come from and where it is that they are now. . . there is yet more work to do.

The outrageously successful practitioner and support team recognise that the processes that they currently have implemented and are producing the successes that they are achieving do not imply completion of the journey.

It is true, if you have implemented this, you will not doubt be more successful than you were, more successful than the majority of your colleagues.

However, the outrageously successful practitioner does not stop there. They review the processes that they are currently undertaking to achieve that success and they look to maximise, optimise and enhance each of these processes.

They look at the benchmarks of success and find ways to enhance, refine, improve and expand the potential within each of these.

They look where improvement can be made, take action upon those areas of improvement and further build their success.

They are not content with success, they are content only to continue to improve and expand their potential. They are content only to serve more deeply and greatly, to create more significance in the lives of their clients and to effect more deeply and broadly their community.

They look at what they are doing. . . and have a quiet discontent.

They are not unhappy with what they have achieved although they are excited, grateful and positive about the changes. However, the discontent causes them to look for more improvement, more ways they can enhance the work they are doing and the results they are achieving.

They look for the mentors and guides on their journey. *Practice Mastery Coaching* is available to those truly wanting outrageous success.

## **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to being the absolute best that I can be in every endeavour and area of my life.

I will regularly commit to reviewing what it is that I am doing and how it is that I am performing. I will look at my achievements and see if there are not things that I can do to maximise and magnify the effects and benefits I am receiving.

I will look at what it is that I am doing, review the processes and systems objectively and systematically to ensure that I can find ways to enhance the performance and results that I am achieving and the effectiveness of my service and contribution to my community.

I will seek out mentors, guides and coaches to assist me in the fulfilment of my potential.

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Signature

## LITTLE-KNOWN SECRET #22: INVESTMENT AND THE FREEDOM LIFESTYLE

Finally, we come to the end of this manual. The outrageously successful practitioner now has made a tremendous impact in the community, in the lives of their clients and in the support team through the tremendous and outrageous success of their practice.

They are achieving powerful life changing results with their clients.

Their support team is a world-class team contributing to the effectiveness and running of the organisation.

They have a pre-eminent education program that facilitates and contributes to the transformational education of their clients.

They are financially profitable, claiming financial success as a result.

And because of all this... they now have the practice of their dreams and the opportunity to experience an extraordinary quality of life.

However, the astute practitioner recognises that this is the time to invest the rewards... not to spend the rewards of their labour.

They take the financial rewards from their endeavours and invest that in a variety of investment vehicles:

1. They invest further in their personal, professional and practice development.
2. They invest further in their business.
3. They invest in property, including a commercial residence for their practice and residential investments outside their own home.
4. They invest in stocks, options or bonds.

They become astute in their understanding not only of money, but also of the investment vehicles that can build lasting wealth.

They are focused on their financial literacy and developing an understanding that will lead to financial freedom.

They will have the ability to earn an income, whether they work or not. This income will give the quality of lifestyle that enables them to serve more deeply and richly, contribute more fully because they will no longer need to work. . . they will do what they love, are passionate about and contribute because it is about who they are, not because of what it is that they need to do.

They invest in themselves and their practices through programs such as *Practice Mastery*.

## **MY OUTRAGEOUS SUCCESS DECLARATION. . .**

I am committed to becoming financially independent, working only because it is what I choose to do, not because I need the money to pay for bills, debts or financial responsibilities.

I am committed to transcending the financial constraints that require that I go to work and becoming financially independent so that I can serve more fully and completely.

I will become financially literate, in understanding money, investments and wealth.

I will read, study and learn about money, finances, wealth. . . and in doing so, understand the principles and processes of financial independence.

As I become wealthier as a result of the implementation of these strategies. . . I will take time to invest the proceeds of this success and create a more successful practice, a more successful team and a great quality of life that financial independence brings.

I am committed to becoming all that I can be, through my success, through my financial independence and through my service to the community.

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Signature

# THE X-FACTOR: LOVE YOUR CLIENTS

The 22 little-known secrets to becoming an outrageously successful practitioner, when applied, will enable you to achieve outrageous success... but there's another level. There's the X-Factor that magnifies everything detailed within this manual.

The X-Factor is love.

Love your clients. Love what you do. Love to serve.

People need to feel that they are special. People need to feel as though you care, that you are interested in them and their life.

Embody this in the work that you do and in the care you deliver.

I am not talking about romantic love or passion. I am not talking about touching clients inappropriately or saying improper things.

I am talking about the love of a best friend. The love of wanting the highest and best good for another.

And what impact will it have, expressing this love?

Massive. It will change everything.

And what does it look like when expressed?

It begins by answering the question... do people know I feel the way I feel? If a client has a health concern or a financial concern or a relationship concern... do they see your sensitivity to their circumstances? If a client is hurting... do they know you feel it too? If a client is feeling down... do they look to you for comfort and understanding?

This goes beyond character or personality. It is more than being effective with your care or treatment. It goes beyond caring for people... it is the X-Factor. It is love.

## **MY OUTRAGEOUS SUCCESS DECLARATION...**

I am committed to expressing my genuine love and care for my clients. I will do this in a legal, ethical and moral way.

My clients will know that I care and with this caring I will serve deeply and truly the health and lives of my community, my clients and my team.

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Signature

## **CONCLUSION**

Outrageously successful simply means to transcend the limitations that have been placed upon many people as to what is achievable by a successful practitioner.

It means being all that you can be, doing all that you can do... being more full and complete in your service and contribution to others, being a pioneer in your profession and making significant and dramatic change to your clients and the community through the service and work that you do.

It means leading your team to their greatness, and providing them the opportunity to achieve the success that they deserve.

This is the ultimate in journeys, the ultimate in Practice Mastery... achieving all that you are capable of achieving and serving fully and completely.

Call the *Practice Mastery* Institute on 02 6299 2660 to find out how the *Practice Mastery* Program can transform you, your practice and the lives of your team and community today.

I wish you every success on your journey,

Marcus Chacos for the *Practice Mastery* Team

## NOTES

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*Transforming **your** health care practice **your way***

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