



PRACTICE  
MASTERY  
INSTITUTE

# POWER STRATEGIES

Essential Marketing Strategies  
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY REACTIVATION OF LAPSED CLIENTS MANUAL

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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



# POWER STRATEGIES



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# **POWER STRATEGIES**



## **REACTIVATION OF LAPSED CLIENTS**



# **POWER STRATEGIES: REACTIVATION OF LAPSED CLIENTS**

A significant portion of this program is directed at generating new clients. Many of these strategies require significant financial outlay in the generation of new clients. Irrespective of whether there is a capital outlay in the generation of new clients, what is true is that all of these strategies require time, effort and energy. They require the establishment of a new relationship and then the work done to maintain that relationship. This is no mean feat! There is, of course, another way. Taking care of the existing clients so that they continue to maintain their care...and, for those who have lapsed, to reactivate their care.

This section of the program is going to detail what takes place in order for a client to discontinue care...and then what is required to reactivate their care if they do discontinue.

## **PREVENTING LAPSED CLIENTS**

However, it would be remiss of me to begin discussing lapsed clients and how to reactivate them without mentioning how to prevent clients lapsing in the first place.

When clients lapse, as we will see, it is for a number of reasons. Most of these are either directly related to what it is that you do or do not do or the intensity of events in that person's life and the demands of their outside world. There are, of course, strategies to assist in ensuring that the intensity of a person's lifestyle and the events of their life do not dissuade them from their focus on their care. Equally, there are methodologies and strategies to prevent you from taking actions (or failing to take the necessary actions) that dissuade the client from maintaining their care.

The first of these is education.

If you spend significant time, energy and money investing in creating systems for client education, they will begin to understand the principles of wellness care. They will understand the value of the care that you deliver and its significant impact upon their life. If you continually educate, re-educate and persistently and undeniably connect the benefits to their health with the care they have received with ongoing and accumulative results of continued care...then the client begins, albeit slowly at first, to understand why it is that they need to continue care.

This does not happen without you. It is rare for a client to have an, "Aha" moment where they have an epiphany and realise that, "I have had pain all these years and it is only when I have

had care that the pain stops! This must obviously mean that in order for me to prevent pain returning, I need to continue in care!!”

This simply does not happen in most cases, on its own. You need to train, educate and remind the client of this reality. You need to constantly and consistently support them in making the highest and best choice... until it has become an integral part of their lifestyle. Until they have experienced a significant paradigm shift that demands that their lifestyle change and wellness care becomes a priority in their life ahead of and above most other things.

Education is the cornerstone for preventing lapsed clients.

Education on its own, however, is not enough. You need to constantly communicate and reinforce the message. This is where follow-up systems and client communication systems are so important.

Once you have told the client the benefits of wellness care and they have agreed with you... tell them again. Make sure they have regular appointments. In fact, do not let them leave your practice without making another appointment. Make sure you have call backs, a system where the support team contacts clients regularly to ensure they have remembered, focused upon and maintained a commitment to their scheduled appointments.

Send them letters, send them postcards or call them regularly. Do whatever it is that you need to do to ensure that they remember what they have understood as the benefits of care.

But, it doesn't stop there. If, heaven forbid, they do happen to miss an appointment, call them immediately. Within 10 minutes of the appointment having been missed, call them and remind them of the importance of their care. Remind them that we have a genuine concern about their health and wellbeing and that their care is an important element of that. Then reschedule their missed appointment immediately, preferably for the same day, if not for the following day. Under no circumstances do we leave a client who understands the benefits of wellness care missing an appointment and not scheduling further appointments as a result.

There are two personal elements you will need to take ownership of in order for this process to be implemented and take place:

1. Personal discipline... a discipline of implementing the system and following up as necessary.
2. A deepening of your wellness philosophy... the realisation of the extraordinary life-changing benefits of wellness care and the significant losses clients have without that care being part of their life. When you hold this philosophy as true, you do not want your clients to miss out on their care and therefore the discipline of enforcing the actions necessary becomes easier, more comfortable and a recognisably essential element of service to the client and their highest good.

This is all very necessary because not only do we want the best for our client, not only will they have significant reduction of their health and quality of life without the benefits of care...it will cost them more in the future as a result of the accumulated damages that are not being offset by the consistency of care. Not only this, it costs a small fortune to acquire a new client...but very little to regain an existing client!

## THE REASONS CLIENTS DISCONTINUE CARE

Now that we have understood how to avoid clients lapsing, let's look at why it is that they do lapse:

1. They forget...they don't mean to miss their appointment, things just get in the way.
2. Life gets in the way...their life becomes too busy. There are too many demands placed upon them and they prioritise their health care secondary to these (usually urgent) matters, and they never get around to rescheduling the appointment they had intended to make in the first place.

You owe it to yourself and to your clients to make sure that life does not get in the way. In fact, people under this level of stress benefit more from care because stress interferes with the healing potential of the body and undermines the health they have achieved. Stress also interferes with the future potential inherent within their body. Care during times of stress, is an essential element of peak performance, and the client needs to know and understand this.

3. Out of sight, out of mind...clients cannot focus on everything, all of the time. If you are not seeing them on a regular basis, if you are not contacting or communicating with them on a regular basis because of point 1 and point 2 of this section on lapsed clients, them forgetting and being busy, the moment that you are no longer influencing them with your communication, they are already moving in another direction.
4. They think they are better...many clients believe once the symptoms are gone that the treatment stops. As a result, since they feel better, in their mind they no longer need to be in care.

This is how wellness education transforms this limiting belief. You need to help them to understand that the treatment that resolved the condition also prevents the condition. In fact, more than preventing the condition, it creates accumulative benefits to help them experience greater health and wellbeing than they currently have. Notwithstanding this, the key emphasis is the fact that you need to educate your clients that symptoms are not a guide as to whether or not they need care.

5. You do not book the next appointment at the time of their consultation... many clients fail to make their next appointment at their current appointment slot. Failing to do this is setting up the cycle for the client maintaining a pain-based model of care.
6. Willingness to accept "no"... a client who says that they don't need their next appointment, for any one of the preceding reasons, has already mirrored back to you your dilution of the wellness philosophy. Your willingness to accept a client's perspective that limits their care demonstrates that you do not hold congruency with the wellness philosophy. There needs to be an unwillingness to accept anything but a "yes" to the next appointment.
7. The client is not receiving the benefits they desire... this is not necessarily that the client is dissatisfied, unhappy or has a complaint. It is true that all clients do not respond to one treatment type. It is equally true that not every practitioner can help every client.

As such, sometimes clients discontinue care on the basis of seeking results, benefits and advantages that they have not yet received, though want, at the existing practice. In this case, it is important for you to be part of the referral process where possible. It is imperative to do reviews to assess whether or not the results are being achieved and to modify the treatment program to ensure that they are. Though, if in the event that they are not achieved, make a referral to a practitioner who you perceive and believe that they can.

At that time, ask for them to come back for a review at the end of that consultative process to manage and monitor their condition as their primary practitioner. You are making a referral, that does not remove you from the responsibility of that client or the primary practitioner role.

Furthermore, understanding the transformational paradigm should give you more tools to be able to work with the client on multiple levels that enables you to see that when you work with the client on the nervous system, physical, physiological, emotional/mental, energetic, genetic and spiritual level... it is less common that you will need to refer to another practitioner or will be limited in the results you achieve.

One other thing to consider with this point... just because a client is no longer investing in consistent appointments with their care (if they are no longer benefiting), does not mean that they cannot become a source of income for your practice. Remember referrals, remember testimonials... the journey does not end when you are not able to achieve significant results and benefits for your clients.

8. A dissatisfied client... a client may leave when they are frustrated, dissatisfied or disillusioned. If you have not served their needs or if you have said or done something that has either been offensive or inappropriate. If you continue to run late or create problems in the way that your care is delivered... you may lose clients.

This is easy to correct... find what isn't working and fix it. Simple. It is, however, important to recognise that clients are lost by this endeavour and, the majority of clients who have a frustration or dissatisfaction addressed *immediately* (emphasis on the word immediately is deliberate) often become clients again.

As you can see, the majority, if not all of these clients, can easily be reactivated in their care. In fact, it is estimated that over 80% of the clients do not leave for reasons that are derived from problems of care or the relationship, rather, they had intended to return but had not made the time, had forgotten or were distracted. As such, you are providing a great service reminding the 80% of lapsed clients of something that they had always wanted... to return to care and receive the benefits of care.

Your small percentage of people who are dissatisfied, are frustrated or have experienced problems that have resulted in them discontinuing care are equally served highly by your returning to communications with them. Firstly, you resolve any conflict they may have had in their mind, which is therapeutically beneficial. Equally, it gives you the opportunity to improve your systems and services and enhance the way you deliver care and run your business.

Reactivation of lapsed clients is a true win-win!

### **Key Consideration:**

The key philosophical basis for reactivating lapsed clients is that by reconnecting with them, reminding them of the values and benefits of care that they receive and having them enter into care once again... you are providing them health results, benefits and advantages that they would otherwise not have received or experienced had they not have made the commitment to return to care. It is truly a benevolent and altruistic decision to reactivate lapsed clients and serve them at the highest and best levels possible.

## A NOTE ON THE UNHAPPY CLIENT

As we detailed, there are three types of lapsed clients:

- The client who was distracted by life, who had intended to come back, though never did.
- The client who believes they can no longer benefit from your care, because once their symptoms have been alleviated, they perceive your role as complete.
  - These clients can be reinstated through continued contact and education.
- The client who had an unhappy experience and no longer wants to interact with your practice as a result.

I want to discuss this third client in depth because there is much we can learn from them. While this client represents the smallest percentage of clients (in most practices), the average practice will not see, hear from or interact with almost all of these unhappy clients in the future.

In most situations where a client has become unhappy it is because of unintentional behaviour, such as thoughtless rudeness, unconscious discourteousness or mismanagement of the client and practice relationship, such as running late, not attending to client requests, returning calls or managing any expressly communicated client frustrations. People will usually not communicate their frustrations or dissatisfactions and will simply discontinue care or the relationship with the practice without saying anything.

This should be your first red flag... when a client simply no longer presents to their consultations without identifiable cause or reason. The next red flag would be if you did endeavour to contact them and they did not respond to your calls. These are sure-fire signals that something is wrong... and, if something is wrong, it is something that needs to be attended to.

The majority of practices simply do not make a second, third or even fourth phone call followed up by a letter to get to the bottom of why the client has not responded, why they are no longer in care and why they are no longer happy.

This is both a lost opportunity for you, reactivating a client and learning from why they are no longer active, and the client... in the health benefits they will no longer experience as a result of being under care.

Of course, the matter is dramatised and made worse by the fact that an unhappy client invariably tells a significant number of other people about their negative experience, creating negative marketing for your business and your practice and losing clients that you may otherwise have had from a satisfied client who would be referring in.

As a result, an unsatisfied client compounds the problem of your inefficiency at the bottom line.

It is estimated that only 4% of unhappy clients will make a complaint. Of the remaining 96%, they will take their business elsewhere or persist with their condition without addressing it or attending to it.

Research has shown that of the 4% of clients who do complain, more than 70% of these clients will return to care, subject to action being taken to resolve or address their complaint. Nearly 95% of clients return to care if their complaint or the reason for their unhappiness is resolved immediately.

The lesson here is that if you contact these people instead of letting them go... you are doing a huge service to them in reactivating the health benefits they will derive, while also serving your business. A satisfied client is also more likely to refer as a result of the benefits they derive from the interaction.

So, why not be willing to give away a little to keep these clients? Give them a gift, give them a free consultation. If they did not receive some benefit they needed as a result of care, give them a consultation with another person who may be able to help them. Pay for these, win back their loyalty and support, and you will grow your practice as a result.

Keep in mind, this is an insignificant number of your clients. You are not going to be spending significant dollars on this, though your loyalty and the goodwill that people have towards your practice will increase as a result, and so will referrals.

Notwithstanding this, please make sure you also reactivate those 60-80% of clients who are no longer in care for no other reason than they got too busy. Remember, these people want to be in care, they need to be in care, and you are doing them a disservice by not contacting them on a consistent and regular basis and ensuring they understand the benefits of care that they are receiving and are focused upon those benefits. In doing so, you are offering a service to them while simultaneously being responsible to the operations of your practice.

Dan Kennedy in his book, *The Ultimate Marketing Plan*, provides the following statistics on client attrition:

"1% die... there is little we can do about that."

3% move away... there is little we can do about that, either.

5% follow a friend or relative's advice and switch to that friend's preferred [practitioner]... you need to answer the question why this client switched and how it could have been avoided.

9% switch due to price or a better product [or service]... this can be prevented by providing the better or the best product and/or service... or — if we do — why didn't our client know this?

14% switch due to product or service dissatisfaction... this is avoidable by practicing pre-eminence and delivering high performance client care.

68% switch because of what they perceive and describe as indifference from the [practice or practitioner]... in other words, they felt unappreciated, unimportant, taken for granted.

All of this is avoidable... if you choose to be conscious about how it is that you market, deliver your client service and care and relate to your clients."

## **POWER STRATEGIES FOR MAINTAINING CLIENT RETENTION**

The emphasis of client retention is to retain the client in care following their initial or first phase of care.

For example, when a client first enters care, they may enter as an acute care client and receive an acute treatment program. Alternatively, their initial care may be a corrective program, 12 weeks or longer, with a focus on stabilisation of their initial presenting condition.

Irrespective, at the end of their resolution of their pain or stabilisation of their condition, the goal is to retain this client in care, to move them beyond the symptomatic or pain-based presentation to a wellness-based approach to care.

This movement from pain-based to wellness-based is defined as retention.

When a client is not retained in care, they become a lapsed client.

A client becomes lapsed for a number of reasons. They lapse because they believe the symptom has resolved and care is no longer necessary. They lapse because they have had a period of corrective care, the condition is now stable and they feel as though they are ready to continue on with their life. Alternatively, they do make a commitment to wellness care, but become inconsistent, and that inconsistency breeds infrequency, and that infrequency results in the client lapsing from continuous care.

In either case, the client's lack of understanding of the purpose and value of care has resulted in them not maintaining the continuity of the care that is a priority for the highest and best outcomes for their health and quality of life.

As such, it is the support team and practitioner's roles to assist the client in understanding the benefits of maintaining frequency of care.

The following power strategies will demonstrate how to achieve that outcome:

1. Education... the focus of your client education should be to establish in the mind of the client an understanding of the difference between pain-based care and wellness-based care and the fact that wellness-based care is inherently more valuable than pain-based care in providing an enhanced quality of life.

Equally, education is provided to understand that pain-based care focuses purely upon the symptoms and permanent resolution of the condition can only be derived by virtue of addressing the underlying causes of their condition, which is the emphasis and basis for wellness care.

2. Continuing education... not to belabour the point but clients may forget the information that you have shared in understanding the difference between pain-based and wellness-based care. As such, you must educate them, re-educate them and continue to educate them throughout the entirety of their care until they have made a paradigm shift towards wellness care being an integral and essential part of their lifestyle choice.
3. Pre-emptive recommendations... it is far easier to prevent a client from lapsing when you have pre-empted the fact that the care they will receive after their initial care, the initial pain-based care or corrective care... is going to be wellness care. When you pre-empt that, the focus of this initial aspect of care is to focus on the symptoms and stabilise their condition and it is only the first part of their care... then you have pre-empted that there will be more work after the care that you're providing now and then they have the expectation that further recommendations of care are yet to come.
4. Comprehensive client assessment... by undertaking a comprehensive client assessment, not limited to history and examination, but also understanding the wants, needs and desires of your clients and establishing mutual goals... you provide an opportunity for you to establish the framework by which you are going to operate with your client. If the client has agreed at the time of the initial goal-setting process that they want more than merely symptomatic relief, that they want improved health and quality of life, then you have pre-empted the fact that there is the need for ongoing wellness care. As such, by establishing and setting goals, you are enhancing the likelihood of the client maintaining care and overcoming a client's predilection toward lapsing from the necessary care.
5. Consistent care... by making care recommendations where the client has consistent visits, you provide the frequent opportunity for communication and integration of frequency of care as a part of their natural health strategy.

For example, many practitioners recommend clients come in monthly or quarterly for check-ups, reviews or maintenance visits. This gives the client the opportunity to forget visits, get preoccupied, distracted or focus on other areas of their life. The problem here is that the client easily forms the habit of inconsistent care and is predisposed to having their care lapse as a result.

It is far more effective to have weekly or fortnightly visits that maintain the client in regular communication with the practice and referencing the philosophy that serves the wellness care they deserve to receive.

6. Deliver outstanding service... when the client experiences outstanding service, when they feel special, appreciated and valued as a client, when the practice treats them more like a family member and a friend than a patient, they appreciate the care they receive and they are more inclined to remain in care.

When a client feels like a number, when they are rushed through and not given the attention they need and deserve, then they become more reluctant to stay in care, and more easily lapse and focus on other external interests.

7. Extraordinary care... when you deliver extraordinary care, when you get powerful and meaningful results in the lives of your clients and you educate them that those results were achieved by virtue of their commitment to care and can be maintained and, in fact, improved upon... the likelihood of them lapsing from care decreases.
8. Review progress... the purpose of the client review is to assess the progress that has been made by the client and ensure that the outcomes, benefits and results they desire have been achieved.

Assuming they have been achieved, you use this opportunity to convey how it was that the care was associated with those benefits and that ongoing care will support the accumulation of further benefits.

Equally, if they have not achieved all of their goals, it represents an excellent opportunity to continue to direct them in a course of action that will assist them in achieving the outcomes they desire.

Either way, the review establishes a timeframe by which you can continue to maintain the continuity of the client care and maintain the already established care program.

9. Facilitating the paradigm shift... one of the primary roles you have as a practitioner and support team is to facilitate a paradigm shift in the mind of the client, altering their perception from the primary or only reason for care is to reduce symptoms... to the primary purpose of care is a lifestyle choice to enable realisation of ultimate potential.

In the same way that education is provided on an ongoing basis, support for the changing paradigm shift is required continually and consistently. Doing this supports the changing paradigm of the client and assists their maintenance in a wellness care program.

10. Client interaction... another way to maintain the client in care and prevent them from lapsing is to have them involved in their own care, in their goal-setting for their care, with a community feel within the practice and in creating a compelling and powerful future for their own health and their quality of life.

The moment you stop stretching, growing or enhancing the client and their quality of life... when you stop calling them to be better than they are today... you give them the opportunity to procrastinate, to put their attention and focus elsewhere and to lapse in the care they receive.

Stay focused with them, be passionate about the care that you deliver and get them proactive in relation to their own health, goal-setting and care program.

11. Conflict resolution... clients often lapse if there is conflict. They do not want to confront the conflict, they do not want to be in a situation where they feel uncomfortable or are unhappy.

As such, as soon as you notice any conflict, difficulty or problem that the client is having... confront and resolve it immediately.

While it is true that the client is not always right, the client needs to feel as though they have been heard, listened to and any grievances they have attended to.

Do this immediately, do this to the benefit of your client (assuming you want to maintain the relationship with this client) and go out of your way to make sure that they know that you have recognised their issue, you have resolved it and attended to it.

Doing this will prevent the majority of clients from lapsing and maintain them in a quality care situation.

12. Provide care plans... by providing care plans, you detail all of the consultations in advance, the lifestyle elements that will be addressed within the care that you provide, and a system to maintain the client in a continual consultative format.

If you focus on a visit-per-visit approach to care, it is easy for clients to find excuses not to maintain the focus of care.

13. Incentivise your clients... another way to maintain clients in regular care is to offer them significant benefits, incentives, gifts or premiums that are of tremendous value to the clients, and make it so valuable to them that they remain in care... that they would never want to lapse.

14. Constant and regular contact... if you keep in contact with your clients often, they appreciate the contact, they feel valued and are more apt to maintain their relationship with the practice.

There is an old saying, "If you haven't contacted your client in 90 days, they are no longer your client."

As such, if you are seeing your clients regularly, phoning them, emailing them, sending them letters... you are constantly a part of their awareness... and, in being part of their awareness you have the opportunity to maintain the existing relationship and prevent the client from lapsing.

15. Create friendships... many practitioners have been trained to keep professional distance between patient and practitioner.

Elsewhere in this program I have mentioned that I do not hold agreement with this philosophy. I believe you need to treat your clients as your family or best friends. I believe that you need to serve them compassionately with genuine and sincere care and love.

When you do this, a deep relationship exists between you and your clients, and from the foundation of this relationship not only is trust established, but a desire to maintain a connection and to find purpose in that connection.

Few clients will lapse from their care when they truly feel cared for and loved.

Emphasise this within your relationships with your clients. Create it and express it in all that you do.

16. Get feedback and ask questions... in order to maintain a client in care, you need to get feedback from them on how they are doing, if their needs are being met or if there is something more they need. Ask them questions about how they are doing, if they are satisfied and, if not, what it is that can be done to increase their satisfaction.

Understand where they are in relation to their goals being met, the needs that they have and the satisfaction that they feel.

17. Staff education... another way to prevent clients lapsing is to help the support staff understand the importance of client retention. Discuss the cost of creating a new client, the effect on morale and the increase on marketing costs that would be derived by virtue of constantly needing new clients to replace the lapsed clients.

Remind them of the value of service and the contribution that we make to each of these people's lives and the losses that this client incurs by not receiving care from us.

Keeping your entire team focused on the philosophy of wellness as well as the benefits of retention creates a powerful environment within which to maintain the congruency and integrity of a client's care program.

## LAPSED CLIENT INTERVIEWS

In the event that a client discontinues care (temporarily) or decides that they no longer want to maintain their relationship with your practice, you owe it to yourself, to the client and to all future clients to understand why this happened.

As such, it is important to undertake both a lapsed and exiting client interview:

- What was it about our practice that has caused you to discontinue care or no longer return to this practice?
- What could we have done differently that would have helped you to change your mind?
- What did you expect from us that you did not receive?
- If we were able to deliver this, would you change your mind?
- Why not?
- Is there something more, other than your expectations that has caused you to discontinue?
- What could we do that would make you change your mind, that would provide us the opportunity of being able to help you with your health and quality of life again?

By asking these questions, you will get a real sense of what the frustrations are in clients, what is causing them to leave or not to return and what it is that you can do to maximise your opportunity to re-establish relationships with those who have left.

Not every client will answer these questions, though for those who do so honestly, you will get a deep and rich insight into the minds of lapsing clients and you will be able to use this information effectively in the future to produce more effective client retention results.

By the way, it's essential, after one of these interviews, that you send them a letter afterwards thanking them for their time, providing a small gift and perhaps even a gift voucher for a free consultation for when they feel or believe that the time might be right for them to return. Do not put an expiry date on this voucher. Let the client know that it is an open-ended invitation for them to return to the practice whenever they like.

### The nine degrees of a lapsing client

1. A client who has been in a consistent care program, attending frequent consultations, who maintains their care program, though does not attend all of the appointments.
2. A client who has attended a wellness care program downgrades it to a maintenance care program.
3. A client who has been in a care program, elects to come in a little more infrequently.
4. Any client who is having less consultations than they previously had, or are experiencing less benefit from their care due to the infrequency of the care they receive.

5. Any client who has had consultations previously, though who has not attended an appointment for an extended period of time.
6. Any client who buys from you either frequently or infrequently and has begun seeing other similar practitioners for the care that you deliver.
7. Any client who has not had an appointment for an extended period of time, over 12 months, though, if questioned, would be content to return if they felt that there was a need.
8. Any client who has stopped coming into your practice altogether and has no perceived need or desire to return.
9. Any client who no longer is willing to come to your practice.

In this way, you can define your clients according to the lapsed client continuum:



The best way to avoid lapsed clients is prevention — use the above power strategies as detailed.

If however, they do lapse... it is important to re-establish contact with them, be empathetic in understanding their situation and find a way to serve them, to help them and to add value again to their life.

As with the referrals program, I suggest that you create a documented system measuring the frequency of all clients, the contact that you make with them and any actions necessary in reactivating a lapsed client.

## **Client Reactivation Strategy**

1. Start with the philosophy, understanding and expectation that your client is coming in to become a client for life. Therefore, you are going to offer this client and their family service and care that is perpetually valuable.
2. Recognise that despite this, clients have diversions, distractions and alternating priorities that take them away from their care.
3. Therefore, formalise a systematic, ongoing and adhered to procedure to bring people in to advance and sustain their...
  - a. Commitment.
  - b. Interest.
  - c. Actions...for care...forever.

4. To do this, you must:
    - a. Set the buying criteria for the market.
    - b. Establish and define expectations.
    - c. Detail the rules of the game (your policies and procedures).
    - d. Qualify the reasons why and validate your care and the recommendations.
  5. Commit to the following steps:
    - a. Commit to communicating with clients while they are in your office and tell them about:
      - The products and services you have.
      - The problems that you encounter in people's lives.
      - The solution that you provide for these clients with their problems.
      - The philosophy you operate from.
      - The reasons and basis for their care and your recommendation.
    - b. On a regular monthly basis communicate with them in written form.
- The purpose of this is:
- To transfer and embody what you are all about to your clients, to reveal more of yourself in addition to the care that you deliver:
    - Provide case studies and results increasing the scope of care and understanding of what is available through the work that you can do for the client.
  - To provide information that will benefit the client.
  - To provide ideas and recommendations that will help with your treatment, to avert or control things that are happening in the health and life of your client... which increases the value of the care that you provide, connects you more closely to the client and enables them to feel confident coming back in.
  - Write a letter:

“I am really worried...

You haven't been in my office for the last X months...

That means one of three things. Either:

- a. Your health has been absolutely fantastic.
- b. You have been having problems that you have not dealt with, or
- c. You have gone somewhere else.

If you've gone somewhere else, I am saddened that we may have failed you or offended you in some way... but at least I am happy that, hopefully, you are getting expert attention.

If you have had no issues, I am amazed because normally, given in your situation the last time I saw you, without regular, continuous spinal maintenance... it is statistically improbable that you wouldn't have had at least [detail potential scenarios and symptoms], though I am gratified if you have been fantastic... though I still encourage you to return to ensure continuation of the beneficial results you have experienced.

Finally, if you are suffering needlessly and have neither had the time or willingness to pick up the phone and call, I am genuinely concerned because we want you to have the greatest health and quality of life and to be able to work properly, enjoy your job and to be able to play with your children and interact socially in a positive way and live joyfully.

Look, it's important to me that you call my office one way or another and assure us that:

- a. You are well, and
- b. if not, that you will entrust us with your health and give us the opportunity to help you.

We are here for you... I want to see you [provide a call-to-action or offer as an incentive].

I want to treat you. I want to know that you are in good health.

So come in, it would be my pleasure to buy you a treatment if that's what it takes to get you back in the office.

If you have an issue that you're suffering with, please... come in.

If a member of your family is suffering... bring them in too."

The message that you are endeavouring to communicate here is that it is more important to you to help your clients and to be there for them than it is for you to profit from them. You want their health, their spine, their nervous system, whatever it is that you provide as a service to be at its best... and you want their family to be cared for as well.

In fact, you want their family to get the most from them, as a parent, a wife or a husband... and the only way you can achieve that is if they are in their highest and best health. You need to let them know and communicate this to them. In fact, you can end the letter saying...

**“I want you and every member of your family to know that I am here for you...”**

6. Categorize your lapsed clients according to symptoms and the amount of time they have lapsed for.
  - a. Draw up 4 or 5 generic letters.
  - b. Customize these according to the different scenarios that clients present with.
  - c. Send 10 or 20 of these out each day, or at the very least, weekly.

There are several rules for sending out a lapsed client letter.

It needs to have:

- i. A connection or basis for starting the letter... you must acknowledge that the client is important to you and that you are worried about them. Offer a directed call-to-action.
- ii. An offer... “It is important to me that you are in good shape.” The offer represents that you are concerned by their absence and if not me, then somebody else needs to be taking care of them and their health. “It means a lot to me that your health is being protected, maintained and taken care of.”

Again, this reiterates the point that their health is more important to you than you making a profit from their health.

You can continue the letter as follows:

**“We have found that there are three reasons people stop coming to their chiropractor:**

- a. They had an interruption to their schedule that unintentionally diverted them from maintaining their regular chiropractic care.

- b. They had a bad experience
- c. They moved out of the area.

To my knowledge, you haven't moved out of the area... so that tells me one of the first two things happened. Either, something happened a couple of months ago or a year ago — you may have had a family emergency, a personal crisis or a vacation... you may have changed jobs or simply missed an appointment and forgot to call up to make your next appointment... and I'm concerned that you're no longer here having your healthcare looked after... not just for your neck or back pain... but for your health, your wellbeing, your lifestyle and the support and education that we provide to enable you to get the most out of your life.

Or, you might have had a bad experience... it wasn't intentional and if this is the reason for your absence, I want to apologise and make it up to you.

It's very important to us that your last experience with us is a positive and satisfying experience.

Please come back and allow us this opportunity."

## 7. Phone call reactivation.

Phone script for lapsed client reactivation:

"Dr Chacos is concerned about you. He wanted me to call and first and foremost make sure that you and your family are well. Is everything okay?

If you have any problems, he wants you to know that he's not just there for the good times... if you need him, he'll be there.

If you've had family problems, if you've had economic problems... he wants to know about it, because he cares about you.

You're not just a case file, you're a human being he's very attached to.

Dr Chacos would like to invite you to come into the office for a reassessment... when would be an appropriate time to book that?"

8. Share fascinating case studies.

**"If you have anyone in your family with... [name condition]... here are the diagnostic indicators..."**

**... if any of these are evident, get on the phone and make an appointment."**

**Note:**

When making phone call reactivations, do not limit yourself to one. Set aside a 30-minute block where you'll be uninterrupted and make as many calls as you can within that 30-minute timeframe.

**Note 2:**

If your intent is honourable and beneficial to the health and lives of your clients, you owe it to the prospective lapsed client to contact them, to help them, to serve them regularly and communicate compassionately with them about their health and quality of life... until they tell you not to.

9. Write a book.

An important way to position yourself strategically is to write a book. You can either do this yourself or have a ghost writer write it for you. The key thing is to make it generic and position you as an expert in the field of health education. An appropriate title may be:

*Six Steps to Improve Health*

You may base this on the strategic marketing plan health presentation.

And another example title may be:

*Twenty five Facts You Didn't Know About Your Health*, or

*I Bet You Didn't Know These 25 Facts About Your Health*

10. Vital Marketing Principle.

There's an important marketing principle that I want you to take heed of... and that is, mail inside before you mail outside.

Test your own market within the practice before you test on the external market... it saves dollars and gives you appropriate feedback because, if your internal market is responsive, the external market will be even more responsive.

However, if your internal market is not responsive, it is unlikely the external market will be responsive either.

As such, save money, time, effort and energy by marketing internally before you go outward.

Equally, by marketing inwardly, you maximise the investment you have already made within your practice and with your existing client database.



## NOTES

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

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