



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY INTRODUCTION 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



Essential Marketing Strategies
for Extraordinary Practice Success

INTRODUCTION

Practice Mastery Marketing Alchemy consists of an arsenal of strategies that will enable you to generate interest from your community, existing clients and lapsed clients to establish or re-establish an ongoing relationship with your practice.

It will also develop the relationship to the point of a richer understanding of the products and services available in your practice and the benefits and advantages that these have for the client.

This manual details the Power Strategies of the *Practice Mastery Marketing Alchemy* Program.

These strategies are a complete marketing toolkit and are designed to generate powerful returns on investment for your marketing endeavours. When used in combination with each other, they create an entire marketing campaign for the generation and establishment of a powerful practice. Furthermore, when combined with the Rapid Fire Strategies, you have a complete marketing system that will enable you to manage and delegate the marketing efforts of your practice to create a streamlined client attraction system.

CLIENT ATTRACTION SYSTEM

The client attraction system consists of two elements:

1. Mindset
2. Strategies

The first element, mindset, is the mental attitude you hold and the philosophical understanding of the necessity for an application of client attraction strategies.

Firstly, it is imperative that you understand that in order for a practice to even just sustain itself, if not grow, there needs to be a continuous and ongoing stream of new clients into the practice.

The extent to which new clients need to be generated will depend on a number of factors:

- The size of your business.
- The conversion of clients.
- The retention of clients.
- The extent of care you deliver.

- The nature of the care that you provide (wellness vs. acute).
- The number of practitioners in the practice.
- The number of days those practitioners work, and therefore, the requirement for client volume.

Many practitioners have a poor attitude towards client attraction. They believe that just because they have an incredible product or service that clients should walk through the door. They become frustrated or disillusioned when this reality strikes and this doesn't happen.

In addition, they feel uncomfortable with marketing, sales or communication techniques that are designed to influence clients to make choices in respect to their health care.

In fact, practitioners are invariably poorly trained, educated, and demonstrate ineffective application to the majority of techniques designed to build practices. This is invariably not the fault of the practitioner in the early stages of their training. The majority of universities, colleges or training systems do very little for the development of confidence or competence around marketing and sales.

However, the responsibility now falls upon the practitioner to recognise the deficiencies that exist in the training systems and take the responsibility now to learn what is necessary in order for them to overcome these deficiencies.

Here is one of the most significant and powerful benefits of the *Practice Mastery Marketing Alchemy Program*... within these pages is the most profound and powerful marketing system available to practitioners anywhere in the world.

It is a philosophically grounded marketing and sales system. It is a client-centred, integrity-based methodology for growing a practice while simultaneously recognising the need for outstanding service and extraordinary care delivered in a consistent and reproducible way as the foundation for ongoing High Performance Client Care.

This system demonstrates not only a way to grow your practice and to serve your clients at the highest and best possible level, but a way to generate the type of goodwill that establishes a loyal client base who are experiencing transformational benefits as a direct result of the care applied.

The attitudinal deficiency existing in most practitioners needs to be overcome. We raise this as part of the Client Attraction System because in order for you to build the practice of your dreams and to grow the practice to the extent that is possible, you must be willing to put effort and energy into becoming client-centred in your communications.

Client-centred communications include marketing and sales as well as education, coaching and support. Client-centred communications are empathic, genuine and caring. They come

from a service orientation and a commitment to empower clients to the realisation of their ultimate potential.

Coming to this understanding gives you the opportunity then to look at your current attitude in regards to marketing and sales and then to make a decision as to whether or not it is time you review and reflect upon that in a different way. If you do... then your marketing attitude will change, and you will have made the first successful step to incorporating the Client Attraction System as part of your business building strategy.

The second elements are the Marketing Strategies themselves.

There are specific tools, strategies, approaches and methodologies designed to be able to communicate your marketing message to your clients in such a way that it compellingly drives them to make a call, to walk through your door or to contact you via email and find out more information about the products and services you provide and then to make an appointment.

The majority of this manual is dedicated to your understanding of these specific systems and strategies.

Again, the majority of your professional training will have provided very little background in these strategies and tools. Most practitioners do not know what to do to create a stampede of new clients wanting to enter their practice. The strategies defined within this manual provide exactly that.

Of course, many of these strategies require significant effort, energy, and an investment of both time and money. A great number of them require very little financial input, though still require your time, effort and energy.

However, if you apply yourself diligently with discipline to the marketing strategies we will detail herein, you can be assured of the incredible results of a flood of new clients into your business.

I wish you every success on your journey,

Marcus Chacos for the *Practice Mastery Team*

FIVE MARKETING QUESTIONS

1. Do you currently engage in marketing activities that enable you to communicate compellingly with your market and powerfully differentiate you from all of the other practitioners appealing to the client?
2. Do your clients respond more favourably, more rapidly and more positively to your marketing communications than they do to your competitors?
3. Do the clients that you attract with your marketing communications have a clear and recognised need that you are able to fulfil with the products and services you supply?
4. When clients do have an identified need, do they perceive you as uniquely placed amongst all of the competing alternatives to offer a solution to the concerns they are presenting with and the results they desire?
5. Are you booked weeks, if not months in advance, attracting unusually high consultation fees as a result of the powerful care you provide and the perceived uniqueness you deliver?

If the answer is no to any of these questions... you need *Marketing Alchemy*.

If the answer is yes... you are already practicing some of the principles of *Marketing Alchemy* and are attracting a higher number of qualified, quality new clients that enable you to rapidly grow, expand, and build your practice.

THE PRACTICE MASTERY GUARANTEE

Read the *Practice Mastery Marketing Alchemy* Program. Implement at least five of the marketing methods described within this manual. If you do not earn back at least 10 times your investment in this program, we will gladly refund all of your money, no questions asked!

Simply send us your receipt for the program with a list of the methods you have implemented and the materials you used, and we will send you back every cent, every dollar that you paid for this program.

Send to:

Practice Mastery Institute
PO Box 76
Queanbeyan
NSW 2620

MAKING A COMMITMENT

“Marketing is getting people who have a specific need or problem to know, like and trust you.”

– John Jantsch

You will get out of this program... exactly what you put into it!

Before I begin providing you the tools to revolutionise and transform your practice, your business and your life... I want to emphasise the stark reality that *there is no free lunch!*

Many practices live on a week-to-week basis of needing the income that they generate over the previous week to sustain them in their practice the following week. Many practitioners and support staff live the same.

Some of those practitioners will have purchased this program in the hope that it offers them a solution out of their business, financial and practice difficulties. A good number of those people will hope that simply buying the program will offer them the solution they need and absolve them of any responsibilities for their current circumstances or situation.

I know you are not one of those people!

I know you realise that in order for you to succeed in practice, to turn around your current situation, in order for you to expand the success that you are already having... then you will need to take responsibility for what is taking place in your business, your practice and your life. You will also need to invest in reading the materials of this program, listening to the CDs and integrating the information of those materials. But it doesn't stop there... you will also need to implement what you learn in such a way as to alter your future experiences and your life.

We begin this program by recognising and acknowledging this. Anything less than acknowledging and acting upon this truth undermines your ability to achieve satisfaction from this program.

So let us begin here by making a commitment to putting in exactly what is necessary to get out all that you deserve, all that you desire and all that you are truly capable of achieving.

Before you begin this program please sign the following declaration:

I _____ (insert name), hereby declare that I will read this material thoroughly and in depth. I will listen to the accompanying CDs with diligence and attentiveness. I will undertake the exercises with open-mindedness and a participatory willingness to learn and grow. Having integrated the information, I will apply it diligently with patience and persistence. I will ask for help when necessary and seek to empower myself to such an extent that I accept responsibility in my life for what is taking place and take actions to create that which I desire.

Signed

Go ahead... Sign the declaration.

FACING THE TRUTH

Now, I know there will be many practitioners who are reluctant to sign such a declaration.

In their minds, they might be saying things such as, “What if this doesn’t work for me!” “What if he asks me to do things that I don’t want to do, what if it is immoral, unethical, or this is some kind of a scam? I am not going to sign my name to something I don’t agree with!”

While I doubt that you have this type of negative thinking... if you have made any of those excuses, read through the declaration again. At no point does it ask you to do something that is not appropriate, legal or ethical. At no point does it ask you to do anything that you do not want to do, that does not serve you or your highest good.

The declaration asks you to become the most that you are capable of being, to enter into an agreement with yourself (not with me). To do what is necessary to achieve what it is that you want.

I ask you to do this now because many people are not willing to give 100% to any endeavour that they embark upon, and the failure to do so undermines their experiences. And thus, their failure lies solely in their own hands.

I want to minimise the opportunity that you have for not achieving incredible and lasting success.

Put another way, I want to give you every reason, every possibility, and serve you in every way that enables you, in fact, ensures that you will achieve incredible and lasting success.

This declaration is a contract that *you* have with *yourself*. It is telling yourself, both consciously and in an unconscious way, that you are committed to your success, that you will work diligently and with discipline to the outcomes that you design and that you desire.

As such, I reiterate, for those who did not sign the declaration above, that you take a moment now, go back and review the declaration, and make that commitment to yourself... that success will be yours.

Come on, go back and sign it now.

Seriously, the physical act of signing sends a message to your subconscious mind that you are serious about your success. It empowers you and starts the process of your transformation.

THE POWER OF COMMITMENT

Okay, I assume you have signed the declaration (if not, please go back and do it now). Do not underestimate the power of making a commitment to yourself.

Often times, people make New Years' resolutions, they have wish lists and they have hopes and dreams. Rarely do people have the conviction to achieve their goals. They are content to keep wishing and looking forward to their journey to Sunday Isle.

At the beginning of this program, the reason I have been so fanatical about your commitment and about working through this material in this program so diligently and fervently... is because I know the rewards that are coming.

Yes, it is true! I know without doubt, unequivocally... as demonstrated by my guarantee, that, when implemented, this program will truly transform and revolutionise your life, your practice and your business.

I know, and offer without hesitation, that the materials provided in this program, the marketing methodologies and the principles underlining those, offer you an integral, ethical and systematic way to serve your clients by helping them to achieve incredible health and lifestyle outcomes.

They will serve your team achieving what they want for their experience in practice.

They will serve your practice to achieve its mission and vision and become financially strong, providing the income to serve that organisation and the team within that organisation.

I know this... because it has happened for me. It has happened for many of my clients that I have coached and mentored in the past... and it can happen for you.

It happens for you when you make a commitment to making the highest and best use out of the materials of this program. That commitment is to you. An unwavering commitment to achieving the success that you desire is the foundation for realising your practice potential.

The materials in this program are the tools that you will use to action and demonstrate your commitment. And with the integration of these two elements... success will be yours.

POWER STRATEGIES OVERVIEW

In this section I am going to provide an overview of each of the Power Strategies as well as when and why you would use them. I have also categorised them into three sections; getting more clients, keeping your clients and your reputation (or the reputation of your practice).

Your *Practice Mastery Marketing Alchemy* Power Strategies includes:

SECTION 1: GET CLIENTS

Creating a consistent stream of new clients is the lifeblood of practice. The ‘get clients’ section is the client attraction toolkit and distils the marketing and advertising power strategies to create a flood of new clients flowing into your practice.

Before we discuss these strategies it is important to understand the distinction between marketing and advertising.

Marketing is the social and managerial processes by which individuals and groups obtain what they want and need through creating and exchanging products and value with others. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

Part I: Marketing

1. Referrals

Referrals are perhaps my favourite marketing strategy. You could build an entire practice sustainably upon a referrals-based strategy whereby existing delighted clients recommend your products and services to others and communicate your effectiveness.

This should be your first power strategy. Plan to continually incorporate it within each of the other power strategy activities.

2. Sales Letters

Sales letters are a written communication that you send to your clients about the products and services that you provide. Anytime you write a letter, send an email, provide a brochure or do any advertising you are, in essence, delivering a sales letter.

As such, sales letters form an integral part of your marketing strategy and are undertaken on day-to-day basis, or at the very least weekly.

3. Internet Marketing

Internet marketing incorporates use of a website, email and other electronic media.

It is an essential adjunct to all of your marketing communications and it is important that you establish a database management process and incorporate an online shop on your website.

4. Audio Marketing

Audio marketing is a personal, powerful sales letter on CD. It is packed with valuable content AND an irresistible offer that you provide to your market. It is dynamic, powerful and very effective.

This is a great approach when you are looking to expand your practice. It does require a capital investment in terms of studio hire, production costs and distribution but the results pay dividends!

5. Strategic Joint Venture Partnerships

Strategic joint venture partnerships is forming a relationship with a person, business or company that has the clients that you have or would like to have. A strategic joint venture partner is not in direct competition with you; instead, they see your client in a synergetic way.

This is an incredibly powerful form of marketing and should be incorporated consistently and inclusively within all your marketing strategies.

Part II: Advertising

6. Print Media

Print media relates to advertising in print, such as brochures, flyers and inserts. It incorporates Yellow Pages and newspaper, magazine and catalogue advertising. In newspapers it includes display advertising, classifieds and inserts.

Print advertising is an excellent beginning point for marketing and should be used continually during the building phase of your marketing.

7. Yellow Pages

Advertising in the Yellow Pages is advertising to a market already looking for your product and/or service. It is generally considered an essential of marketing. However, depending on the market you have and the effectiveness of your other power strategies, it may not be so.

If you do use the Yellow Pages, the most effective approach is to use direct response methodologies within your advertisement.

8. Radio Advertising

Radio advertising is putting a marketing message on radio. It has excellent reach and incorporates both auditory and content elements. It is most effectively used in a direct response method, coupled with newspaper advertising.

Radio is most effectively used when you want to get a high saturation rate in a short period of time for a powerful and compelling marketing message that is specific to a niche or the demographics of that radio station.

9. Television Advertising

Television advertising incorporates the visual and auditory senses and therefore has a very strong appeal and can be a very effective method of advertising.

It is most effectively used when you already have a strong existing marketing campaign in place that is producing a profit surplus. From the profit surplus, you can expand your presence within the community with an effective television advertising campaign.

SECTION 2: KEEP CLIENTS

'Keeping clients' refers to both client adherence, creating client behaviours consistent with or following the recommendations of their practitioner, while also encompassing retention, which is a client who remains in care beyond the scope of their initial presentation.

Adherence and retention strategies are cornerstones in the growth and success of your practice because every client you keep is a new client you don't need to attract.

10. Reactivation of Lapsed Clients

Reactivating lapsed clients acknowledges that there are times that a client discontinues care, feels as though their care is complete and continues on with their life independent of their care, or that a client distances themselves from you for a brief period of time. Reactivating lapsed clients is reconnecting with those clients, reminding them of the benefits of the services and care you provide and bringing them back into active care.

Reactivating lapsed clients is something that you should do constantly and continuously to ensure that any clients that are falling through the gaps of consistent care are constantly and perpetually reminded of the benefits of care and given the opportunity to return to care to maximise the benefits of their interaction with you.

11. Direct Marketing

Direct marketing is any form of communication that communicates directly with the target audience you have identified as your niche market. It is defined by the specific demographics that you want to attract and is a highly targeted form of advertising.

It incorporates each of the forms of media detailed in the power strategies.

12. Maximum Retention

Maximum retention offers the astute practitioner a method whereby once you have a client, you have a strategy for keeping those clients for life.

It should be used continuously, especially with wellness clients.

13. Presentations

Delivering your presentation is a wonderful marketing strategy. It is the public presentation of workshops and seminars, public or in-house presentations, or workshops or seminars, education or programs, and is inclusive of your reports of findings and care plan deliveries.

These are some things that should be done consistently and continually as part of your marketing strategy.

14. Guarantees

Guarantees eliminate or reduce the risk a buyer may feel in making a purchasing decision or commitment to the care that you provide. By indemnifying the risk of the client, you diminish their uncertainty and lower the barrier of entry into making a commitment.

Guarantees should be used with all of your marketing activities for all of your products/services.

15. High Performance Client Care

Outstanding service and extraordinary care delivered on a consistent and reproducible basis makes you stand out amongst your competitors... and makes the clients love you. This is a powerful marketing strategy.

It should be the way you run your practice and thus should always be in effect.

16. Unique Selling Proposition (USP)

Your USP is the definitive statement that differentiates you from your competitors and gives the client THE reason why they should use you. Your USP is the solution to your client's most pressing problems which positions you pre-eminently in the mind of your client.

It should be a part of every marketing strategy and used continuously in your communication with clients.

SECTION 3: REPUTATION

Your 'reputation' relates to the public perception of you and your practice. It is your positioning in the mind of the client.

A favourable position in the mind of your client is a powerful marketing strategy, it creates trust, provides confidence and engenders a more positive experience for both client and practice alike.

17. Public Relations

Public relations is having the community talk about you in a positive light. This is important because somebody else's story about you is more credible and powerful than your own. Unlike most other forms of advertising, you are not in direct control of the marketing communication with public relations. You direct the communications and then the market expresses that in their own way. The most powerful and dramatic benefit of this is that once the market forms a positive opinion about you based on this communication, you have instant celebrity and authority status, offering you powerful credibility.

Once again, Public Relations can be done at any point during your marketing activities and supports each of the other activities, enhancing your effectiveness.

18. Networking

Networking is the process of constant communication, relating to others and finding out whether or not the community has a need for your products and/or services. It is a relationship-based strategy that enables you to serve your community more fully and completely.

Networking should be used as an extension of your core power strategies and it is something you are doing all of the time.

19. Branding

Branding represents the perception that the community has of you and the imprint that you have upon their mind.

Branding is something that you consciously and deliberately do when you either establish your business or when you want to develop your presence within the community and extend the marketing strategies that you have already applied within this program.

20. Getting Published

Getting published represents having a book written, produced and published, creating credibility and authority for you as a professional.

It is something that you should do as a power strategy in conjunction with many of the other techniques detailed within the Power Strategies program and should be undertaken when you feel as though you have the time, energy and resources to commit to this type of substantive project.

21. World Famous

World famous is both a marketing strategy and a psychology.

It is the approach you use when you're ready to explode and take full responsibility for your practice and life!

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

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