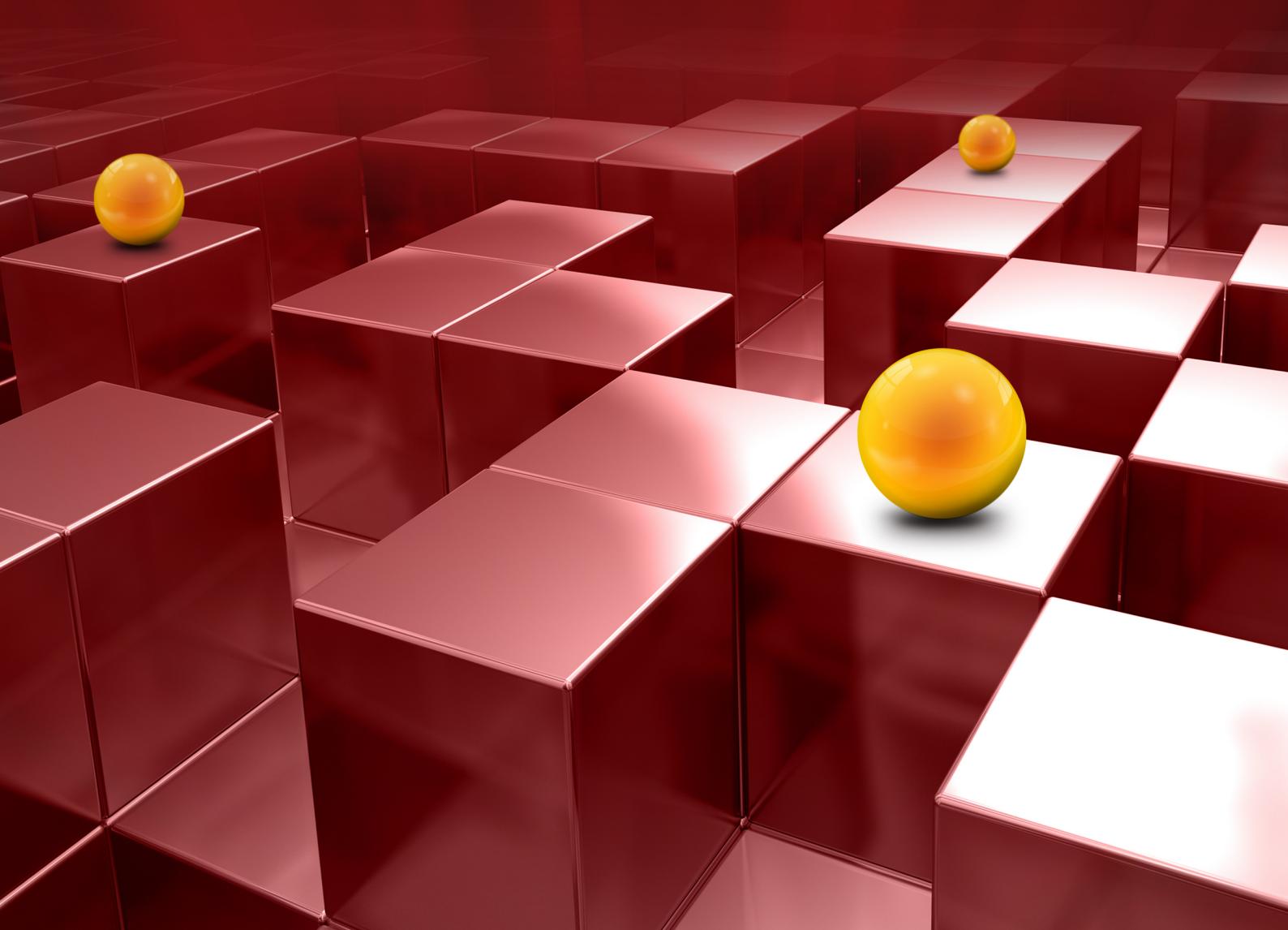




PRACTICE  
MASTERY  
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# YOUR PERFECT PRACTICE

## Part II: Distilling Your Perfect Practice



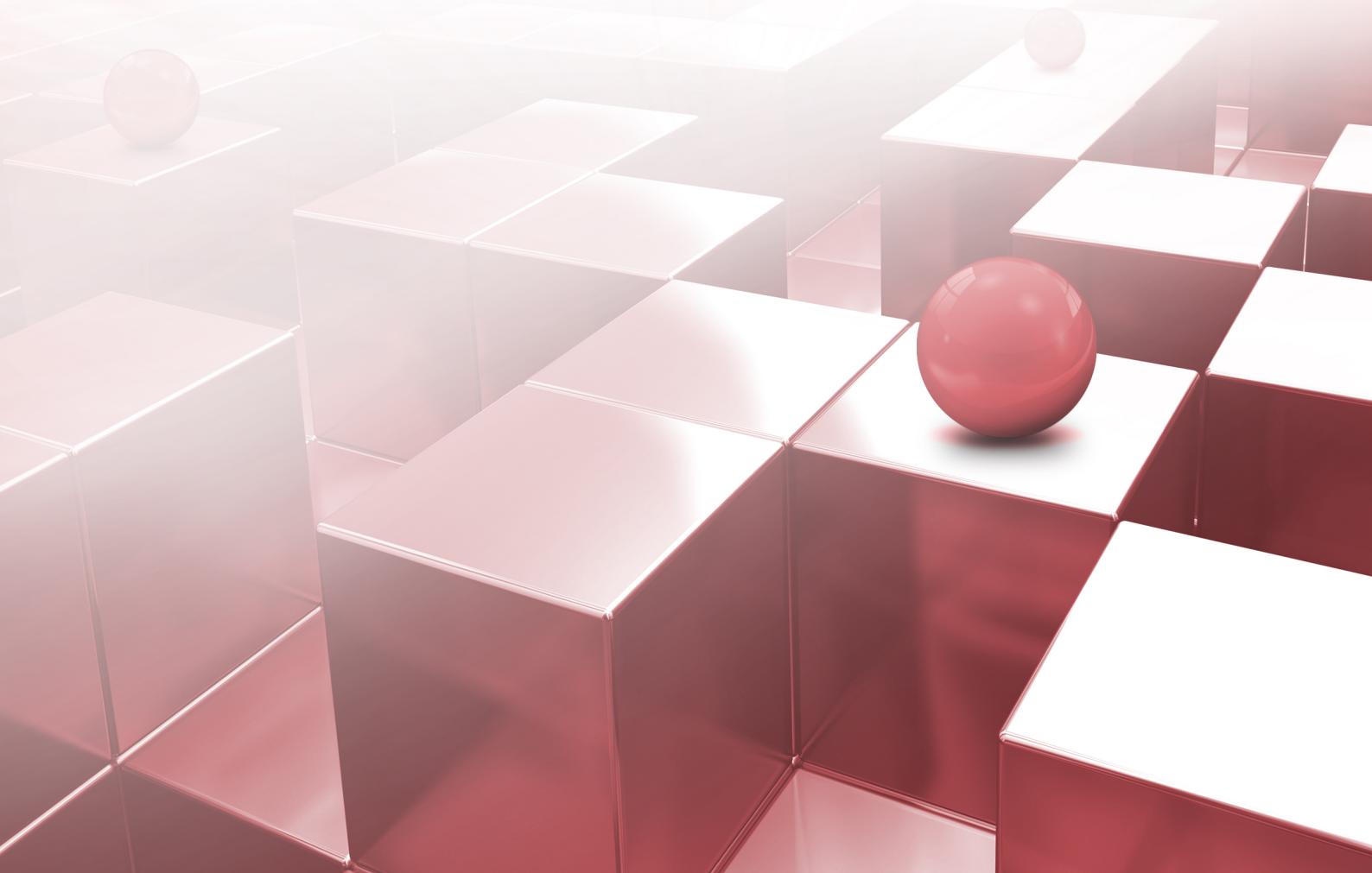
PART OF THE YOUR PERFECT PRACTICE PROGRAM

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Fix your eyes on perfection  
and you make almost everything  
speed towards it.

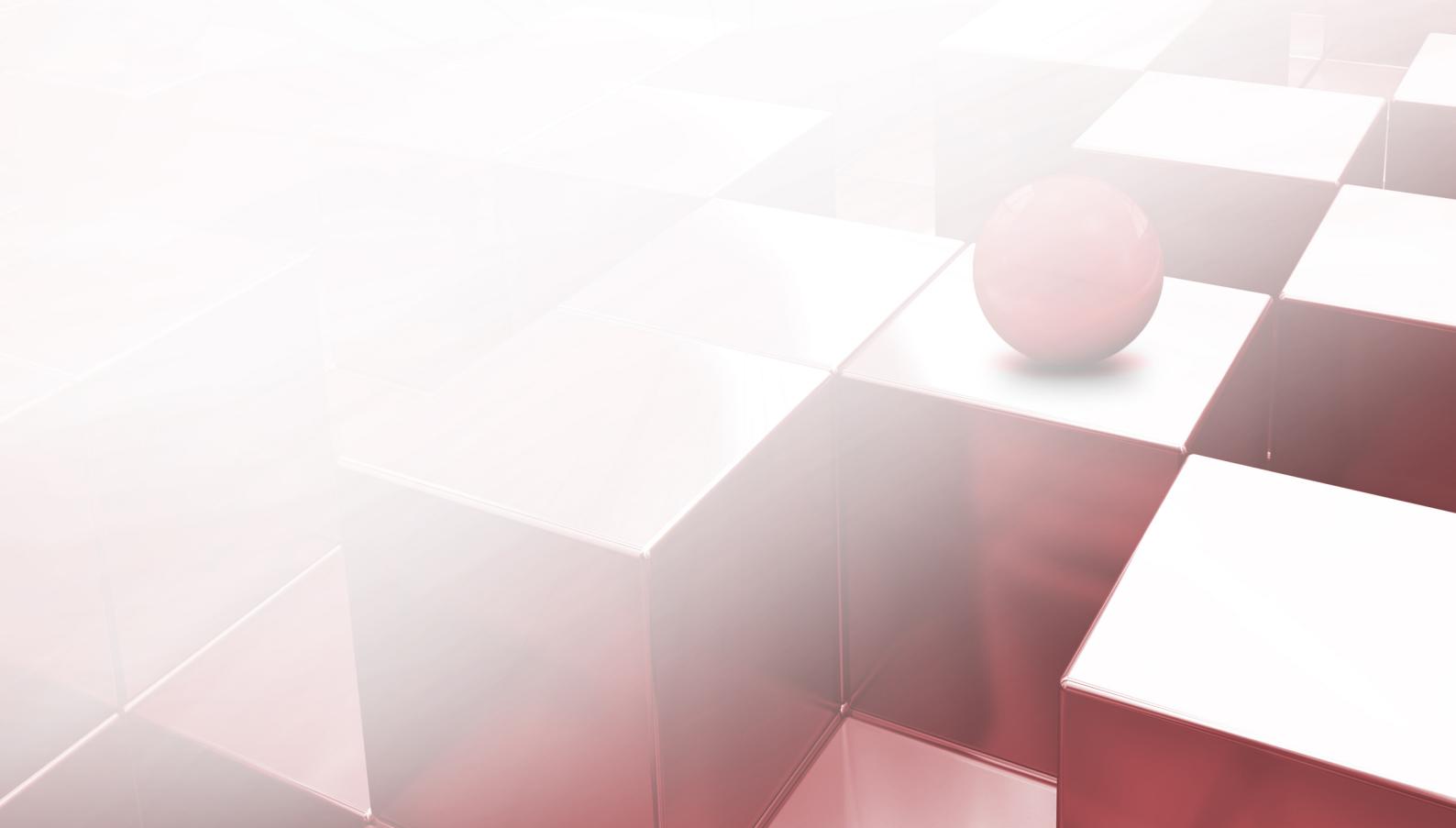
– *William Ellery Channing*





I don't believe in perfection.  
I don't think there is such a thing.  
But the energy of wanting things to be great  
is a perfectionist energy.

– Reese Witherspoon





# YOUR PERFECT PRACTICE

## PART II: DISTILLING YOUR PERFECT PRACTICE

### **ADDING IN THE DETAIL**

Perfection has to do with the end product, but excellence has to do with the process.

– Jerry Moran

An artist, when they create a masterpiece, first has an impression of what they want to create... what they want to express through their media. If it is a painter, they have a sense of the end in mind, though it is mostly imagined, ephemeral. They draft an outline... and if the draft resembles the end they had in mind... they then continue to fill in the detail... they distil the vision of their creation.

This is what Part II: Distilling Your Perfect Practice is designed to do... add detail to the draft you created in Defining Your Perfect Practice.

Let's look now at how to take Your Perfect Practice to the next level...

# YOUR PERFECT TEAM

Your Perfect Practice requires the right blend of people to create a World Class organisational culture and to deliver outstanding care and extraordinary service on a consistent and reproducible basis.

Who are these people? What exactly will they do in your practice?

These questions begin to establish the detail required to create Your Perfect Practice.

Define the positions within Your Perfect Practice. Define the character and nature of each person in their roles and how they will fulfil their responsibilities. How will the practice run with such a team in place?

Take a moment to do that now;

My Perfect Practice is a multidisciplinary practice... we have three chiropractors, a naturopath and massage therapist. There is an herbalist, homoeopath and Rayid practitioner as well as a practitioner's assistant who undertakes the pre-tests and assessment procedures. The three inspired support players; 2 receptionists and one administrative manager are the glue that binds the team together.

Every member of the team is committed to wellness. They are loyal to the business and devoted to the clients. They support each other and are participants of self-development programs to ensure their own personal growth and constantly increasing performance. They love life, they are passionate about their career... and it shows!

We have also detailed job descriptions and an induction and training program to provide the systems and support for each team member to perform at their peak.

Together we have created a powerful organisational culture and a World Class team.

If you need to, go back and refine your description of your perfect team.

# YOUR PERFECT CLIENT... AND BEYOND

Your Perfect Practice, to fulfil its purpose, requires the perfect client. We are not talking here about a blonde bombshell or Mr tall, dark and handsome... we are talking about the nature of the client as it relates to the vision and purpose of your practice.

If you believe you operate a wellness practice and you find some (or most) of your clients are only focused upon their pain and are ready to leave care once this immediate need has been met... the experience of your practice will fall short of the vision you have for your practice. This has the potential to rob you of the fun and excitement from delivering wellness care and dilute the philosophy of a wellness practice. To avoid this... get clear on whom you want to serve and why... and then go about attracting those clients to Your Perfect Practice.

Consider now who your perfect client is;

## **1. Identify Your Perfect Client(s)**

There is a description that defines who your ideal client is, and by ideal we mean the person or people you prefer to work with. Who are they? What are these people like? Start first with what is termed their demographics;

Age  
Sex  
Location (suburb)  
Economic profile  
Religious orientation  
Cultural background

There are two ways of doing this exercise.

First, you can envision who it is you want to serve, seeing in your mind's-eye the people who you feel most compelled to work with, who will most likely be responsive to the care you provide.

Second, you can examine your existing database... take a moment to grab the files of each of the clients who you most enjoy working with. Make sure you have as many client files as possible to get a spread of these elements.

Note: What percentage of your total database are your ideal client? If this is not 80% or more... this module and the *Practice Mastery* Program is definitely for you!

Is there a general age, sex or any other factor that is consistent amongst them? If not, that's ok, perhaps your psychographic profile is more definitive; If so, you are beginning to shape the demographic profile of your perfect client.

Now, evolve your understanding of the emotional drives of these people. What causes them to purchase? What do they want as a result of their involvement with your practice? This is called their psychographic profile. In this context it relates to the nature of care they are looking for; acute or crisis care, corrective care, maintenance care, wellness care... or are they looking for transformation?

Again, you can envision the nature of client you want to attract and define the care you want to offer... or have a look at existing clients and see the nature of care your ideal client is seeking (and receives).

Now, who is your ideal client?

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These exercises are likely to help you more clearly define your perfect client's profile; their age, sex and background may have been diverse when you first looked... however, as you get more clear on who you want to serve when you are practicing in your ideal way you may begin to see that they do have a certain age or even economic elements that are consistent; you may find they all want care for the same reason...

Notwithstanding that most of my clients (at the moment) are pain-based, within my database there are those who I truly want to work with, those who are focused on making positive health and lifestyle choices... these are my wellness clients.

My ideal practice is a wellness practice. Wellness practices have as their ideal client... wellness clients; wellness clients come in with the purpose if making care a lifestyle choice. They have come to know and understand the powerful health and life benefits of wellness care and consciously make wellness a choice for their life and the lives of their family.

They come in each week for their consultations, participate in education seminars and workshops and make positive and beneficial lifestyle choices. This care costs in excess of two and a half thousand dollars per year... this investment is easily managed, firstly because their health is a priority to them and also because they have a high to middle income economic profile.

While their health is a priority that does not discount the possibility that one of the family may have initially presented with a symptom or a complaint, however, after discussing the wellness philosophy with them, they understand symptoms are the body's messengers and they elect wellness care as their primary paradigm and include their partner and kids as part of a wellness care program.

They focus on health, exercising regularly, eating well and making other positive health and lifestyle choices. They read literature I provide them on health and wellness and participate diligently in their wellness program growing their health and the health of their family with discipline and conviction.

They are in their early to mid-forties with three kids. The entire family is committed to care. They live locally, in a good neighbourhood and see care, not as something that merely addresses their pain, rather as an investment in their health... it is something they do for their life!

In the story, we see how the psychographic profile (the motivation for care) relates to their demographic profile. The clearer you get on your perfect client... the closer you are to Your Perfect Practice.

Note: It is important to realise, the purpose of identifying your perfect client is not to be exclusive to that group, it is to begin to identify who you preferentially want to work with. It does not imply you will turn away other clients, but rather, in qualifying who you would ideally like to work with in your practice, you can intentionally direct your mental energies to attracting them and your marketing endeavours to informing them of your presence.

## **2. Locate Your Perfect Client**

It is one thing identifying your perfect client... it is another thing altogether seeing them, lots of them, in practice. To see your perfect clients, first you must locate where they are!

Consider now, having defined your perfect client, where are they most likely to be found? We're not talking solely about their home address... we're talking about the locations these people frequent.

Athletes are found in health clubs, gyms, sports centres and sporting associations. Paediatric clients are found by locating their mother's places of attendance, early childhood centres, health clinics, mothers groups.

Rehabilitation clients can be found through solicitors offices, medical practitioners etc.

The key is, having identified your perfect client, locating them... and targeting your marketing and communications towards those areas.

## Where is your perfect client located?

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My ideal client is the family of wellness minded people. I know that like minded people associate together, that is, people who like sports associate with others who are sports oriented; people who like theatre enjoy the company of like people... therefore, people who have a focus on health and wellness are likely to know and associate with others of like mind.

I know I could contact gyms, health food stores and the like, but I have a hunch that a more personal approach may be my best first step. As such, I am going to look to my own database of wellness clients and specifically work with them via a referrals program and draw more wellness clients into the practice through this association!

### **3. Increase your visibility to those clients in their most densely populated location**

Having defined and located your perfect client, your next step is to become visible or prominent in that area, that is, let those people know you exist, gain exposure to them and create an awareness with them that you exist and offer the service that they want.

There are many ways to do this, here are a few examples;

Referrals from existing ideal clients.

Activating prior ideal clients.

Turning existing non-ideal clients into ideal clients.

Attracting new ideal clients through marketing. Marketing measures may include; talks, newspaper advertising, provision of an in-service to a database of these ideal clients, Joint Venture or strategic alliances with a business that has a database of these ideal clients.

Another way to get known by the people who have the database of these people is to patronise their business. That's right – do something for them. Use their services, refer them business and become known to them.

The key is making it possible for the ideal client to know about and choose you... that's visibility.

How are you going to become visible to your perfect client?

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To be visible to these clients... I need to contact them. However, I need to contact them in a powerful, systematic way to get the best results. To do this, I will include specific scripts, incentives, brochures detailing the referrals program and I will create powerful follow-up procedures.

By creating the ultimate referrals system I will dramatically grow my practice with wellness clients.

The brochure I will write will detail my passion for wellness and my commitment to helping people with their health and lifestyle. I will give this brochure to my existing wellness clients and I will ask them (as they read the brochure) for their help... "We need to help others who are not receiving care achieve better health." I will ask them to consider how beneficial the care we had provided them is in their life and in the life of their family... and whether they know anyone who may benefit from the care we provide, anyone, that is, like them, who have a focus for and interest in health and wellness. I will ask them if there are anymore special people like them who they can refer to the practice—this way I attract people just like them, wellness focused!

I will ask them to recommend our practice to them and when they do they will receive a gift and the referred new client will not only receive the same quality care that they have had, but a gift also.

The brochure will have an insert, a contact list that asks them to provide the names of numbers of these potential new wellness clients and permission for us to call them. With these details we will have exposure to more of my perfect clients.

## **4. Converting 'referees' into clients**

Now that you have identified who your perfect client is, where they are located and they are aware of you... the next step is have them select you as their wellness care provider... but how?

Put another way, a person may be interested in what you offer... but they may not become a client... what are you going to do to assist them in making a choice to work with you towards their health and wellness goals?

A truth many practitioners are unwilling to address is the fact that you must give the client a compelling reason to look into, begin and then commit to care. You must motivate the client to making a choice that, although it is in their best interest, is often relegated to something they'll address later (when pain becomes a motivating factor).

Practitioners naively think that because of the powerful benefits that wellness care can offer... clients will simply walk through the door wanting care. Rarely does this happen, in fact, it is extremely unlikely without effort on the part of the practitioner or someone within the practice. More frequently than clients walking in off the street... is the scenario of a practitioner wanting, if not needing, more clients.

It doesn't have to be this way... but motivating clients is not always easy.

You can wait until they come to you... this is most common in a pain-based practice; you can use veiled threats... telling people how bad they will be in a few years if they don't take action; you can paint a picture of what great health looks like... and hope they are moved or you can express your passion for wellness care and give motivating reasons and ethical incentives towards making wellness care a part of their health and lifestyle paradigm.

To do this you need to sell them the benefits. You need to help them become clear in what it is they want for their health and life, for the life of their family... and if what you offer is in alignment with that demonstrate the connection. Sales is noble when you act based upon principles of fulfilling specific deeper needs with products and services that are truly valuable.

What are your sales or communication processes that compel clients to begin and maintain care in your practice? What are the systems that support that?

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Now that we have the contact numbers for potential wellness clients, I will first ask the referrer if they could call their friend, family member or colleague and let them know we are going to be calling. This way, they won't be surprised and will have an introduction to us and the care we provide.

I will then call the potential new wellness client, introducing myself and the practice, I will offer them the opportunity to have a free initial assessment, letting them know that I will do a history and examination uncovering any health challenges they may have as well as defining the principles of wellness care.

When they accept my offer for the consultation I will show them how the care we provide can help them with their health challenges and how it can create powerful health improvements in their life and I will make the connection between them and their friend who recommended our practice to them.

In essence, I will provide compelling evidence as to the basis of wellness care... and I will make a recommendation that they begin care.

## 5. Design Your Office Procedures accordingly

How you operate your practice will either be an attractive force to your perfect client or repel them. How does your perfect client want—no need—to be treated? What do they want to take place within their time in the practice? What do you want to have happen to them?

For example, if your perfect client is high powered executives... don't put them in front of a 60 minute entry video... they don't have the time and you may lose them. Be efficient and effective, both with time and the message you send them.

Equally, if you are focused on older clients, don't plan for a 2 minute consultation. They need both time and patience in most cases.

What do you need to create by way of office procedures and systems for your perfect client?

Our office procedures include training the support team in the wellness principles and these are constantly shared with the clients. We also focus on creating a warm, caring environment so the client feels welcomed and special. This builds the relationship and confidence of the clients... service really is pivotal.

The clients are educated on how to attend the practice and participate in their care. They collect their own client file, enter the treatment room and lie down upon the coach, resting, waiting for the practitioner; the focus of the consultation is on health and thus there is both higher efficiency and effectiveness and the time of the client is honoured.

The client knows that once care has been delivered, the consultation is over and knows how to exit the practice and the expectation that they will keep their next appointment is incumbent upon them.

Importantly, the client understands the policies of wellness care... that they need to attend each of their consultations as prescribed; they attend the education workshops on exercise, diet and relaxation techniques. They focus their communications on the positives in their life... this all takes place because clients are educated on wellness policies and the results are profound!

## **6. Design Your Practice Plan accordingly**

Your perfect client likes to be seen in a specific and definable way. Do they want to be seen quickly? Have a massage before another form of care? Does the flow of these clients require you to move between more than one treatment room at a time? For example, many acupuncturists and chiropractors see 10 or more clients per hour. They operate 2 or more rooms at once, thus their floor plan is specific to the need.

Also consider what image you want to portray? Modern, sophisticated, clinical? What are the décor requirements; modern, antique or otherwise? What about colour choices? If you have older or special need clients, you may need lift access or handicap toilets etc.

All of this needs to be considered as they appeal to the psychographics of specific client profiles... you may want to consider this when designing your office to attract and appeal to your perfect client.

What Structural changes need to take place in your practice for your perfect client?

The practice was designed according to the principles of Feng Shui; energy circulates to create the healing atmosphere and the colours are soothing. The design affords the practitioner the opportunity to have a client waiting in a room resting, while the practitioner is treating in another room. The practitioner then goes from one room to another focused purely on treatment.

The client knows to gather their own client file and places it in the holder outside the treatment room allowing the practitioner to know which room is occupied and to view the file prior to entering. The client is already lying down and rested when the practitioner enters the room allowing for a focused consultation.

Thus, client flow is maximised as is use of time.

## **7. Seize the moment**

You know who your perfect client is, where they are and how to contact them. You know what policies serve these clients and the practice in achieving their best and most powerful outcomes and you know the environmental factors that maximise these influences... now, action is enquired. Real and tangible action!

What specific actions are we talking about?

You must close the sale of wellness care, you must create referral of like-minded clients... this builds a wellness-based practice. You must make wellness recommendations to your clients, you must see these clients based on the wellness philosophy you have distilled... you must serve them in the health and lifestyle goals you have defined and thus create Your Perfect Practice.

It cannot be any other way. This is not an intellectual exercise but a practical stratagem to realisation of Your Perfect Practice.

What actions are required to create Your Perfect Practice Now?

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The actions steps involved in creating My Perfect Practice include:

Creating a plan of My Perfect Practice

Defining My Perfect Client

Writing the scripts and brochures of the referral system and contacting the existing wellness clients

Asking for the referral

Contacting the referee

Delivering the initial consultation and philosophical basis for care...

And structuring the practice and policies in such a way as to be integrous with the wellness philosophy.

Action is key... the greatest idea in the world is worth nothing if no action is taken!

These steps result in defining your perfect client, they detail how to attract them, filling your practice with this type of person... now, let's look at the care you will deliver.

## YOUR IDEAL CARE

One of the most important aspects of Your Perfect Practice is the care you want to deliver... how it is you serve your client and the nature and type of outcomes you will deliver to them.

Do you want to specialise within a certain area of care; learning disorders, fertility issues, chronic lower back pain, depression etc? Do you want to work with clients who want generalised, periodic care? Or do you want to deliver lifestyle based wellness or transformational care?

How is it you want to practice? What type of care would you ideally like to deliver in Your Perfect Practice?

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Are you practicing this care now? If not, why not? If yes, how can you improve?

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Having previously defined the care you want to deliver in Your Perfect Practice, I want now to stretch you further, to increase your clarity in regards to your preferred focus.

Read the following definitions of the varying approaches to care and then see if you have changed your perspective on the care that is most in alignment with Your Perfect Practice philosophy.

### **Acute/Crisis Care:**

The role of acute or crisis care relates to pain removal and acute discomfort. The treatment recommendations may be as often as 3 times per week for 1 – 6 weeks depending on the nature of the condition and the extent of pain or disability.

### **Corrective Care:**

Corrective care focuses on supporting the healing phases of the body. It removes spinal and soft tissue distortions, corrects subluxation, and changes the pattern in the spine. It restores integrity of soft tissue and corrects postural insufficiency. It focuses on digestive repair and function. Corrective care is delivered for a longer duration than acute or crisis care, often extending to 12 weeks, perhaps 2 or 3 treatment sessions per week. It is designed to overcome chronic or insidious pain, sickness, degeneration or diseases or health problems of any kind. This is the repair phase of care.

### **Maintenance Care:**

Maintenance care has also been called preventative care... it has the focus of keeping the client 'out of trouble' and maintains the benefits of corrective care. Maintenance care is delivered on a consistent basis, though with sessions further apart than corrective and wellness care.

### **Wellness Care:**

Wellness care is the continuation of corrective care for the purpose of not only maintaining the benefits of corrective care but the continuation of the healing and regeneration beyond the pre-condition state... i.e. optimising the client's body, health and performance. The frequency of care is weekly or fortnightly with the aim of continuous health improvement beyond symptom-based care towards optimum health and wellbeing.

### **Transformational Care:**

Transformational Care is the pinnacle of care. Transformational Care represents the journey towards realisation of the client's ultimate potential, as well as the greatest results and impact in the quality of their life and the lives of their friends and family... it includes specific and effective treatment recommendations, education as well as coaching and support to bring about transformation to an extraordinary life. Care is delivered weekly, with additional empowerment workshops providing education, coaching and support as the foundation for their journey.

Define now your philosophical preferences for the care you wish deliver.

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I operate a wellness based practice; clients come in on a weekly basis after their initial corrective program whereby their visit schedule was 2-3 visits per week, depending on the nature of their presentation. These clients focus upon health and wellness as their foundation for care and make positive health and lifestyle choices. They enjoy coming into the practice and continue to improve beyond their initial expectation of symptom reduction... they now understand what the words 'ultimate potential' means!

## A KEY STEP

Wow! You now know so much about Your Perfect Practice that I am sure you can see it, you may even be beginning to feel it. However, the excitement that you feel does not always translate into the necessary action nor does it guarantee success.

A key step in the creation of Your Perfect Practice is moving from 'interested' to 'committed'.

A person interested in getting fit may go for a run... but on the first cold or rainy day or when tiredness catches up with them... they hit the snooze button. A committed person gets up regardless. They do what needs to be done when it needs to be done—that's commitment!

How do you get that level of commitment? When you have a bigger enough why... you'll always find the how?

That's the key step in creating Your Perfect Practice... Why?

Why do you do what you do?

## Why do you want Your Perfect Practice? What is it all for?

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I love being in practice... I am driven to serve clients, to help them to understand and integrate the wellness philosophy. Wellness care is a way of life, it is a journey towards better health, energy and vitality... equally important, it is the method that client's lives will be reclaimed.

So many people today live lives of quiet desperation... they are exhausted, unhappy and, if not sick, in the least, they are not as well as they could be. In fact, very few people are truly well.

As a result, people are using medications to get them through the day, compounding the problem and establishing an environment where disease will eventuate. They can't cope and adapt, therefore there is more stress and unhappiness in their relationship and at work. Marriages are falling apart, careers are in turmoil... people are unnecessarily in hospital and dying. I know wellness care offers a solution to each of these scenarios... this is why I do what I do; to make a difference!

A healthy and vital person copes and adapts better, makes better choices and does not need drugs or other interventions. A healthy person communicates more effectively and does not over-react to events in their life. Because of this, frustrations are more easily dismissed, conflicts are addressed before they compound and grow out of proportion and wounds are healed.

With wellness as the foundation to a person life the client experience health... and they begin to reclaim their life... this is my WHY. This is my reason for being in practice!

# CONCLUSION

Detailing Your Perfect Practice begins the process of bringing the dream to life; it defines your practice building strategy. It's now time to create the systems and structures within the organisation that will enable you to experience and live Your Perfect Practice.

Let's look at Part III: Creating Your Perfect Practice and discover how to bring it all together.

We 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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**Practice Mastery Institute** 1<sup>st</sup> floor, 142 Monaro St, PO Box 76 Queanbeyan NSW 2620  
t. 1800 770 217 f. +61 (2) 6284 2795 e. [info@practicemastery.com.au](mailto:info@practicemastery.com.au) [www.practicemastery.com.au](http://www.practicemastery.com.au)