



PRACTICE  
MASTERY  
INSTITUTE

# POWER STRATEGIES

Essential Marketing Strategies  
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **SECRET POWER STRATEGY** 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**



**BONUS:**  
**SECRET POWER STRATEGY**



## BONUS: SECRET POWER STRATEGY

This power strategy is too valuable and too powerful to even have mentioned in the promotion of this program. It is so amazing in its impact you would not have believed it.

I didn't even include it in the index because I wanted the 21 Power Strategies to be your 'right of passage' that entitled you to be given the opportunity to access the most powerful marketing tool in the *Marketing Alchemy* Program. In fact, in any program, anywhere... you will not find a more valuable marketing application.

So what is it that is so dramatically powerful, so undefinable, valuable and so imminently useful?

### THE SECRET POWER STRATEGY

Before I get to what this secret, almost mystical power strategy is, let me say: while it is without a doubt the most powerful of all marketing strategies and it is the most simple, it is equally one of the most difficult to implement.

How can something so profound yet so simple be simultaneously unattainable?

Because unlike any of the other power strategies, rapid fire strategies or marketing techniques, this secret power strategy is not something that you do. It is not something I can teach you. It is who you are, it is how you express who you are through what you do. However, I could put it like this...

I love wellness care so much. I love serving the community so much that I cannot even imagine people not receiving the benefits of wellness care. I stay awake at night, tortured by the recognition and realisation that there are people needlessly suffering in the world when wellness care could do so much for them.

When I think that there are so many people needlessly on painkilling medications, digestive aids and anti-inflammatories... when there are so many needless operations, children receiving grommets and being given baby Panadol... when people are needlessly and pointlessly dying of heart disease and cancer... and whose lives are being robbed by the needless immobility and restriction of arthritis... I cry out in anguish, frustration and sadness.

All of these could be resolved and every human being could have the opportunity to live fully and completely, with health, energy and vitality, if only they could all receive wellness care. If only they could receive the coaching, support and education to enable them to reclaim their power and live their life fully and completely.

## **THE SECRET POWER PRINCIPLE AND YOU**

This is the secret power principle. Unless and until you feel this level of passion, this desire to serve, this intense love of wellness care and an understanding of its importance and role in the health of your community, you will not be able to enjoy the success that is possible for you.

If and when you become completely committed to and passionate about wellness care then, and then only, can you enact and liberate the force of the secret power principle and the undeniable and unrestricted results that can occur.

When you feel undeniably compelled to communicate the wellness message to your community because of an unbridled need to serve, then you will realise your ultimate potential and create not only your perfect practice, you will create transformation in the health and lives of your community.

When your clients know and feel this, you won't need to market. Your clients will do the marketing for you.

When your clients know and feel this, the healing will already have begun and your life will irrevocably have been changed... for the better!

## **LOVE IS NOT WHAT YOU THINK IT IS**

Let's get this straight, you saying *that you love what you do...* is not enough.

You can't just say that you love being a wellness practitioner, it isn't enough. You can't just say you love helping out your clients, that's not enough either.

You have to have a burning desire, an unbridled passion and commitment to serving your clients, sharing your passion with them in a way that transforms them.

You will know that you truly have this when your clients remark how passionate you are about what it is that you do. And especially when they come back just to get an infusion of that energy!

You may *think* that you love what you do but thinking that you love what you do is not enough. It has to be embodied in everything that you say and do. It must be expressed in every consultation and through every treatment you provide.

The clients know it and feel it. It's not something that you can say or explain to another. It is something that they feel because you feel it.

This type of love isn't in your head. It is not a logical expression of a genuine interest, fascination for or willingness to deliver wellness care.

It goes beyond that. In fact, it goes beyond the words that I would use to describe what the secret power strategy is all about.

That is because of the most important things... there are no words.

Of the second most important things... words will never do.

Of the least most important things... we simply do not speak.

This love is so profound, so moving... there are no words to explain or describe it, that could describe the power and force of the love for wellness care that is characterized by the secret power principle.

When you transfer this feeling from you to your client and they begin to feel same way, you have achieved mastery, practice mastery. And all the success that you desire, the transformational results you covet and the powerful impact most meaningful to you can be achieved.

**“If I could only love enough, I could become the most powerful man in the world!”**

– Emmit Fox

Loving enough is the secret power strategy. And when you do... truly, there are no limitations. No boundaries. Nothing you cannot do and nothing you cannot achieve!

## **MARKETING SHORTCUT TO SUCCESS**

To bring this bonus power strategy to conclusion, I summarise that your success lies in the fact that...

You are so good at what you do... people can't help but be impressed, be grateful and responsive to the care that you provide.

To do this, be thorough, be skilful and be effective.

Also, be so loving, so caring and compassionate with how you interact and serve your clients that people can't help but feel the care that you have for them and that as a result, they become truly and deeply moved.

Finally, be so confident in the work that you do, in the care that you provide that people can't help but be inspired by you, by the words that you use and the conviction that you hold. They will be inspired to make changes in their own life and inspired to tell the world about what it is that you do.

Truly, loving your clients and serving your clients at the highest and best level is the most powerful of all marketing strategies, is the deepest philosophy of marketing alchemy and the pathway to transmuting the mundane to the extraordinary and thoughts into gold.

Easy to say... not so easy to apply. But when you do... magic happens.

## THE END IS JUST THE BEGINNING

Most of what we know about marketing is... wrong. We see what the large, institutional companies do and believe that it is representative of what advertising is. We watch television and listen to the radio and believe that is how advertising is done. We read glossy magazines and look at the ads and think that is the model for how we should advertise. We see what our colleagues in the health profession do, copy that, and think that that represents good marketing.

This program has provided you with new, powerful information to break through the illusion of what marketing is perceived to be.

Traditional marketing cannot and does not work in the health profession, other than for the pharmaceutical giants. That is why in this program, we have guided you to make significant alterations in your understanding of advertising and marketing and the techniques you use in the application. And that is why you will be successful.

Be prepared... when you make these changes, it may feel more than a little uncomfortable.

Yes, you will generate a cascade of new clients... but it may come at a price. Be prepared to have the naysayers attack your efforts and belittle your work. They will criticise, laugh at or condemn you... and that's just your employees, your family and your friends... not to mention what your colleagues are going to say and do.

Exactly what are the benefits you'll receive for the price of making this change despite the risks and challenges it will present?

- You will have the opportunity to dramatically and sustainably grow your practice with new and ongoing clients.
- You will have the opportunity to become one of the most highly valued (and thus highly paid) practitioners in your region.
- You will have the opportunity to feel good about the service and contribution you are making to the health and lives of your community.
- You will have the opportunity to enhance your self-esteem and feel better about yourself and the impact that you are making.
- You will have the opportunity to lead a lifestyle of incredible freedom, happiness and contentment.
- You will have the opportunity to meet all of your financial needs as well as give your family the things that you know that they would enjoy, benefit from and that they deserve.

All of this because you have the confidence to do something that is different from the mainstream.

All of this because you have the courage to take action where other practitioners fall by the wayside.

However, being thought of as a maverick practitioner, being on “the edge,” and succeeding with tremendous impact, is far better than remaining “normal” and living a life of quiet desperation.

Maybe it sounds like the impossible... but it isn't.

And it's not about luck either. It is about being willing to do what it is that you need to do in order to get where you want to go. It is about beginning your marketing with an open mind and a willing heart.

It is about the success you deserve and the amazing service you offer to the community... it is about *Marketing Alchemy*.

Get ready, strap yourself in... and get started today!

I wish you every success on your journey,

Marcus Chacos for the *Practice Mastery Team*



## NOTES

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

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