



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **MAXIMUM RETENTION** 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



MAXIMUM RETENTION

POWER STRATEGIES: MAXIMUM RETENTION

There are two divisions to the marketing process, internal marketing and external marketing.

External marketing relates to the marketing activities that communicate to clients who are not already familiar with your practice, such as, using radio advertising or display advertising within newspapers to communicate to a market who does not know about your product or service or the availability of your products and services to them.

For example, running a headache advertisement as a display ad in a newspaper for new clients to attend a workshop or seminar.

This external advertising appeals to clients who have headaches in the niche area of your specialisation who are not familiar with your products or services.

Internal advertising, on the other hand, communicates to existing clients and continues to perpetuate the relationship, if not build the relationship by increasing the products and services that you market and make available to them.

For example, you may have an internal marketing campaign directed towards existing maintenance clients to participate in an anti-aging program incorporating exercise, diet, nutrition and other lifestyle changes.

You may use an email and a sales letter campaign to those existing clients who already exist within your practice to sell them additional products and services.

The distinctions between internal and external marketing are obvious.

However, there is an additional consideration for internal marketing that I want to discuss now... *client retention*.

In order for you to maximise your client retention you need to be constantly communicating with them. You need to be continually adding significant benefits and advantages to these clients, deepening the existing relationship and facilitating the continual experience of ongoing value from the client interaction.

Once a client has experienced the benefits of your care, it is not sufficient to allow them to make their own choices moving forward with the care that you recommend.

Instead, you need to maintain your marketing communications in order to create a basis for the client to continue their care after their initial experience with your practice.

Whether the care program is a four-week acute program, a 12-week corrective program or a 12-month wellness program, throughout your interactions with them, you need to be constantly communicating to (and marketing to) the client to ensure that they are going to make the most informed choice about their care at the end of their program.

This is maximum retention marketing.

There are several elements to retention marketing.

1. Pre-emptive retention marketing... pre-emptive retention marketing is the communications you provide to the client during the early stages of their care, before they have even made a commitment to a care program, that advises them that wellness care is not a short-term focus. It is a commitment to a lifestyle and is something they're going to be doing now and in the future. By pre-empting the client in this way, it makes sense that you are providing them education and information about the longevity of their care program.
2. Educational marketing... the next form of marketing is to educate the client on an understanding of care they are receiving, its benefits now and in the future. You provide education, literature and information (from the Practice Performance System) that helps the client understand the underlying cause or reason for their condition and how that is resolved long-term by maintenance of and a commitment to an ongoing care program. Articles, such as *Choosing the Wellness Lifestyle*, are provided on a regular and consistent basis from the Practice Performance System to educate the client into understanding the need for an ongoing commitment to a wellness care program.
3. High performance client care... in order to retain a client beyond their initial care, the client must feel cared for, appreciated and valued. There must be a connection, a relationship that exists between you, the team, the practice and the client. This is the basis for high performance client care: delivering outstanding service and extraordinary care on a consistent and reproducible basis.
4. Spiritual selling... the *Pre-eminent Positioning* Program details the scripts and dialogues that are part of a spiritual selling process that enable you to interact with a client in such a way as to engender and increase likelihood of them making a commitment to a lifestyle change process of wellness care.
5. Recommending ongoing care... at the review process, you have the opportunity to provide feedback and information to the client that demonstrates the benefits that they have experienced and the results that they have achieved relate directly to the care they have experienced. This translates to the fact that if they want to continue to experience ongoing benefits from the care they have received, there needs to be an ongoing and continual investment in some form of care. Here is your marketing opportunity to ensure that the client makes a commitment to ongoing care.

POWER RETENTION STRATEGY

The retention strategy incorporates many of the additional Power Strategies and Rapid Fire Strategies within the *Marketing Alchemy* Program.

For example, you will be using sales letters throughout your communication with your clients. You will be using appropriate dialogues and scripts and you'll be using constant email contact through internet marketing.

As you can see, there is an interweaving between all of the marketing elements of Marketing Alchemy as it applies to this one strategy.

However, I want to provide here a power strategy for implementing your retention campaign (for a successful wellness program).

When a client makes a commitment to a 12-month wellness program, they have made a significant investment in their health.

It is important to honour that commitment and add significant value through the care that you deliver and the service you provide. Doing this increases the likelihood of retention following the completion of their care program and adherence to their care program while they're in it.

The following retention strategies are a powerful way to maximise that effect:

Step 1: The Flashlight Letter

Once a client has made commitment to a wellness care program, congratulate them for making that choice. After they begin their care program send them this letter of congratulation with a small MAG flashlight in a gift box along with the congratulatory letter.

You may want to have engraved on the side of the flashlight, "I'm glad you have seen the light" or simply, "You've seen the light!"

In the letter you'll talk about how their commitment to their care program is an "enlightened decision" and the letter ends with you thanking them and making a commitment to serving them at the highest and best possible outcome.

You may also want to include Marianne Williamson's quote, "Our Deepest Fear..."

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others."

– Marianne Williamson, A Return to Love

Step 2: The Clock Letter

In the second letter we send the client information about how it takes time to heal, how they need to be patient. Within this letter, we enclose a small clock in acknowledgment of the importance of time, their patience and their willingness to take the necessary time in order to heal.

The headline to the letter is:

"Be patient... it takes time to heal... but we'll be there for you every step of the way."

Step 3: The Stress Check Letter

We then send them another letter detailing that we understand that clients often find the change process difficult and challenging and that, in fact, it can be very stressful.

As such, we provide them with a ruler with a thermal stress indicator attached to it.

The stress indicator allows them to test their own stress, to find out whether or not they're experiencing tension that may be undermining the benefits and direction of their care.

Equally, we tell them within the letter that the ruler is to help people to measure the progress that they are making. Any step, even a small step, is a step in the right direction.

They need to remember to measure their progress forward, the benefits that they are receiving and the direction they are moving in. We acknowledge that making changes as part of a lifestyle care program can be challenging, if not stressful and, remind them once again that we are there for them every step of the way.

Included in this gift is a small bag of Epsom salts, to help them with their stress.

Step 4: Celebrating Change Letter

When a client reports they've made significant progress, beneficial change, or after the review when we acknowledge progress is made, we send the client a letter with some sparkling apple or grape juice.

We place a ribbon around the bottle, and let the client know that in order to maintain healthy interactions while we celebrate their successes, we have provided them a non-alcoholic alternative to wine in order to celebrate their success.

Step 5: The Testimonial Request Letter

At this point, the client has made significant progress, is feeling better as a result of the work that we have done with them, is feeling positive about us, the interaction with us and the care they are receiving.

This is the time to either talk to them in person or send a letter in regards to gaining testimonials about the care they have received and asking for any referrals or recommendations for people who they believe we can serve like we have served them.

Step 6: The Personalised Thank You Card

Once we have received a testimonial or a referral, send them a personalised thank you card. We acknowledge their recommendation, acknowledge their words and are gratified by them and let them know that we appreciate what it is that they say about us, the practice and the team, and their trusting us enough to recommend friends and family.

Step 7: The Gift Basket

As the client nears the end of their program, we send them a gift basket consisting of fruits, vegetables, health creams, natural toothpaste, etc., reminding them of the wonderful time we've had together with them within our care and appreciating them as people within our practice.

It is done the week prior to them attaining final review and is recognising their contribution to their own health and their value to us as a client.

Providing this within the last week prior to their end review and recommendation of care dramatically increases the likelihood of the client making further commitment based on the recommendation for ongoing care that you'll make.

This retention process, inspired by Al Williams is a profound and powerful way to maximise the adherence of your clients to your recommended care programs and their retention to the next level of recommend care.

OTHER LETTER AND GIFT IDEAS

- Personalised Fortune Cookies.
- Fantastic 50 — Quality, in-house designed shirt for those special clients who achieve the milestone of 50 consultations.
- The Magic 100 — Quality, in-house designed shirts for those special clients who achieve the milestone of 100 consultations.
- Special Guest Dinner — cater a special dinner at the practice for special clients at landmark times.

THE FINAL WORD ON RETENTION

Retention is one of the most significant factors that sustain a practice.

When clients become inactive or discontinue care, you are not only doing a disservice to them and their health, you are allowing the force of attrition to decrease the sustainability of your practice.

Serve them. Send them a letter. Keep in contact. A sample letter can be found in the *Marketing Alchemy Templates Manual*.

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

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