

PracticeBuilding SuccessSystem

Helping Health & Wellbeing Practitioners

Achieve Remarkable Business Results

The Step-by-Step Marketing System
to Help Grow Your Natural Therapy Business

Introduction

Table of Contents

Introduction	3
The Truth About Building A Successful Natural Therapy Business.....	4
The History of the Practice Building Success System	5
An Overview of the Practice Building Success System	7
How to Get the Most From the System	8
Critical Success Factors.....	9
Success Statement	11

Copyright © 2007 by Margaret Gill. All rights reserved.
This E-Book is part of the curriculum of Abundant Private Practices and is non-transferable. It may only be used if you have enrolled in a paid teleclass or seminar.

Introduction

Welcome to Abundant Private Practices and the Practice Building Success System!

Two things come to mind to say to you right away: **Thank You** and **Congratulations!**

I thank you for having the trust and confidence in me to help you grow your natural therapy business.

Moreover, I congratulate you for taking this step and dedicating yourself to growing your natural therapy business. I believe you were put on the earth to work with people. There are people out there who only YOU can work with. People who are "waiting" for you to reach out to them.

Growing a natural therapy business takes tremendous commitment, passion, desire, belief, focus and action. It takes a lot more than just being a great therapist. It requires that you have sales and marketing skills. It involves learning and implementing a practice-building system.

The Practice Building Success System gives you what you need. In this training program you will learn the proven step-by-step system to get clients and build a thriving natural therapy business. I am not kidding when I say that everything you need to know is right here. But YOU have to do the work.

In this Introduction I address:

- The truth about building a natural therapy business. (The facts nobody likes to talk about :-)
- What it really takes to build a successful natural therapy practice.
- The history of the Practice Building Success System.
- An overview of the System.
- Suggestions on how to maximise the benefits of the program.
- What to do if you experience problems.
- It's all about Action!

So, roll up your sleeves. Pour yourself a cup of herbal tea and start learning! Better yet, start studying and DOING!

Be Remarkable



Elizabeth Gill x x
😊

The Truth About Building A Successful Natural Therapy Business

Building a business, and a natural therapy business in particular, is not easy. There, I said it!

According to Michael Gerber, small business expert and renowned author of The E-myth (E standing for Entrepreneur):

- 1 million businesses are started in the USA each year.
- 40% of these businesses will fail within the first year.
- 80% will fail by Year 5.
- And only 4% will make it to Year 10!

Can you believe that? The statistics for the Southern Hemisphere are very similar. So, if 2,000 therapists start their business this year, only 80 will be around in 2013. The natural therapy business is thriving for the most part, due to the number of new practitioners entering the profession each year, not due to the success rate of their businesses!

I tell you this, not to be negative, but to be truthful. If building a business were easy, why the heck would anybody ever work for someone else? Why fill out timesheets, be constantly recording billable hours, report to a boss, attend meetings, do lots of paperwork and deal with corporate bureaucracy when you can work from home, have more free time, create your own schedule and work in clothes that are comfortable?

Because building a business is not easy, or everyone would do it!

Building a successful natural therapy business has more to do with your ability to sell and market yourself and your personal drive, commitment, passion and ability to overcome fear and failure than it does with being a good therapist!

This is what Michael Gerber's book is about. Being self-employed is the ultimate "myth" because the fact that you are a good "technician," (i.e.: a good therapist), does NOT mean that you will be a good entrepreneur and business owner! These are two completely different things!

I start off this way, because I feel it is my responsibility to be a "truth teller" AND I want you to know that you can do it! You are about to learn the proven, comprehensive, step-by-step system. Even Michael Gerber says that "the system is the solution." I show you exactly what to do. All you need to do is do is take the advised ACTIONS!

This system has worked for others and it will work for you if you take action and implement it!

The History of the Practice Building Success System

In early 2006, I purchased a license from Michael Charest of Business Growth Solutions, the founder of Coach and Grow R.I.C.H. (Rewarded, Inspired, Confident and Happy). The Coach and Grow R.I.C.H. system has been used throughout the world by thousands of coaches to help them successfully grow their business. When I did the Coach and Grow R.I.C.H. 90 Day Challenge a few years ago it occurred to me then how appropriate it would be to help holistic practitioners grow an abundant private practice.

At the time it was not possible to purchase the system. However, when Michael announced the sale of the first licenses, I was one of the first in the world to be granted a license. Michael is choosy whom he gives this material to. He only wants people in the licensee family who truly understand the system and are passionate about their niche. It took me 12 months to gather the somewhat substantial financial investment required to purchase this program. I was lucky enough to secure one of the last international licenses to convert the material to my preferred niche, which is helping holistic therapists and wellness practitioners grow their natural therapy business.

Natural therapists and coaches have a lot in common, that's why the system works so well for both niches. Both coaches and therapists work with passion, doing something they love. They often work alone and frequently lead from the heart when perhaps using their head could bring better results.

I call this market segment "soul-o-prenuers". They are entrepreneurs, soloprenuers and passionate people with a heap of soul all wrapped up in one big bundle. They have unique challenges because the outside world often seems harsh and difficult to negotiate. How do I know this, well I've walked both paths. These days I'm a business coach but I'm also a traditionally trained Reiki Master and still teach. I'm a corporate refugee and know how hard it was (and still is) to try to sell myself and set up and market a small business. I have a deep understanding of what makes soul-o-prenuers tick because I still lead from the heart more often than not.

In 2000 Coach & Grow R.I.C.H. Founder, Michael Charest, was selected among 116 applicants by Coach University founder, Thomas Leonard to manage Coach U's "Millennium Tour." Michael travelled with Thomas for 3 months and managed the Tour from home for 4 more months. The first day I met Michael our group of licensees sat watching the sunset on Redondo Beach in California as Michael told hysterically funny Thomas stories. During the Tour, Michael met over 1,000 coaches and spoke directly with over 300. He found that more than 80% of coaches were greatly struggling to build the size and scope of coaching practice that they desired.

Upon completion of the Tour, Michael worked diligently and re-filled his practice. He also created a system based on his efforts and those of other successful coaches, a program that could be easily implemented by others. The original program, later named Coach & Grow R.I.C.H., began in October 2000.

In October 2001 at the International Coach Federation Conference in Chicago, Michelle Schubnel (now C&GR President) approached Michael and "gently" told him that his program was "successful almost in spite of himself." (In perfect Michelle style. :-) At the time, there was no website, no workbooks, no recorded classes. Very little! Michelle brought a tremendous sense of organisation, structure, new material and cohesion to the program... including the C&GR Virtual U training that you are now experiencing. My license allows me to convert the system specifically for therapists but I'm sure a few coaches will find their way into my programs. If you are a coach you would be well rewarded if you join the Coach and Grow R.I.C.H. Virtual U which contains the coaching version of this material. To get the coach specific workbooks, which will look very similar to mine, you only need an additional investment of USD\$149 and a visit to Michelle's website www.coachandgrowrich.com

To date more than 500 coaches have benefited from learning the full Coach & Grow R.I.C.H. system. In addition, thousands of coaches have received value from learning a specific component of the program via a live presentation, teleclass or product.

I share this so you really get that this system works! Now it is time for the program to start to work for holistic practitioners in the Southern Hemisphere.

When it came time to name my programme, I wanted it to project the feeling that a successful practice is not just about money, it's about being abundant in all areas of your practice. I've also learnt over the years that it pays to be at the top of the columns when you are advertising or being listed. The word Abundant will either get me on top of a list or very near the top and the top is the best and only place to be! I struggled with the word "practice" because many state we shouldn't say we are "practicing": as it indicates we aren't yet competent at something. But another thing I've learnt in my time, is not to try and come up with clever new words that describe something the general public have been familiar with for years. The clearer your name is, the more chance you have of people understanding what you do. I don't just work with therapists in their business, I also want therapists to find balance in their personal life as well, so private practices are just as important as work practices, so that concept is also interwoven into the name.

So that's how Abundant Private Practices came about and that is exactly what I want you to build, abundant work and personal practices that will bring you much joy and fulfilment whilst being of service to the world.

I have converted the material with much love and joy knowing that it will benefit every therapist who comes in contact with this material. Then thousands more of their potential clients will know what it is to come to balance, heal their bodies and life a balanced life through natural therapies.

Together we really CAN change the world.

An Overview of the Practice Building Success System

I want to give you a "snapshot" of the Practice Building Success System so you can begin to "see and feel" how it all ties together.

The Practice Building Success System has sixteen modules. There is no right or wrong way to implement the system. Some go straight to the module they feel they need right now. However, the very best way to get the most value from the system is to start by reading the introduction (as you are doing right now). Then do the Business TuneUP which is module 16. You will probably score really low which is to be expected but it will give you an idea of where you are going. As you implement each module into your practice you may wish to go back and recalculate your score. This way it gives you a great idea of your progress as you read and then TAKE THE ACTIONS mentioned in the workbooks – note it doesn't say read then do nothing :-)

Modules in the Practice Building Success System

Build a Solid Foundation

- Week 1 The Critical Foundation: Decide, Dream, Believe
- Week 2 AttrACTION: What You Need to Think and Do

Learn the Core Marketing Essentials

- Week 3 Determine Your Who & What (Target Market & Niche)
- Week 4 Create Your How (Your Program for Your Business)
-

Client Conversion Made Easy

- Week 5 How to Set Your Fees
- Week 6 Master the Two for One Session
- Week 7 Overcome Objections and Close the Sale

Create an Effective Ongoing Marketing System

- Week 8 How To Create a Long-Term Marketing System
- Week 9 How To Use Speaking to Grow Your Business
- Week 10 How To Form Powerful Strategic Alliances
- Week 11 How To Conduct Effective Grassroots Marketing
- Week 12 How To Use Networking More Effectively
- Week 13 How To Use An Ezine to Grow Your Business
- Week 14 How To Get the Most from Your Website
- Week 15 How to Generate More Referrals
- Week 16 Your Business Tune Up

How to Get the Most from the System

To achieve the best results, I would recommend you read and re-read the program several times because I've been using it now for two years and still get insights from it after having most of it burnt on my brain doing teleclasses with Michael.

I recommend you learn the complete Practice Building Success System

This is a step-by-step system, with each class building on the previous steps. The most important thing to remember is that it is not a menu – you can't pick and choose the things you like the best and only do those – it is a complete system designed to work together in conjunction to form a completed jigsaw puzzle at the end.

The WHO & WHAT & HOW concepts need to be etched into your brain and implemented before you move onto the other topics.

You are expected to do the actions required in the workbooks. The actions are the key to your success. The more you do the exercises, the more success you will have.

Commit NOW!

Make a commitment to yourself RIGHT NOW to learn and implement the Practice Building Success System. This system only works if you do it! I recommend you block out time in your schedule each week to take notes, do the assignments and then take the necessary ACTIONS!

Create Your Binder

Use your binder as the roadmap to grow your natural therapy business. The system builds into a big binder so if you decide to print it out then get a 3 ring binder and get some dividers and use tabs to create sections for the workbooks of each class. It will give you a slick looking product you can go back to time and time again. You can of course take the environ option and use them from the screen.

Create Accountability

This is a self drive system and if you are anything like me, you don't do well without accountability. I would strongly recommend you create accountability with your coach or find a buddy to help you stay committed and in action.

Join my forum and talk with others who have done or are doing the program and work together to achieve your success.

Forum address: <http://wellbeingwinners.ning.com/>

Critical Success Factors

Here are the "Critical Success Factors" for using the Practice Building Success System to get more clients and build a successful, thriving natural therapy business:

- Do NOT read the material
- Make NO attempt to find a buddy
- If you do read the material, don't pay attention, don't take notes and don't do the assignments and NEVER take action.
- Absolutely do not implement any of the things recommended.
- And if you do take action, quit as soon as somebody says no or reacts in a way that is inconsistent with how you think they should!
- And by all means, don't hire a coach who has already been successful growing their practice following this system!

Of course I am being silly, but doesn't this just put into perspective what you need to do?

Take Persistent Consistent Actions

This system works when you do it! This system is proven. It works. If you take action and implement what I cover, and you are persistent and consistent in your action, and do not give up, you will have a thriving natural therapy business!

Make a Committed Decision Right NOW!

When you are ready, I want you to go to the last page of this workbook and complete the success statement.

Next, commit to read Module 1 Decide Believe Dream and then complete your future letter.

How your mindset is programmed will play a big part in your success. If you keep reading your future letter and taking the consistent persistent actions outlined in this program, you heighten your chances of achieving a successful practice.

Take the Actions

I'm know I'm starting to sound like a broken down record player but the reason most therapists fail is their inability to take action. Therapists are generally introverted, shy and hate marketing. Part of the reason most therapy businesses struggle is because therapists hate picking up the phone or doing anything that might remotely resemble marketing. How do I know? I was one of

those people. There is nothing I haven't done to avoid having a successful practice. However, when I got focused and committed things started to change.

As I have said, building a business is not easy. But it can and will be the most wonderful, exhilarating, beautiful thing!

You were put on this planet to work with people. There are people out there who are "waiting for you." It is your responsibility to get on out there and find them.

- TAKE ACTION!
- Do what I recommend in this program.
- Execute the strategies.
- Implement what you learn and email me with your success stories!

I would absolutely love to feature you on my website so you can inspire others to do the same!

Best wishes and may you have an Abundant Private Practice... in *all ways!*



Phone

03 5348 2552 or Intl +61 3 5348 2552

Postal Address

PO Box 574, Daylesford VIC, 3460, Australia

Email

yoursuccessis@abundant-private-practices.com

Websites

<http://www.margaretgill.com/>

&

www.abundant-private-practices.com

Success Statement

I, _____
right now commit to do the following to build my practice.

I will read ALL my materials

I will spend _____ minutes/hours/days completing my workbooks

I commit to spending _____ minutes/hours/days in marketing mode (making phone calls, beating the feet, meeting my target audience

I know I can be distracted by: _____

And I will overcome that by: _____

I am open and receptive to new thoughts and new ways of doing things.

I embrace the success that is coming my way and will no longer sabotage that success on any level.

I promise myself that will do what it takes to have a successful practice.

I am grateful for: _____

Signed: _____ Date: _____

Witnessed By: _____ Date: _____