

# PracticeBuilding SuccessSystem

Helping Health & Wellbeing Practitioners

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Achieve Remarkable Business Results

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

Step 02  
Learn the Core Marketing Essentials

Module 02B  
**How to Create Your “HOW”**

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## Introduction

Dear Therapist,

I am pleased to present an exciting and unique component of the Abundant Private Practices - Practice Building Success System. It is exciting because it plays a big role in the growth of your practice. Knowing and being able to articulate HOW you treat will help you in every phase of the practice building process.

One of the ways this component is unique is by challenging the conventional wisdom that says you can't explain what a particular therapy does you can only experience a therapy. Not only is it possible to explain what you do, it is absolutely imperative that you be able to do so in order to secure clients!

I hope that you have already read and completed the first module: Determine Your Who and What. Here is how these two classes fit together:

1. First you determine your WHO (who you treat) and your WHAT (the specific results, benefits or solutions your therapy provides).
2. Next you want to be able to articulate for a prospective client HOW you treat them. How you help them get the results and benefits they want. How you help them "solve" their "problems."

### In this class you will:

- Learn how to utilise your 'HOW' to attract more clients
- Explain your therapy so that people "get it" and want to learn more
- Use a simple, easy system to determine your How (Good news, it's already within you!)
- Maximize your 'How' to become a better therapist!
- Understand how to use your 'How' as a foundation for passive income

I can't wait for you to read and implement this into your practice-building and treatments. Do not let the simplicity of the concept fool you. This is incredibly important to the growth of your business.

May you have an Abundant Private Practice... ***in all ways!***

Be Remarkable



abz charge x x

## Overview

Have you ever heard of the book The Seven Habits of Highly Effective People by Stephen Covey? How about Suze Orman's The Nine Steps To Financial Freedom? Are you aware that Phil McGraw's book Life Strategies offers a ten-step blueprint for success? Cheryl Richardson offers a "Lifestyle Makeover" program. Even our own Thomas Leonard's The Portable Coach offers "28 Surefire Strategies" for success; otherwise know as the Attraction Programme.

The list goes on and on...

What do these books have in common that significantly contributes to their success? Well first off, I bet you have heard of them! They are wonderful, popular, best-selling books.

Second, notice that they all offer a **system for success**. They are assembled into a coherent, **easy-to-follow program**. They offer a plan, a structure, a specific process, a methodology. These books communicate to the reader exactly HOW they will get the results promised!

In order to fill your natural therapy practice it is absolutely imperative that you articulate for a prospective client HOW you can help them, such as these and countless other books do!

## Definition

I am known for my ability to speak in "street smart language." I spent nine years in a rock and roll band and sometimes my language even hits the gutter but it's basic and no nonsense. I don't use smart acronyms or language only a few in the know understand, that's why it's called your 'HOW'. Therefore, your "HOW" is articulating for a prospective client how you can help them, not how your treatment works. Specifically, your How is the process or system you use to help your clients achieve the specific results and benefits they want or to solve the problem they have!

In this class I show you how to define and articulate your Level I How. This is critical for building a successful natural therapy business and all therapists should be able to achieve this basic level.

The more advanced version of the HOW is having a therapy program. I call this Level II and it is when you take your methodology, give it a name and package it. Basically this stage becomes a license to print money. More on that later!

### ***Anti-Definition :-)***

Many therapists explain their treatment process by using phrases such as, "It's an energetic dance with you." Or, "I am intuitive." "I see what you are up to." "I sense your aura." "I hold a mirror to you and reflect back your true self."

Put yourself in the shoes of a prospective client, who is considering paying you \$300 per month, or \$100 per hour for a treatment. Do you think this is what they want to hear in order to be excited about hiring you? I think not!

To be blunt, this type of “touchy-feely” jargon is why many therapists are failing to fill their practice. They are not able to articulate HOW they do what they do.

You want your prospective clients to feel as though they are in good hands and to know that you know what you are doing. They want to know that you have a system or a process to your treatments. They must feel confident that you can help them and that the treatment process is not random.

I realise that this may seem contradictory to the fact that the treatment is about the client. Don't worry! It's still the client's agenda. And certainly from time-to-time your treatments will veer away from your structure. That's okay. But, you need to have a structure in order to get the client in the first place. The exact components of your HOW aren't nearly as important as having one and being able to articulate it in a clear and confident manner to the prospective client. The fact that you have one is what will increase your credibility and make people want to hire you!

## Benefits of Having Your HOW

There are many reasons to identify and articulate your HOW. Study these and ask yourself, “Do I agree? Are there more that I can come up with?” Don't just read these because they are here. Really *feel* the benefits so you can become excited about creating and utilising your How!

### More Two for One Sessions

Throughout the Abundant Private Practices - Practice Building Success System I say that the purpose of your marketing is to secure Two for One Sessions. You will secure more Two for One Sessions when you have defined and can clearly articulate your HOW. The reason? Credibility! Your credibility will rise dramatically when you can clearly and professionally explain to a prospective client how you help them achieve what it is that they want (i.e., your “What”).

During an informal survey during the Millennium Tour in 2000, Michael Charest, the founder of this programme interviewed about 100 coaches and asked the following three questions:

Who do you coach?

What do you coach them on?

How do you do that?

The answers, especially to the last question, were astonishing. Only 60% of the people could clearly and confidently answer who they coached (their target market). Of those 60 coaches, only half or 30 of the original 100 could succinctly, professionally and confidently answer what they coached these

people on, i.e., the specific results and benefits their clients could expect to receive if they were to hire them as a coach. Lastly, only 10% or ten people of the original 100 could answer how they helped their clients achieve these goals and objectives.

Well, I don't know about you, but I would find it difficult to invest up to \$200 per hour with someone who could not effectively communicate how they are going to help me achieve my goals.

### **Higher Two for One Sessions Conversion Rate (More Clients!)**

In the Master the Two for One Session class (Module 4B) I walk you through a very specific, step-by-step process for conducting Two for One Sessions in a structured, attractive, professional manner. The last step before asking for the business is articulating for the potential client how your treatment works. You explain your process for how you can help them and what they can expect during your treatment. This is very, very attractive when used in conjunction with the rest of the Two for One Session system and dramatically increases the number of people who will hire you. Explaining your methodology builds trust and confidence. They "get" how your treatment works and how your process will help them achieve the results they want.

### **More Effective Treatments**

In addition, your treatments will become more powerful and effective if you have a defined structure or methodology. So, not only does being able to articulate your HOW help you secure clients, it helps you serve and treat them better once they become clients.

Having a structure, a plan, a format, a system helps you keep your clients on track, focused, and energised toward accomplishing a healthier balanced life.

### **Foundation for Products and Services**

This is the real beauty! Your HOW is the foundation, the core, the platform for your whole company. As you further develop your HOW, it becomes:

- Newsletter Articles
- Teleclasses
- Workshops
- Presentations
- A Book (or several!)
- Audio Programs
- And More!

A perfect example is what you are reading right now. In the fall of 2000, Michael Charest created "The Business of Coaching." This was a 12 week business planning teleclass for coaches. Over time, the Business of Coaching evolved into Coach and Grow R.I.C.H., a comprehensive, step-by-step system for

building a successful coaching practice. C&GR has grown and evolved, and is now being customised by people like me for other service-based providers such as consultants, personal trainers, natural therapists and more.

The very workbook you are reading is a testament to the power of a HOW!

### **Increases Your Confidence**

Having a How helps you further craft your own personal philosophy. As you treat using your system, you gain more confidence, clarity and commitment about what you feel is most important in business and life.

I am a grand example of the confidence you get from being able to articulate a strong 'How'. These days all I have to say is "I help struggling natural therapists attract more clients and grow their practice". The usual response is "how do you do that?" My reply is to sign up for the free 90 Day Challenge or I give them a list of the classes in the Practice Building Success System. They look at the list and immediately understand the things they are struggling with, such as building a website or writing a newsletter and they are immediately interested. For years I struggled until I had the ability to do this.

## **How to Determine Your HOW**

Let's start off by explaining how to determine your HOW, i.e., your basic treatment process or methodology. The good news is, if you treat people, you already have your HOW within you! You are already using it! It's just that you may never have articulated it the way I teach or perhaps you aren't explaining it in a way that is most attractive to potential clients.

One of the best ways to determine your HOW is to identify the kinds of things you typically do with clients.

### ***Exercise***

1. What do you do with a client in the first session?
2. What do you do after that?
3. Then what do you do?
4. Then what do you do?
5. Keep answering "Then what do you do?" over and over until you can't think of any more things that you do with clients.
6. Next, make a list of the beliefs, themes or principles you use/share in your treatments.
7. Combine your list of activities with your list of beliefs and write a paragraph or two that describes your methodology in a clear, concise, linear fashion.

**Here is an example for a coach:**

First I help you clarify your dream or your vision. What exactly do you want in this area? If you are unsure, as many people are, I have a process to help you figure it out.

Next we uncover what is holding you back from having what you really want. We identify any fears, concerns or obstacles that may be in your way and devise strategies to overcome them.

Then we break your vision into six to eight bite-size manageable chunks called “Keys to Success.” When you focus on your Keys to Success you will quickly begin moving towards your dream.

From there, we create specific, measurable, goals and an action plan to achieve them.

Through our weekly calls, I help keep you accountable, focused and inspired to execute your plan. The difference between those who “have” and those who “have not” is the execution of a plan. Many people have great ideas. For success, you must ACT on them. I help you do that!

A massage therapist example might go something like:

First we sit down and have a discussion regarding your general health and you tell me where it hurts and what activities aggravates the pain

Then we will discuss ways you can use diet to help bring the body to balance and alleviate the pain

Then I will show you some exercises you can do between sessions to help free the area up.

We will schedule three weekly sessions where I will continue to work on the area until it has released.

Then we will schedule monthly sessions to ensure the problem will not recur due to built up stress and over work of the area.

This programme might be called something like “5 Steps to a Healthy Body” or if you were treating sports people perhaps “5 Steps to Avoid Painful Injury”

Do you notice how we are telling the client up front that they are going to be returning to you for a period of time, then scheduling your treatments into their on-going health programme.

One more thing about this example. This is a generic version of a HOW. Feel free to use it as a model when creating yours. The key however, is customising it so it is congruent with what *you* treat! For example, substitute what it is that you help your clients achieve for the words “goals” and “dreams.” The more you can relate your methodology to the specific results and benefits your clients want, the better!

## Treat Using Your HOW

Once you have outlined your therapy process, start using it as a framework for your treatments! It is important to note that I am not recommending you treat all your clients the same, or that you create the agenda for the client relationship. Rather, I recommend using the framework you just created. This will help you fine-tune your system and it will improve your treatments!

A great way to fine-tune your HOW is by making brief notes about your methodology during your treatments. Look at what you are already doing with clients and how they best respond to you. Clients love to talk about themselves, so building some consultative process into your treatments will help build relationships and return clients. There is nothing worse than going to a massage therapist who puts you on the table immediately and doesn't even ask where it's hurting or even if you have had a good day or not. Clients come to see you for many different reasons, find out what they want and design a programme around that.

I recommend dividing your notes into two sections. One section is for making notes during the session specific to the client, as you may already do. The other, is to make brief notes on what you are observing and learning. You will use these notes to further develop your process, your system and your methodology.

As an example, almost every client encountered some fear during some point of the treatment process. It could be as simple as not knowing where the loo is or are you going to make them take their clothes off.

Defining your 'How' may be a life-long process. It is so for Deepak Chopra, Tony Robbins, Wayne Dyer and Cheryl Richardson. It is natural for your HOW to be constantly evolving.

The key is to not let this paralyse you. TAKE ACTION NOW. Create your Level I HOW to the best of your ability and use it in the marketing of your treatments!

## Create a Therapy Program

There are two basic levels to the HOW. I have already described how to determine the most basic "Level I" HOW. Once you are comfortable with your Level I HOW, I urge you to consider creating your own Therapy Program.

People love and buy programs. We like a beginning, middle and end. We like structure. We like to be led. Even leaders like to be guided when learning something new.

Creating your Therapy Program caters to this desire. It allows you to reach far more people through products and services and to expand beyond 1-1 treatments. And, in essence, it is simply a more detailed extension of your basic HOW. Your Therapy Program will evolve based on your notes and observations

from treatments. The exciting thing about a Therapy Program is that it is the basis for product sales and passive income! Passive Income is money earned that you don't have to be present to generate. Things like CD's, DVD programmes, even just simple take home exercise programmes can be bundled up into a programme that someone can purchase and take away with them.

For example, you might create a detailed, step-by-step, three month treatment program to help couples considering being clients. You might create a specific, measurable process to help people improve their relationship with their spouse, then use some of your products to bring their body to balance. These programs would be specific, measurable and systematic, similar to the books mentioned above.

There is a woman here in Melbourne who created a fabulous programme for prospective Mum's. She had charts and vitamins and all sorts of things women could buy in the lead up to becoming pregnant. Once that is achieved, then she has a programme for them during and after pregnancy. One size certainly didn't fit all, so they had to come regularly to have treatments to ensure they were on track. The result was happy healthy babies, conceived in love and often delivered in non-dramatic situations and a healthy abundant practice for the practitioner. People love to buy systems and they seek them out. Your reading this is proof that systems work.

### **Use Your How in Your Ezine**

If you do not yet have a newsletter, I recommend you start thinking about developing one. (Module 3F: How to Create Your Ezine will give you more details.) In addition to being an excellent way to secure clients, your newsletter will force you to refine your How, as this is what you are writing about in your newsletter. The more you treat, think about, reflect upon, and now write about your system, the more confident you will become as a therapist, and the more credible and well known you will become with your target market.

As an example, here are ideas for newsletter articles that are often components in a general therapy methodology:

Bringing Balance to Your Body

How to Get a Pain Free Body

Overcoming Fear and Taking Action

The Importance of a Healthy Body

And of course, the more specific your WHO, WHAT and HOW are, the more specific your newsletter articles can be. And the more specific you are, the more effective you are. Here are some examples that are more specific:

Healthy Balance, Healthy Baby

How to integrate balance in your work day

Meditate your way to the job of your dreams

Surefire strategies to decrease stress and achieve peace of mind

How to improve your relationship with your spouse and children

### **Create Products and Services to Generate Passive Income**

Creating passive income is a hot topic. Everybody is talking about leveraging their time and “earning money while they sleep.” Well, the challenge is what is it that you create? What are people buying while you are sleeping? Very few people talk about that!

Do you now see that your Therapy Program is the foundation for all passive revenue?

Following is an example of how your Therapy Programme becomes passive income. This is an example only. It is not meant to imply that you must evolve through these steps in this order. It is meant to serve as a “progressive guide” so you see how it can happen. If I told you to go into a studio and create some tapes and CD's you might say “What, are you kidding, I am not ready for that!” But after this, you will see how it can be done.

It takes work, and it takes patience. But I challenge you to embrace what is possible. If you decide now that you want CD's within one year, you will look at everything you do from this point on in a whole new light!

### **Example of How to Start Creating Passive Revenue**

This process is called “Follow the Money”. You look where the money is going to come and your reverse engineer the process. So you start with the end in mind and perhaps start with a free product that builds to a money making product.

1. Begin with a monthly Ezine as noted above. After four to six Ezines, you can create a physical and/or electronic workbook or more commonly called an e-book. The workbook or e-book is essentially a “How To” guide on your WHAT. Each newsletter can become a chapter in your workbook.

As an example, this workbook you are now reading came from these principles (noted above); fine tuning the methodology, then writing newsletter articles, then creating a workbook.

2. Do you see how several workbooks or an in-depth workbook can be a book? Again, as an example, I could take each one of the workbooks in this programme and create an actual book. In fact I probably will do that!

3. Think about your favourite personal or business development tapes. Some of our favourite teachers are Tony Robbins, Brian Tracy and Deepak Chopra. Why couldn't you do this? You can! Once you have thought about, studied, treated on and written about your HOW, you could convert this knowledge to tape, CD, RealAudio, etc. It does take work, but it is probably easier than you think.

Of course there are other forms of products and services. These include, but are not limited to:

- Virtual training
- Teleclasses
- Seminars
- Speeches
- Group classes

Once you create your Therapy Program, the possibilities are endless! Your natural therapy business will take on a whole new dimension. It also means that every single dollar you earn doesn't have to come from your time. . A good HOW will help build a sustainable business as you remove the risk of burning out or injury by selling your own products. Now you own a business, not just a practice!

## Summary

It is truly amazing what can (and will) happen when you dedicate yourself to identifying your How and stay committed to fully developing your process. Your HOW literally becomes the foundation for your entire natural therapy business!

It is important in the beginning that your prospective clients know a little about how you are going to help them get the results they are looking for. There is a saying, "When you get right, the world gets right." This means that when YOU get clear on WHO you want to treat, WHAT you want to treat and HOW you treat, then you can market yourself to these people and attract clients who are perfect for you. Of course, the individual nuances of exactly how you treat each client will vary, but you must articulate a method in order to get them to buy.

I often hear that a person "buys" the therapist. I say people buy the therapist who has a program! Having a Therapy Program conveys professionalism, expertise and confidence. It communicates that you really care about the needs, wants and desires of your market, and that you have put thought and energy into helping them.

Finally, remember that your HOW is the foundation for products and passive revenue!

How exciting it will be for you to have tape programs, CD's, workbooks, a book or two, presentations, teleclasses and more! All of these come, in large part, from your HOW!

## Create *Your* HOW

Are you excited to define your HOW? I sure hope so! Use the worksheet below to get started!

### Questions to help you determine your HOW:

**The first thing I do with my clients is:**

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**Once we do that, I help them:**

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**Then we:**

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**Then we:**

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**Continue identifying the things you do with clients and list the rest here:**

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**Next, identify the beliefs or philosophies you incorporate into your natural therapy practice:**

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**Review everything you wrote above and write a paragraph or two as the first draft of your HOW:**

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### **Creating Your Therapy Program**

Once you have created your basic HOW, the easiest way to turn it into a Therapy Program is by giving it a name and a certain number of steps!

**Ideas I have for names of my Therapy Program:**

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**The steps of my Therapy Program are:**

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## Gratitude Sheets

This week I am grateful for:

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31.

32.

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34.

35.