

# 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 03  
Create Your Marketing System

Module 03A  
**The Marketing Train**

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## Introduction

Dear Therapist,

In order to build and maintain a full and thriving natural therapy practice, it is critical that you create and execute a marketing system. I call it the “Marketing Train.”

As a business owner, you will always need to engage in marketing. However, your marketing becomes a lot easier and more effective when you have a system, versus haphazardly doing a wide variety of unrelated marketing tactics.

This class is about how to create YOUR marketing system. I start off by explaining the Marketing Train and then outline some of the key benefits. I want you to understand how important this is and be excited about spending the time and discipline to create your Marketing Train.

Next I explain the four steps for creating an effective Marketing Train:

1. Target your Who and What.
2. Do “What Works” and “What Works for You.”
3. Focus on providing Value.
4. Take consistent, persistent Action!

The entire Abundant Private Practices, Practice Building Success System is about keeping things linear and simple. If you follow these four guidelines when creating your Marketing Train, you will get more clients and grow your natural therapy business.

Use this class to learn the key concepts for developing your marketing system and then choose one or two marketing strategies to focus on right now. If you are a new therapist, don't expect to have your entire Marketing Train up and running in a month. It takes time, but if you follow the guidelines here, and in the other classes in this module you, will be successful!

Good luck, have fun and let me know how things progress!

Be Remarkable



abz charge 😊

## What is a Marketing Train?

In The Abundant Private Practices Practice Building Success System I talk about the importance of being and acting like a “True Business Owner” in order to build a thriving natural therapy business. I also address the BIG difference between *doing* therapies and *marketing* therapies. Building a successful natural therapy business requires doing effective marketing.

Having a system for your marketing is the only way to be a successful marketer. You can't just do marketing when you feel like it or when you “need” clients. It needs to be an integral, ongoing, automatic part of your business.

Having a marketing system is the opposite of executing a hodge-podge array of marketing strategies, with little rhyme or reason that may or may not work. Rather, you want to create and execute a well thought-out and properly sequenced marketing system. It should be comprised of the marketing strategies “that work” to ultimately funnel prospective clients into Two for One Sessions.

Although it takes time up front to develop your marketing system, in the long run you will end up spending far less time and energy marketing. And, perhaps the best benefit of all, having a system makes marketing a heck of a lot less stressful!

To make it easy for you to develop an effective marketing system, I use the analogy of creating a “Marketing Train.” **The Marketing Train is your marketing system.**

There are three parts to the Marketing Train. Each part comprises a different type of marketing activity. All are important for building and maintaining a thriving practice.

1. **The Engine** (Your Active Marketing Strategies)
2. **The Cars** (Your Passive Marketing Strategies)
3. **The Guards Van** (Your Keep In Touch Strategy)

Below I describe the different parts of the Marketing Train and the types of marketing strategies that go in each part of the train.

### Engine: Active Marketing Strategies

Quite simply, the Engine of your Marketing Train is your active marketing. These are the things you do that enable you to reach out and connect with potential clients. How important is the Engine of a train? Can a train move forward without the engine? The answers are “Absolutely critical,” and “NO!” Like an engine, active marketing strategies drive your business. They pull you forward. They supply the power to your marketing. Your business goes nowhere without active marketing, just like a train goes nowhere without the engine!

An engine activity is ANYTHING that puts you directly in front of your target audience, or in front of someone else who has your target audience in their database.

So a good rule of thumb is: if you can take six steps forward and physically bang into a human being who is your ideal client or who has your ideal client, then you are doing an Engine Activity. The only exception to the “bang into them” rule is if you are working with a large established database that is made up of contacts who are 100% in your target market, preferably made up of people who have encountered you previously at a speaking event or via your newsletter.

Examples of Engine Activities:

- Speaking (talks, workshops, teleclasses)
- Forming powerful Strategic Alliances
- Leveraging your existing network (Grassroots Marketing)
- Networking (best when targeted!)

The lesson here is that you must wear out some shoe leather and shake some hands to get your practice full! Sitting at home does not fill your practice.

The Power of Engine Activities

Engine Activities are so powerful because they give you exposure. Do you agree that the more people you are exposed to, the bigger your practice will be? I know this sounds simple. But simple works!

If 200 people are aware of what Acupuncturist Fred does and 1,000 people are aware of what Acupuncturist Sally does, in general, who will have the bigger and more successful practice? Sally! Of course there are other factors, such as who is the better therapist, whose target market is more defined, fees, etc. But if all things are the same, the more people who are exposed to what you do, the more opportunity you will have to secure clients! Especially when you focus on gaining exposure with people in your target market!

Another reason why the Engine Activities work so well is because they are proactive. You have to DO them! Building a successful natural therapy business requires action.

I strongly recommend that you focus on doing one to two Engine Activities at any one time. You will be most effective and get the best results if you pick one or two Engine Activities and really focus on doing them well. (More on that in a bit!)

I recommend you speak to groups in your target market at least twice per month, visit at least two potential strategic alliance partners each week and be “seen” doing workshops or teleclasses at least once per month. Yes that is a lot but these are the types of numbers you need to be doing to increase the numbers of people coming through your doors.

Also, if you want more clients now, spend more time on your Engine Activities!

## **Cars: Passive Marketing Strategies**

The Cars of your Marketing Train are your passive marketing strategies.

You need and want Cars on your Marketing Train, however, these are NOT the things that in general, bring you business in and of themselves. Passive marketing strategies complement active marketing strategies. They do NOT take the place of active marketing. It is what you DO (actively) with your passive marketing that grows your business!

Both passive and active strategies are important. But your cars will go nowhere without an engine! If you are focused on getting more clients, don't spend too much time and energy on your passive marketing strategies, especially if it keeps you from doing your proactive Engine Activities! This is a "mistake" I see too many therapists make.

Examples of Cars (Passive Marketing Strategies):

- Brochure
- Logo, Letterhead
- Business Cards
- Website

Often when I talk to natural therapists who are building their business they talk about how much time they spend on marketing. When I ask exactly where their time is going I hear things like, "meeting with a designer to develop a logo, building a website, developing a brochure, etc."

Now, I don't want you to misunderstand me. Some of these things are important. For example, you need business cards. It's good to have a website. But if you are just starting out or are really focused on attracting new clients, don't spend the majority of your time designing a distinct logo, developing fancy business cards or creating high-end four-colour brochures.

These passive activities also invoke the perfectionist in all of us. The development of my first logo took over six months and ironically I no longer use that logo. My second logo took under four hours to develop from the time I gave the designer the brief, to the time I signed off the brief was minimal because I now understand that logo's don't bring me business. They are important to the overall look and feel of your business but what brings in the clients is their ability to know and love you. You can only achieve this if they get to encounter you at a personal level.

Getting clients is no different to making new friends. The occasional one will romp into your life and become a friend forever, however most friendships are nurtured through a "getting to know you" phase. Trust must be built up before someone will want to work with you long term.

By beginning with Active Marketing, you will garner interest, build demand, and see what is working and what is not. Then you will be well positioned to fine-tune and develop better, more powerful passive marketing strategies.

## The Guards Van: “Keep-In-Touch” System

The Guards Van is a critical part of your Marketing Train. Remember, the Marketing Train is your marketing system. The Guards Van is your “keep in touch” system so people don’t “fall” off your train!

Examples of Guards Van Strategies:

- Ezine/Electronic Newsletter
- Printed Newsletter
- Making regular follow-up phone calls
- Mailing periodic announcements

The Guards Van is important because many of the people you connect with through your active marketing strategies will not be ready to hire you as their therapist right when they first meet you. Some will! And the Abundant Private Practices, Practice Building Success System teaches you how to capitalise on the people you reach who have a high “Readiness Factor.” But, most people will not be ready to hire you right away.

Therefore, you absolutely **MUST** have a Guards Van Strategy that “keeps people on your train” so that you can provide value and build a relationship over time. This is called “permission marketing” or “relationship marketing.”

For now, let’s keep it simple. You need a Guards Van Strategy to “keep people on your train.” In general, the best Guards Van Strategy is having an electronic newsletter (also called an ezine). Note: If you are just starting out and haven’t figured out your Guards Van Strategy yet, don’t panic! You can collect names and emails for a few months, and then when you are ready, launch your Guards Van Strategy!

In fact building a database is critical to your ongoing success. Anyone who completes my program understand the following concept backwards.

### **He/She who dies with the biggest database wins!!**

If you have a strong database then you can begin your guards van activities and finally start to attract clients without having to be out in public so often.

My best advice is to start collecting names, addresses and email addresses immediately and always include a section on your intake or health assessment form that asks your client if they want to receive your free newsletter. When you are out speaking or whenever you encounter your target market, ensure you are getting permission from those people to put them on your database.

The image I want you to carry in your mind about your marketing train is a vision of a platform of people watching as your train rolls into the station. When you appear do you look like the Orient Express or do you look like a south bound freight train? I have seen the Orient Express sitting at Victoria Station in London and all I wanted to do was hop on that beautiful train and enjoy that journey. The purpose of this program is for you to create scenarios where you make it easy for people to want to hop on your marketing train and journey with you.

## Benefits of Building a Marketing Train

You will enjoy many, many benefits when you create your Marketing Train. After reading this section, take a couple of minutes and think about how your business would look if you had your marketing system in place and were enjoying the benefits right now. When you connect with WHY you want something, it makes it a lot easier to do the work to make it happen!

### Marketing Becomes Automatic, Natural and Fun

Recently, a fairly successful therapist lamented to me the following, “Is this all there is? I am tired of marketing, marketing, marketing. Am I going to spend the rest of my career focused mostly on marketing, always searching for the next client? I am sick of these “onesies, twosies... Get a client, lose a client, get two more, lose three. When does this end?”

I call this the “hamster on a wheel” syndrome. If you do not create an effective, essentially automatic Marketing Train, you will always feel like a hamster on a wheel... constantly running and getting nowhere.

When you build a Marketing Train you will no longer wonder if you are doing the right thing. The stress disappears. The system works. You allocate time in your schedule to implement your system and you can pretty much bank on the results. A marketing system does not negate the need for marketing, but it drastically decreases your mental anguish, time and uncertainty, making your marketing more natural, automatic and fun.

### Ability to Measure, Fine-Tune and Duplicate What Works

Once you create and execute your marketing system, you need to measure the results. What worked well? What can be improved? You can then make minor adjustments and improvements, as well as capitalise on what is really working well. Measuring, fine-tuning and repeating is where the magic happens in marketing! If you do not have a step-by-step system, you can not measure, fine-tune and repeat. This is key for maximum results!

Note: If you are not getting the results you want and you need support in this area I offer group and individual coaching to help you implement the Abundant Private Practices, Practice Building Success System as quickly, easily and effectively as possible.

Often we keep pushing ahead trying to get things working for ourselves but often you just haven't been given the right information to get things happening quickly. It is also difficult to stay motivated and to keep on track. I know my poor friends took a beating when I first started out having to listen to me go on and on about how hard it was. Working with a trained practice-building coach will help you fine-tune your efforts and maximise your results. Please visit <http://www.abundant-private-practices.com/> for more details.

## **Decrease Your Time Marketing**

As mentioned above, when you have a marketing system, you dramatically reduce the amount of time you spend thinking (and stressing) about marketing.

Once you have your Marketing Train, you can focus on execution, measurement and repetition. No more wondering if you are doing the right thing and always trying to create and execute new strategies. You simply repeat the system and reap the rewards of a concentrated, focused, professional marketing system.

Having a system also saves tremendous time in the execution phase. When your Marketing Train is up and running, implementing your strategies becomes a lot easier, almost to the point of effortless. Let's say, for example, that you use teleclasses as one of your two Engine Activities. Once you have conducted 8, 10 or 12 teleclasses, you will become very proficient. You will not need to prepare nearly as long. All you will have to do is fine-tune, try new things within the teleclass and measure the results!

## **Maintain a Steady Stream of Prospects**

When you create a Marketing Train you are developing a method by which you are exposed to a steady flow of potential clients as effortlessly as possible.

There will always be attrition (clients leaving), so you want to be able to “pull the lever” and funnel new clients into your practice, virtually at will. This is simply impossible if you do not have a system. With a well executed system, you can duplicate it and expect essentially the same or similar results every time.

## **How to Create Your Marketing Train**

### **Step 1 - Target Your Who & What**

Virtually every component of the Abundant Private Practices, Practice Building Success System starts with this step! In order to create an effective Marketing Train you need to identify WHO you treat and WHAT you do for these people. The more specific the better!

The goal of your Marketing Train is to actively reach out to the people who want and need what your therapy provides. This is critical for making your marketing as targeted as possible. It enables you to form the right alliances, focus your networking, speak to the right groups, develop an informative newsletter on the right topic, etc.

Your marketing is targeted when you reach out to the people who want the result or benefit that your therapy provides or who have the “problem” that your therapy can “solve.”

This is very different from thinking that everyone is a potential client and prospecting each person you meet.

## Step 2 - Do What Works & What Works for You

When choosing the marketing strategies that will comprise your Marketing Train, you want to focus on what works and what works for you. Here's what I mean by that!

### ***What Works***

Marketing works when one of two things happen:

Potential clients sign up for a Two for One Assessment Consultation. (This is the ultimate goal of all your marketing!)

Potential clients give you "permission" to keep in touch with them. (This will allow you to build a relationship over time. Then, when they have a high enough "Readiness Factor" and you offer a Two for One session they sign up!)

There are literally dozens and dozens of marketing strategies from which to choose. The ones that work best are those that:

Allow people to experience you. For example by:

- Speaking (presentations, workshops, teleclasses)
- Networking (targeted to your Who and What)
- In Person Meetings
- Writing (articles, newsletter)

Enable you to be referred by someone who has experienced you.

- Current Clients
- Strategic Alliances
- Leads Group (such as BNI)
- Your Existing Network (Grassroots Marketing)

### ***What Works for You***

Above I have defined and listed examples of the marketing activities that work best. However, they only work if you DO them and you do them well! When choosing the strategies for your Marketing Train you must balance what works, with what works *for you*. For example, if you are not a good public speaker and have no interest in improving that skill, it wouldn't be a good activity for you to choose!

The things that 'work for you' should be things:

- You enjoy doing.
- You are good at (or can learn to be good at).
- That you will actually do!

However, I would encourage you to try everything at least once because you may find, like I did, that you really enjoy speaking and being on a stage, which will lead to many new opportunities for you to market in a way that you love.

### Step 3 – Focus on Giving Value

Don't think of marketing as selling; instead, think of marketing as a way to connect, inform, share your expertise and give value. Do not feel as though you have to sell to get clients. Selling doesn't work. Giving value does!

For example, is it easier to:

- |                     |    |                        |
|---------------------|----|------------------------|
| Offer a Two for One | or | Get a client ?         |
| Give something away | or | Charge for something ? |
| Treat               | or | Sell ?                 |
| Provide value       | or | Describe value ?       |

Obviously it is a lot easier to do the former things! So, let's talk about ways to focus on giving value when implementing the different parts of your Marketing Train.

### Engine – Active Marketing Strategies

Sample Engine Activities: Grassroots Marketing/Speaking

Let's say you are a Kinesiologist who helps busy, successful professionals balance and bring less stress into their lives. You have chosen Grassroots Marketing and Speaking as your two Engine Activities of your Marketing Train.

Here are some ways you can give value when implementing these strategies:

#### Grassroots Marketing

1. Develop a "How Stressed Are YOU Right Now?" quiz and include it with your Grassroots Marketing Letter.
2. Invite people to attend a free teleclass on "Three Simple Ways to Feel Less Stressed Every Day."
3. Include an article about stress and its effects on busy professionals with your Grassroots Marketing Letter.

#### Speaking

1. Assuming that you deliver an informative talk, the speaking itself is of great value!
2. Give the audience a valuable take-away, such as an article, checklist, assessment, etc.
3. Give away a treatment as a raffle prize, ensuring you get the participants permission to put them on your mailing list.
4. Offer a Two for One Assessment Consultation at the end of your talk.

As a minimum you will have left a lasting impression of a very generous person whom they will want to speak with at the end of the talk.

## **Guards Van – Keep In Touch Strategy**

Sample Guards Van Strategy: Electronic Newsletter

For your Guards Van I recommend writing an electronic newsletter (Ezine). I go into much more detail about this in the class on Ezines, but the short version is that your electronic newsletter must provide value!

Do you see from these examples how fun and easy it is to focus on providing value with your marketing? The more you focus on giving value, the more successful you will be!

### **Step 4 - Take Consistent, Persistent Action**

Do you know the children's story about "The Little Train that Could?" This is a story about a train that kept chugging and moving forward despite obstacles. The Little Train That Could never gave up and ultimately succeeded! When building and implementing your Marketing Train, you need to be the "Little Train That Could!"

It takes time to build a successful Marketing Train. And, the more you "drive that train," the more successful you will be. Think about it. When you implement your Engine Activities you will find people who are ready to hire you right now. Furthermore, you are also planting lots and lots of seeds that can grow into clients in the future. Do whatever it takes to keep your train rolling!

As long as the train is moving you'll get clients now and plant seeds to get clients in the future. The "speed" of your train and the number of times you take it out on the tracks determines the number of clients you get. Then it becomes a numbers game! Want clients? Speed up your Marketing Train! Specifically, focus on your Engine Activities!

### ***How Should You Spend Your Time?***

Let's say you just quit your full-time job and are now working 40 hours/week building your natural therapy practice. Let's assume that you already have three clients and that your "full practice" goal is to have 15 clients. You would like to reach that "full practice" goal in six to nine months.

Let's also assume that you have already done Module 1 and 2 of the Abundant Private Practices, Practice Building Success System. So you've made that committed decision, built your belief and have a vivid and inspiring vision for your natural therapy practice and life. You've also identified your Who, What and How.

If I were your coach I would recommend that you spend 70-80% of your time on your Engine Activities. Then, as soon as your Marketing Train is rolling & you have at least one person on your database, I recommend you launch an Ezine.

Obviously you need to determine the best way for you to create and implement your Marketing Train. To maximise your results I recommend that you work with a coach for at least three months to help you create and implement your specific plan.

## Summary

As you know, at Abundant Private Practices, I like to keep things simple, linear and “street smart.” Those that know me would tell you one of my favourite sayings is “well it’s not rocket science”. None of this needs to be rocket science. Thus, the reason for words like Who, What, How; and metaphors like “Marketing Train!”

Can you tell that I love the Marketing Train analogy? I know it may seem a little goofy, but it works! And it really can be *that* simple...

1. TAKE ACTION, focus on your Engine Activities and reach out to people in a proactive, systematic, attractive way.
2. Add people to your database and GIVE VALUE at every opportunity.
3. Funnel people into Two for One Sessions and conduct those in a professional, structured way.
4. Overcome objections and close the sale!

If you follow these guidelines, as well as those in the other modules of the Abundant Private Practices Practice Building Success System, marketing will become an automatic part of your business. It will become a lot more fun and you will get good at it! When this happens marketing works!

Keep me posted on your success stories. I love to hear from you.

May you have an Abundant Private Practice in all ways!



Ensure you are an Orient Express..... and not a South Bound Freight Train!!

## Create Your Marketing Train

Are you excited to build your Marketing Train? I hope so! Use the worksheet below to get started!

**The reasons why I am excited about building my Marketing Train are:**

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**The 1-3 Engine Strategies that I am going to use in my Marketing Train are:**

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**The Guards Van Strategy that I am going to use in my Marketing Train is:**

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**Some of the ways I can give value when I do my marketing are:**

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**The support systems I have in place to help me be “The Little Train That Could” are:**

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**My next steps are:**

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## Gratitude Sheets

This week I am grateful for:

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63.