

# 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

Module 16

**Business Tune UP**

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## Introduction

Dear Therapist,

The final class in The Full Practice Building System is a little different to the rest. We are going to do an interactive exercise together to see how much of the program you have implemented over the 16 weeks and look at what needs to be done in the following weeks/months/years to ensure you get the most benefit from the system.

You see, just like any other system, The Full Practice Building System will be most effective when all of its components have been fine-tuned and are working together. Examples of these components include:

- Your Decision, Belief & Vision/Dream
- Target Market (Who) & Niche (What)
- Two for One Session: schedule, sign-up sheet for talks, email confirmation with fieldwork questions, notes on handling objections, and outline of the call or QRG (Quick Reference Guide, never to be called a “cheat sheet”)
- Menu of Services and Fees with Three-Tier Pricing Structure
- Long-Term Marketing System/“Marketing Train”

When some of the components of The Full Practice Building System are missing or not working at peak capacity, you will not achieve optimal results from your business-building activities. This can manifest itself in several ways- depending on what components need fine-tuning:

- Lack of focus, motivation, or confidence
- Declining numbers of two for one sessions
- A Low client enrolment/conversion rate
- Fewer new opportunities & clients
- Fewer clients referrals
- Fewer strategic alliance referrals

These are all signs that it's time to fine-tune your business-building system. *The Full Practice Building System Business Tune- UP* has been designed to help you do just that. It will give you a reading on what you need to do in order to make the most of your business-building system and get you on track to have a consistently full practice.

I recommend that you save a blank copy in your computer now and print out a copy to work with now. To keep your system operating at its maximum level of effectiveness, it's important to get into the habit of giving it regular tune-ups. That's why I also encourage you to do *The Full Practice Building System Business Tune-UP* on a regular basis. An excellent time to schedule it is at the end of each quarter of the business year or at the change of each season.

### Instructions

This week's workbook is a series of questions about each of the components of your business-building system. Please set aside some time to answer them. To avoid overwhelm, work on one section at a time and then take a break. If the components in a particular section are working well, congratulate yourself.

If you find that you need to do a little fine-tuning, don't get down on yourself! Later on, with the help of your coach, all you will need to do is refer to the materials from the Full Practice Building System and make the necessary adjustments.

So pour yourself a cup or glass of your favourite beverage, print out the score sheet on the next page and start answering the questions honestly so you can figure out where you can celebrate and where you can improve!

Don't forget to focus on the opportunity aspect of the exercise and not make it a "beat up on myself" fest!!!

### Be Remarkable



abz change x x

Very special thanks go to Eileen Redden in New York City who put the Business Tune Up together and who so graciously allowed others in our program to use the material as we see fit. Eileen is a shining star and a glowing example to us all of the magic that can happen when you release fear and learn to give unconditionally to others.



Like Michael likes to say YOU ROCK EILEEN!!



## Score Sheet

3 Points = Yes

2 Points = Needs Fine Tunings

1 Point = No – see you even get a point if you haven't done it!

| Question #            | Section 1 | Section 2 | Section 3 | Section 4 | Section 5 | Total |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-------|
| 1                     |           |           |           |           |           |       |
| 2                     |           |           |           |           |           |       |
| 3                     |           |           |           |           |           |       |
| 4                     |           |           |           |           |           |       |
| 5                     |           |           |           |           |           |       |
| 6                     |           |           |           |           |           |       |
| 7                     |           |           |           |           |           |       |
| 8                     |           |           |           |           |           |       |
| 9                     |           |           |           |           |           |       |
| 10                    |           |           |           |           |           |       |
| <b>My Total</b>       |           |           |           |           |           |       |
| <b>Possible Total</b> | 29        | 18        | 12        | 18        | 27        | 104   |

My Total divided by Possible Total = \_\_\_\_\_% Percentage complete

**Notes to self**

## Section 1:

### The Foundation: Your Decision, Belief & Vision/Dream

1. Have you made a conscious, committed *decision* to build a successful business?

- Yes     It needs fine-tuning     No/I need to do this

2. Did you put your decision in writing by creating a *Decision Statement*?

- Yes     It needs fine-tuning     No/I need to do this

3. Is your Decision Statement clear, concise, memorable, and inspiring?

- Yes     It needs fine-tuning     No/I need to do this

4. Have you identified and written down all the reasons *why* you want to have a successful business, so that you can build your *commitment* to that decision?

- Yes     It needs fine-tuning     No/I need to do this

5. Did you write a *Belief Narrative* that lists all the reasons why you believe you will succeed in your business?

- Yes     It needs fine-tuning     No/I need to do this

6. Do you have a written *Belief Statement* that expresses the strong feeling of confidence you experienced when you wrote your Belief Narrative?

- Yes     It needs fine-tuning     No/I need to do this

7. Do you have a clear and compelling *Vision/Dream* of what you want your life and business to look like?

- Yes     It needs fine-tuning     No/I need to do this

8. Have you found ways of *connecting* with your Decision, Belief, and Vision/Dream on a *daily* basis? For example, reading it, listening to a recording of it, etc.

- Yes     It needs fine-tuning     No/I need to do this

9. Do you *fine-tune/update* your Vision/Dream on a regular basis, so that it reflects your growth as a person and a business owner?

- Yes     No/I need to do this

10. Are you actively using the *Law of Attraction* to achieve your Vision for your business and your life?

- Yes     My approach needs fine-tuning     No/I need to do this

In order to fine-tune the components in this section, please refer to the following materials in the Full Practice Building System:

***Module 1: Build A Solid Foundation:***

Class 1A: The Critical Foundation: Decide, Dream, Believe

Class 1B: AttrACTION: What You Need to Think and Do

***Notes to self***

## Section 2:

### The Core Marketing Essentials: Your Who (Target Market), What (Niche) & How (Methodology)

11. Do you have a *Who/What (Target Market & Niche) Statement* that you feel excited about and confident sharing with prospective clients and referral sources.

- Yes     It needs fine-tuning     No/I need to do this

12. Do you have a *Level 1: How Statement* -or a methodology that explains *how* you help your clients achieve the specific results or benefits they want, or solve the problem they have?

- Yes     It needs fine-tuning     No/I need to do this

13. Is your Level 1 How *clear, concise, concrete (no industry jargon), and linear (step-by-step)*?

- Yes     It needs fine-tuning     No/I need to work on this

14. Do you have a *Bio or Brochure that includes your Who/What & How (Level 1)*?

- Yes     It needs fine-tuning     No/I need to do this

15. Are you using your How to create *other products and services* for your clients such as newsletter articles, teleclasses, workshops, audio programs, etc.?

- Yes     These things need fine-tuning     No/I need to do this

16. Do you have a fully developed *Level 2: How or Program*?

- Yes     It needs fine-tuning     No/I need to do this

In order to fine-tune the components in this section, please refer to the following materials in the Full Practice Building System:

***Module 2: Learn the Core Marketing Essentials:***

Class 2A: Determine Your Who & What (Target Market & Niche) (Workbook)

Class 2B: Create Your How (Your Program) (Workbook)

***Notes to self***

## Section 3:

### Your Menu of Services & Fees

17. Do you have a *Menu* of services and fees?

- Yes     It needs fine-tuning     No/I need to do this

18. Does your menu include the *Three-tier Pricing Structure* recommended by the Full Practice Building System?

- Yes     It needs fine-tuning     No/I need to do this

19. Do you know how to use this pricing structure to *discuss your fees* with prospective clients?

- Yes     It needs fine-tuning     No/I need to do this

In order to fine-tune the components in this section, please refer to the following materials in the Full Practice Building System:

Module 4: Client Conversion Made Easy:

Class 4A: How to Set Your Fees

***Notes to self***

## Section 4:

### Your Two for One Offer or Complimentary Offer

20. Have you blocked out designated times in your diary to do 2-4-1 Sessions?

- Yes    It needs fine-tuning    No/I need to do this

21. Do you have a *2-4-1 Sign-up Sheet*, so that people can schedule Sessions when you have a speaking engagement?

- Yes    It needs fine-tuning    No/I need to do this

22. Do you have a *2-4-1 Session Confirmation Email* that is ready to send out after you set up a 2-4-1 or Complimentary Sessions with a prospective client?

- Yes    It needs fine-tuning    No/I need to do this

23. Are the *Homework/fieldwork Questions* for your 2-4-1 or Complimentary Sessions *customised* to your Who (target market)?

- Yes    It needs fine-tuning    No/I need to do this

24. Have you made up *Written Notes re: Addressing and Overcoming Objections* that come up during 2-4-1 or Complimentary Sessions?

- Yes    They need fine-tuning    No/I need to do this

25. Do you have an *outline of the call* or "*Cheat Sheet*" to use as a guide for conducting your Comp Sessions?

- Yes    It needs fine-tuning    No/I need to do this

26. Is your *Welcome Package* including: treatment agreement, client health questionnaire, treatment overview, credit card authorisation, health form, and cover letter all set up and ready to send out to your new clients?

- Yes    It needs fine-tuning    No/I need to do

In order to fine-tune the components in this section, please refer to the following materials in the Full Practice Building System:

Module 4: Client Conversion Made Easy:

Class 4B: Master the Complimentary Session

Class 4C: Overcome Objections & Close the Sale

***Notes to self***

## Section 5:

### Your Long-Term Marketing System

27. Do you have a “*Marketing Train*” – or long-term marketing system that targets your Who (Target Market) and What (Niche)?

- Yes    It needs fine-tuning    No/I need to do this

28. Are your marketing strategies and activities based on *what has been proven to work and what you enjoy doing*?

- Yes    They need fine-tuning    No/I need to do this

29. Is your marketing system based on *giving value vs. selling*?

- Yes    It needs fine-tuning    No/I need to do this

30. Have you created a newsletter or ezine that keeps you in contact with your WHO/target market at least once per quarter?

- Yes    My approach needs fine-tuning    No/I need to do this

31. Have you formed at least one new strategic alliance this quarter?

- Yes    My approach needs fine-tuning    No/I need to do this

32. Do you conduct at least two speaking engagements or public appearances per month?

- Yes    My approach needs fine-tuning    No/I need to do this

33. Have you done at least one form of grass roots marketing this quarter?

- Yes    My approach needs fine-tuning    No/I need to do this

34. Do you have a website that has been updated this quarter?

- Yes    It needs fine-tuning    No/I need to do this

35. Are you taking *consistent and persistent actions* to build your business?

- Yes    My approach needs fine-tuning    No/I need to do this

In order to fine-tune the components in this section, please refer to the following materials in the Full Practice Building System:

### Module 3: Create an Effective Ongoing Marketing System

- Class 3A: How to Create a Long-Term Marketing System
- Class 3B: How to Use Speaking to Grow Your Business
- Class 3C: How to Form Powerful Strategic Alliances
- Class 3D: How to Conduct Effective Grassroots Marketing
- Class 3E: How to Use Networking More Effectively
- Class 3F: How to Use An Ezine to Grow Your Business
- Class 3G: How to Get the Most from Your Website
- Class 3H: How to Generate More Referrals

### ***Notes to self***



## Plan Your On-going Strategy

Ideally you got full marks and don't need to do another thing but in reality we can always be tweaking our business to allow growth and new energy to come into our practice. Use the following pages to plan out your next steps toward a positive future.

**The main goals I want to accomplish in the next three months are:**

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**What will happen and how will I feel when I have accomplished these goals:**

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**What will happen and how will I feel if I do NOT accomplish these goals:**

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