

Remarkable Business Solutions

the ultimate practice marketing success system

Build a Solid Foundation

- **Week 1 The Critical Foundation: Decide, Dream, Believe**
 1. Making a Committed Decision to do what it takes to have a successful private practice
 2. Believing you can do it
 3. Having a vision
- **Week 2 AttrACTION: What You Need to Think and Do**
 1. Working with the Law of Attraction
 2. Creating with the mind
 3. Creating a vivid vision
 4. Tapping into many of the belief systems therapists have and allowing them to see how they can use these beliefs to build their business

Learn the Core Marketing Essentials

- **Week 3 Determine Your Who & What (Target Market & Niche)**
 1. The Core of the Program
 2. Overcoming the concepts most therapists struggle with around niche marketing
 3. Who you are going to work with
 4. What you are going to do for them - features vs benefits
- **Week 4 Create Your How (Your Program for Your Business)**
 1. How you work
 2. Learning to explain how you can help your client
 3. Creating systems for success – easy to follow programs
 4. Creating structure around what you do
 5. Creating Tapes, CD's, DVD's, Newsletters, Workshops

Create an Effective Ongoing Marketing System

Learning to embrace marketing

- **Week 5 How To Create a Long-Term Marketing System**
 1. The Marketing Train
 2. Identifying the right actions to get in front of potential clients

- **Week 6 How To Use Speaking to Grow Your Business**
 1. The action occurs at the front of the room
 2. Learn how to influence a lot of people at one time

- **Week 7 How To Form Powerful Strategic Alliances**
 1. Learn how other people can send you clients
 2. Reciprocate referrals and watch your practice grow effortlessly

- **Week 8 How To Conduct Effective Grassroots Marketing**
 1. How to make a small marketing budget go a long way
 2. Guerilla tactics to get momentum and fast results at low cost
 3. Who to target your grass roots marketing to
 4. Help could be very close at hand, all we need do is ask

- **Week 9 How To Use Networking More Effectively**
 1. Identify where we can most effectively use our networking time
 2. Locate non traditional networks
 3. Look at where the target market hangs out and go there

- **Week 10 How To Use An Ezine to Grow Your Business**
 1. How to get an online newsletter started
 2. Building databases
 3. Resources for getting the ezine or electronic newsletter launched

- **Week 11 How To Get the Most from Your Website**
 1. Creating a functional website
 2. Things to do and things not to do on a website
 3. De-mystifying the jargon and terminology

- **Week 12 How To Generate More Referrals**

Client Conversion Made Easy

- **Week 13 How to Set Your Fees**
 1. Self Esteem
 2. Being comfortable with your fees

- **Week 14 Master the Two for One Session**
 1. Getting prospects in the door
 2. Getting your prospects to come back
 3. Getting your new found clients to refer you to others
 4. Conversion rates

- **Week 15 Overcome Objections and Close the Sale**
 1. Learn to say the big bad 'S' word
 2. Get comfortable asking for the business

- **Week 16 Your Business Tune Up**
 1. Rank where you are now and where you need to go next

Abundant Private Practices

Helping you succeed in your natural therapy business