

How to Outperform Yourself: Taking Your Practice to the Next Level

BY JACQUAELINE

Now you're a healing practitioner. You continue to invest your time and money for workshops, books and conferences that offer continued education to be the best that you can be. Let's say you are really good at what you do, and, you're dedicated to getting better all the time. The questions remains, how do you make more money without compromising your ethics and changing your style of giving caring service.

You heart's in the right place to be successful on all levels. Here is a brief overview of some of my work that may help you and your business grow. The first segment gives you areas that are critical to success. Then the second segment here gives you my marketing "Baker's Dozen" in which I've shared with you some secrets to success that work. These are simple, practical things you can do to take your practice; your business to the next level of success. When you go to that next level, you in fact will be serving more people and reaping the rewards. You deserve it.

FIRST – SEVEN STEPS TO OUTPERFORM YOURSELF

1) Clarify Your Vision, Mission, Purpose

What would the world look like when that vision happens?

eg. –A world with self-empowered people living in harmony with creative expression.
(You fill in your answer.)

2) Prioritize Short/ Medium/ Long Term Goals

A definition of a goal: Something achievable, believable, and measurable (how much by when?)

eg. – Everyone Has Enough Time Energy & Money to do anything that is a priority.....

Goals... more than enough.

Goals support your Vision.

Daily, Weekly, Monthly, Semi Annual, Yearly.

3) The Inner Game

Set your day in motion from the in side out – do this for your goals too.

Meditation/ Visualization/ Concentration/
Prayer

4) Commitment

Consistency

Golden Rule - Do What You Say

(Success Formula) ordinary/ extraordinary.

Be Consistent.....little by little - the little engine who could....etc.

One apple a day.....

(Instructors, set dates for classes at least 1 year in advance – you can always change the date. Let people know you're there for the long run.)

5) Breakthrough Fear

First Identify what those fears are? Think through the energetic opposite or solution. Focus on that.

6) Support Team Work

Identify who is on your team (not always your friends and family).

Identify and distinguish -

A) Who do you need to increase or create more time with?

Who inspires you.....read their books, tapes, schedule this time in your calendar.

B) Universe Rewards Action – keep stretching and growing

7) Keep Stretching

How much time do you WANT to put in to growing?

Role Models – people you want to immitate, emmulate, match and surpass.

Books – make a list and keep adding to it.

Tapes – use your drive time as productive learning time.

Book Suggestions:

Think & Grow Rich by N. Hill

Future Diary by Mark Victor Hansen

E-Myth by M. Gerber

EXPANDING YOUR HEALTH CARE BUSINESS - JQ's "BAKERS DOZEN"©

Health care practitioners today spend a lot of time and money in 'being the best you can be'. You go to seminars, keep up with new techniques, trends, nutrition, research and you give, give, give.

A few practitioners 'luck' into a groove where clients just come. Referrals happen, and business explodes and supports that person nicely.

If you are finding that you could use a few more clients, a few more students each month, a few more referrals and return clients....and you feel your work is good...then please read on. If you would like to boost your income by \$300, \$1,000, \$3,000 per month, (or more) read on and make a plan to implement the "Bakers Dozen". It's a recipe for success.

People need your services. You probably think that too. So, how do you share that fact with others and get paid to do the work you love?

Other than finding an 'angle' marketer, or promoter, you need to become *proactive in marketing*. Here are a few 'pain-free' quick tips that can help you earn more money - when you put them into practice.

1) Business Cards - list products and services, add your photo to your card for that 'personal' touch - people will remember who you are when they look at the card!

2) Use Voice Mail as a marketing tool - leave a brief service message. Example: "Thank you for calling Jane Doe's office, the place where you walk out feeling better than you came in. Jane's not available for the phone now but please leave a message....." Example: "You've reached JacQuaeline and Dynamic Systems Int'l., producers of "Visionaries In Business" radio talk-show where we show you how to make your dreams come true... leave your name & number....."

3) Start a Focus/Support Group on "how to" improve or market your business. Perhaps a breakfast meeting twice a month? All successful people participate in Master Mind groups. This can be done on the phone with other practitioners or colleagues as well.

4) Client Follow-up. Do it. Create a follow-up note to send out to your new client within two days of their first visit. Create a phone schedule to call and check up to see how they are doing. Show you care. Ask if they want to see you again. Tell them you appreciate their referrals. You may give a 'special thank you' referral gift - a discount or frequent visit tune-up offer.

5) Accumulate at least one Testimonial letter per month - distribute them appropriately. There are several clever ways to get them.

6) **Write a Short Article** - could be human interest - "what I found", or topic related - "stress releases", etc. These could be sent to local publications, associations, trade magazines and etc. (A series of articles could end up being chapters in your new book!)

7) **Create a Client Newsletter** - one page works! It's more cost effective to keep the clients you have than to constantly find new clients. Offer a 'health tip' that is easy to do. Example: cross crawls, ear rolls, Judy Levin's "Touch For Health" video. Follow-up is well worth the time and money.

8) **Networking.** Be consistent. Become a member of a Chamber of Commerce or a networking leads generating business organization in your local area. Go and participate on a regular basis, minimum once a month. Come up with a catchy 30 second introduction. Make sure it's not, "I'm JacQuaeline and I do Kinesiology and Touch for Health." Think of the benefits. Example: "I'm JacQuaeline, a certified holistic health practitioner. One of my last clients referred to me was using \$280 of medication per month and still in pain after 3 years of medical care. I worked with her twice a week for 6 weeks - she became pain free and now her doctor reduced her medications to only one prescription costing her \$35.00 per month." Practice your introduction and be consistent. If you need help with this one call me. First impression lasts a long time. Have your business cards and brochures ready to hand out.

9) **Be the Expert.** Offer a talk on your work, even if you are not an instructor. Offer this on a regular basis - once a month, once every 2 months. Where? Service clubs with breakfast or lunch meetings in town offer you great exposure. Sometimes you may even get paid to do this!

10) **Offer educational products.** Business is how you choose to give service to your community. Have products in your office to sell. I have Judy Levin's

"Touch For Health" Video Tape for sale and for rent. I also offer "Chicken Soup for the Soul", "Future Diary" and others. I usually buy 6 or 12 at a time to get a good discount. I want my clients/students to read these anyway so I make them available NOW...and I make the small profit by providing the convenience to them ...immediate gratification. And when they can't walk out the door with it, they often don't get it for themselves.

11) **Exposure and Networking.** Be consistent. Make a commitment to a Chamber of Commerce or a networking leads generating business organization in your local area. Go and participate on a regular basis, minimum once a month. Come up with a catchy 30 second to one minute introduction. Make sure it's not, "I'm JacQuaeline, and I do Kinesiology and Touch For Health." Think of the benefits and paint a picture. Example: "I'm JacQuaeline, a certified holistic health practitioner and I help you release daily stress. One of my last clients that was referred to me was using \$280 of medication per month and was still in pain after 3 years of medical care. I worked with her twice a week for 6 weeks- she became pain free and now her doctor reduced her medications to only one prescription costing her only \$35 per month." Practice your introduction and be consistent. If you need help with this, call JacQuaeline for help. A first impression lasts a long time. Have your business cards and brochures ready to hand out.

12) **Cyberspace** - market on the net, or at least, have an e-mail address. You'll appear to be up with the latest and greatest technology! One of my web sites cost me a whopping \$20 one time fee, no monthly or annual upgrade fees...and that included production costs! You can get a free web page on American On Line. Other ISP's (internet service providers) give you deals, so be on the lookout for them. It does not have to cost \$100 per month. Put your web site address on your business cards and remember to check your e-mail for responses.

13) **Have you been on radio, television, cable?** If you've ever heard or seen a show and thought, "I'd like to say this or that", pay attention. That small little internal voice may be telling you something. Get your press kit together and go for it!

Keep referring back to this list every month. Create a plan to do a little bit, step by step. Write down the plan and put it on your scheduling calendar. Do one new income producing thing every day or at least for one hour per week. Start in the morning to set your day in an expanding mode. You'll find that within six months, your client flow, cash flow and student enrollments will dramatically change. If not, call me. This stuff works when you work it. If you read this and think, YEAH, good ideas....and one month goes by with no action....you may need help, call me. I have an affordable coaching, mentor program where I guarantee results. Every successful athlete has a coach or a partner in their corner. Don't wait. A coach can make all the difference in the world. I love helping people get 'out there' and live their dreams with abundance. Let me hear from you about JQ's **"Bakers Dozen"**© . Now, start cookin'! I welcome and appreciate your comments and your calls.

JacQuaeline, 1994 Executive Director of Touch for Health Association; also a Health Care Practitioner, Business & Marketing Consultant & Coach. She has 20 years experience as a popular Psychic/Intuitive Consultant and Coach while hosting her own radio talk show which was focusing on business, relationships and spirituality. JacQuaeline is also a Professional Speaker and Workshop leader for various corporations. She may be reached by voice mail: 1-800-555-9205, ext. 989; e-mail: JQ3@aol.com