

# 102 Private Practice Success Tips

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Note: some of these are direct marketing strategies; others are indirect. both work well, especially together - Some can be done in a minute and others a longer time. Choose one that intrigues you!

- 1 " Start an e.zine
- 2 " tell 50 friends about your work
- 3 " teach teleclasses
- 4 " teach a workshop
- 5 " write a book
- 6 " speak for free
- 7 " create benefits lists
- 8 " get trained well
- 9 " have an elevator speech
- 10 " join a breakfast club
- 11 " create a website
- 12 " raise your fees \$5
- 13 " offer to help clergy
- 14 " design a clever business card
- 15 " host a mastermind group
- 16 " develop a brochure
- 17 " know your ideal niche
- 18 " pass out informational brochures
- 19 " create client tools
- 20 " put audio on website
- 21 " get a clever 800 number
- 22 " join a leadership group
- 23 " list on therapy referral sites
- 24 " resolve marketing fears
- 25 " host a therapy chapter
- 26 " get a business license plate
- 27 " define your ideal client
- 28 " create strategic alliances
- 29 " offer e-programs
- 30 " respect your clients
- 31 " send quarterly press releases
- 32 " create a warm voice mail message
- 33 " reduce life stress
- 34 " mail a quarterly outreach letter
- 35 " write a newspaper byline
- 36 " offer MH day assessments
- 37 " host a book group
- 38 " know 25 professionals you trust
- 39 " do volunteer work
- 40 " exceed expectations
- 41 " super vise
- 42 " speak to local groups
- 43 " plan a vacation
- 44 " join the chamber of commerce
- 45 " distribute a press kit
- 46 " use an email signature
- 47 " buy web traffic
- 48 " write an e.book
- 49 " give away checklists
- 50 " print a bumper stickers
- 51 " ask for referrals
- 52 " meet the clergy
- 53 " host a special interest group
- 54 " know your gifts
- 55 " 360 for current clients
- 56 " serve influentials
- 57 " have self-confidence
- 58 " love your life
- 59 " create a strong reputation
- 60 " extra time with referral sources
- 61 " have a marketing plan
- 62 " get a specialty certification
- 63 " offer programs
- 64 " teach skills
- 65 " create a professional logo
- 66 " volunteer at your professional association
- 67 " buy a clever domain name
- 68 " wear nice clothes
- 69 " write articles for newsletters
- 70 " ask for the business
- 71 " feng shui your office
- 72 " join a networking group
- 73 " perfect your life
- 74 " know 100 resources for referrals
- 75 " ask questions
- 76 " host a weekly drop-in
- 77 " donate to a charitable org.
- 78 " make a cd-rom brochure
- 79 " tell your neighbors what you do
- 80 " travel first class
- 81 " be a radio show guest
- 82 " host a weekly hotline
- 83 " don't need client \$\$
- 84 " run advertisements
- 85 " join community organizations
- 86 " post to e-discussions
- 87 " write a specialty booklet
- 88 " prepare a client welcome kit
- 89 " participate in national MH days
- 90 " Join a group
- 91 " hire a marketing coach
- 92 " serve 3 niches, not 1
- 93 " subcontract boring work
- 94 " attend professional conferences
- 95 " know networkers
- 96 " socialize w/referral sources
- 97 " accept credit cards
- 98 " review your business weekly
- 99 " host a R&D group
- 100 " use soundbites while networking
- 101 " be proud of your work
- 102 - be interviewed by Linda Lawless for the Professional Practice Institutes Perfect Practices page.