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7 Audio CDs
1 CD ROM Workbook
1 Bonus CD



Andrew Parr

Successful Private Practice



How to get from where you are now to where you'd like to be in the field of Complementary Medicine, Personal Therapy, Healing and Healthcare

CD1 Track 1: The Sad Truth and Golden Opportunity.

The “Golden Opportunity” for alternative healthcare, and the “Sad Truth” that many practitioners are earning nowhere near their true potential. Overview of the current situation and some of the problems faced by both new and already established practitioners. Many practitioners do not seem to know what to do about their predicament. Putting on the “honesty specs”. The difference between a busy practice and a successful practice.

CD1 Track 2: Lessons From Wobbly Foundations.

The three imaginary shopkeepers. The importance of solid foundations. Why the Marie Celeste way of thinking will hold you back and what you can do about it. Stepping out of the daily details. The need to be inspired before you get motivated. Success as a journey not just a destination. Who you are today holds the potential for who you are tomorrow. You have a choice.

CD2 Track 3: The Most Important Person To Know.

...is yourself... because you are your greatest asset. How your attitude affects everything that you do. How a positive attitude is vital to survive and thrive in any situation - from prison camps to business - and helps us look at the other side of the coin. Learning to take responsibility for our situation. How success first of all starts from within - change your attitude - change your life. The six steps for change. Deciding to love your life. Having the courage to put faith into action.

CD2 Track 4: Ripples in Quantum Soup. Can what we think affect what goes on “out there” in the world? How can thoughts create experiences, chance meetings and so-called “coincidences”? The universe as a mass of flowing energy

- “quantum soup”. How we are all connected at the sub-atomic level. How our energy radiates outwards, like ripples in a pond. The effect we have upon each other when our “energies” overlap. How we can use this to attract new clients and patients.

CD3 Track 5: A Compelling Future. Developing the vision and designing your ideal practice. Thinking about the end product. Looking at it from an “investors” viewpoint. Using your imagination to inspire yourself. Defining the “intention” of your practice - what is its purpose? Becoming a “chosen one”. Making sure you are ready - does it feel true and possible? Is it what you really want? The subject of money. Planting seeds for the future.

CD3 Track 6: The Vital Shift. The difference between a want and a need. Switching to the customer’s perspective and satisfying the customer. The four areas in which we need to make the vital shift. Providing an excellent service. The importance of first impressions. What would you want and expect? A walk around your practice. Customer friendliness and making a difference. Promising less but delivering more. Being genuine.

CD4 Track 7: Developing A Strategy. The five factors that determine your ideal strategy. The Jumbo Jet world record. Examining your rate of turnover. The benefits of restructuring your treatment. Taking time to help people. Testing the effectiveness of your marketing. What is your budget if any? Maximum exposure with minimum expenditure. How to avoid expensive pitfalls. The three kinds of advertising - residual, experimental and booster - and when to use them. Producing a business plan.

CD4 Track 8: Marketing Ideas (Part I). 1. Paid Advertising - where to advertise and creating the right impression. Size and cost of advert. Who is the advert aimed at? How to get good space at cheap rates. 2. Personal Promotional Material - display brochures, leaflet distribution and information packs. How to make yours the best around. Five tips to bear in mind. 3. Personal Referrals - The importance of a business card. Creating a valuable experience. 4. Professional Referrals - How to get other professionals to want to refer patients and clients to you.

CD5 Track 9: Marketing Ideas (Part II). 5. Group Contacts - How to target groups of people for the cost of a stamp. 6. Public Promotion - How to focus on specific types of people. 7. Workplace Environment - Why it can be a goldmine and suggestions for how to tap into it. 8. Business Referral Schemes - What they are and how they can help you. 9. Media Coverage - How to get editorial space and suggestions for a good article. 10. The Internet - A cost-effective form of residual advertising - if you can get the “hits”. 11. Inspirational Opportunities - How every problem can be an opportunity for someone to provide a solution.

CD5 Track 10: Magical Words. What to say in our written material. Understanding the questions “Why should I care?” and “What’s in it for me?” The difference between a product and a brand, and how this applies to advertisements and brochures. Knowing the purpose of your material - what action do you want the reader to take? How to write eye-catching letters, adverts and brochures that work like magic, using the eight-stage process. The Magic Technique as an example.

CD6 Track 11: Lowering The Drawbridge. The need for effective personal communication. The importance of “The Greeting”. Five tips for answering machine messages. Remembering to smile. The four categories of callers. The two questions they really want answered. The secret of powerful communication. Being genuinely interested and building rapport. The Drawbridge analogy. Adopting the politicians’ tactics. Exchanging bundles of energy. The need to be heard and understood. Unconscious communication.

CD6 Track 12: Beyond The Clouds. The twist at the end. Your practice is a reflection of you. Uplifting and limiting beliefs. Looking at the overall experience. Working on your practice is really working on yourself. The Escalator analogy. Looking for the switch. Examples of limiting beliefs that slow us down. How they can affect the previous eleven lessons. An exercise for uncovering beliefs. The benefits of emotional detachment. Turning the problem over to our unconscious mind. The young designer’s dream and the four steps we can apply ourselves for solving any problem. Goethe’s quote - “Begin it now”.

CD7 Track 13: Internet Update Summary

How a well-optimised website can be an absolute goldmine and what you can expect to achieve. Why a professionally designed website is not necessarily a good website. Why you should think of your site as a communication device. The secrets of Keywords and Search Engines. The 7 indicators that get your site found. The Jennie Johnson example. The quality of your links – 6 factors to be aware of. The importance of tightly themed pages. The 5 questions you should answer on each page. How to turn email enquiries into paying clients or patients. 10 step summary checklist.

BONUS CD

Visualisation Techniques To Boost Your Business

Please note:

● This CD should **ONLY** be played after you have listened to the **WHOLE** of the Successful Private Practice programme.

● This CD should **NOT** be played whilst driving or operating any kind of machinery.

● For best effect please use a comfortable pair of stereo headphones.

Successful Private Practice



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