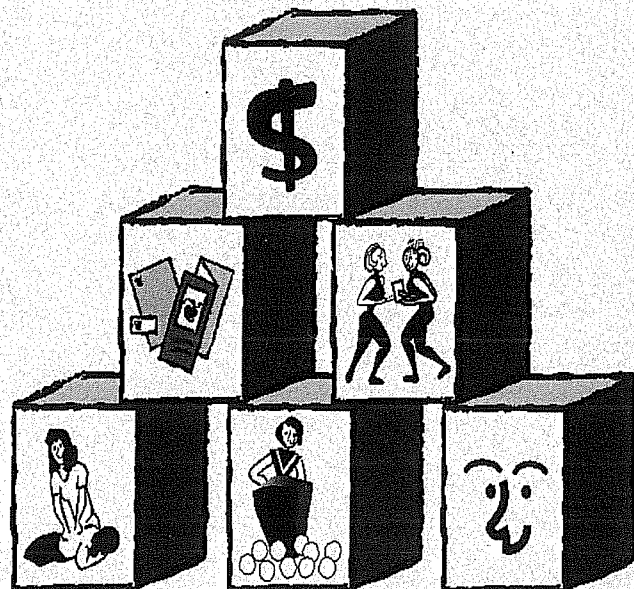


Building a Successful Practice

FOR

Body Workers
Energy Healers
Yoga Teachers
Chiropractors
Massage Therapists
Acupuncturists
Physicians
Dentists
Life Coaches
Herbalists
Homeopaths
Nutritionists
Hypnotherapists
Nurse Practitioners
Psychotherapists
Physical Therapists

A Step by Step Guide to
Building and Marketing Your Own
Profitable Healthcare Business

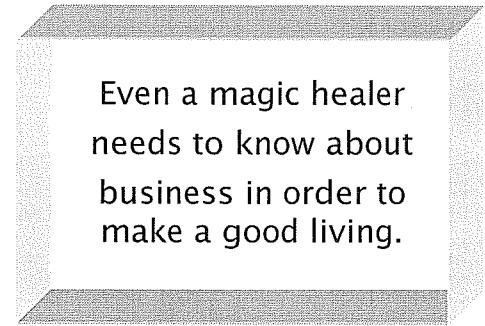


Jason Liles & Shiroko Sokitch, MD
Founders of the Heart to Heart Medical Center

4th Edition

About the Guide

Welcome to **Building a Successful Practice**. This guide is designed to help healthcare practitioners create a successful and profitable healing practice.



Most alternative care schools focus on healing and their particular modality, and do not spend much time on marketing and helping students build a successful, profitable practice. This can lead to a great deal of frustration and disappointment. It also contributes to the popular but erroneous belief that you cannot make a good, stable income practicing a healing art in your own office. It can be done. With some assistance and hard work it is entirely possible to design your own practice, work how and when you want, and make a comfortable living.

We have all heard and experienced the horror stories about how complicated and desperate the healthcare industry is in this country, but don't let that sway you against starting your own practice. Believe it or not, the current situation actually works to your advantage, since the more people who become dissatisfied with conventional medicine and its problems, the larger your potential client base becomes. If you take our advice about setting up your practice you will find that healing and alternative medicine can actually be quite a bit more profitable than any other kind of healthcare.

Like it or not, if you are starting a practice or have decided to make your practice your primary source of income, you are now a small business owner. This guide will take you through a step-by-step program to make your healing business a success. These methods have been proven successful over and over again by the practitioners at the Heart to Heart Medical Center, and by others throughout California and around the country. These steps will work for anyone, including:

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- | | | |
|----------------------------|-------------------------|----------------------|
| Acupuncturists | Massage Therapists | Sound Healers |
| Psychologists | Hypnotherapists | Osteopaths |
| Yoga Teachers | Medical Doctors | Nutrition Counselors |
| Naturopaths | Body Workers | Psychotherapists |
| Reiki Practitioners | Dentists | Chiropractors |
| Homeopaths | Herbalists | Physical Therapists |
| Martial Arts Teachers | Chinese Medical Doctors | Life Coaches |
| Marriage/Family Therapists | Psychics | Medical Intuitives |
-

While every practitioner, practice, and modality is different, we have tried to stick to steps that apply to all modalities. In fact, most of the advice in this book could be used as a guide to starting any new business venture - we have simply tailored it to our specialty: alternative medicine.

The following sections of this guide will help you create a fun and profitable practice:

Your Financial Plan - You need to spend a little time with this to establish your goals and determine what it will take to achieve them. We also help you get a handle on your startup and monthly business expenses. You don't want to start a business without this step.

Getting Ready to Market - This section will help you design your own top-notch marketing information.

Marketing - We will show you the very best of proven plans for getting paying clients in the door.

Soft Marketing - Secondary marketing techniques that work.

Advertising - What works, what doesn't. Learn from others' mistakes and successes before you spend a dime.

Office Procedures - How to set up and run an efficient office.

Business Success - Service, financial success, and growing your business.

Wrapping It Up - Some final words on creating your successful practice.

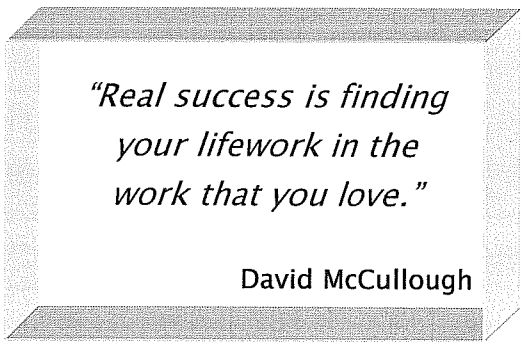
Appendix - Tons of examples and helpful information to put your practice in the fast lane.

A QUICK WORD ABOUT OUR KIND OF MEDICINE

There is no perfect word for it. Some call it "Alternative", some use "Complementary" some "Integrative". There is a great deal of confusion and debate on the issue, and some providers feel passionately about it. We don't.

We believe that the reason the name is so blurred right now is that it will soon all be just "healing" and "healthcare", without any of the qualifications or prefaces.

Until then, use whatever term you are most comfortable with.



*"Real success is finding
your lifework in the
work that you love."*

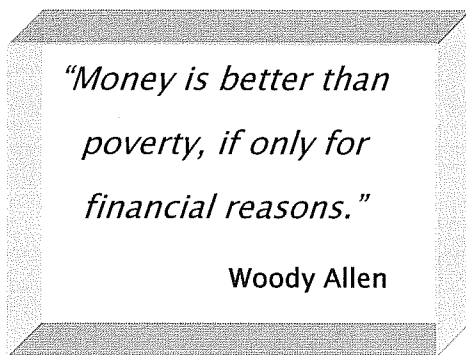
David McCullough

The Business of Healing

The most fundamental mistakes in any business are over-complicating and over-spending. One thing we always stress is to keep it simple and inexpensive, and that goes especially for creating your office space.

When you are opening your first office, there is a strong temptation to create a wonderful, soothing, and peaceful healing environment. This is not wrong, but most people tend to spend far too much time, effort, and energy working on it in the beginning, and their practice invariably suffers as a result.

If you are just starting out as a solo practitioner, the best way to begin is to lease space from someone who already has an established office. These kinds of leases are



generally month-to-month, and will give you time to market your practice instead of spending weeks setting up an office. If you don't know anyone who has space to offer, look in the phone book for some compatible modalities and visit their offices. This is good for a variety reasons: you get a chance to see how other practitioners set up their offices, it's an opportunity to network and create relationships with other healers, and, if you like them and their space, you can ask them if they are willing to rent to you.

If you lease space this way, do not spend more than a day or two decorating it. Once you get established and have a full practice, you will have time to set up your dream environment. Don't worry if your space feels a little empty -- you don't want clutter in a healing environment.

If you really need your own separate space, make sure you don't overdo it. Sign a short-term lease, and only rent what you need *for right now*. Many a practitioner has gone broke renting too much space with the expectation of growth. Get only the amount of square footage that you need and no more.

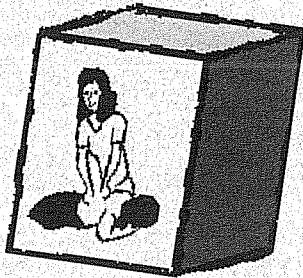
If you are in a position to buy your own space, think twice before doing so in the initial stages of your healing practice. Being a commercial property owner can certainly be a good investment, but will offer many distractions to your practice development. Our advice is to wait a couple of years to get the kinks worked out of your business, and a handle on your income and expenses. Once you have a reliable revenue stream, then purchasing a building is a good next step in your business plan.

\$24.95

If your healthcare education and training didn't show you how to build and market your practice, you need this book.

Whether you are a body worker, yoga teacher, life coach, chiropractor or any other type of healer, this book will teach you how to build your practice into a successful and profitable business.

The techniques outlined in this guide will show you exactly what to do.



From this book, you will learn to:

- ▶ Start your business with minimal expense
- ▶ Use simple, effective marketing techniques
- ▶ Begin immediately to build your practice
- ▶ Advertise effectively and inexpensively
- ▶ Budget your time and money
- ▶ Never wait for client payments

Don't let your fear of marketing and paperwork keep you from your dreams.

With this book, it is easier than you think.

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