



Private Practice Marketing Secrets  
Mentoring Program  
Module Four Transcript

**Private Practice Marketing:  
Packaging Your Expertise to  
Attract Unlimited Prospects**

**David Steele:** Welcome to Private Practice Marketing: Packaging Your Expertise to Attract Unlimited Prospects. This is module four of our Private Practice Marketing Secrets Mentoring program. And we are about halfway right now. Congratulations! Let's recap what we've done so far.

In week one, we covered "Preparing to Play Large: Creating Your Blueprint for the Practice of Your Dreams." So, here's where we address your obstacles to success, we all got them, and we focused on your plan, your blueprint, your map, for building your ideal practice.

In week two, we covered "Owning Your Niche: Your Uniqueness as Your Greatest Asset." We covered identifying your niche with a whole laundry list of niche identification activities that you won't find anywhere else. And so hopefully by now you have narrowed your niche down and that has been helpful to you. Now that you have your niche, then you can go ahead and develop it. And the outcome of module two was to have two projects. To have a website that you put up for that niche, quick and dirty, it can be free, doesn't have to be perfect; you don't even have to show it to anybody, but just as a business development activity. And the other was to design a launch event and to give it a date so that you have something to work towards when you are going to actually launch your services and programs for this niche.

In week three, last time we covered "Pioneering Your Practice: Nuts and Bolts of Building a Profitable Business That Fits YOU." We covered all the pieces that you might need to put into place for your services and programs for your niche and hopefully you have learned a few tips that will help you avoid spending money that you don't need and signing up for things that you don't need. And of course that is an ongoing challenge to figure out what the best resource might be: Do you really need a brochure or not? Do you need business cards? Do you spend a lot of money on them or not? And if you ever need any advice on that, I am very opinionated, so feel free to ask me.

So today, we will be covering "Private Practice Marketing: Packaging Your Expertise to Attract Unlimited Prospects." This is about taking what you know, and you know a lot, you are an expert in your field, whether you believe it or not. You could not have gotten this far without learning a few things and you have a lot of experience not only for your clients and professionally and maybe what you learned in school, but personal experience. So you bring a lot to the table and this is where you get to shine. You need to package your expertise, not somebody else's expertise, not what the textbook said in school, but your expertise for the people in your niche and that will actually attract them. And not only that, you could end up packaging that up into a book and going on Oprah and becoming the next Dr. Phil and becoming world famous. So really the sky is the limit here. This is a very exciting piece.

Next time in week five we are going to cover "Relationship Building: Leveraging Your Strengths to Create an Effortless Stream of Referrals" By far the most effective way that private practice professionals get clients is word of mouth referral and that is what week five is all about. So once you have everything in place then it is time to connect with the folks that reach the audiences that you want to reach; that see the value of letting their people know about you.

In our final module in week six we will cover "Getting Hired: Converting Prospects to Clients-The Key to Private Practice Success." So actually getting a client out of all this is under your control. Sometimes it happens by itself and we call those wonderful beings bluebirds and other times, a lot of the times, most of the time, you need to assert a little skill, a little influence, you need to encourage somebody to hire you because they are boulders. They are interested, they are attracted, they need it, they want it, but they are having difficulty making the wise decision to hire you. So getting hired is critically important, we will be covering that in week 6.

So here we are, what will help you get referrals, what will help you get clients and convince them to hire you is your packaging. Now think about it. When you go to the store, any store, you make your buying decisions based upon the packaging, and yes it is possible to buy raisins or granola or just about anything without packaging. But in today world we are conditioned to be consumers, we are conditioned by commercials, by all the stores and it is just more convenient as

well as it is more specialized, because manufacturers realize that their particular product, even though they want everybody on the planet to buy it, their particular product is not really for everybody on the planet. So they have to figure out, who is most likely to buy this product and package it for them.

And guess how they do that? Market research. So that is why we cover that in week two. So that you can apply knowledge of what the people in your niche like, what they want, what they need, what they are most likely to respond to. And so that is all about packaging. That is why packaging is important.

Our four-step action plan today, I am looking on page one of the study guide, is as a result by the end of the program and after the program, I want you to create a prospect-pulling gem for each of your niches and hopefully you are just focusing on one niche this time. So you are just needing to put together a gem for one niche. And a gem is something valuable. A gem is like a diamond or gold or rubies, it is something that glitters and glistens and attracts your ideal client. They look at that and they say, "Ooh! I want that." And we'll talk about how to create that.

And step two, I want you to choose one of our strategies for packaging your services. It is great to be a coach or a therapist or a consultant, but it is even better to have your services packaged so that you are attracting your clients. And they're making the wise decision to hire you, because they see much more value than just "Hmmm, yeah, well hire me, pay me lots of money and I will help you, yeah sure." So packaging provides more tangibility. The services we provide are often very, very intangible. We can't see it. It's hot air, it's going back and forth in the form of talking. And so packaging makes your services more tangible, they are more likely to buy something and trust it because it is tangible.

Step three of our four-step action plan; by the end of today or soon, I would like you to choose one of our strategies for packaging your products. And I do encourage you to create a product or two, and to package that with your brand, for your niche. And it is not hard to do and we will talk about how to do that.

Step four; choose one of our strategies for bundling your products and services. Bundling is incredibly important, because you are leveraging your time, you are leveraging your prospect and your client. And I hate analogies with the fast food industry, but there's the "Do you want fries with that?" example. In the fast food industry, they price a lot of things on their menu very very low. And that encourages you to get in the door. Wendy's is promoting their \$0.99 menu and so people go in the door because, "Ooh, Wendy's good food and only \$0.99, OK, I am there." And then when you get there, there are lots of other things that you could buy and that's where they make their profit. Same thing with movie theaters. The concessions are very very important to their bottom-line.

So bundling, having your clients and prospects purchase and take advantage of more than one thing is the way to private practice success, is the way to financial success. If all you do is sell one service on an hourly basis and nothing else, it is going to take you a long time to achieve a successful practice and to achieve your financial goals. So, we will talk about exactly how to do that.

So turning to page two of your study guide; in module four we will cover how to create you prospect-pulling gem for each of your niches, how to package your services for unlimited prospects, how to package your products for unlimited prospects, how to bundle your services and products for unlimited prospects and everything else we can cram into today. So let's get started.

Page two of the study guide. No. 1: How to create your prospect-pulling gem for each of your niches? There are five steps.

Step one is: choose one niche. You've heard me say this over and over again and it bears repeating, reminding, and that's why it's a step all by itself. Don't try to create something that has broad appeal to everybody that you possibly want to reach.

Choose one niche because you want to create something that is so specifically appealing that they want it. It is compelling to them. The more people you try to reach, the boarder you try to make it, the less compelling it's going to be. You dilute the excitement factor because you dilute the targeting. You want to laser this.

So, step one: chose one niche.

Step two: select a valuable stand-alone piece of your expertise.

So here you are, you are an expert in your field. You help your clients be successful in their lives, their business, their health, or whatever it might be. You live and breathe this stuff. Chances are you've gotten into this deal because it's important to you and you've done it for yourself as well.

So personally, professionally, with all your training and experience, and all the books you've read, you know a lot. Chances are, you know more than you know that you know.

And take a look at your work. Take a look at what is unique about you, what

you're able to deliver to your clients, the things that come up over and over again, and what you've done about it. The interventions that you've designed for the people in your niche.

Pick something that will be a valuable stand-alone piece that really highlights you, your expertise, and your services.

So for example, years ago, specializing working with couples in my practice, I wanted and needed a communication tool that I could teach clients in one session or less because they were not motivated to take a 10 week communication class. And I never knew if they would even come back because they were couples in trouble, their commitment to the relationship was tenuous, and their commitment to working with me was tenuous in the beginning.

So I really needed something that I could help them with right away that wouldn't take a long time to teach them and that would be effective.

I couldn't find anything like this, so I ended up creating it myself. And it kind of organically created itself in little bits and pieces over time as I was working with my clients. And it evolved into the communication map.

And now the communication map is a stand-alone communication tool. You can check it out at <http://www.TheCommunicationMap.com> It has an audio tutorial that goes with it, it's download-able, and it's also tangible. People order it on my website. And in working with clients, I would put it in their hands.

And it was more than something verbal, it was something on paper. It was a map that they could follow. It had everything that they needed to know in front of them.

And I also created a little wallet card that goes along with it. The communication map is eight 1/2" x 11" and it's suitable for framing, putting up on their fridge, or leaving out on the kitchen counter. But the wallet card is what they can carry around with them in their wallet and take it out whenever they need it.

So that's an example of packaging my expertise. It's a valuable stand-alone piece. There's a number of things that you can do with your valuable stand-alone piece. Making it into your gem is what we're talking about.

You could also make it into a product that people pay you for. The communication map, for years, I gave it away. I gave it away as an opt-in offer. It was my gem for a long time and I gave it away to my clients and I gave it away to

my colleagues.

And last year, I looked at this thing, I thought about it, and said, "You know what? I don't need to give this away. This is really cool. This is really valuable. People should actually pay for this."

So I created a product out of it with the CD and the laminated actual communication map. And it looks very attractive. I had my graphic artist work on it. I told you about her before, her name is Sam Wall. It looks cool. People buy it and it's a revenue stream.

But as a gem, it's a very, very valuable gem. If I want to reach couples or I want to reach people that want to learn effective communication including in business, industry, and corporations, then the communication map is a really valuable piece.

I don't need to sell it. If it were more important to me to get clients than it would be to make a few bucks off this product, I would use it as my opt-in offer or my gem like I did before.

So that's an example of a valuable stand-alone piece of your expertise.

Step three: choose a delivery system for your gem.

Now, this could be online or offline. It could be something that people order on your website that you send to them like a CD and it can be free. And we mentioned before that CD's are inexpensive, they're usually much more affordable than brochures, and they're way more effective.

You can create a CD product that you have as your opt-in offer for your gem, it has valuable information on it, and it also has an infomercial for you. It has your contact information on the label and then you follow up after you send them the CD.

So you don't expect the CD to create a client by itself, it's just a valuable piece that attracts them that allows you to build a relationship with them.

So choose a delivery system, online or offline. Are they going to download it off the Internet? Are you going to send it to them in the mail? How are they going to find out about it?

There's something to be said for direct mail in this instance. If you had a postcard that was targeted to the people in your niche and you were offering them a valuable piece of your expertise for no charge, do you think they would act on it? And postcards are very affordable to create and send out. And it works better than other direct mail pieces because they don't have to open it.

There's many, many ways to go. So it can be online or offline. It can be digital, meaning they download it and they interact with it on their computer like an e-book, an audio program, an e-program, or it can even be a video.

Or it can be tangible. It can be something that you actually send them in the mail. And if you consider how much a client is worth to you, if you consider your case size. Now, your case size is the average number of dollars that a client represents to you.

So think about it. When you get a client, how much money do they represent to you? A good exercise is, if you haven't done this before, is to take a period of time, like a month or maybe even a year, you can go through all last year, and add up how much money you earned through your services, your billable hours, and the number of clients you served in earning that money.

And when you divide the dollars by the number of clients, you get an average per client. That is your case size.

Now, if your case size is \$1,000 that means every single client that hires you is worth on average \$1,000 to you.

So having a gem that costs you \$1 or \$5 or even \$10, like maybe a copy of your book, is well worth it. And if it helps attract them and it helps convince them to hire you, it is well worth it.

I do believe in free first. Don't spend money unless you have to. The most effective ways to build your practice and get clients don't cost anything. But this is one of those areas that you don't want to skimp on.

The thing that attracts you your prospects and helps convince them to hire you is a very, very important piece, and that's the whole point of today's module.

So choose a delivery system.

Step four: compose a compelling, irresistible invitation. This is kind of like a sales letter, but you're not really trying to get them to buy anything. You're just trying to convince them of the value of this gem and the fact that they should sign up for it.

It sounds a little weird. It's, "Well, why should I have to market something that's free? Why should I have to convince them to take advantage of something that doesn't cost anything?"

Well, believe it or not, the price point of being free is not attractive enough. They don't want it just because it's free. So the effect that you're looking for is: they are compelled. They want it. It's so cool, they are so excited about it and it's free, "Oh my god! Thank you so much!" You become their hero that you would provide such valuable information and not even charge for it.

So that's what we're looking for. A compelling, irresistible invitation. And we'll talk a little bit about how to do that in terms of marketing copy. I'll show you some examples.

So step five, last step: create a follow up enrollment system.

It's very important to attract them and deliver your gem to them. You're halfway home, and the other half is following up with them. Remember, I mentioned that the gem, by itself, does not create a client. It does not convert a prospect into a client. Occasionally it does, and it's wonderful when it does--and we call them bluebirds. But please design a follow-up system to build a relationship with the folks in your niche, when they take advantage of your gem, that results in them hiring you or buying from you or referring to you.

So, those are three possible outcomes that are all equally good. And let's talk about that just a minute.

So, if they hire you, that's what you really want. And a follow-up system will enroll them. That's how you want to think about it. That's what you want to do: you want to enroll them. And in module six, we'll cover enrollment.

However, if they don't hire you but they buy something from you, like a book, or the Communication Map, [laughs] or a five dollar audio CD, then they are demonstrating buying behavior. That's very, very, very important.

People don't part with their money lightly. They have to really trust you. They have to really want what you have to offer. They have to really believe that you will provide value. They're really taking a chance if they don't know you yet, so if they buy a product from you off your website, then that is a huge step. They are very, very close to hiring you. They become even more highly qualified prospects for your services.

So, in addition to your gem on your website, on your opt-in offer that you can use to attract your ideal clients and prospects and get them to sign up for something so that they can get the gem, and then they're prospects for you--it makes sense to have a very, very affordable product, or two or three, on your website. A \$5 audio CD, a \$10 book, something like that, because if you can get them just buy something, anything, they're demonstrating buying behavior.

They are investing in you. They're taking a risk in you. They are a customer now, which is WAY better than being a prospect.

Now, the third desired outcome, or possible outcome, from having your gem out there is that they refer to you. And I've always said, and I really believe this, that if I had the choice between getting a client or getting a referral, I'd rather take the referral. Now, of course, having a client's great, and getting paid is great, but if somebody's willing to refer to you once, it means that they know you, like you, trust you. They think that you're the go-to person for your niche. And it means that they are in a position to refer again and again and again.

So, referral sources are gold. And we'll focus on that next module, in module five.

And your gem will give people that discover you something to refer to. If you think about it, like let's say you have a valuable audio program for the people in your niche and somebody finds out about it. And let's say they take advantage of the audio program--or even if not, but they find out about it--and they talk to their friend, or they happen to think of their friend who has the same problem or would really benefit from this audio program, and so they go ahead and send their friend the link to check it out. That is a referral.

Your gem is now working virally; it's like viral marketing. It's being passed along from one person to the next. They are much more likely to refer to others because of your gem, much more likely than to refer to your services. So, if their friend really needs your services, they're much more likely to refer them to your website for your gem than to you for your services.

So, let's say I'm the world's greatest relationship coach for singles: David Steele, author of "Conscious Dating." And on my website, I have downloadable audio

program, "Conscious Dating for Relationship Success." And somebody discovers that, and they say, "Oh, this is really cool! Well, shoot, I have about five friends that can benefit from this."

Do you think they'd be more likely to refer to ME, as the relationship coach for singles? Say, "Hey, Sally, George, Tom, and Mary, there's this guy, David Steele, that I discovered. He's a relationship coach for singles. He wrote this book, 'Conscious Dating.' You should contact him and hire him." Or, "Hey, guys. I discovered this great book and audio program, 'Conscious Dating, ' and you can download it for free on [consciousdating.com](http://consciousdating.com). Go check it out."

What do you think they're more likely to do? What do you think is more likely to get action?

So, a gem is a great facilitator of referrals. And so, three possible outcomes of having a gem is: attracting prospects that will hire you, having people refer to you, or, at the very least, having people buy a few things from your website that they might be interested in, and then they're demonstrating buying behavior.

So, as an example of a gem--just to kind of operationalize this--I've got lots of them, but let's go to <http://www.privatepracticemarketingonabudget.com> Here's an example of packaging, because I'm a practice development consultant, among other things. And I've packaged my expertise by giving seminars to the people in my niche on things that they want to know about, and I recorded each one of them.

After a while, after some years of doing this, they have been assembled into four kits. And together, it's a very valuable, very comprehensive collection of practice building material, information strategies, and tips, on very, very specific topics under four general categories. And so, I created this product out of it.

Up until last year this product did not exist, and 10 years ago, these seminars did not exist. So, because of my expertise and because I was serving the people in my niche, one by one... Give a seminar; record it. Next month, give a seminar; record it. Month after that, give a seminar; record it. Until it became a collection valuable enough for people to buy, of information and comprehensive, that they could not find elsewhere--way more than is even possible to put in a book.

OK. So, last year, I put this together in a product. Wow! I created something tangible. And I gave people the choice: you can download the digital version for one price; you can purchase the CD sets for another price. So, now I have this product, so I put up a website for this product.

Now, I don't expect anybody to just buy the product, all by itself, based on an advertisement, based on my referring them to it, based on my sales letter for it. I mean, it'd be nice. I'm sure I'd make some sales. But what I want to do is to create prospects for the product, and then enroll those prospects into purchasing the product.

So I thought about it, thought about it, thought about it. What could be the gem for this prospect and this website, [privatepracticemarketingonabudget.com](http://privatepracticemarketingonabudget.com)? What could I do? What could I put together that would be a gem?

Well, the main message here is that the most effective ways of getting clients and building your practice don't cost anything. That's why it's called "Private Practice Marketing on a Budget."

So, how about an e-program? "Top Seven Free Ways to Get Clients." And anybody who wants to build their private practice and wants to do it on a budget would certainly be interested in free ways to get clients.

And an e-program allows me to build a relationship with them over time. So it's not just a download they get one time; they're receiving it in installments. And I can structure the e-program so that it highlights the product, and so, if you subscribe to the e-program--and it's a pretty cool e-program--each installment is valuable, and it does highlight a very effective, powerful, free way to get a client.

But then there's a pitch: "If you want to learn exactly how to do this and more, here's this program and this program and this program that is in [privatepracticemarketingonabudget.com](http://privatepracticemarketingonabudget.com)," in the product. So, the e-program is selling the product for me. They sign up for the e-program because they want the valuable information. They want the seven most effective free ways to get clients. And each installment is helping to sell the product. And so, by the end of the e-program, the likelihood that they're going to buy the product is very high.

Of course, we've talked before about consumability. Just because they sign up for it and receive the installment doesn't mean they're going to consume them. So I need to have more in there than just the installments of the e-program. I need to have a few bonuses. I need to have a few reminders to help them consume it, to get their attention, to rise above all the noise.

And so, one way I did that was to have a bonus audio program along with it. One of the programs in "Private Practice Marketing on a Budget" is "15 Hot, New, Creative Ways to Get Clients."

And so, I'm doing everything I can do, once they sign up for this e-program, to get their attention, keep their attention, provide value, let them know that I know what I'm talking about, teach them valuable stuff that will benefit and help them, and convince them that this is the way to go. So, that's an example: starting from scratch, putting together a product, a website, designing a gem, and then a follow-up marketing system, at [privatepracticemarketingonabudget.com](http://privatepracticemarketingonabudget.com). So, that is how to create your prospect-pulling gem for each of your niches.

**Step one:** choose one niche, because you're going to design your gem specifically for one niche.

**Step two:** select a valuable, stand-alone piece of your expertise. You have expertise. This is what you do with your clients all the time. What is one stand-alone piece that you can put into a gem?

**Step three:** choose a delivery system, online or offline, digital or tangible.

**Step four:** compose a compelling, irresistible invitation. And this invitation can be a few words on your website in an opt-in box. But you also need to have, pretty much, a sales letter for it; lets them know the valuable things that are waiting for them here and encourages them to take advantage of it.

And so, if you go to <http://www.privatepracticemarketingonabudget.com> and you click on the link for the "Top Seven Free Ways to Get Clients" e-program, it's going to describe exactly what's in the e-program and the benefits of subscribing to the e-program, what they're going to get out of it. And you wouldn't think that would be necessary, but yes, it is.

And then, step five is create a follow-up enrollment system. You're going to follow up your gem. You're not going to expect the gem just to work like magic. It will get you a few clients here and there, but you need to have your follow-up strategies in place, and implement them, so that you're taking advantage of what the gem is doing for you. The gem is creating prospects for you. It is your job to convert those prospects into clients. And we'll cover that in module six.

**Woman:** Would you count just free downloadable articles as gems?

**David:** Absolutely.

**Woman:** OK. Another bundle, I'm thinking, would be, when I have people sign up for my weight loss seminar and they go to the page where they're going to get the dial-in instructions, then I say, "As an additional bonus, you can purchase my

eBook, 'Weight Loss: A Quick Reference Guide' for only \$6.95 instead of \$12.95." So, that's kind of a bundling offer, right?

**David:** Exactly. That's very good.

**Woman:** Me thinks I understand.

**David:** Yes. And a downloadable article is a good idea, and it doesn't take much to expand that into an eBook. And even better than a downloadable article would be an e-program. Anything you can put into an article, you can put into an e-program. Would you rather have them download something once, or would you rather have them just have it in their email, so they don't have to open up the file, the document?

So, turning the page to page three of your study guide, section two: how to package your services for unlimited prospects. And next, we're going to talk about products, but let's talk about your services.

You are an expert. You work with clients. You have services that you provide. And you might think of your services or call them "coaching" or "therapy" or "consulting" or "chiropractic" or "legal advice," or just about anything that private practice professionals do. However, we can package those services into a form that will attract prospects and will encourage them to buy and hire you.

Now, would you rather buy coaching for singles, or would you rather buy "The Conscious Dating Relationship Success Training for Singles"? Very big difference.

So, anything that you deliver as a service can be packaged. And how do you do that? Step one is create a program. "Program" is a wonderful word. And what it means, it's delivering your services in a systematic fashion. It's a system. It's replicable. It's finite. It has a beginning and an end. It's structured. And it's more than one thing. It's more than just you talking. It's a program. Any one of your services, anything that you do, I guarantee can be created into a program.

And so, step one is create a program. Design the program. What you do for your clients? Anything you end up doing over and over and over again that has the potential to be a program. Create a system from it. What is the first thing you usually do with your clients? What's the next thing you usually do with your clients? What are the usual problems and challenges that come up, and how do you address them? And then what do you do with your clients? And what's the middle, and what's the end? And you create a system out of that. That becomes a program.

So, I mentioned the "Conscious Dating" program for singles. If you go to <http://www.consciousdatingprogram.com> you'll see an example of what that looks like. Not a whole lot of description there because that's the page that we send people to when they've been on our teleseminars. So they've already been educated about what the program is all about, and chances are they've read the book, "Conscious Dating."

But you'll notice, on that page, there's also an audio program that they can listen to, they can download. There's also a quiz for singles that they can take. And all of those are encouraging them to interact with us and get enough information about being single and about "Conscious Dating, " and about the program and about themselves, to help them make the wise decision to hire us and take the program.

Now, that all started years and years ago, when I decided to transition my practice from therapy to coaching, and I decided to target singles, because singles become couples. And I started coaching them. I started working with them. And I didn't have all these ideas and strategies and programs yet. That's how I developed them, by actually working with singles. And so I was a coach for singles.

And what differentiated me, the reason I got them in the door, was I conducted regular singles events. I had a gathering every Friday night for singles. And that's what attracted them. That's what brought them in the door. That's where I got all my clients for my individual coaching, my group services. Later on, I added classes and workshops when I had a program. And you can do this, too, on whatever you do and whatever niche you're doing it for.

So, step one is create a program from what you do with your clients.

Step two: clearly define what the program is, who it's for, the features of the program. The "Conscious Dating" program is for singles. Usually second-time singles; they've failed before. Usually older singles, over 35, over 40. And it is a program that involves a workbook and has multiple sessions, and there's exercises they go through, and they do some work with a coach, and they do other work as homework.

And so, this is defining what the program is, who it's for, and the features of it. The fact that it has a workbook is a feature. The fact that it's for singles is a feature. The fact that it is conducted on the telephone or in person or has exercises, those are all features of the program.

Then, step three: clearly identify the benefits and deliverables of the program.

Now, if you go to [consciousdatingprogram.com](http://consciousdatingprogram.com) you will see a nice list of the benefits and deliverables.

So, this program will help you: "Assess your level of relationship readiness, " "Remove blocks that could sabotage your relationships, " "Define your life vision, values, etc., " "Understand the different types of dating, " "Select a partner who is genuinely aligned with you, " "Dramatically increase your self-esteem, attractiveness and confidence when meeting potential mates, " "Become the 'chooser' in dating situations, forever eliminating fear of rejection, " "Say 'yes' to what you truly want and 'no' to what you don't want, " and "Avoid making poor relationship choices."

So, if we were to do some market research for singles in this niche, chances are we would identify most of these things in that market research. It'd be important for them. They want to be confident. They want to avoid making poor choices. They want to not fear rejection. They want to be able to go after what they really want and say "no" to what they don't want. And so, that's all in the benefits and deliverables. These are things that are important to singles, that they've identified, so that's what we're going to deliver.

And step four is create a compelling name or brand for the program. This program is not called "David Steele's Program for Singles." [laughs] It wouldn't go very far. This program is called "The Conscious Dating Program for Singles." More specifically, it's called "The Conscious Dating Relationship Success Training for Singles."

Those words are very, very specific. They're there for a reason. It's about relationships, because that's what singles want. It's about relationship success, because they want to be successful in their relationships because they've experienced failure.

It's structured and presented as a training. They're going to learn things. They're going to be able to do things. They're going to be trained. They're not going to be taught stuff. They're not going to learn insights or an understanding of why they are the way they are. They're going to be trained in doing things so that they can get what they want in their life.

So, the "Conscious Dating Relationship Success Training for Singles." "Conscious Dating, " that's a brand. And the word "conscious" is very, very specific. It's referring to people that want to be conscious. They want to be aware. They want to do it right. They want to understand how to do it right. So, that's an example--the best I could do, anyway--of creating a compelling name and brand for the program.

And then, step five is compose marketing and sales copy. You're going to have announcements and letters that you send out that are going to be sales letters. You're going to have a web page that's going to be a sales page. And let's talk a little bit about what that needs to look like, about how to write effective sales copy.

To really do justice to this topic it needs to be a whole training program in itself, but we're going to cover the highlights. We're going to cover the important pieces of writing sales copy.

That website is <http://www.consciousdating.com/book.htm> This is the sales page for the "Conscious Dating" book. The website itself, consciousdating.com, is the website for the book. And there's lots of choices of what people can do or where they can go and what they can get. And this is the page, the sales page for the book, that I send people to specifically to get the book, to encourage them to buy it.

For a while, I was doing pay per click advertising. And in the dating world, pay per click advertising is very, very expensive. There's a lot of competition. And the matchmaking services, the Internet dating services, pretty much dominate it, because a customer, to them, represents a lot of money to them. And all I'm doing is selling a book here. And yeah, I do have programs and that kind of thing, but it's hard to compete in that arena.

So, for a while I did it, as an experiment. And the landing page, the page that people clicked through, is this page. I did not go on Google AdWords encouraging people to go to consciousdating.com to check out the book. That would not be an effective way to go. A website is not a sales page, by itself. This is an example of a sales page, all by itself.

I'm going to give you a model for designing effective sales copy. And the model is AIDA. The A stands for "Attention." You need to get their attention. The I stands for "Interest." You need to stimulate their interest, knowing who they are and what they want and what they need and what buttons to push, because you know the people in your niche because you've done your market research.

And then the D stands for "Desire." Once you've got their attention, you stimulate their interest, then you need to stoke their desire. And then the final A stands for "Action." You want to compel them to take an action as a result of getting their attention, stimulating their interest, and building their desire.

So, on the sales page, what is getting their attention? Well, first of all, on the

header you see "Conscious Dating." You see a big heart. You see "Finding the Love of Your Life in Today's World," with a woman who seems very interested in reading this book. So, right off the bat, you have a visual that's got their attention and emotionally communicates to them. "Yeah, if you read this book, it's going to be very interesting to you. You're going to learn a lot from it. You're going to be as happy as this woman is reading this book."

And then, right below that, there's a headline: "Are you single and tired of heartbreak?" Well, if you are, then I've got your attention. If you aren't, then you're going to click away; you're going to go someplace else. So, right away, the headline will be the most effective for getting the attention, but it's also the graphics and the look and feel and everything else. You want to get their attention. You want to direct their eye to what you want them to see and read.

So, the first line, "Are you single and tired of heartbreak?" Then, "Find the love of your life and the life that you love." OK. You've gotten my attention. Now I'm interested. Yeah, I'd like to find the love of my life and the life that I love.

"Introducing 'Conscious Dating,' by David Steele." OK. So, that answers what this is about.

And by the way, if I haven't shared this with you before, this is probably a good time to share with you the four critical marketing questions. And "What's this about?" is the first one, the most important one. Immediately, whether it's a postcard or a website or an email--anything, whatever you do--it must be immediately apparent what this is about.

You do not want the reader, the recipient, to have to try to figure it out, because most people won't. They'll throw it away. They will go on to something else, very, very, very quickly. It sounds obvious, but it's amazing how many websites and sales letters and brochures and business cards and other things that I've seen that make it really hard to figure out what this is about. So, that's the first critical marketing question is "What's this about?"

The second critical marketing question is "What's in it for me?" And that's the big benefit. It must be readily apparent, without guessing, right up front, in their face, "What's in it for me?"

And then, the third critical marketing question is "Can I trust you?" So, somewhere, somehow, once you've got their attention, once they know what it's about, once they've got that this is beneficial to them, they need to know that they can trust you.

And there's many ways to answer that question: testimonials, endorsements, an "about the coach" or "about us" button on the website where they can go when they want to find out the answer to that question. Having your photo up there: very, very important to help answer that question. Having your phone number and mailing address somewhere, so they see that you're a real person and that you're reachable. So there's many, many ways that you can answer the "Can I trust you?" question.

You don't necessarily have to have your CV on your website. Sometimes having initials after your name will help people trust you. "OK. Well, they've got credentials." But it's amazing how, oftentimes, I see people with initials after their name; I have no idea what those initials mean. [laughs] And so, if you have initials after your name that most of the population doesn't know what they mean, it's not going to do much for you. So, chances are you might want to put it underneath your name and spell it out.

So, those are the four critical marketing questions that we have to answer, for everything, immediately, up front. "What's this about?", "What's in it for me?", "Can I trust you?" And then the last one is "Do I feel good about this?". You have to make them feel smart for wanting to sign up for your gem or hire you. You want them to feel like, "Yeah! This is going to be great! I'm excited. This is just what I need. Do I feel good about this?"

Now, sometimes people try to market by stimulating people's fear, like, "Well, you'd better sign up for this, or else your business is going to fail."

And, yeah, that can work. But for a personal, intimate service, like private-practice professionals provide, our clients need to feel good about working with us, and good about themselves for hiring us. So I would highly recommend positively oriented marketing campaigns, and not trying to push them by fear into hiring you.

That's a little segue into the four critical marketing questions: what's this about; what's in it for me; can I trust you; do I feel good about this.

Let's get back into AIDA.

We've got their attention with the header, the graphic, the woman, the book, the cover, and the headline, "Are You Single and Tired of Heartbreak?".

Then we're stimulating their interest: "Find the love of your life, and the life that

you love. Introducing, 'Conscious Dating', by David Steele. If you are single, and seeking your life partner, this is the only book you need."

It addresses a common objection that singles have. They say, "Well, I've bought lots of books for singles. I've read lots of books for singles. What's new about this? What's different about it?"

What's different about it is, it's a comprehensive approach to dating. You don't need any other books. This is the only book you need.

And then, immediately, you see a testimonial: "'Conscious Dating' gave me the information I needed to get on the right track for dating. Your book has been great for me, and I've already recommended it to four other friends."

So we're answering the "can I trust you" question, here: "This person felt so good about it, she referred it to four other friends, and it helped her get on the right track for dating. Well, shoot, if it worked well for her, it might work for me, too."

So going on down the line, you realize that we haven't even gotten to the sales letter, yet. We're still just stimulating their interest; getting their attention. Now, we're going to stimulate their desire.

You see "buy" buttons there. You see links to "purchase". There's a free CD with the book, a \$14.95 value -- "click here to order". However, I don't really expect them to be ready to buy at this point.

Then, you see my photo: "Dear Single, are you ready to find your perfect match? Have you tried, and failed, to find the one special person with whom you can share life?"

"Let's face it: In today's world, finding someone to have a great relationship with is harder than it's ever been. Unless you discover the secrets for easily, effectively and efficiently attracting the partner who's right for you."

Hm. Now I'm stimulating desire: "I want to know those secrets. I want to effectively and efficiently attract the partner right for me."

The next header says: so what's the secret? -- "Oh, boy, I want to read. I want to know what the secret is."

And then we get down into: "That's where the 'Conscious Dating' book comes in. In this book, you discover..." And then all the things that you will learn in this book.

And then, going on down, more testimonials. Here's what single readers say about the book, and I love the first one. I couldn't have written this any better, myself, even if I had wanted to. I'm so grateful for this guy sending me this quote. I love it.

He says, "'Conscious Dating' is the most enlightened book on the topic of dating I have come across."

One thing about getting endorsements... Here's a little tip: write the endorsements that you would love to have; write a bunch of them. Then, when you ask people for endorsements, give them a few samples that they can draw from. Oftentimes, people will just use one of the samples you give them.

So, in your dreams, what is it that you would like people to say about you; about working with you; or about your product, or services? If people want to help you and they think you're great, but they're at a loss for words, you can always give them some samples to draw from.

And I did not suggest this one. It came all by itself, but I feel very good about it. Here's what single readers say about this book; there's a list of testimonials by real singles. It says their names; it says their locations -- their real names, and real locations. And, of course, I got permission for that.

Below the testimonials, it says, "relationship experts agree"; then there's the endorsements. The difference between a testimonial and an endorsement is that testimonials are from actual consumers, or users. This is the client. These are the people I want to reach.

The endorsements are the experts; the people who have the credibility to say, "Oh, yes, this is a good resource. It looks good to me."

So, I have a list of endorsements here, along with the photos of these people -- Harville Hendrix, Pat Love, Gay and Kathlyn Hendricks -- and their quotes.

Of course, what's in it for them to endorse my book, besides the fact that they believe in it, and the things they say about it... Hopefully, they believe. But it

helps them get their names out there, and their work -- their books -- out there. So after the endorsement, after their names, is the name of their books.

In the publishing world, one of the ways that we practice nepotism is to endorse each other's work.

If you're single, and you're looking through this web page, this sales letter, I've gotten your attention, because I know who you are, and I know what will get your attention. I've stimulated your interest, and I've stoked your desire with my sales letter.

Next is: I need to stimulate you into action. If you scroll down, certainly there's another invitation to get the book, but below that...

If somebody's not ready to get the book right away, at the very least, I want to get a prospect from it. I want to build a relationship with this person.

Personally, I can't imagine anybody going to this page, bothering to read through all this stuff, and not buy the book. I mean, it's what? It's only 15 bucks, or so. Who cares how much it is? Under \$20. If you're single, and you're serious, and you're looking at this page, of course you'd want to get the book.

However, there are a lot of skeptical people out there. There are people who are just looky-loos. They're kind of looking around, and I want to provide them something.

There are two ways to go on this. I chose to provide them something. I chose to address their need to try before they buy.

The other way to go is: buy, or leave. [laughs] Either you're a qualified prospect for me, and you'll be qualified if you buy this, or, go away. If you're not going to buy this, then you're not a prospect for me.

Both are very, very valid. You have to use your own judgement as to what would be most appropriate for you.

I chose to take the approach of providing something for people who were not ready to buy; who needed to try before they buy, even though it's just a book.

Going down: "Free 'Conscious Dating' audio programs for singles. To thank you for considering this book, we're offering you the opportunity to listen to seven free audio programs, a total of two-and-a-half hours on the following topics. Enter your name and email below to get immediate access."

And below that... Let's say that audio programs aren't appealing to you. You don't want to take the time to listen. Two-and-a-half hours... That's very time-consuming.

Well: "Free 'Conscious Dating' newsletter for singles. As an added bonus, you can subscribe to our free monthly newsletter, where you'll get cutting-edge relationship articles, and advice from our coaches. Some recent topics include..."

Now, here is a good way to promote a newsletter. Yes, the newsletter's for singles, but what are they going to get? A newsletter, by itself, just represents an email they don't necessarily want to receive. So, what is in the newsletter? What are they going to get?

Some people like this kind of stuff. Other people don't. If they don't, well, shoot, scroll down, and there's something else: free "Conscious Dating" e-program for singles.

"I know you're probably still skeptical because you've read other books on this subject that were just filled with hype. But think about this: if you keep doing the same things over and over, you'll only succeed in getting the same results.

"That's why I'm going to let you try my book before you buy it. Just enter your email address to sign up for my free book-excerpts e-program.

"I'm willing to share parts of my book with you for free, because I know that once you realize the value of this information, you will want to buy the book."

I've provided three choices, each of which will create a prospect for me, and I can build a relationship with that.

Going on down the line, down at the bottom: "Already convinced, and can't wait to get the book? Click here."

There's a graphic of the book. There's my photo again. And I'm signing off.

And guess what? I got a P.S. The P.S. is very important. Sometimes it is the most important. It becomes the most read part of any email or a sales letter. A lot of people, they read the top, it has got their attention, they are interested, then they scroll down to the end, they just skip all the stuff in between and so bottom-line, they want the bottom-line. So give them a P.S. that will stimulate them into action or tell them what you want to tell them.

So the P.S. here says: "P.S. One more thing. I'm passionate about helping you find the love of your life. Get the book and bonus CD today (while supplies last), you'll be glad you did. Click here to order Conscious Dating right now." And so my P.S. is another call to action and it is a personal message from me to them. So there is an example of a sales letter and a sales page.

Another word for this kind of web page is a mini-site. A mini-site is a one-page website and it is generally focused on one thing, either getting the opt-in or getting the sale. And in this case, this mini-site is doing both. So for your services and your programs and your gem, you can consider creating a mini-site, a one-page website that has your opt-in offer on it, has your sales page on it, and that you direct people to when you don't necessarily want to send them to your website. Your website will not necessarily create a client or a sale for you. Ideally your website would have your opt-in offer prominently displayed and will capture that prospect. But even better, even more effectively, would be to have a single page website, a mini-site that is totally directed at getting the prospect. Because on your website you have other information, you have other links. The website does multiple things for you. Well, if you wanted to do one thing for you which is to generate prospects, then create a website just for that.

And for the website that we are talking about, in module two, the website for your niche, my suggestion was to create a one-page website. And the best one-page website would be a one-page website to create a prospect. So it'd be your opt-in page for your gem. Of course it can be your one-page website for your launch event. So, these are the five steps for packaging your services for unlimited prospects.

Step one: Create a program. And I show you an example of that at [consciousdatingprogram.com](http://consciousdatingprogram.com).

Step two: Clearly define what the program is, who it is for and its features.

Step three: Clearly identify the benefits and deliverables of the program. You have an example of that at [consciousdatingprogram.com](http://consciousdatingprogram.com).

Step four: Create a compelling name or brand for the program. So given the people on your niche and given what you are offering them, what could you call this that would attract them, that would make sense to them, that they would want to sign up for, they'd feel good about? And then that can be your domain name; that can be your trademark. Conscious Dating is trademark. When I created the program and called it Conscious Dating, I did some research and found that nobody else was using that name. I trademarked that puppy, so the words belonged to me, nobody could use those words without my permission because it is my trademark. And you can do the same thing.

Step five: Compose marketing and sales copy and put it up in a one-page website, use that for your sales letter and the model for doing that is AIDA. You need to have their attention right away. How can you do that? With your graphics and your headlines, you need to stimulate their interest, that is with your headlines and self-selecting questions that you might have and then you need to stoke their desire that is going to be in the body of your sales page, you are going to speak to their pain, you are going to speak to what they really, really want--really, really need--and then you are going to invite them to take an action. Because once you got their attention and they are interested and then they have their desire stoked, they are ready to take action.

So in my case I have given them choices. The ones that are ready to buy, I am inviting them to act to get the book and I throw in the bonus of a CD along with the book. And if they are not ready to buy, the action I invite them to take is to become a prospect by giving them a choice of three different things they can get for free. So, that is an example of how to package your services for unlimited prospects.

And I do have another service that is an example for you.

<http://www.Privatepracticemagic.com> Here is something that I sort of naturally fell into; interviewing people, recording it and creating a valuable audio program from it. I just naturally fell into it. I enjoy it, I am a coach, I enjoy helping other people be successful and shining the light on them. It is marketing device for me to conduct relationship teleseminars, I have been doing it for years. And so having other people on the seminar and interviewing them has been something I have been doing a long time.

And when I caught on to how effective an audio CD is in marketing a practice, I put this together into a service called Private Practice Magic and it is a service that helps private practice professionals create an audio program in a CD that highlights their expertise to be used as an opt-in offer, something that will create prospects, as something that they give away like going to networking events, maybe instead of a business card, hand out a CD. It could be even something that they sell or it could be something that they give to their clients as value added, "Here, take me home with you, thank you for our first session."

And if you look on the home page of [privatepracticemagic.com](http://privatepracticemagic.com), you will see marketing copy, you will see graphics, and you will see the single most effective marketing tool for getting high paying clients. Attract new clients like magic, prove your credibility and expertise, compel prospects to contact you, convince high paying clients to hire you. Do I have your attention? Have I stimulated your interest? OK, going on down a little further; the home page actually, there is not much text on it, but what is there is very, very effective.

So, what have I told you that after more than 20 years in private practice and mentoring, hundreds of private practice professionals just like you, I discovered a magic wand that can quadruple your response rate from presentations, triple your response rate from your website, double your conversion rate of prospects to clients. Ooh, who wouldn't want that. Have I got your attention? Have I stimulated your interest? Have I stoked your desire? And then there is a button there, "here's how".

There is also the opt-in offer, free report, how to fill your practice using an audio CD. And then there is elsewhere in the website there is case studies. The case studies show what I have done for other people. They are widely varied, so hopefully anybody that goes through this website will see, "Oh boy, yeah, if he can do that for these people, then he can do this for me." And then frequently asked questions.

So here is a very, very simple website that is just structured around a service. Now, I could call the service "David Steele's Audio CD Productions, " but "Private Practice Magic" because I see this as working like magic in creating prospects and enrolling them to be clients. Private Practice Magic is a lot catchier than David Steele's Audio CD Production Services.

So there is an example of packaging a service. It is something that I do, it is not a product, it is not something that I sell, it is not something to download. I do have a silver, gold, platinum kind of structure to the service and I would suggest that you do the same.

Platinum is everything and the kitchen sink: everything you can put together that would be highly, highly valuable and effective for the people in your niche.

And then gold might be most of everything that they might need or want.

And then silver or bronze might be like the light entry level. This is if they want to put their toe in the water and just get started.

So there's a whole business created around a service that I've been doing. So, I decided to give it a name and give it more structure. So, that is how to package your services for unlimited prospects.

**Woman:** I was just wondering--you can use these one pagers in lieu of a full website couldn't you?

**David:** Absolutely.

**Woman:** Yeah.

**David:** Yeah.

**Woman:** OK. Yeah. I could see the value of that because that's where you want people to go anyway.

**David:** Yeah.

**Woman:** huh. OK. Thanks.

**David:** And you can also have a forwarding domain name like [consciousdatingbook.com](http://consciousdatingbook.com) going to this web page that I created at [consciousdating.com/book.htm](http://consciousdating.com/book.htm). It looks like a standalone website. So, it's easy to do.

**Woman:** On the web page, but we're looking at the consciousdating...

**David:** You mean the book page?

**Woman:** The book page, huh.

**David:** OK?

**Woman:** Yeah, I guess I don't understand you know when you were talking about how to package a service. It's a product to me.

**David:** Right, right. Absolutely. I showed you that as an example of sales copy.

**Woman:** OK, OK. That's right.

**David:** Yeah.

**Woman:** You did. OK.

**David:** So, that was not an example of packaging services; that was an example of a product.

**Woman:** All right.

**David:** And the example of packaging services was the [consciousdatingprogram.com](http://consciousdatingprogram.com) and also [privatepracticemagic.com](http://privatepracticemagic.com). So...

**Woman:** All right. Thank you.

**David:** So, both of those are services that I provide, that I called it something, that I created a website for it; I created a program or a structure to it. Where before, it was just me providing a specific service to a client.

**Woman:** All right. I understand.

**David:** If you're drawing a blank for ideas, then look at the books and programs that other people have created for the people in your niche and get ideas.

So, let's go on to page four of your study guide. This is Section Three: How to package Your Product for Unlimited Prospects.

And guess what? It's the same steps. So just like with your services, Step One is you want to create a product for the people in your niche: going to be a nice standalone piece. It's going to be a capsulation of your expertise. It can be written. It can be audio. It can be video. It can be a combination. It can be online. It can be tangible.

If you were to design a program then what products would support that program or you can create your program into a product.

For example, a workbook or a manual and CD set. Or it can be a downloadable manual and audios to go along with it. So, that would be an example of conducting a program live and a product that people would use for a--I love this term--home study course or home study program.

So, a service can also be a product if you create a manual or CDs and things like that around it.

And then Step Two, clearly define what the product is, who it's for, the features.

Step Three, clearly identify the benefits and deliver those of your product.

Step Four, create a compelling name or brand for the product.

And Step Five, compose marketing and sales copy for your product.

So, one example I have for you on packaging a product is "Private Practice Marketing on a Budget": [Privatepracticemarketingonabudget.com](http://Privatepracticemarketingonabudget.com). And I've already talked about this a bit; we're just going to talk about it with an eye

towards packaging your product for unlimited prospects. So, here I have a program, a \$1, 500 program: "Private Practice Marketing Secrets."

Now, a lot of people might be interested in what the program might offer and deliver to them, but they might look at the price and say, "Well, you know I can't afford that or I'm going to think about it." Or they balk at the price.

So whenever I market the program, the \$1, 500 program, I also let people know about "Private Practice Marketing on a Budget" because when they buy this entry level product they are exhibiting buying behavior; they are higher likelihood prospects for "Private Practice Marketing Secrets."

And if they look at the price of "Private Practice Marketing on a Budget" and that's too much, at the very least, then there's a free e-program there: "Top Seven Free Ways to Get Clients."

So, here I have a product that I created for people in my niche. And the people in my niche, often times they are struggling. They are starting out. So, they don't have a lot of money. And so in a way I understand that and I want to address that.

In fact I even want to make it OK. So, at the very top of the website it says Private Practice Marketing on a Budget because the most effective ways to get clients and market your products don't cost anything. So, I'm addressing these folks that are struggling and have scarcity mentality. And you know, they're not getting enough clients. They're having trouble paying their bills. They want to succeed in private practice but they don't have the money. They need the tools.

So, the headline "detailed practical proven free and low cost tools and strategies for getting high paying clients." It's like, well, if I were the people in this niche, this is what I would want. You know? So, do enough market research, definitely don't design a product or a service, for you.

In fact that's the number marketing mistake that private practice professionals make. You want to market to your desired audience, not yourself. But certainly you can start with yourself and do market research to either validate or expand on that.

So, if I was struggling and I didn't have much money, I would look at this and say, "Ooh, " you know? "OK, I'm interested."

And then giving people choices. So, the product is broken up into four kits. Each kit is a whole specialized area in itself: creating unlimited prospects on a budget, converting prospects to clients on a budget, leveraging technology to boost your practice on a budget.

So, they can purchase the kits individually, but you also see a nice green bordered box on the left side, right underneath the navigation menu that says, "Downloadable version now available: 42% discount."

So, if people are really struggling for money, but they want the tools, and they want the most affordable way possible then they'll get the downloadable version.

And that's just fine by me. Bigger profit margin because it doesn't cost me anything to deliver. And of the people that have purchased "Private Practice Marketing on a Budget, " by far I'd say 90% purchased the downloadable version. I don't have to send many CD sets out. So, here's an example of like I mentioned earlier of packaging expertise for the people in my niche, creating a product out of it, and then packaging that product and delivering it.

So, the website is a very, very simple website. The template I found for free. If you do a web search for free templates, you'll find a lot of options out there. Often times they include advertising or some sort of thing that you don't want on there, but it's pretty easy to remove those if you know HTML. And you can learn how to do stuff like this by simple listening to my audio program "HTML Made Easy" in "Private Practice Marketing on a Budget."

So, it's a very, very simple website. There are basically only six pages: the home page, a page for each kit--so that's five--, and then the e-program page. Oh, seven, there's the about us page: so seven pages for the entire website.

It's a product specific website. If you click on the top free ways to get clients e-program, you'll see a description of it: exactly what's covered in each day and the opt-in box. And so like I mentioned earlier, it's not enough to just have an opt-in offer and say you know get this thing for free, put your name and email here. You're going to have to convince them why this is valuable: why they want to do it.

So having an opt-in page, not just an opt-in box, some place on your website. Although you do need that, but if they want more information, send them to an opt-in page just for that.

So this is an example of creating a product from expertise, then packaging it, and

then marketing it.

And I am absolutely convinced that you can do the exact same thing. You have a book in you. You have a product in you. You probably have lots of products in you. And the easiest way to create these products is to leverage the work that you're doing in your field.

So whenever you give a seminar or presentation, record it. Whenever you write an article, well, don't just write a disconnected article. Why don't you, as a fantasy, even if you don't plan to do it really, as a fantasy, just outline a book.

If you were to write a book for the people in your niche, what would you call it? What would be the chapters? Just outline it. It will take you five minutes. Quick and dirty.

And then when you do your writing and you're speaking, focus on the chapters of the book. And then before you know it, you're going to have plenty of material for your book. Stories and case studies from your clients. The things that come up in your practice. You're working with your clients. This is what you do, this what you want to do.

So working with your clients, have you ever amazed yourself? It's like, "Whoa, where did that come from?" You design an intervention, you address a client's problem, you suggest an idea to them, you do a little educational piece for them on something, and it's brilliant. It's like, "Whoa, this is good stuff!"

Well, capture it in as many ways as you can capture it. One way is to record yourself working with your clients. Another way is to just have a notepad or notebook that you jot these things down. Capture them. This is how I created the communication map by the way.

Little bits and pieces over time. You can do the exact same thing. This is how products are created, this is how books are created.

So your service is with your clients. You work with your clients, session after session. Those services can be packaged into a program.

The program can be delivered in person, individually or in groups. It can be delivered as a product with maybe a workbook or a manual and some audio programs to supplement it. You can do this. I've done it. I started from nothing. I'm just a regular guy. You can do this too, I am absolutely convinced.

**Woman:** I really liked -- you simplified, as far as writing a book, it seems like such a big project, but I really like the way that you had us break it down.

**David:** It's do-able. You can do it, you know? It might seem like a daunting project when you're starting off. But the Conscious Dating book took me eight years to write. You can certainly get a book out a lot sooner than that.

So at this point, I want you to be absolutely excited and confident, "Yes, I can do this!"

**Woman:** I have tons and tons of programs that I've written and delivered. However, it was pre-audio recording these trainings.

**David:** Yes.

**Woman:** What would you suggest I do to be able to cut through some of this stuff and be able to create my products and get things going? Because I've already got all this stuff done, it's just that I don't have them recorded.

**David:** Well, that's easy.

**Woman:** OK. Tell me. I'm listening. [laughs]

**David:** What I would do in your position if I had all these programs that I've done in the past, I would pick the first one that I wanted to create into a product. The one that is most likely to have the appeal that I want it to and reach the niche that I want to reach.

So out of all these choices, what is the one thing that you'd like to create into a product? And then go ahead and deliver it. You can deliver it to a pilot group. You can invite a group of people to do it for no charge in exchange for their permission to record it and be part of the product development. I mean, that would be well worth it.

**Woman:** Yes.

**David:** Or you can go ahead and just market it. Then whoever shows up and wants to pay to be part of it, just make sure that you have their permission to record any kind of product out of it.

And so you do the program once with the purpose of creating a product out of it. And if you want to be extra safe, do it twice and record it both times.

The relationship coaching home-study program that I put together is based on a one day workshop that I've done multiple times across the country. And I recorded it twice. I actually paid a professional guy to come by and record the entire workshop two times. One of my mentors suggested that.

I wanted to create a product out of it and he said, "Well, David, one piece of advice. Record at least two of them." Because, you know, at \$1, 000 a pop, I was just going to record one of them.

I'm really glad I took his advice because there were lots of great passages in one workshop that in the other workshop didn't come through very well. It was too noisy, or somehow, it wasn't as good.

So between the two, I ended up having a very good product. Had I only recorded it once, it wouldn't have been half as good.

**Woman:** Yes.

**David:** So if you take that advice, you would be scheduling it twice, recording it twice, and then you have lots and lots of audio then that you can edit and put together into your product.

I would just start with one and then once that product is created, create a cover for it professionally; use a cover designer. Have a graphic made for it on your website, a 3-D graphic. I like 3-D graphics.

The packaging is important because, remember, people will buy based on the packing. And when they get it in the mail from you, or when they buy the product from you, how it looks to them is almost as important as the quality of the information in the product.

So don't skimp on the packaging. If you're going to create a product then go ahead and make sure that the packaging has high perceived value, it has curb appeal. And realize that once you create the product, it'll have a long shelf life. It will work for you over and over. You can be selling it for years.

So do a good job creating it, and then go on to your next product.

The communication map is approximately 15 years old, yet, I launched it as a product this year. The age of something has nothing to do with its quality or value. But the packaging is what counts to motivate people to be interested in it and to get it.

**Woman:** I'm working with self-employed professionals to increase their business. And so, I can think of a number of products that I've actually thought of and that have come up to me during this class to create.

I'm just not sure. I have so many I want to do that it's kind of overwhelming. I'm not sure which one to do first.

**David:** Well, let's hear them!

**Woman:** Well, one I'm going to be giving a teleclass or a webinar on follow-up. Another one is to do like an e-course kind of a thing through my AWeber account to capture the names. I'm working on a live workshop also which is kind of almost the same as doing the teleclass. I mean, it'll be the same materials.

So I'm just not sure which one to do first.

**David:** And do you have your gem?

**Woman:** I think I do have my gem. I've got a follow-up product.

**David:** OK, so it's product that teaches people how to follow-up?

**Woman:** Yes, it's actually a system for follow-ups.

**David:** OK, a system for follow-ups?

**Woman:** Yes. And that's what it'll be revolving around. But as far as I'll be teaching, you know, the importance of follow-up, the statistics from follow-up, things like that, and then bringing in this product that would basically take that pain away and offer a solution.

**David:** OK. And your target audience, the people that are in your network, are they used to purchasing and participating in something over the telephone, online, or in person?

**Woman:** There's a mixed variety. Some are, some aren't.

**David:** And so, what is most likely to make the biggest splash to get the most sign-ups?

**Woman:** Well, getting live on the phone, either on the phone or in person with them and demonstrating the tool.

**David:** And this is a great market research question. It's like, if you have a number of choices and you're not sure which is the right choice, then ask your desired audience.

**Woman:** OK.

**David:** And another question to keep in mind is, "well, what is the long-term goal and vision that you have for your practice?" Do you want to be doing more in-person stuff, more on-the-phone stuff, more online stuff? And then begin with the end in mind. So rather than worrying about what people would most sign up for right now, if you have a long term goal, then you might launch this with an eye towards that goal. Begin with the end in mind.

So for example, I know people that want to transition to a telephone practice. They want to work from their home. They don't want to be seeing clients in an office anymore. So if that were true, then rolling this product out, or this service, would be more online and on the telephone, because that's where they want to go.

**Woman:** Yeah, that's what I want to do. I travel quite a bit between Las Vegas and Florida, and other cities, and I want to be able to do most of it over the phone.

**David:** So, I would suggest that you deliver it over the phone and then you market it online and in person. In person you can do, what I call "intros," which is like a preview seminar...

**Woman:** Mm-hmm.

**David:** ...introductory seminar. You know, free. Once you put it together, you can do it at the drop of a hat, in-person or over the telephone, anywhere in the world. And it doesn't mean that you're going to deliver it in person, but oftentimes when people connect with you in person, they're more likely to sign up for something that doesn't seem as intangible to them, like something over the phone.

So a possible marketing strategy for you is to market in person and deliver over the phone. It doesn't mean that you can't market over the Internet too, but getting people to sign up and buy is much more effective when you're in person with them.

**Woman:** OK.

**David:** So if you're already doing that and you just don't want to deliver your services in person, go ahead and continue marketing in person, unless you don't want to do that either. And then that's fine. You can still make it work.

**Woman:** Well, I like to market in person. I've had booth displays and things like that and I've got lots contacts and leads. And now I'm trying to get back to them one-by-one, and using this tool that I've got. But I also have contacts that I don't see in person, and so for those I definitely want to do the on-the-phone thing.

Yeah, I'm thinking about also creating some kind of a beginning to the final kind of a thing: where they go on to my website and click on a link, and where I can capture their information and actually have permission to continue emailing them.

**David:** So that's where the "gem" comes in. That is clear, right? That your gem is your opt-in offer. It's what you have on your website that causes them to want to sign up and create a prospect for you.

**Woman:** OK. So I'm thinking that the gem is actually the product.

**David:** The gem is for creating a prospect. And I absolutely want you to package your services and your product. And if we go back all the way to page two of the study guide, section one: it's about creating a prospect-pulling gem for each of your niches. It's a stand-alone piece of your expertise and you chose a delivery system, like on your website.

You want to compose a compelling, irresistible invitation. You want to create a follow-up system. It's for creating a prospect, therefore, it's an opt-in offer: it's something they get for no charge. If it's something that you sell, then you're not going to create a prospect: you're trying to skip that phase and you just want to create a customer.

**Woman:** OK. So I understand now.

**David:** So, what would you rather have? A customer of a \$5.00 product which is on the Internet, as far as what you would convince people to buy pretty quickly without really building a relationship with them and convincing them of the value--you know it's going to be a low-dollar product--or to have a prospect?

The pipeline or funnel idea is to bring them in the funnel as a prospect, build your relationship with them, and offer them a choice of low, medium, and high-value products and services. The key is to create that prospect. That's where it all starts. So the gem is how you do that. And the gem is typically offered at no-charge.

**Woman:** OK. So the gem would be, "I'm giving a free class on how to increase your referrals and repeat business."

**David:** OK. And that can be your opt-in offer: "Register for a free class. 'How to Generate Referrals.'" One thing that would be nice, would be for you to do the class as the second step. The first step would be to have the gem be a download or an e-program that they can get immediately. The three magic-words on any website opt-in offer is "free, immediate, access." People love it when they can get it right away, immediately. And it might be a piece of the class.

**Woman:** Fine, I'll work on that.

**David:** OK. Good stuff.

**Woman:** Makes sense, thank you.

**David:** And thank you for bringing that up. I didn't realize that I didn't make it clear that your gem is an opt-in offer: it's for free, to generate prospects. That's the whole goal. And if it's something you create to sell, then it's a product. It might be a valuable product, and you might consider it to be a gem, but my definition of "gem" is: it's something that you dangle out there for free to create a prospect. It's a valuable piece of your expertise.

OK, let's turn to page five in the study guide, section 4; "How to bundle your products and services for unlimited prospects." Bundling is the idea of putting things together and it's more powerful than having a single service or product, and you'll see manufacturers and retail outlets do this all the time. You will have the dish soap that is a stand alone bottle, and you'll have the dish soap that is bundled with a free scrubber. And if they're both priced the same, and you like them both, which one are you going to buy? You're going to buy the one that comes with the free scrubber, definitely, unless you don't like that particular product.

So bundling is very, very effective. It's a way to leverage to your contact with that particular, prospective customer. You end up making more money, providing more services and more products than you could if you were just offering one thing. So, it's good. It's a strategy for you. Strategy number one is to bundle your individual services with group services.

And somebody mentioned this earlier on the call today, where you have a class or a workshop and you bundle it with follow-up, individual services. So for follow-up individual services, you know that after the class or workshop, your participants will need on-going support in order to implement. Otherwise they leave the class or workshop and nothing changes. The likelihood of them running with the ball and changing their lives and really benefiting from what they learned in the class or workshop without follow-up support is very, very low.

So bundling your group services with individual is very effective for service delivery and creating change. And if you do it the other way around, you can bundle your individual services with group services. So you have a practice, you have individual clients in your practice, well put together a group for them. And it's a very effective combination to do individual and group.

And your individual clients are not necessarily going to want to work with you individually forever, so a group is a way that they can continue to benefit from working with you after their perceived need for individual services has been taken care of. So you end up having the client longer and making more money in your practice than if clients were to come in and go out, come in and go out, for individual services.

So if you can, definitely have groups and definitely bundle your groups with some individual work, and your individual work with groups. That's strategy number one.

And groups, by the way--I want to put a plug in for this--groups are what I've found to be the most profitable, the most fun, and the most effective to market.

Now, for some reason that I don't quite understand, marketing a group is far easier and more effective than marketing anything else. People like the idea of groups, they are more willing to sign up for a group and refer it to others about a group. And I consider it a top strategy for building your practice to the point where I did a whole seminar on that with Jeff. And you can check it out at <http://www.buildingyouridealpractice.com/topstrategy.html> I have added it to the Private Practice Marketing on a Budget collection and it's about the idea of groups as a practice builder. Tremendous! I do consider it my top strategy. The easiest, most effective thing to launch and get people in the door pretty quickly, just go ahead and start a group and market it.

Strategy #2: Classes and workshops with individual followup. Now, groups are ongoing, groups are for therapy or support or coaching and a class or a workshop can be done with any niche, any part of the population. A class has a beginning and an end, a workshop has a beginning and an end, groups are ongoing. And people that would balk at the idea of hiring you individually or committing to a group for an ongoing basis would be much more willing to sign up for a class or a workshop.

And I have direct experience of this because when I transitioned my practice from therapy to coaching and I focused on singles in my area and I did have weekly singles events. What I was doing initially was marketing my coaching and it was not a hard sell, mainly it will be a networking kind of thing that I would deliver these programs and they would have fun and after the program we would kind of chat with networking and people would talk to me about what is going on for them and I would offer some suggestions. And that's where I entered the enrollment conversation with people. I did get clients from that and I did start groups from that.

But I tell you when I launched the class for singles, that's when my practice busted loose, that's when it became full and too much for me to handle, I brought in other people. We already had these people that were coming in on my list and very interested and they weren't ready or willing to sign up for individual work or group work, but the opportunity to take a class, that was an easy sell. And then as a result of taking the class, often times they would want to continue working together in the form of a group. So the class might have been an eight-week class and they were offered the opportunity to continue as a group. And the conversion rate was about 50%. So out of a class of 12 or 15, often times we'd get a group of six to eight out of that one class. And, so the class would be eight weeks but the group would be ongoing. And then we'd start up another class and then about half of those would convert into a group.

Some of them became individual clients but by far we preferred the group delivery method. It was more affordable for them, it was more fun for them, it was also very very effective. And here is a tip, and this in the top strategy audio. That

when you are doing a presentation, a seminar, a class or workshop and somebody asks a question, they raise their hand and ask a question, think of it this way, they are waving their arms and they are shouting at the top of their lungs saying "Hello, I am a prospect for you," whatever the question is. And so certainly you can address the question, but you want to remember who they are, you want to follow up with them.. And in fact if their question is too big or complicated or peripheral to the seminar, you can say something like, "That's a great question, but you know what, we don't have time to cover that right now, can I talk with you when this is done?" Go ahead and follow up with them.

After the program, whenever you give a seminar or a workshop or a presentation, after the program, hopefully you will stick around, and always there will be people coming up to talk with you. They will want to tell you their stories, they will compliment you of how great your program was, they will ask you questions and I want you to pretend that they are waving their arms, screaming at the top of the lungs, "Hello, I am high likelihood prospect for you." So if you realize that everybody that asks you a question or comes up to talk to you is a high likelihood prospect. How can you follow up with them? Invite them to talk with you on the phone or come in to your office, engage them in an enrollment conversation.

So strategy two is classes and workshops with individual followup. It is a very very effective service delivery method because you know at the end of the class or workshop that they are not going to be successful on their own, they will need individual followup. And often times if it is a combined decision they will not do it. If they have to think about it and it's going to cost them more money, they are not going to want to do it. So you bundle it and build it in to the workshop. Rather than charging \$200 for the class or workshop, charge \$400 and include a couple of individual followups. So, they don't have to decide whether or not to do it, it's a benefit they get. They are not necessarily going to sign up for it because of that, but you can charge more and it will be more effective.

Strategy #3: Family bundling or what I call piggybacking. If you've gotten one person to sign up for something, often times it's a great benefit, it's something that can help them make their lives efficient to hire you if they can include somebody else. So if you are working with small businesses or entrepreneurs, invite them to include their staff persons or their assistants, or their partners. Go ahead and work with them together. An example, I hired a speaking mentor. I was an OK speaker, I wanted to be a good speaker, may be even a great speaker, and I hired a speaking mentor. I looked around for the guy that was the best in the field and I found him, and he was wasn't cheap, but I figured well it is worth it. And it is not going to be forever and I will do this for like three months, six months, how long can it take me to go from being OK to good. So I hired him and grit my teeth and paid for it and he was great, I really was happy with him and he provided a lot of extra value, lot of value that I didn't anticipate that made me very glad that I was smart enough to hire him. Not only was he mentoring me in my speaking, but he had manuals and audios and when I first signed up with him, I received a box in the mail and it was like Christmas, I kept up on pulling

more and more and more stuff out of this box and I had no idea all this stuff was coming.

So, it's just great when you can make an impression on a client like that. But, what he did is not only did he mentor me, he offered to mentor my marketing assistant, who is somebody that I had that was going to help me market and make the calls on my behalf to get me speaking gigs. And so six months later when I was feeling very good about my speaking and getting very good feedback from him about how my speaking was going, he was also working with my marketing assistant and it made his service way more valuable to me.

Six months later I was ready to say goodbye, thank you very much, but he was working with my marketing assistant as well and so it boosted his value. It's an example of piggybacking. He piggybacked his mentoring to me with mentoring my marketing assistant. Anything you do, chances are the person you are doing it with has somebody in their life that would also benefit where you can include in the service and make it even more valuable to them.

And I call that family bundling or Piggybacking where you are including somebody else, of the client's choice, in with the service. I imagine an accountant can do that, you know? To bring in a family member that you would like to include with your family finances to now work with them as well.

Or estate planning or even something like chiropractic. So how much longer does it take to work with two clients in the same room as it does with one patient?

So these are just some kind of wild ideas, but it does work. I mean, people like this, it's value added, they are more likely to choose to hire you and to continue working with you because they're getting more than just the service for them. They're including somebody that they care about. It's serving their network, their business, or their family.

So family bundling or piggy-backing. That's strategy number three.

Strategy number four is basically a joint venture. This is where you create a bundle or package...

... and synergize with another professional and provide the kind of service that your target audience needs that is way, way more effective and powerful than you could possibly do on your own.

It would be way more attractive to them than it could possibly be with whatever you market on your own and it becomes a package. And you know, you think about it. Any particular niche that you might serve, they have multiple needs. There are many kinds of different professionals you can partner with to create a bundle for the people in your niche.

So that's the joint venture.

OK.

And strategy number five for bundling your products and services is providing premiums.

Premium is a little different from a bonus. Or maybe it's similar to a bonus, but a premium is something that's added value that you provide for people as an incentive and a motivation to sign up and work with you.

It's something that causes someone to take action. It's something that they want and need as people in your niche. And it could be something that they would be willing to pay for as stand-alone, but they get it for free by signing up to work with you.

So you're bundling this valuable thing that they want and need with your services as a premium.

And so let's talk about some ideas of what that might be.

Randomly take a niche, a depressed empty-nester and a therapist who focuses on working with empty-nesters who are having a hard time dealing with their kids leaving home. So they're a therapist, they run groups, they work with individuals, they might even have a gem, and they might even have a website. And so their focus, their services are individuals and groups for empty-nesters.

What kind of premium could this kind of person come up with? What would be really valuable to empty-nesters that they can use in addition to individuals and groups for how hard it is for them to be an empty-nester?

College planning, estate planning, or maybe your premium is sending them to a couple's workshop, or an individual personal growth workshop. Because you know, they need to start focusing on their own life, and their own future. Kind of

get away from the identity of being a parent taking care of the kid.

And so the premium is in addition to working with me individually or in my group, I send you to this particular workshop.

And a premium for this group could be as simple as a book or a workbook. So what is a top book for people in this niche? And if they decide to hire you that you would just give them, and maybe you would talk about some of the things in the book as part of your service. So the book ends up being a premium.

There's other businesses that use premiums all the time.

I was driving down the street the other day and I learned that my bank, the bank that I go to, is giving new customers a toaster when they sign up for a new checking account. That is so retro, you know, banks used to give toasters years ago. And maybe that's what they're trying to do. They want to go retro, they want to stand out. There's nobody else giving away toasters now-a-days, so they're giving away toasters.

And the toaster is a premium. Now you wouldn't just go to the bank and get a checking account just to get the toaster, but if you need to open up a checking account you might choose that bank over some other bank because you like the idea of getting a toaster.

So you know, one example of how premiums work.

I like premiums that better fit the niche, but you could have a premium of -- well I've seen how big professionals, especially financial professionals, provide Hawaii vacations as a premium.

"Sign up for me to do your bookkeeping in your small business and get a Hawaii vacation."

It's their way of attracting new clients. If you're a small business and you need an accountant or a bookkeeper, it might convince you to give them a try because you're going to get a Hawaii vacation out of it anyway.

So you can have a premium that is totally unrelated to your service and the need that your client has, but it's targeted towards something your client wants.

Or, my favorite, is when you have a premium that's very related to your client's needs and your services.

So that's a bit about premiums. You're bundling your products and services with something else that becomes like a bonus, something that your prospect, your customer gets as a result of buying from you or hiring you that might motivate them to buy from you or hire you.

The last one we have for you today is rather obvious. Number six, one approach that I like to packaging and bundling products and services is creating tiers. Like silver, gold, and platinum. Or level one, level two, level three.

For example, PrivatePracticeMagic.com. I have silver, gold, and platinum. And they're different packages. And it's a combination of services and products so the services, you know, creating the CD, maybe podcasting it, creating a download page for it. You know, whatever else, and the product would be having the CD and having it be duplicated.

And the silver package is just creating the program. The gold package is creating the program and having 100 copies of the CD. And the platinum package is creating a podcast from the CD, syndicating it, marketing, not just creating the program, but also marketing it so that you get traffic to your website from it.

So I like the idea when bundling products and services are creating tiers.

So if you were to create your top tier, all of your best stuff, and the highest price tag that you can motivate people to buy: it's like your dream client. You're bluebird that flies in your window and says, "Oh, I love you. I think this is great. I'll take everything you've got."

What would you offer them? And then call it your platinum option. And then what would be the option below that? And then what would be the entry level option?

The entry level option might be the silver. And some people, they want to start at the bottom, put their toe in the water, and then work up. Some people, they're bluebirds and they just want to go straight to the top and get the best of everything that you've got because they're motivated and because they see the benefit and the value.

So offering people choices is a great way to market your services and get more

of you out there. It motivates people to make a choice. You can't give them too many choices. Don't give them more than three for crying out loud. Otherwise they just become overwhelmed and they don't choose.

So those are our six strategies for bundling your products and services for unlimited prospects.

And that's everything we have for you today.

And next week will be module five for private practice marketing secrets. And we will cover relationship building. Leveraging your strengths to create an effortless stream of referrals.

There's two very cool things about this module.

The first is the idea that relationship building can build your business because private practice professionals tend to be relationship kind of people. We tend to like our clients, want to work with our clients, want to work with more clients, we like people! That's why we're in this business.

So relationships are our strength and, by far the most effective way that private practice professionals get clients, is word of mouth referrals. And so you don't have to passively wait for referrals. You can build your referral system.

So relationship building, leveraging your strengths to create an effortless stream of referrals. That's what we'll be covering next week.

OK. Have a good week. See you next time.

[End of transcript]