



## Private Practice Marketing Secrets Mentoring Program Module Three Study Guide

# Pioneering Your Practice: Nuts and Bolts of Building a Profitable Business That Fits YOU

For best results we recommend that you **PRINT OUT** this Study Guide and **USE** it to **MAKE LOTS** of notes during this program!

Thanks for joining us!



*David*

**DATE:** Starts Monday,  
May 18<sup>th</sup>

**TO DO:**

1. Listen to recording of Module Three
2. Follow along with transcript
3. Use this Study Guide to take lots of notes
4. Join our Implementation Lab on Friday May 22<sup>nd</sup>

### 4-Step Action Plan

1. Identify the universal nuts and bolts you need for your practice.
2. Identify the unique nuts and bolts you need for your niche.
3. Choose the resources you need from our resource bank.
4. Create your MAP – Marketing Action Plan – for each niche.

**We are committed to helping you build your ideal private practice and fill it with your ideal clients.**

**Are you?**

**Module Three**  
**Pioneering Your Practice:**  
**The Nuts & Bolts of Building a**  
**Profitable Business that Fits YOU**

**In Module Three you will learn**

- Your Universal Nuts and Bolts
- Your Unique Nuts and Bolts
- How to Navigate Your BYIP Resources
- How to Create Your MAP – Marketing Action Plan
- AND much more!

***I. The Universal Nuts and Bolts You Need***

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

**Important Notes:**

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***II. The Unique Nuts and Bolts You Need for Each Niche***

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Important Notes:**

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***IV. How to create your MAP – Marketing Action Plan***

**Niche** \_\_\_\_\_

**Ask** \_\_\_\_\_

**Design** \_\_\_\_\_

**Domain** \_\_\_\_\_

**Graphic** \_\_\_\_\_

**Website** \_\_\_\_\_

**Opt-in** \_\_\_\_\_

**Sell** \_\_\_\_\_

**Partners/JVs** \_\_\_\_\_

**Event** \_\_\_\_\_

**Follow up system** \_\_\_\_\_

**Important Notes:**

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Profitable Business that Fits YOU**

***VI. Resources for Your Next Success Steps***

**Resource #1: Practice Building Calendar ([download here](#))**

**Resource #2: Module Three Implementation Lab**

**Resource #3: [BYIP Resource Bank online](#)**

**[BYIP Resource Bank downloadable version](#)**

**Resource #4: [Use this Practice-Building Checklist to stay on track](#)**

**Our Next Meeting:**

**Module Three  
Implementation Lab**

**DATE:** Friday, May 22<sup>nd</sup>

**TIME:** 10:00am pacific/1 pm  
eastern

**TO JOIN:** 712-421-6096

**Pass Code 171071#**

**Our Next Module:**

**Module Four  
Private Practice Marketing -  
Packaging Your Expertise to  
Attract Unlimited Prospects**

**DATE:** Starts Monday, June 1<sup>st</sup>

- TO DO:**
1. Listen to recording of Module Two
  2. Follow along with transcript
  3. Use the Study Guide to take lots of notes
  4. Join our Implementation Lab on Friday, June 5<sup>th</sup>

**Private Practice Marketing Secrets Mentoring Program Links**

**Home Page- [www.buildingyouridealpractice.com/ppmsmain.html](http://www.buildingyouridealpractice.com/ppmsmain.html)**

**Schedule- [www.buildingyouridealpractice.com/ppmschedule.html](http://www.buildingyouridealpractice.com/ppmschedule.html)**