



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,
July 5th

- TO DO:**
1. Download Module Three files [here](#) (pw- ppms2010)
 2. Listen to Module Three recording and follow along with transcript
 3. Use this Study Guide to take lots of notes
 4. Join our Implementation

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!

1. The Universal Nuts and Bolts You Need

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Important Notes:

Module Three
Pioneering Your Practice:
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Profitable Business that Fits YOU

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

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Important Notes:

Module Three
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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:

**Module Three
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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: Thurs July 8th and 15th

TIME: 3pm pacific/6pm eastern

TO JOIN: 408-490-3078

PIN 466194#

Our Next Module:

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

DATE: Starts Monday, July 19th

TO DO: 1. Download Module Four
files [here](#) (pw- ppms2010)

2. Listen to Module Four
recording and follow
along with transcript

3. Use the Study Guide
to take lots of notes

4. Join our Implementation
Lab on Thursday, July 22nd

Private Practice Marketing Secrets Mentoring Program Links

PPMS Home- <http://www.milliondollarpractice.net/ppms2010.html>

Schedule- <http://www.milliondollarpractice.net/ppmschedule.html>