



Private Practice Marketing Secrets Mentoring Program Module Four Study Guide

Private Practice Marketing: Packaging Your Expertise to Attract Unlimited Prospects

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, June 1st

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

4-Step Action Plan

1. Create a prospect-pulling “gem” for each of your niches.
2. Choose one of our strategies for packaging your services.
3. Choose one of our strategies for packaging your products.
4. Choose one of our strategies for bundling your products and services.

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

Are you?

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

In Module Four you will learn -

- How to Create Your 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 Products and Services for Unlimited Prospects
- AND much more!

Let's Get Started!!

I. How to Create Your Prospect-Pulling “Gem” for Each of Your Niches

Step 1 _____

Step 2 _____

Step 3 _____

Step 4 _____

Step 5 _____

Important Notes:

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

v. ***Additional Resources***

Packaging Yourself for Success Article

<http://www.buildingyouridealpractice.com/packaging.html>

Packaging Yourself for Success Audio Program

<http://www.relationshipcoachinginstitute.com/external/audio/packaging.mp3>

Writing Winning Headlines (for copywriting, creating titles, etc)

<http://www.relationshipcoachinginstitute.com/external/ppms/writingwinningheadlines.pdf>

How to Get a Rush of Clients audio program

<http://www.relationshipcoachinginstitute.com/external/byip/audio/howtogetarushofclients.mp3>

How to Get Sponsored audio program

<http://www.relationshipcoachinginstitute.com/external/byip/audio/howtogetsponsored.mp3>

Our Next Meeting:

**Module Four
Implementation Lab**

DATE: Friday, June 5th

TIME: 10:00am pacific/1 pm
eastern

TO JOIN: 712-421-6096

Pass Code 171071#

Our Next Module:

**Module Five
Relationship Building: Leveraging
Your Strengths to Create an
Effortless Stream of Referrals**

DATE: Starts Monday, June 15th

TO DO: 1. Listen to recording
of Module Five

2. Follow along with
transcript

3. Use the Study Guide
to take lots of notes

4. Join our Implementation
Lab on Friday, June 19th

Private Practice Marketing Secrets Mentoring Program Links

Home Page- www.buildingyouridealpractice.com/ppmsmain.html

Schedule- www.buildingyouridealpractice.com/ppmschedule.html