



## 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:** Tuesday, June 10<sup>th</sup>

**TIME:** 9:00am pacific/Noon Eastern for 3 hours

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

**Pass Code:** 171071#

#### 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:**

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**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>

**Our Next Meeting:**

**Module Four  
Implementation Lab**

**DATE:** Friday, June 13<sup>th</sup>

**TIME:** 10:00am pacific/1 pm  
Eastern for 2 hours

**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:** Tuesday, June 24<sup>th</sup>

**TIME:** 9:00am pacific/Noon  
Eastern for 3 hours

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

Pass Code 171071#

**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)