



Private Practice Marketing Secrets Mentoring Program Module Six Study Guide

Getting Hired: Converting Prospects to Clients: The Key to Private Practice Success

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 29th

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

4-Step Action Plan

1. Choose 3 strategies to get prospects to engage you and implement them.
2. Practice 3 enrollment conversations in the next 10 days.
3. Choose a follow up strategy and implement it.
4. **Most Importantly:** Take the 24 hour challenge!

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

Are you?

**Module Six
Getting Hired:
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The Key to Private Practice Success**

In Module Six you will learn -

- How to get prospects to engage you
- The 11 points of an effective enrollment conversation
- What NOT to talk about in an enrollment conversation
- 4 closing questions that will fill your practice
- How to guide your prospects past their fears and inertia
- The most effective follow up strategies
- AND much more!

Let's Get Started!!

I. How to Get Prospects to Engage You

Key Concept: Bluebirds vs. Boulders

Strategy 1 _____

Strategy 2 _____

Strategy 3 _____

Strategy 4 _____

Strategy 5 _____

Strategy 6 _____

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II. *How to Conduct an Effective Enrollment Conversation*

[Download The Enrollment Conversation Checklist](#)

Item 1 _____

Item 2 _____

Item 3 _____

Item 4 _____

Item 5 _____

Item 6 _____

Item 7 _____

Item 8 _____

Item 9 _____

Item 10 _____

Item 11 _____

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III. What NOT to Talk About During the Enrollment Conversation

Don't #1 _____

Don't #2 _____

Don't #3 _____

Don't #4 _____

Don't #5 _____

Don't #6 _____

IV. The 4 Closing Questions!

Question 1 _____

Question 2 _____

Question 3 _____

Question 4 _____

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About Overcoming Objections

Most private practice professionals freeze when a prospect states an objection such as “Gee, I’d like to, but I just can’t afford it right now,” or “I don’t have the time,” or “I have to think about it.”

In our opinion, it is rarely about time or money or needing to think about it, they are simply experiencing fear and need your support to overcome it.

The challenge here, and why so many professionals have difficulty with this situation, is that the prospect is interested and attracted and NOT saying “no.”

If a prospect does say “no” and indicates they’re not interested, chances are you would immediately respect that and proceed no further. Helping people overcome their self-imposed limits to reaching their goals is what you do as a helping professional!

If they were your client and experiencing fear and resistance to something they wanted to do, how would you handle it?

Think about it. You help your clients overcome their fears and take action all the time. Why not do this with prospective clients as well?

Remember, most of your prospects (perhaps 80%) will be “boulders,” and you need to be effective in helping them past their fears to hire you. This is a pivotal choice point in their life. Behavior is not random, it follows patterns, and unless you can help them past their fear, it is likely they will continue to follow this pattern and stay stuck where they are in their life.

Just to be clear, this applies to prospects that ARE INTERESTED, but are hesitant. This DOES NOT APPLY to prospects that are not interested or say “No.”

How do you help your clients move past their fears? Can you do the same with your prospective clients?

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V. *Asserting Influence: Guiding Your Prospect to Overcome Their Fear and Inertia*

Strategy 1 _____

Strategy 2 _____

Strategy 3 _____

Strategy 4 _____

Strategy 5 _____

Strategy 6 _____

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VI. Addressing specific “crazy-making” fear-based questions:

Fear question 1 _____

Answer: _____

Fear question 2 _____

Answer: _____

Fear question 3 _____

Answer: _____

Fear question 4 _____

Answer: _____

Fear question 5 _____

Answer: _____

Fear question 6 _____

Answer: _____

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VII. Effective Follow-Up Strategies

The #1 most important enrollment strategy is _____

Strategy 1 _____

Strategy 2 _____

Strategy 3 _____

Strategy 4 _____

Strategy 5 _____

Strategy 6 _____

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VIII. Take our 24 hour challenge!

“Pretend this is a reality TV show and you will win a million dollars if you get one new paying client in the next 24 hours.”

Step 1 _____

Step 2 _____

Step 3 _____

Step 4 _____

If you can get one client, you can get two, and three, and so on. You will have proven to yourself that you can get clients whenever you want, which will raise your confidence and ability to enroll other clients, and guarantee your success in your private practice!

So... GO GET HIRED!

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IX. Resources for Your Next Success Steps

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

Resource #2: Enrollment Conversation Checklist [download here](#)

Resource #3: How to Get a Rush of Clients audio program [download here](#)

Our Next Meeting:

**Module Six
Implementation Lab**

DATE: Friday, July 3rd

TIME: 10:00am pacific/1 pm
eastern

TO JOIN: 712-421-6096

Pass Code 171071#

Our Next Module:

**BONUS SEMINAR/REUNION:
How to Maximize Your Private
Practice Income**

DATE: Friday, July 10th

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

TO JOIN: 712-421-6096

Pass Code 171071#

Private Practice Marketing Secrets Mentoring Program Links

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

Schedule- www.buildingyouridealpractice.com/ppmschedule.html