



BE A
WEALTHY
Therapist
with CASEY
TRUFFO

Finally, You Can Make a Living
While Making a Difference

5 Ingredients

Step 3: Creation of Your Growth Plan

Hi there. Welcome back to the 5 Ingredients to a Happy, Healthy, and Wealthy Therapy Business.

It's Casey Truffo from www.beawealthytherapist.net. Today we're going to be talking about the third step in our 5 ingredients, the creation plan. This is your creation plan for growth. In previous videos, we talked about money, money wisdom, how to make sure you're not accidentally leaving money on the table and how to know your numbers so you're focusing your business toward profit. In our next video we had talked about your strategy; why does your business exist and whom are you called to serve. In this video we're going to be talking about creation of your growth plan.

There's two types of growth plans. We want your client's service plan. How are you going to service those clients you've attracted into your business? First, how do you attract them?

If you're new and you're not full and you don't have a waiting list, the way that you're going to service those clients that you attract is with one on one therapy. Once you are full and you have too many clients or inquiries coming in, then you want to consider adding associate clinicians that work for you. When you're ready to do that, let's have a chat. Some people actually do this and it ends up costing them money, meaning it's not profitable. As you're adding clinicians you want to make sure you know your numbers and you go back to profit.

Again, two types of creation plans for growth. The first is your client service plan. How are you going to service them? Again, if you're new you're probably going to be with one on one therapy. If you've been around for a while and your phone is ringing more than you can handle you want to consider adding clinicians.

How do you fill up? How do you attract those clients? The bottom line is you must be visible online and in the community. A lot of people say marketing is icky, I don't want to do it. Hopefully that's not you. If there's any leftover, residual feelings like that, remember, marketing your practice is a community service. Once you let people know what kind of pain you help in the community, the people who have that pain can find you. I say you owe it to those in your community who are hurting to let them know what kind of pain you help to resolve.

If you don't already have a full practice you will need to market for the rest of your career. It's just the way it is. Let's get over it and get going. How do we attract clients into the business? Hopefully if you've done the empathy map in the strategy section, step 2, then you have the words that your ideal client...the words to say to attract them, meaning what are they saying, what are they thinking but not saying, what are they feeling, what do they want. You have all that language, if you've done the empathy map, to create the language in the online marketing plan and in your community marketing plan. If you haven't done that, please go back and watch the video on step 2 and do that empathy map. I promise you, it will save you loads of time later and frustration.

What do you need in your online marketing plan? You're going to need a website. I'm going to recommend that you be on 2 to 4 of the online therapist locators, online directories. There's lots. Psychology Today, Theravive, Network Therapy, www.goodtherapy.org. Just Google what you think a potential client would Google in your area and you'll see them come up. You want to get on at least 2 to 4 of those and have your own website that uses the language that you created in the empathy map. It doesn't talk about you. You want to make it 80% about the client and 20% or less about you. Really, you should use the language you created in the empathy map.

A lot of people ask me about social media. At the time of this recording I do not think Facebook or Twitter will help you get clients.

In your community marketing plan, remember your client attraction plan had two parts to it: online websites and online locators, and community. The community marketing plan is the jewel because a lot of clinicians are so absorbed in making aqua color, teal on their website, making everything perfect on their website, they have forgotten the community. The community wants to refer people to you. Let's figure out who in the community serves like-minded people,

your ideal clients, with non-competing services. Let's make a list of them. Begin to connect with them. You want to build relationships rather than try to sell your services. A lot of people create fancy brochures and run out and try to tell everybody about their business. It's just like dating. Please, go out and build relationships with other people who service your ideal client. Ask them if they're looking for more customers, patients or clients. Get to know their business. Once you build a relationship, then people will want to refer to you.

Speaking is an amazing opportunity to get clients. When you have a process where you have a signature talk that is based on your specialty, going back to the empathy, what can happen is that you can have a process. You must develop a process to invite them from sitting in the audience to coming in to your office. We have another program on that that's a little bit longer than this video can do. Have some type of consultation process where you move them from audience member to your office to have them get a sense of what it's like there. You can convert anywhere from 25-50% of your audience into becoming clients if you have the right formula to do that.

Again, your marketing plan is going to be online and community. Your action steps from this video are to get online on at least 2 directories. Make sure you have a website. If you don't have one, create one. Then, does it use the empathy map language? Is it client engaging?

For your community marketing plan, you want to look at who else serves your ideal client and begin to reach out and build relationships? I like to say make a list of 20 and reach out to 1 or 2 per day. Continue to build those relationships. Look at where could you speak. What groups are filled with your ideal client? Contact the program director and see what you can do.

All of this is going to take time. I'm not going to lie to you. Nothing happens overnight. If you wanted to get married, you would have to date a lot of people to go on second dates. You'd have to do those second dates before...it's a process. This is something you're going to be doing the rest of your life. Let's come to terms with it, get excited about it, make a game out of it. Be out there in the community building the visibility and online that you need to to attract the clients you want.

That is your creation step that we're going to do. Again, we've already talked about money and how to know your numbers and track them. We talked about strategy, how to come up with the empathy map that

gives you the language for the people that are wanting to come and see you, people who want to pay you. Today we talked a little bit about the creation plan, your plan for servicing them and your plan for growth in terms of creating your client attraction plan.

In our next video we're going to be talking about how to take action steps on that plan. Finally, in our final video we're going to be talking about perspective, which is the overarching thinking problems we have that can stop us from having the practice that we want.

You deserve to have this practice and you deserve to have this amazing life. I look forward to seeing you in the next video. Until next time, this is Casey Truffo wishing you a happy practice building.