



BE A
WEALTHY
Therapist
with CASEY
TRUFFO

Finally, You Can Make a Living
While Making a Difference

5 Ingredients
Step 4: Action

I'm excited today to talk with you about the fourth ingredient in our 5 Ingredients to a Happy, Healthy, and Wealthy Therapy Business. Hi, it's Casey Truffo. Today we're going to be talking about action steps.

We therapists are great academics. We will study anything, including marketing. We'll even create an action plan for growth like the marketing plan we talked about in step 3. Will you take action on your plan? That's where the rubber really meets the road. Today we're going to talk about how to do that.

The first thing is I want you to look at your online marketing plan and your community marketing plan that you created in step 3 and identify what tasks are going to need to be done. Let's start with your online marketing plan.

We want to have a website and be on at least 2 online locators. Here are some sample tasks I'm going to show you in a moment. Yours may be different. Really do yours. I'm just showing you some that I created for mine. I'm going back and reviewing my empathy map and making sure that my website looks like I really understand the person and it's engaging and it's about the client's issues and not me. I want to make sure that the call to action, which means my phone number or some way to connect with me, is very easy and efficient and quick. I also want to make sure I'm on at least 2 online locators. You may have more tasks than that. These are just some sample ones.

The first thing you do is you look at your online marketing plan, identify the tasks. Second, look at your community marketing plan and identify the tasks. We have a speaking plan and a networking plan. What are the tasks you need to do for your networking plan? Let's say they look something like this. Make a list of others who service your

ideal client, possibly not therapists but other people that also service your ideal client with non-competing services. Make a list of 20 and develop a way to reach out to them and get to know them by building relationships and keeping in touch with them regularly.

What about your speaking plan? Identify the tasks there that you need to do. Here are some sample ones. You might want to develop a couple of different signature talks, or one talk with two different titles. Find some places to speak and then reach out to the program directors, who are the people looking for speakers. I want you to remember that the program director is often a volunteer job. You might need to reach out a few times. Know how you're going to turn audience members into clients. If you don't know how to do that, then you might want to consider taking our speaking class. We really want you to be able to give the people in the audience a sense of what it's like to be with you and invite them into your practice. That's the way you're going to have clients from speaking engagements.

Assuming you've done that, looking at your online and community marketing plan, you probably have a long list of tasks. We want to reduce overwhelm here. Chunk it down. Create 25 to 45 minute tasks. You're going to put those on your calendar. Then you're going to do them day by day, week by week, quarter by quarter. That consistency of knowing what's next, knowing what you're going to do, putting it on your calendar, and doing it is what's going to separate you from the people who perhaps aren't as successful.

Remembering, we really want to make friends with marketing and make it a game, make it fun. You're going to need to do it as a business owner for the rest of your career. Let's get a handle on it, let's accept it, let's make it fun.

I know sometimes getting out in the community and networking and speaking can be a little fearful, or marketing in general. I found this quote by Dale Carnegie that I really liked. "Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, don't sit at home and think about it. Get out and get busy."

What are the action steps for this module? Review your creation plan for growth, your marketing plan and subsets to that, your online and community marketing plans. Identify what you're going to do for each of those plans. Create small 25-45 minute tasks. Figure out how many you want to do a day. I try and do 3 a day.

One of the big keys to making sure you do your action step is having some kind of accountability. I suggest you get some kind of accountability partner or coach who will keep you from jumping off into the shiny things and do the things we know work day by day, inch by inch, so that you'll have the practice you want.

If you'd like our support in either learning more about how to develop your marketing plan, how to create those tasks, or help you stay accountable you can check out our coaching programs at www.beawealthytherapist.net/help.

I look forward to seeing you in the next video where we're going to be talking about perspective. When we think about the 4 steps we've covered so far...money wisdom, strategy, creating your marketing plan and taking action on building your business...those are all doing steps. What about thinking? What is it you think about your business? Where do you and your business fit in the world? What kind of attention do you want to give it? How do you feel about being successful? What do you think about that? All of those are perspective. We're going to talk about that in our next video. I will tell you, perspective can really make a difference. I look forward to sharing that with you.

Until then, Casey Truffo saying bye-bye for now.