

# 101+ Ways To Fill Your Practice (And Keep It Full)

Do at least 25 of these.

1. GIVE YOUR SERVICE AWAY
2. GIVE YOUR SERVICES AWAY TO 3 CLIENTS WHO CAN FILL YOUR PRACTICE
3. LEAD A WORKSHOP FOR YOUR CURRENT CLIENTS AND DON'T CHARGE THEM FOR IT
4. LEAD A WORKSHOP FOR YOUR FRIENDS, CLIENTS, PROSPECTS AND THE PUBLIC FOR A VERY AFFORDABLE TUITION
5. ASK 5 KEY CLIENTS FOR 5 REFERRALS EACH
6. HOST A WEEKLY LUNCHEON OR MONTHLY PARTY
7. TELL CLIENTS THAT THEIR REFERRALS ARE ONE OF THE WAYS YOU ARE PAID
8. JOIN 3 CLUBS OR ORGANIZATIONS WHERE YOUR IDEAL CLIENTS WOULD LIKELY BE MEMBERS
9. DELIVER A MEASURABLE 20% MORE THAN WHAT YOUR AVERAGE CLIENT EXPECTS
10. OPEN AN OFFICE THAT INSPIRES YOU TO DO YOUR BEST WORK
11. OFFER TO HELP 3 PEOPLE IN TROUBLE WHO CANNOT AFFORD YOUR FEE
12. BECOME A KNOWN RESOURCE BY HAVING OR GETTING TO KNOW 50 HIGHLY QUALIFIED PEOPLE WHO PROVIDE SERVICES THAT YOUR IDEAL CLIENTS NEED
13. ORIENT AT LEAST 25% OF YOUR PRACTICE AROUND YOUR SPECIAL GIFT
14. HOST GATHERINGS OF YOUR COMPETITORS
15. TRAIN YOUR CLIENTS HOW TO SPEAK ABOUT YOU
16. BECOME KNOWN AS UNCONDITIONALLY CONSTRUCTIVE
17. WRITE AN ARTICLE ON SOMETHING NEW IN YOUR PROFESSION
18. MENTOR AN APPRENTICE IN YOUR PROFESSION
19. HIRE AN APPOINTMENT SETTER
20. KNOW AND ARTICULATE YOUR 3 BASIC MESSAGES
21. TELL PEOPLE THE 10 THINGS THAT YOU WANT FOR THEM
22. SET YOUR PRACTICE STANDARDS HIGH AND HONOR THEM
23. CLEAN OUT YOUR CLOSETS
24. SEND OUT A MONTHLY NEWSLETTER
25. SEND OUT A MONTHLY PERSONAL, PRACTICE LETTER
26. SPEAK TO GROUPS AT LEAST ONCE PER WEEK
27. MOVE TO THE BEST PART OF TOWN
28. SEND BIRTHDAY AND HOLIDAY CARDS
29. WRITE A BOOK THAT BREAKS THE RULES
30. SEND "REQUEST LETTERS" TO COLLEAGUES
31. BECOME KNOWN FOR 3 SPECIAL THINGS, BUT DELIVER ALL YOU CAN UNTIL YOUR PRACTICE IS FULL
32. INVEST 10% OF YOUR REVENUE IN TRAINING, COACHING AND DEVELOPMENT
33. DRESS BETTER
34. BE A PROFESSIONAL
35. KNOW WHAT YOU ARE ATTACHED TO AND GET RELEASED
36. KNOW YOUR VISION AND BE ABLE TO SHARE IT
37. ESTABLISH YOURSELF AS A CENTER OF INFLUENCE
38. DEEPEN YOUR RELATIONSHIP WITH 10 CENTERS OF INFLUENCE
39. MAKE YOUR CLIENTS AND OTHERS RIGHT EVEN WHEN THEY AREN'T, BECAUSE THEY ARE
40. RAISE YOUR FEES
41. GET YOUR PERSONAL NEEDS MET OUTSIDE OF YOUR PRACTICE
42. GIVE THE RIGHT GIFT FOR EACH REFERRAL
43. MASTER THE SKILL OF CONVERTING LEADS TO CLIENTS
44. IMMEDIATELY ACKNOWLEDGE A REFERRAL
45. DO NOT OFFER YOUR BUSINESS CARD; RATHER, ASK FOR PERMISSION TO CALL
46. HAVE A FULL PRACTICE
47. ASK, DON'T PLEAD, FOR MORE BUSINESS, BUT DO ASK
48. BE INTERESTED, NOT INTERESTING
49. UNDERPROMISE, BUT GET THE CLIENT ANYWAY
50. FULLY HANDLE EVERYTHING
51. PACKAGE YOUR MATERIALS TO STUN PEOPLE
52. HAVE SOMETHING WORTHWHILE TO SAY
53. HAVE REFERRALS CALL YOU; DON'T CHASE THEM

54. ACKNOWLEDGE OTHERS, DON'T COMPLIMENT THEM
55. DO MORE WORK FOR CURRENT CLIENTS
56. KNOW WHAT SERVICES YOU CANNOT OR WILL NOT OFFER
57. EXPECT A LOT FROM YOUR CLIENTS
58. PACKAGE YOUR SERVICES TO CREATE AN ANNUITY STREAM
59. UPGRADE YOUR CLIENTELE
60. DRASTICALLY CUT BUSINESS AND PERSONAL EXPENSES TO BE 25% PROFITABLE RIGHT NOW!
61. GET MORE PERMISSION THAN YOU'LL EVER NEED FROM EVERYONE
62. BE COACHED
63. HANDLE THE RHINOCEROS HEAD IN THE SPACE
64. SPEAK BENEFITS, NOT FEATURES
65. SPEAK FROM THE YOU, NOT THE I
66. TAKE THE INITIATIVE. DON'T WAIT
67. DON'T GOSSIP
68. PUT THE RELATIONSHIP AHEAD OF THE RESULT
69. ESTABLISH A VALUE ON YOUR TIME. NO MORE ERRANDS
70. DON'T HIDE BEHIND A BROCHURE
71. ADVANCE YOUR PROFESSION
72. TAKE A VACATION EACH QUARTER
73. HAVE SOMETHING TO LOOK FORWARD TO EACH EVENING.
74. BE STRAIGHTFORWARD, BUT DON'T SPILL YOUR GUTS
75. OFFER TO HELP WHEN YOU CAN DO SO WITHOUT SUCH HELP "COSTING" YOU
76. KNOW EXACTLY WHAT YOU CAN DO FOR OTHERS AND LET THEM KNOW IT!
77. INVITE KEY PEOPLE OUT
78. TELL PEOPLE WHAT YOU WANT THEM TO DO
79. DISQUALIFY PROSPECTS
80. TAKE REJECTION LIKE AN ANGEL
81. BE FULLY CAUGHT UP
82. HAVE TIME SLOTS OPEN, BLANK FILES PREPARED AND WELCOME PACKETS PRINTED
83. UNDER-INFORM INSTEAD OF OVER-INFORM
84. ANTICIPATE AND RESPOND TO CLIENT NEEDS AND CONCERNS BEFORE THE CLIENT EVEN KNOWS ABOUT THEM
85. USE A WRITTEN AGREEMENT IN ALL CASES

86. BUDGET 5% FOR ADVERTISING, GIFTS AND REFERRAL SOURCE MANAGEMENT
87. VALUE EACH CLIENT AS A KEY ASSET: A 10-YEAR REVENUE STREAM
88. DECIDE TO BECOME ATTRACTION VS PROMOTION-BASED
89. CO-DESIGN WORK TO BE PERFORMED; LET THE CLIENT CONTRIBUTE TO YOUR SUCCESS
90. THINK HOLISTIC, ACT SPECIFICALLY
91. ALIGN YOUR GOALS WITH YOUR VALUES
92. REDUCE THE HIDDEN HUMAN COSTS OF DELIVERING YOUR SERVICE
93. INTEREST YOUR CLIENTS TO SEND YOU CLIENTS
94. FIND OUT WHY PEOPLE HAVE NOT BEEN REFERRING TO YOU
95. MAKE A LIST OF YOUR TOP 10 CLIENTS AND WHO SENT THEM TO YOU: THE REFERRAL TREE
96. DESIGN A PLAN TO FILL YOUR PRACTICE IN HALF THE NORMAL TIME
97. INTRODUCE YOURSELF IN 10 WORDS OR LESS.
98. KNOW WHAT WOULD MAKE YOU IRRESISTIBLE TO YOUR IDEAL CLIENTELE
99. SERVE, DON'T SELL
100. CUT OUT THE DISTRACTIONS
101. HAVE 50% MORE BUSINESS THAN YOU NEED
102. IDENTIFY THE 20% WHO CAN GET YOU THE 80%
103. BELIEVE IN THE WORK YOU DO
104. BE RESPONSIBLE FOR HOW YOU ARE HEARD, NOT JUST WHAT YOU SAY
105. DRESS WELL, EVEN WHEN YOU DON'T HAVE TO
106. DELIVER THE MESSAGE; LET PEOPLE SELF-SELECT
107. FULLY INFORM, DON'T HOLD BACK FROM YOUR CLIENTS
108. HAVE A SELF-INTRODUCTION THAT ENGAGES PEOPLE
109. MEET WITH YOUR ADVISORY BOARD WEEKLY
110. WRITE AT LEAST ONE ACKNOWLEDGEMENT NOTE PER DAY
111. BE MORE INTERESTED THAN INTERESTING
112. SAY NO (THANK YOU) TO MOST POSSIBILITIES, SAY YES (THANK YOU) TO CLIENTS
113. VALUE YOUR TIME AT \$100 - \$300 PER HOUR
114. SAVE AT LEAST 10% OF YOUR INCOME, FIRST
115. MAKE ONE UNSCHEDULED CALL TO A CLIENT EACH DAY

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