

# 7 Steps to Growing a Successful Practice

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Society of Homeopaths  
9th October 2020

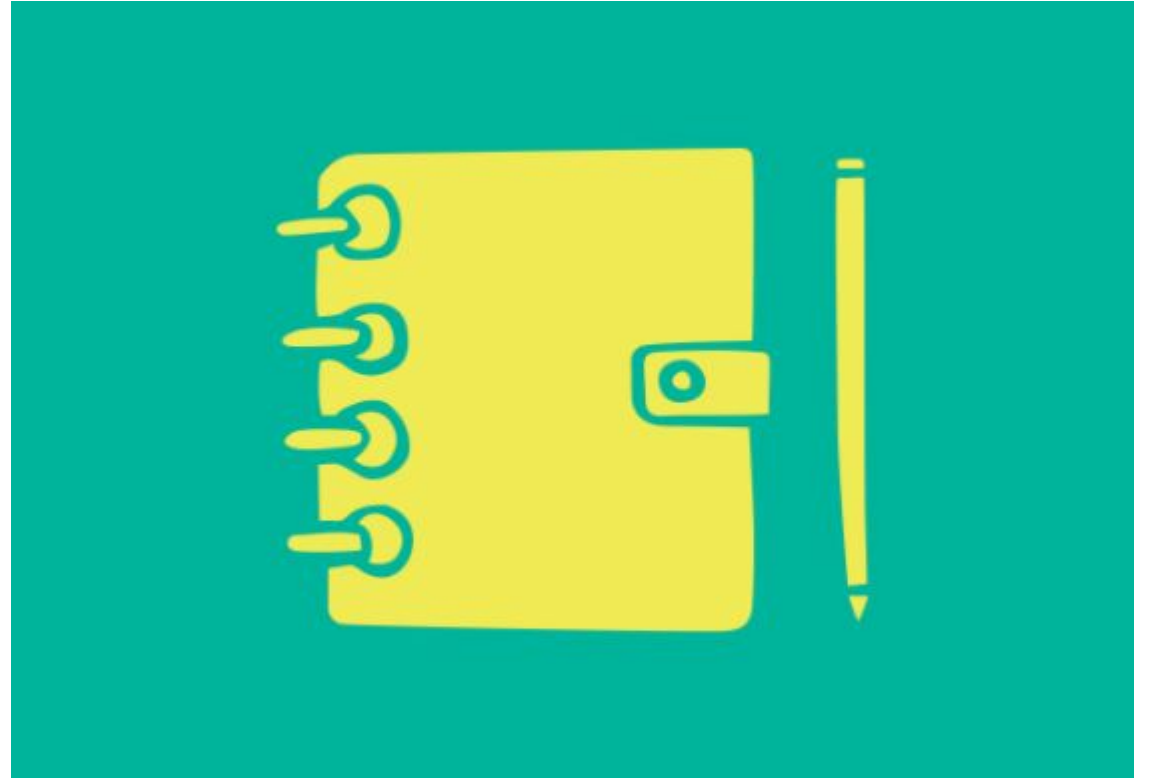
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***“Trust in what you love, continue to do it, and it will  
take you to where you want to go.”***

**Nathalie Goldberg**





# CEO



What does CEO  
*really* stand for?



# Chief Everything Officer



- **Marketing**
- **Accounting**
- **Customer Service**
- **Homeopathy**



# How do I get clients?





- Networking
- Social media
- Newsletters
- Fliers
- Talks
- Referrals

**Do any of them really work?**



**overwhelmed.com**



## 3 Key Strategies

1. Word of mouth
2. Advertising
3. Web presence



# The 7 Step Plan



# Step 1

## Know yourself

Know exactly what you do and who you help



***“It isn’t what we say or think that defines us,  
but what we do.”***

**Jane Austen**



**Practice explaining what you do  
in a few sentences.**



# 4 Key Points

1 Label yourself

2 Who do you help?

3 What do they need?

4 How do you do it?





*“I’m a homeopath specialising in women’s health. I work with women who have problems with their cycle. They’re not happy taking drugs so they’re looking for natural and holistic alternatives. I help them feel balanced and more resilient.”*



# Step 2.

## Know what you do

Have a step-by-step process



***“It is our choices that show who we are,  
more than our abilities.”***

**JK Rowling**



## 2 Filters for Prospective Clients

1. Offer a free 30 minute call
2. Send a client-therapist agreement



# 3 Keys to Success

1. **Booking system** - automated
2. **Services and fees** - professional
3. **Client-therapist agreement** - boundaries



# 4 Ways to Engage with a Prospect

1. Listen - ask thoughtful questions
2. Empathise - show you understand
3. Summarise - check you've understood
4. Use everyday language - explain your approach and what to expect



**Are you a good fit?**

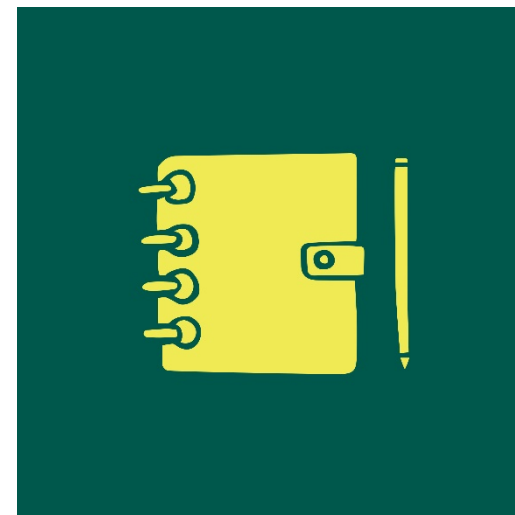
**(This works both ways)**



# Step 3.

## Have a proper routine

Know what you are doing and when





***“The days you work are the best days.”***

**Georgia O’Keefe**



# Always get done

- Urgent tasks
- Important tasks
- Enjoyable tasks



# Can be neglected

- Anything without a deadline
- Anything hard
- Anything boring



# Show up for yourself!

1. Choose your hours
2. Create blocks for client work and recurring tasks
3. Fill in the gaps
4. Plan and review daily/weekly/monthly



# Step 4. Get clients

Now you are ready!



***“Our ability to grow  
is directly proportional to an ability  
to entertain the uncomfortable.”***

**Twyla Tharp**



# Client-getting activities

1. Ask for referrals
2. Send follow ups
3. Talks
4. Social media
5. Newsletter



# 100 email challenge!

1. Friends
2. Relatives
3. Colleagues





# How it works

1. Simple offer
2. Business mindset
3. Being of service
4. Consistent and determined



# Step 5.

## Web-presence

Keep everything up-to-date



***“Outer order contributes to inner calm.”***

**Gretchen Rubin**



**Where are *you* visible?**



# 10 Areas

1. Listings
2. Links
3. Photos
4. Home page
5. About page
6. Services page
7. Blog
8. Newsletter
9. Bookings system
10. Social Media



# 4 Keys to Success

- Start anywhere
- Choose one thing
- Do it till it's done
- Rinse and repeat



**Just do it!**



**Step 6.**

**Have a success mindset**

You are good enough





***“Nothing succeeds like success. Get a little success, and then just get a little more.”***

**Maya Angelou**



**You are not alone!**

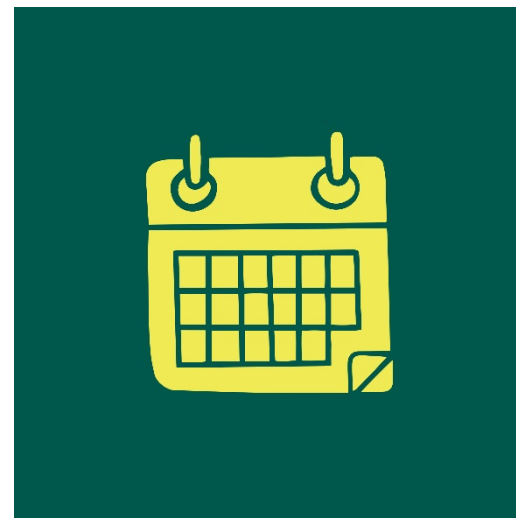


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**Step 7.**  
**Keep going**  
Don't give up!



***“Always stay true to yourself  
and never let what anyone else says  
distract you from your goals.”***

**Michelle Obama**



# 7 Steps to Grow a Successful Practice

1. Say what you do
2. Start with a free 30 minute call
3. Create a schedule
4. Reach out (and follow up!)
5. Work on your web presence
6. Positive mindset
7. Don't give up



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