

12 Ingredient Marketing Guide

12 Core Ingredients to a healthy marketing strategy for Staffless Practice Rockstars to CRUSH their practice goals!
Ya' ready? Here we go.

Start with a calendar. Really! Get a big, pen-to-paper-inspired calendar to put all of these pieces into action!
Find a calendar that REALLY works for you!

1. CREATE INTERNAL EVENTS

The events INSIDE your practice focused on fun, creative experiences you offer to your current clients to keep them engaged and excited. These events will lead them to sharing your practice with the people in their lives, over and over.

Examples: fun promotions, give-aways, office celebrations, raffles, competitions, and more! Please be sure to check with your local regulations on what you are and are not permitted to do!

2. CREATE EXTERNAL EVENTS

Get out there! These are the experiences you seek out and rock in-person (or zoom) with the community outside of the practice!

Examples: get-togethers, parties, dinners, one-on-one meetups, educational events, group networking, and more!

3. CREATE INTERNAL PROCEDURES

OK, here is where the RUBBER meets the ROAD! These are the systems you implement to keep things moving forward in the office so that you don't have to think of all of the balls that need to be up in the air, all of the time. This list will ensure that each ball is placed exactly where it needs to go with as much automation involved as possible.

Examples: deep cleaning (yes, it is a marketing piece), desk organization, calling lost practice members, following up on leads, connecting with referral partners, focus time and time mastery work at the desk.



4. CREATE EXTERNAL PROCEDURES

Again, get out there! These are the systems that you commit to outside of the office that keep your practice moving forward; be the practice that EVERYONE sees more of, reminders of, etc.

Examples: hanging flyers, dropping off cards, town walk-throughs to meet local shopkeepers.

5. FIND YOUR PRACTICE CORE VALUES

OK, ya' ready? Big girl (or boy) pants on here! Your practice core values are the building blocks of your practice! They are the WHY behind all that you do and how you do it. Knowing your core values, in fact, committing them to memory, is key to a healthy marketing plan.

Examples of core values: organization, authenticity, abundance, fun, creativity, joy, freedom.

6. DISCOVER YOUR MISSION STATEMENT

This is the statement that links together each one of your core values into a powerful declaration about who you are and what you do (and what you don't do).

Dr. Jodi's Mission Statement: to joyfully serve gentle, specific chiropractic to the families of our community in order to support their connection to life and health.

7. FIND SOME TOOLS FOR ANCHORING

The grounding tools that you use to keep a foothold on what's important to you in your practice. Think of a ship that dropped its anchor. The ship really isn't going to go far from where it is currently in the waters because of the anchor holding it there. Boom! That's it.

Discover what anchors you, in practice, and you will go so far.

Examples: a piece of jewelry, an essential oil, chewing gum (really, it works), notes at desk connecting you to core values and mission.



8. UTILIZE THE RIGHT RITUALS

The action steps you take on a regular basis – daily, weekly or monthly, to continue to move your vision forward.

Examples: working out, meetings with mentors, prayer, meditation.

9. IDEAL CLIENT DISCOVERY TIME!

More than ever, now is the time to get very clear on who you want to serve and know every quality about them. Like, every quality. Who, what, where, when...all of it.

10. FIND YOUR REFERRAL PARTNERS

The business owners, practitioners, and community leaders in your area to stay connected to. You all have the same ideal clients in mind, and want to serve them....together. Get to know them. Nourish your relationships with them. Make them part of your community!

11. DEVELOP A PLAN OF ACTION

Your marketing plan will include all of the steps that come before this, creating an action plan. Ideally, your marketing plan is written out each quarter, and you use your systems (whether it's on paper or online) to hold yourself accountable with reminders and specific dates for each item.

12. PRACTICE STATS KEEP YOU MOVING FORWARD

Knowing what's coming in the door, what's going out of the door, and being able to distinguish why each number is up or down each month, will set you apart from the other practitioners as a practice owner who really has their game going on.

13. GET YOUR ACCOUNTABILITY GAME ON (BONUS)

Having an accountability buddy is going to ensure that all of the things that you're committing to with this 13 step recipe really happens and comes to fruition.