

25 tips for building your Professional Healing Practice

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1. Focus on building your business. Create your working hours and use those hours to market your services when you don't have clients scheduled.
2. Offer a complimentary session to those people who are in contact with your target market. For example, if you specialize in sports acupuncture, offer your services to personal trainers in your area.
3. Create your network of people committed to bringing your area of expertise in the world. Ask for help. Offer assistance to others in related fields. Create relationships with your potential referral partners and co-create a system to stay on each other's radar screen.
4. Get business building training after you are licensed. Most students report that they have little knowledge of how to market themselves, despite a business management course taken before being licensed. Consider that you were not ready to accept the information being given to you when learning your trade. Only when you are poised to receive information can you absorb it. You are ready to absorb this information now.
5. Start looking for clients TODAY. Don't wait for your brochures or Web site. Build your clientele and then create the materials to market yourself.
6. People become your clients because they know, like, and trust you. This is established in conversations. Have many conversations per day. You will begin to train yourself to become more effective in sharing about your services and will get clients in the meantime.
7. Find a marketing buddy. Play games to see how many conversations you can have in a day. See how many people you can get to say, "No." Whoever gets the most "No's" wins the game. Consider the freedom you would have if you were unattached to the answers you got from prospective clients. You will have to "Ask for the business" in order to get your "No's." And you will get some new clients in the meantime.
8. Get Training. Learn to have effective conversations. Hire a coach and/or a consultant.
9. Set intentions for today. Make promises to someone regarding how many new clients you will get today. Be sure to account for your results.
10. Be gentle and compassionate with yourself. Allow successes and failures to be learning experiences and don't give up. With persistence, you will fill your practice. With coaching, you will do it more rapidly and with more ease. [Contact Sharla for a free coaching session.](#)
11. Transform whatever beliefs are in the way of your success. The universe is listening to your thoughts about people, money, selling, the economy, etc. Whatever beliefs you hold as "Truth" will either open doors to, or be the barriers that keep you from, achieving your goals.
12. Stay true to your values. Practice your medicine (or business) in alignment with what is true for you. You are your greatest asset. It is *your* passion and spirit that will bring life to *your* business.
13. Listen with great care. People love to be heard. Listen to them and be authentically interested, as if they were already your clients.
14. Let your passion for serving people shine through. People see it and want to be a part of it.
15. Discover how to Market your Holistic Health Care or New Age Business Like a Pro...(even if you're not!) [Click Here](#)

16. Go to local networking events. Join the Chamber of Commerce. Join a LEADS or LeTip club.
17. Referrals are a very important source of business. Give and ask for referrals often.
18. Look for a local business plan workshop in your area. Check out the Small Business Development Center in your area or SCORE counselors. They can often be found via your local Chamber of Commerce. They offer low-cost workshops and business counseling.
19. Create a system to track your marketing efforts.
20. Start creating your relationship management system early, before you get too busy. ACT! or Microsoft Outlook are useful systems to keep track of your pipeline (clients and potential clients). Use these systems to keep in touch with you clients and prospective clients. Care about them and let them know regularly. Call them, email them, send them cards for their birthday, and send them articles that will interest them. Make sure that when they are ready for a session, you are the person they are most familiar with.
21. List your services on websites such as [The Insight](#) and [ByRegion](#)
22. Budding acupuncturists, check out www.acupuncturemediaworks.com
23. Create your email marketing campaign using www.constantcontact.com
24. To learn how to most effectively create email newsletters, [click here](#)
25. What ever industry you are in, contact www.websolutionsforcoaches.com for a fantastic website that expresses who you are in your business.

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