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# Marketing Plan Mini-Camp

## **Class #1 Notes: The Groundwork: Your Mindset, Vision and Goals**

### **Mindset:**

- Your mindset and work habits account for at least 50%, if not more of your success.
- Level of commitment: Do you really want to do what it's going to take to build a practice?
- Is this the right time? What is going on in the rest of your life?
- Do you have the financial resources to build a practice?

### **Common Excuses, Fears, & Faulty Beliefs/Attitudes**

#### **Excuses:**

- Lack of time.
- Don't have \_\_\_\_\_ or \_\_\_\_\_ or \_\_\_\_\_.
- There is too much competition in my city.
- I tried that and it doesn't work.
- I need to get organized.
- I have to wait until \_\_\_\_\_ to market my practice.
- My colleague did it because she has \_\_\_\_\_. I don't have that.

#### **Fears:**

- Fear of rejection.
- Fear of presenting as too "sales-like."
- Fear of presenting as self-serving.
- Fear of doing the "wrong" thing.
- Fear of Failing.
- Fear of succeeding.

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## **Faulty Beliefs/Attitudes**

- If I market in this way \_\_\_\_\_, I'll be able to fill my practice quickly.
- I'm a good clinician/practitioner, I should be successful.
- I've worked hard and spent a lot of money on training. This should bring me clients.
- My colleague did \_\_\_\_\_, so it should work for me.
- Because I have failed at \_\_\_\_\_, I can't do \_\_\_\_\_.

## **Vision:**

- Think about the big picture of where you are going.
- Encourages you to dream big.
- Clarifies what you want, but allows for flexibility.
- Makes it easier to set clear goals.
- Makes it easier to decide upon marketing methods and strategies.

## **Goals:**

- Goals are the specific, measurable steps you take in order to fulfill your vision. They should have due dates.
- Setting goals helps you be realistic about what you can and can't accomplish, within specific time frames.
- Goals help you get clear and prioritize.
- A list of ideas is NOT the same as having specific goals. Ideas are simply ideas, which you may or may not implement.

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## Structuring Your Time for Marketing:

- The more (effective) time you spend marketing, the quicker you will see results.
- The amount of time you spend marketing depends on your goals, lifestyle and priorities.
- If you don't schedule/block out time for marketing, it is likely not going to happen (or not happen often enough).
- Test what will work for you: Use the time structuring sheet and block out all your activities and appointments for 2 weeks (work and personal).
- With a non-judgmental attitude, record whether you followed your schedule at the end of each day. Also write down what helped you stay on track and if you didn't follow the schedule, indicate why.
- Once you find a schedule that works for you, block out time in your calendar each week for marketing.