



## The " Three R's " of Building a Thriving and Financially Successful Holistic Practice!

### A Planning Template

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#### The First R: Results

Client-focused results must be specific, time-bound, measurable, and realistic. In this exercise, I encourage you to cast the results you promise your client into those components. I think you will see that you will have a much tighter, more focused "promise statement"

#### Specific Results

What **specific results** are you promising your clients? Specific results are outcomes that are clear, personal, tangible and actionable. A client can imagine very clearly what they will be doing and how that action will help them *personally*. Vague results are unclear and leave a lot of questions unanswered.

#### Examples

Vague Result	Specific Result
Lose weight fast	<b>Create a personal weight loss action plan</b>
Feel better right away	<b>Identify what keeps your energy low</b>
Reduce your stress now	<b>Recognize what triggers stress in your life</b>

Enter your specific results here (no more than three!)

- 1.
- 2.
- 3.

### Time-Bound Results

How long will it take your client to achieve those specific results? How do you know?

### Measurable Results

Being able to measure progress and demonstrate outcomes is a powerful way to keep clients motivated and on-track. Not all measurements have to be quantitative, they can also be qualitative:

Examples:

Quantitative	Qualitative
Amount of weight lost	Fewer mood swings during the day
Reduction in bad cholesterol	Less irritability
More hours of uninterrupted sleep	Increased appetite, fewer cravings

Notice that the qualitative measures have a quantifiable component (fewer, less, increased) but there isn't a scale (like a weight scale) to measure mood swings and irritability. Those are more subjective, but at the same time you can establish a baseline with your client and compare future progress against it.

Measurable Results you use (or could use)

#### *Quantitative Results*

- 1.
- 2.
- 3.

#### *Qualitative Results*

- 1.
- 2.
- 3.

## Realistic Results

Everyone wants to lose weight overnight and have stress disappear forever. But how realistic are those goals? At the same time, you want to stretch your clients a bit, get them out of their comfort zone so they have to dig deeper and develop new mental, emotional, physical, and spiritual muscles.

Think of “realistic results” as stretch goals. They are within the grasp of your client but will require some extra effort.

How realistic are the results you are asking your clients to achieve? How do you know? By working with other clients? Your own life experience? Training and education? All of the above?

Now the fun part! Let's put it all together.

- The results I promise to deliver my clients are:
  
- They will be able to experience those results within:
  
- Here's how I measure progress and keep them on track:
  
- And this is how I know that these results – though challenging – are possible.

The tighter and more focused you can make this statement, the easier it will be to visualize results and communicate them to your target market!

## The Second R: Reputation

When you are at your best, what do other people experience? Inspiration? Understanding? Gratitude? Empathy? Peace?

When you can answer that question, you are well on your way to knowing on what you MUST build your reputation, because that's who you are, at your core.

The problem is that we don't always know how we come across to people. Many of us – myself included – forget to ask for feedback or shy away from getting it. We think of feedback as “criticism” rather than as a gift from which to grow and develop.

Another problem is that we are not consistently at our best. I may, for example, be able to inspire people, but only with certain people, and/or under specific circumstances.

To overcome these problems, I recommend the following:

First, decide what you want to be known for in the world. What do you believe people experience when you are at your best?

Second, get some feedback! Explain to people in your network what you are doing, and ask them: When I am at my best, what do you experience? Compare that against your own self-assessment. I think you will see a common theme running through your own assessment and other people's feedback.

Third, figure out what gets in the way of being consistently at your best. Do certain “types” of people just rub you the wrong way? Is there something significant in your life (health, money, a relationship) that keeps dragging down your energy levels?

### Third R: Referrals

Getting referrals from clients is the BEST way to grow your business. Active promoters of any business are much more likely to:

1. Recommend you to family and friends
2. Buy more products and services from you
3. Purchase NEW products and services from you
4. Give you constructive feedback on how to improve the overall client experience

Most practitioners ask for referrals indirectly, through testimonials that end up on their website or in collateral marketing material. Testimonials are great and I encourage you to collect them. But a word-of-mouth referral is so much more powerful.

Get more referrals from your clients by doing three things: 1) Help them get their story straight (I'll explain that in a minute) and 2) ask them to refer you to family and friends, and 3) reward them for it when they do.

1. Help your clients get their story straight: If you get your clients a result that is above and beyond their expectations, that process has to be captured in a story. A simple, powerful, compelling story that they personalize and can't wait to share with their family and friends. And guess who played a central role in getting them that result? You, of course. Their healer, their practitioner, their coach.
2. Asking for a referral is pretty easy. You just ask if there are other people in their network who are experiencing what your client WAS experiencing before they came to see you. If there are a couple of names, ask your client to give them your card or website or email address.
3. If and when your client-turned-active-promoter sends you a referral, give them something to show your thanks. It doesn't have to be huge or elaborate or expensive – but something thoughtful and meaningful.

I encourage you to think more consistently (visualize!) all of your clients as salespeople-in-training. Not to take advantage of them, of course, but to help spread the word to other people who really need your services to make changes in their health.

To summarize:

- Be clear about your results.
- Know what reputation you have, and what you want it to be.
- Your clients sell your business.

These concepts are self-reinforcing. You build your reputation by getting results for your clients, and when you get results for your clients (above and beyond their expectations) they are more likely to refer you to family and friends, which builds/reinforces your reputation.

And the virtuous cycle then begins all over again, more powerful and attractive than before.

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If you need more help figuring out how to translate these insights into action, send me an email today to set up a free 30-minute phone consultation!



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