

# 7 SECRETS THAT EVERY THERAPIST SHOULD KNOW ABOUT RUNNING A *THRIVING PRACTICE*



# Hello,

I am Jayne Wells a UK-qualified physiotherapist. After working in hospitals I set up my own successful and profitable clinic. I make good money from the profession I love. But my success did not happen by accident. When I left the security of employment in a hospital, I embarked on my quest to find out how to run a highly profitable business.



Why did I do this? Well, I was a highly skilled medical specialist, not a businesswoman. I knew I needed to hone my business skills so they matched my physiotherapy skills. My quest to learn how to run an efficient and profitable clinic took me to workshops and conferences at home and in the United States. I learned how to find and keep patients and how to put in place systems that allow my clinic to run smoothly.

In six months, I went from start-up to full. And the knowledge I gained has ensured that I keep a full appointment diary. I do all this without spending money on expensive advertising. I also value my work/life balance. My two sons are at senior school so I have more time nowadays to devote to running my business.

But I still want to take time off for sports days, school plays and for all the other family occasions that are so important. I love my work and other therapists I have met over the years often asked me “how do you do it.” That oft-asked question was the springboard for my Abundant Therapy coaching programme.

I decided to share my knowledge and experience to help other therapists set up and run successful businesses. My coaching programme has been devised by me, a physiotherapist (called a physical therapist in the United States) for therapists like you, whether you offer traditional medical care or complementary therapies. I run workshops and coaching days as well as my tailored one-to-one consultancy programme. I have worked with sports and massage therapists, aromatherapists, reflexologists and chiropractors as well as physiotherapists.

Buy reading this e-book, you will get an insight into my methods and start to discover how you could turn your own therapy business around — or set one up.

I call this e-book my Seven Secrets. It contains tips that every therapist needs to know in order to run a profitable clinic that gives you a healthy work/life balance.

I hope you enjoy it. And I hope that you will be inspired to get in touch and start the process of turning your therapy skills into a profitable business.

A handwritten signature in black ink that reads "Jayne" with a small "x" below it.

# Secret 1

## Decide what sort of business you want

This sounds too obvious, doesn't it? You want a profitable business that is fun to run. And you know your skill set. What's the problem?

But take a minute to think hard about what you really want. Consider your lifestyle and your commitments and set down clearly how you want to market yourself. There is absolutely no point in planning to open a clinic six days a week if you have a young family and limited childcare.

Here are some of the questions you need to ask yourself.

First off, how many clients do you want to see a week? Could you manage to treat five clients or could you treat 25 or even more. Be honest with yourself. If you can only spare the time to work part-time, that's fine. Remember, your business has to work for you to be successful.

Next, you need to state clearly what you actually do so potential patients know what to expect. So rather than setting up a business for 'back health' for example, state clearly whether you are a physiotherapist, an osteopath or a chiropractor. If you are a nutritionist specialising in food allergies, say so. If you are a beauty therapist specialising in make-up, make sure your clients know this.

Another great factor about being your own boss is that you can decide the treatments you wish to give. As therapists, we usually have wide skill-sets. Take me for example. I have worked in hospitals across all disciplines but my love is sports injury therapy. I am a musculoskeletal specialist and I enjoy getting my patients back to their chosen sport. This is an important point to consider at the outset, as it will influence your marketing and how you present yourself.

You may be a personal trainer but you might prefer working outside rather than in a gym. Perhaps you are a beautician but prefer giving facials rather than manicures. You can choose what you want to offer, as it is your business. It is at this point you could also consider whether you want to sell products at your clinic to bring in additional income. This is a factor for beauticians, nutritionists and massage therapists to consider.



A woman with long brown hair is lying on her stomach on a massage table, her eyes closed and a peaceful expression on her face. Her hands are resting on the table in front of her. In the background, a pair of hands is visible, gently massaging her back. The scene is softly lit, creating a calm and relaxing atmosphere.

At the outset, goal setting is important. You need to know how much money you want to make. Will your business be the main income for your family or are you working to pay for the 'little extras' like a family holiday? Setting yourself goals will allow you to gauge how successful you are being, rather than just drifting along. Your goals must be attainable and will help you become motivated and targeted.

And when you reach a goal you must always remember to congratulate yourself and re-set that goal to make sure you are always improving.

# Secret **2**

## It's time to work out how to achieve your goal

This is the point where you have to evaluate your own strengths and also face up to the areas of your life that could present a challenge. You must ask yourself if you need more support to make your business a reality. You may need more childcare to enable you to spend more time running your business.

And what about admin support? How are your computer skills? Recognising early on that you cannot do everything alone will save you time and money very quickly. An important skill you will need to learn fast is time management. Running a business should complement your life, not overtake it. You need to become efficient. When you are at work, you need to give it 100 per cent. Then you can enjoy your downtime without worry.

Marketing is a term that panics many new business owners. But it only means telling people what you are doing. In my experience, heavy marketing and advertising do not work for therapy businesses. What do you think if you see a therapist who is advertising widely? You may think to yourself “they can't be any good if they are spending money on advertising to find clients.”

So, I strongly believe that expensive advertising does not work in our line of work. And that belief is the cornerstone of my Abundant Therapist programme. We are not selling cars or washing machines where price is usually the deciding factor. We are trying to build up a lasting relationship with our patients, based on trust and reliability.

My Abundant Therapist marketing techniques will show you how to find and keep clients without spending money on advertising.

But perhaps the most important factor in reaching your goals is having an open mind. You need to be open and willing to learn new ideas and new therapies.

As your business develops, you will need to keep up-to-date with new therapies and treatments. You will also need to be up to speed with technology to make the business side of your clinic efficient. You will need to grow with your business.



# Secret 3

## How to Attract Clients

Your aim must be to become the go-to therapist in your area for your specialty. That means becoming well-known as the expert in your locality. So you need to take a really good look at your surroundings, your clinic, the place where patients or clients park their car, even your front door.

You need to give off an air of friendly professionalism, your treatment rooms must be spotless, your towels must be fluffy, never threadbare, and magazines in the waiting room must be up to date. All that may seem obvious but I myself recently visited a renowned spa that had definitely seen better days. The changing rooms were tired and, dare I say it, dirty. This was a word-famous destination and it was such a let-down. It is easy and not that expensive to ensure your treatment space is welcoming and warm. You must aim to create an environment where your clients feel nurtured and will want to return.

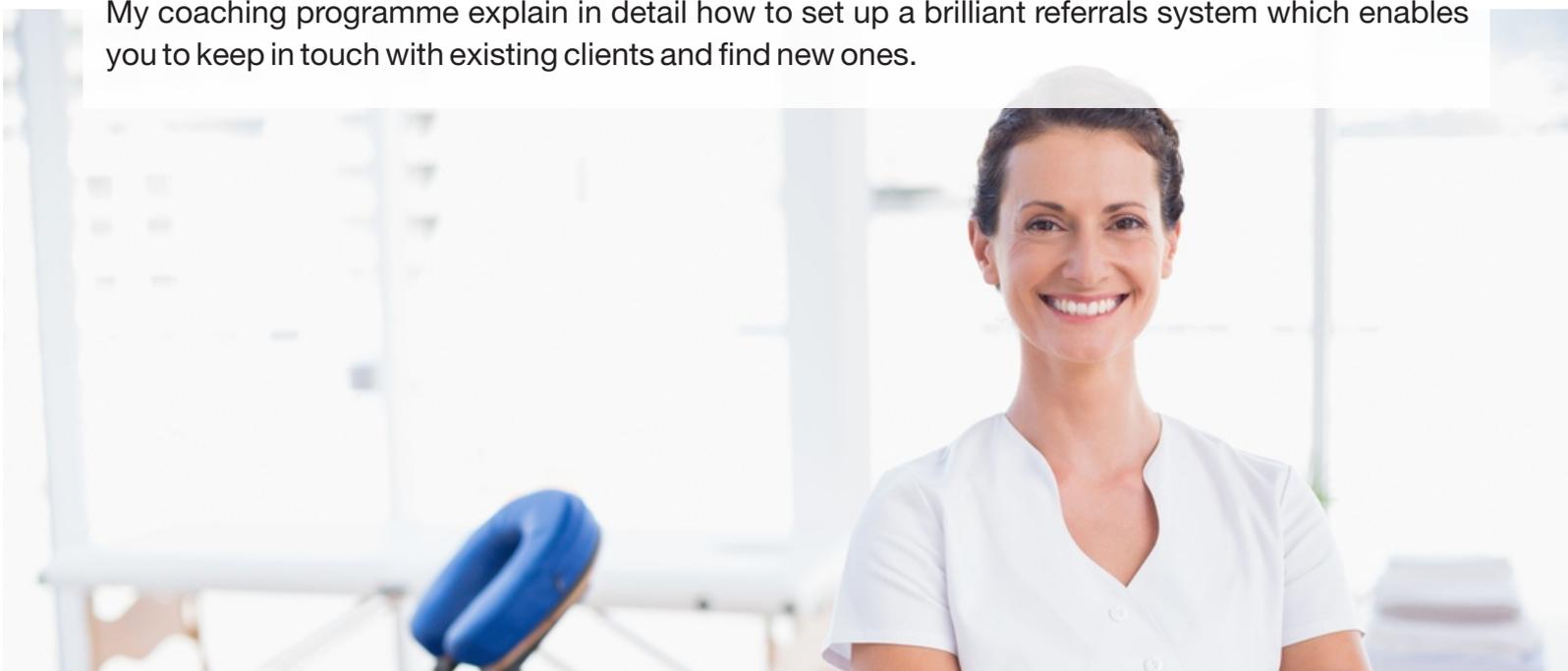
We know you are already well-trained in your specialty but creating the right environment is crucial if you want to retain clients and gain new ones from referrals.

Let us talk about retaining clients first. You can build up a lasting relationship with your clients by offering little extras, like a birthday card with a money-off voucher, a Christmas card with a New Year offer or a loyalty scheme. When you have a good relationship with a client it is easy to ask them to recommend you to a friend.

The referral is the best way to find new clients. You are not doing your marketing yourself, you are leaving it to existing clients to sing your praises.

I have so many new clients who come to me after being referred by a friend or work colleague. You could even offer a voucher for both the new client and your own client as a thank you.

My coaching programme explain in detail how to set up a brilliant referrals system which enables you to keep in touch with existing clients and find new ones.



# Secret 4

## Give Outstanding Service

You must never allow your high standards to slip. You must always be vigilant and be your fiercest critic.

Every morning when you open up your business, you should be saying to yourself “is this room as clean and bright as it should be, are my towels fresh and neatly folded, would I enjoy being treated here.” That's at the start of your day but those same questions have to be asked during the day.

Each client deserves to feel special. They do not want any evidence from the last client in the treatment room. That means changing the couch roll, plumping up pillows, tidying away dirty towels, and putting away equipment.

At the end of the session, they must leave thinking about how much they have enjoyed and benefited from the treatment. This will mean they will re-book and tell their friends about the amazing experience they have had.



# Secret **5**

## Be amazing at what you do

As therapists, we work in the caring profession whether it is medical, sports and fitness, complimentary therapies or hair and beauty. We must always be proud of what we do and transmit that pride in our skills to our clients. Always remember that the work we do is special and never underestimate the difference you can make to people's lives. This may be obvious for medical therapists but it applies just as much to complementary and aesthetic therapists.

A client who books for reflexology or aromatherapy has sought you out and is paying for your skills and your time. They deserve the very best you can give. So treat every single appointment as a special experience. Switch off from the outside world and concentrate 100 per cent on that client.

If you always do your best, your self-esteem and confidence will rise and this will be reflected in the service you offer. You never want to be the therapist described as “a bit hit and miss” or “gets results but is not very friendly” or even “not someone I enjoyed spending time with.”

You have trained as a therapist because it is your passion. Make sure that passion shines through at every appointment.



# Secret **6**

## Get well paid for the service you provide

Always remember you are a professional and you deserve to be paid well for your specialty. It always pays to be upfront about your charges and not to offer discounts, even to friends.

You may find it difficult to talk about payment with clients if it is not mentioned at the outset. State your fees clearly when a client makes an appointment over the telephone and have them written down on your website. These fixed fees must be non-negotiable and if you make your charges clear, there will be no difficulty between you and your clients.

It is perfectly acceptable to offer occasional vouchers but never discount, even for long-term clients. Discounting muddies the water, creates uncertainty between you and your clients and devalues your expertise. It can also cause friction between clients who know each other.

It is important to set your fees at the correct level when you set up in business. It is not a wise move to offer cheap treatments, in the hope that you can put your prices up as you become more established. If you charge too little prospective clients will notice and wonder “why is that therapist so cheap, they can't have many clients.” It makes your clinic a talking point for all the wrong reasons. Your aim is to become the go-to therapist in your area, offering excellent treatment in a nurturing, welcoming environment. As long as you offer top-quality service, genuine clients will be happy to pay a fair, not a discounted, price.

Always remember, we are here to make money. It is OK to admit that to ourselves as long as we earn that money by always doing our best, by standing out from the crowd and by treating our clients with respect and understanding.



# Secret 7

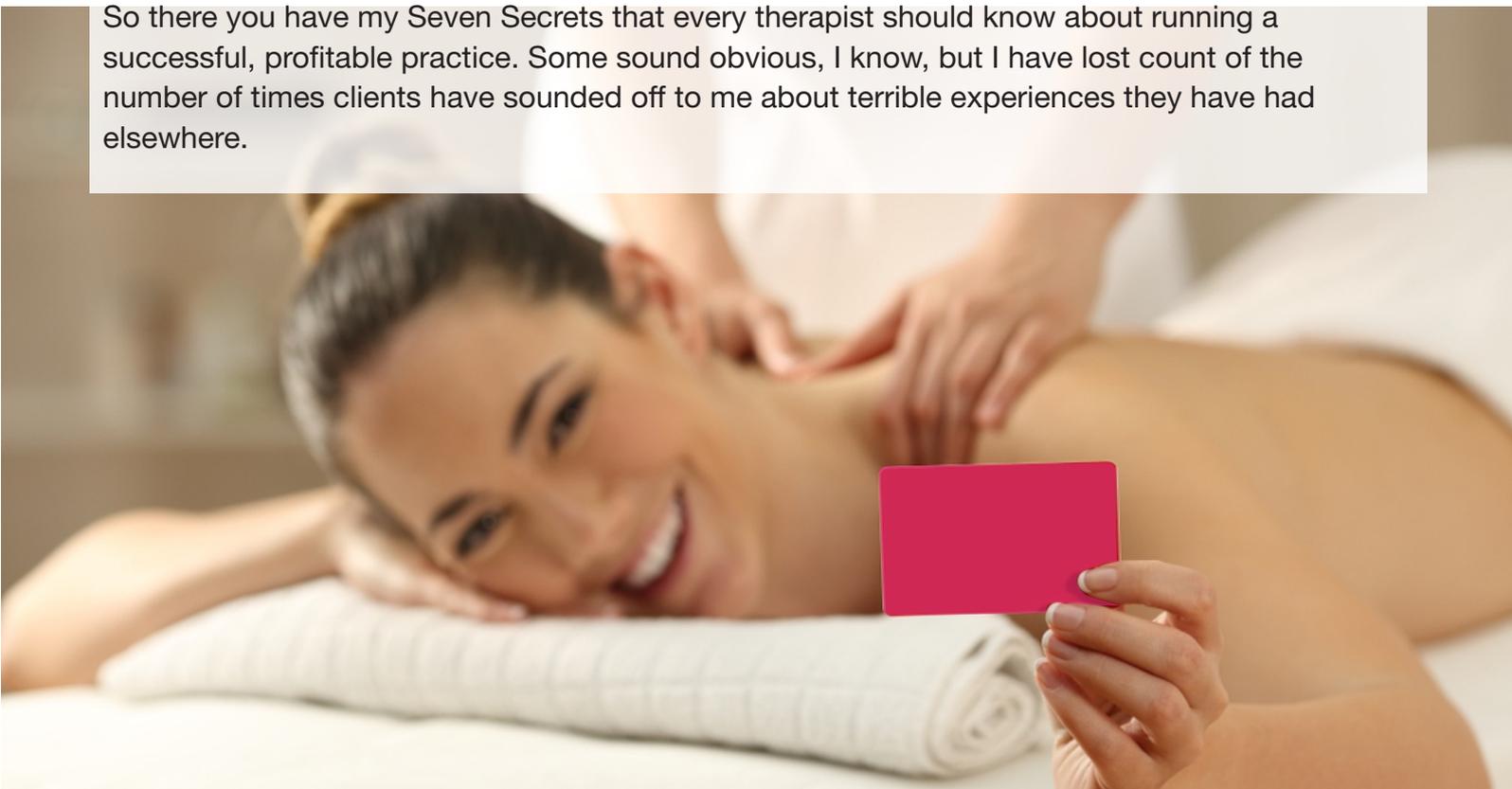
## Create the right environment for clients to re-book

If you follow the six steps above, clients will happily re-book, refer you to their friends and pay the fees you charge without question. But it all depends on consistency. You cannot afford to have an off-day. Of course, we all have issues that overtake us, but learn to leave those at the clinic door so you can devote yourself wholeheartedly to your clients.

If a crisis arises, it might be better to reschedule an appointment rather than trying to deal with a burst water main, a heavy cold, or a sick child at the same time as running your clinic. Always remember, that by agreeing to treat a client, you have entered into a promise to give them the best of you. And you must always deliver on that promise.

You must be consistent and trustworthy. Each time your client arrives for a treatment, they must know what to expect. They are entering a safe, welcoming environment where, for just a short time, they are in the hands of a professional. You must never let them down. If you do, news will spread and you will find your reputation can be tarnished very quickly. They must feel relaxed, calm and special. And they must feel they are getting their money's worth.

So there you have my Seven Secrets that every therapist should know about running a successful, profitable practice. Some sound obvious, I know, but I have lost count of the number of times clients have sounded off to me about terrible experiences they have had elsewhere.



Here are a few. One client came to me after booking a physiotherapy session at another clinic. She said she felt twice as bad after the appointment. Why? Throughout the 45-minute appointment, the therapist had regaled my client with fulsome details of her impending and very messy divorce. Needless to say, my client never went back to her.

Take my experience at the world-famous spa. I was so excited to be going that I told all my friends and colleagues. On my return, they all asked, "How was it". What could I say? I told them the truth about how disappointed I was, how I could not recommend the experience and how I felt my weekend was a waste of money.

Here's another one. A client had booked an expensive colour and cut. Halfway through the appointment, a friend of the hairdresser arrived in the salon with her dog. The friend sat down next to my client and proceeded to chat to the hairdresser about personal matters. It was as if my client did not exist.

Sometimes the bad experience is not the fault of the actual therapist. The bad vibes can begin in the reception or waiting area. An unfriendly receptionist on the phone all the time to friends, dirty cups left uncleared, an overflowing rubbish bin, dog-earned magazines, they all give an impression of a poorly run operation.

So you must strive every day to be the very best that you can.

Then you can charge your fees with your head held high, confident in your exceptional skills and your welcoming, wonderful clinic.

Remember at all times that you are capable of running your own profitable business. You can use your skills and experience to help people and to make money. The more people you treat, the more money you make obviously. But, above all, the business must work for you. You need to make choices tailored to your life.

So it's time to think as big as you like and follow your dreams. I know you can do it!



I have helped many therapists set up and run their own thriving, profitable therapy businesses. I offer workshops and personal mentoring and well as on-line coaching programmes. If you would like more help in creating your own dream therapy business, please get in touch. Go to my website [www.abundanttherapist.com](http://www.abundanttherapist.com) and we can start building your business.