



## **SUCCESS IN YOUR PRACTICE**

### **– BUSINESS ESSENTIALS WORKSHOP**

**The following topics are be covered in the IntoFocus workshop:**

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#### **1. Introductions**

#### **2. Private Practice**

- To Be or Not To Be?!
- Private Practice -The Facts (2002 ATMS Survey Of Health Practitioners)
- Are You Suited To Running A Private Practice?

#### **3. Private Practice Set Up**

- Practice Structure
- Practice Name
- Branding
- ABN and Taxes
- Insurance
- Legal
- Equipment Considerations
- Location

#### **4. Private Practice Start Up**

- Competition
- Your Ideal Private Practice!
- Identifying Your Ideal Private Practice

#### **5. Finance**

- Costs of being in practice
- Bank Accounts / Credit Cards
- Receiving Client Payments
- Health Fund Rebates
- What Do I Put On My Invoices & Receipts?
- What Financial Records Do I Need To Keep?
- How Do I Keep Track Of My Finances?

- Financial Best Practices
- Creating A Financial Management Plan

## **6. Marketing Your Private Practice**

- Ways To Market Your Private Practice
- Identifying Your Perfect Client)
- Find out What Makes You Different?
- What Makes Your Private Practice Different?
- Your Marketing Mix (The 4 P's)
- Identifying Your Niche
- Marketing Tips
- Track Your Marketing!
- Marketing Best Practice
- Networking
- Online Marketing
- Website Start-Up Tips

## **6. Types Of Marketing**

- Business Cards
- Brochures and Leaflets
- Introductory Offers
- Direct Contact & Follow Up
- Public Speaking
- Writing & Publicity
- Direct Mail
- E-newsletters / Practise newsletters
- Paid Advertising (Print)
- Self Promotion

## **7. Selling Your Services**

- The First Phone Call
- Dealing with an enquiry
- Confirming the Appointment
- Your Own Presentation
- The First Visit
- Between-Session Contact

## **8. Better Systems**

- How much time should I be working on the business of my private practice
- Diary Management & Scheduling
- Templates
- Answering Your Missed Calls
- Electronic Filing Systems
- IT and Telecommunications Management
- Time Management
- Stress Management

## **9. Goal Setting**