



## COURSE OUTLINE

As I said before, this is designed to be the FULL course that our schools left out. It's meant to be a college or graduate level course that deals with every nook and cranny of creating a successful *and* sustainable business out of the work you love *with the least pain possible*. I know no one is looking for a degree in marketing- this is about how to do it in a fluid, natural way.

Stay tuned for the next message which will give you a better idea of how you can use the course (hint: it's designed for you to use it at your own pace and has a lot of human interaction built in). In the meantime, here's the complete course outline:

### MODULE 1: CLEANSE

This module is all about detoxifying our beliefs about the two (perceived) evil M words: Marketing and Money, by reconnecting with the one essential W word: Why.

- **Money and the Healing Martyr Myth:** This addresses the idea that making money from our practice debases what we do. (spoiler alert: it doesn't)
- **Marketing:** It's not about arm-twisting, it's about authentically connecting with the community you want to serve.
- **Why:** Reconnecting with the Why behind what you do, or in other words, The Love, will give you a totally ick free practice building experience.

### MODULE 2: MAKING THE MAP

This module will clarify exactly what you want from your practice and where you're headed, because it's tough to get someplace you've never been before without a map.

- **Your dream practice:** Identify exactly what kind of practice you want.
- **Your dream client:** Who would you be delighted to see walking through your office door every day? Without clarifying who your ideal client is, you're going to waste a whole lot of energy on practice building and wind up serving people who burn you out.
- **To niche or not to niche:** Knowing when to target a specific small group, and when to cast a bit of a wider net. There are perks to both.
- **Core marketing materials:** Once you understand your ideal practice, your ideal client, and whether or not you're targeting any niches, you'll be ready to develop the core message of who you are and what you do in your practice.



- **The money part:** While the words “Profit and Loss Projection” still give me chills up my spine, creating this in a simple and easy way helps you to know what your financial goals are and how you can meet them.

### MODULE 3: THE ESSENTIALS

Everyone’s practice building tactics will be pretty individual, however there are a few things that are absolute essentials to success. Before you start tinkering with the more nuanced stuff, let’s get these in place.

- **Design essentials:** Contrary to popular belief, design isn’t a pretty add-on. It’s one of the first ways people decide if you’re trustworthy and credible (i.e. if they want to work with you).
- **Framework essentials:** Everything from choosing your right price, to choosing the right office- this module covers the framework stuff that makes life a whole lot easier once it’s in place.
- **Website essentials:** If you know you’ve gotta have one but don’t, or if you already have one that’s stagnant or driving you crazy, we give you the two best quick, cheap, easy, and gorgeous options.
- **Community essentials:** Hands down the fastest way to grow your practice is to connect with your local community. We help get that party started so you can become the person that everyone in your town wants to see and refer to.

### MODULE 4: PRACTICE BUILDING FLAVORS AND TACTICS

There are a gazillion ways to grow a practice. To keep it from seeming overwhelming, we break it down by type to see what might be the best fit for your personality.

- **What flavor are you?:** Take our little quiz and see if you tend to have your strengths more in writing, speaking, or relating. It’s not an either/or thing as there will be overlap, but it is a starting point when you’re revving up your practice.
- **Writing:** We’ll cover the gazillion options for growing your practice if you’re the writing flavor. (Hint: press releases, eBooks, blogging, etc.)
- **Speaking:** We’ll cover the gazillion options for growing your practice if you’re the speaking flavor. (Hint: running workshops, a video blog, etc.)
- **Relating:** We’ll cover the gazillion options for growing your practice if you’re the relating flavor. (Hint: online directories, collaborating, etc.)

### MODULE 5: CRAFTING YOUR PLAN

Now that your head is buzzing with the aforementioned gazillion options, we help to tone it down by creating a plan you can follow for the next month, 6 months, heck even

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the next year! We'll also look at all the challenges to staying organized and on top of your plan. So many "plans" get dusty in literal or virtual drawers- so we'll also discuss methods for checking in on your milestones and keeping things moving forward.

- **Support systems:** We'll cover the best time management, organizational, and accountability tools out there from high tech to low tech.
- **1 month out:** What does life look like 4 short weeks from now? What have you accomplished and how?
- **6 months out:** Taking a little broader view, what do you hope to have accomplished in 6 months, how are you going to get there, and how will you hold yourself accountable?
- **1 year out:** The long range view. What's life look like in a year?

#### **MODULE 6: HELP!**

Even with the best laid plans, life can intervene. Things get scary or overwhelming or confusing or all of the above. No problem, Practice Abundance is here to help.

- **The roller coaster ride:** Managing the ebbs and flows in your practice. How to handle the crazy busy times and how to fan the embers in the quiet times.
- **Procrastination:** We all stagnate sometimes. How to shake it off and when not to.
- **Fear:** Oh the human condition. What can ya do? We address the fact that we'll all have times when fear stops us, and what to do to sidestep this little demon.
- **Burnout:** In private practice this happens to the best of us. Some of my fave self-care experts weigh in on how to keep ourselves from the dreaded burnout.
- **Loneliness:** When it's just you and your clients all day long and you're also working on this whole new practice building learning curve it can get overwhelming. Remember the resource of the Practice Abundance community: we're all here to support one another.

#### **MODULE 7: THE MINUTIAE**

Is there anyone on planet Earth who doesn't want to avoid the twin small business bores of legal and accounting? Sadly, they're important, so we keep it short and sweet so you can tear that Band-Aid off already and move on.

- **Legal minutiae:** LLC, S Corp, or Sole Proprietor? Legal mumbo jumbo can seem scarier than it is. We make it short and sweet so you can pick one and get yourself protected.



- **Financial minutiae:** Bookkeeping, quarterly taxes, hiring an accountant- just more minutiae that makes us all crazy. These are the best tools and simplest ways to approach the money stuff.