

# Top tips for new practitioners

In his coaching series for CAM practitioners dedicated to “the difference that makes the difference”, NLP coach **Mark Shields**, director of the Life Practice Group, explains the eighth Practitioner Proficiency aimed at new practitioners.

**W**ith September upon us I am always reminded of those new students enrolling on their first degree, or those practitioners just starting out for the first time.

I always directly associate this month with new beginnings, new learning and the beginning of unlocking potential and exploring new opportunities.

It is with this in mind that we aim this month's article at all those of you embracing that exciting time of opening your first professional practice.

## New Business research

When starting any new business you obviously have to do your research and planning. I found this part of setting up my own practitioner business the most exciting part of all.

Visiting potential practice rooms, finding the right location, researching competitors and formulating my own business vision and model were not only an enlightening experience but great fun as well.

However, you have to get this right if you are going to form the foundations of a successful future business.

## SLEPT framework for New

### Business analysis:

#### S = Social

This enables us to look at how our market is growing and establish any trends that may help or assist with our business development.

For example, we know that between 2007 and 2009 the complementary medicine market increased by 18% and is still on the up, a lot of it down to public awareness and regulatory change. Therefore this indicates this is a good time to enter this market.

#### L = Legislation

The rules and regulations are always changing and evolving as the world of complementary and alternative medicine and talking therapies moves further and further towards potentially full regulation in the future.

Ensure you understand the implications of

current legislation and the future impact it may have on your business. Ensure your training and qualifications meet the requirements of the day and keep abreast of change.

#### E = Economic

Understand the current and ongoing economic situation and how this may impact on your business moving forward.

For example, there has been a rise in work-related stress conditions and mental health disorders are also on the increase, therefore the demands and opportunities for practitioners are increasing.

#### P = Political

Political change relates to change in government influence which can directly influence and effect a business sector.

The new coalition government is launching a new initiative to support entrepreneurs and new business start-ups.

#### T = Technology

As technology progresses and develops we can reach more people more quickly and can establish a national presence within months.

With the right knowledge and marketing skills you can reach your target audience via Google, social media, and data based marketing campaigns in the first few months of setting up.

## Establish your vision and model success

One of my top tips has to be: model a successful practice. Find a successful practice that has similar business vision and philosophy as yours and copy it.

Most successful practitioners are proud of their practice and achievements and are happy to share in some of their success stories.

They won't tell you all of their secrets, by the way, but most of them will help you get started on the right track.

You will have to use your rapport-building, pacing and leading skills to gain as much

knowledge as you possibly can. When modelling in this way your priorities have to be aimed at all income-driving activities. You will not only need to focus on the physical activities this practitioner does but, more importantly, focus on the emotional drivers such as confidence, commitment, enthusiasm and belief and how he or she attains these skills.

## Tripartite meetings – the power triad

The last modelling session I did with a client I arranged a tripartite meeting with my client (the new practitioner) and a top-performing practitioner working for a national organisation as their leading franchisee.

All three of us arranged to talk on a 30-minute power triad call on Skype.

In just 30 minutes we learnt enough to turn my client's business around and she trebled her income over the next three months, doubling her activity in just three days.

It wasn't difficult to see why the lady we were talking to had achieved so much. The level of passion and enthusiasm in her voice was contagious.

I wasn't surprised when she told us she put her success down to her levels of confidence, belief and passion for her business. She loved what she did, and failure wasn't an option.

She visualised the success of her appointments in the minutes leading up to her client meeting and always visualised the outcome she wanted. She achieved six times the national average in new clients each week and was the top performer nationally.

It was the most important 30 minutes of my client's business life. Her business was never the same again. ☺



## About the author

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