



# THE SECRET OF ATTRACTING & RETAINING QUALITY CLIENTS

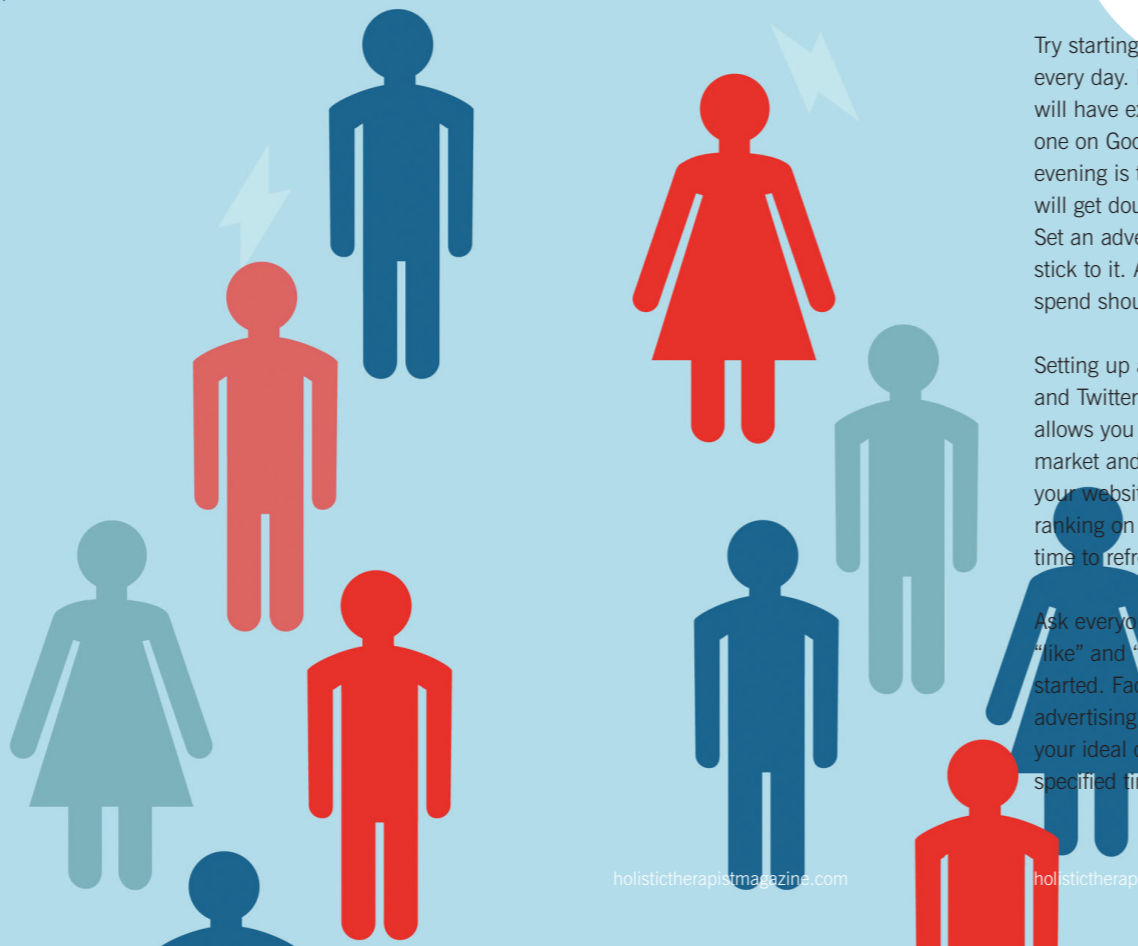
*The life blood of any holistic practice is attracting and retaining quality clients. Here, the CAM Coach, **Mark Shields** shares his secrets...*

**W**E have already looked at evidenced research that suggests 50% of practitioners don't go into private practice upon qualifying.

We also know the failure rate in the early years in the Complementary & Alternative Medicine sector is far higher than in general business.

**Remember, "You are what you are perceived to be". Your reputation is the most important thing you have, never compromise it.**

So for example, ensure that you have a professional website. This is your advert to the outside world. Whether you like it or not, if you are going to be a professional practitioner you have to have a professional web presence.



[www.webhealer.net](http://www.webhealer.net) offers a great therapist/practitioner package from about £10.00 per month.

Use a landline phone number as this reassures clients that you are a trustworthy, stable and located business. A credit card machine is essential as 78% of clients prefer to pay by debit or credit card. Cardsave offer a machine for £15 a month. Phone **0844 209150**.

## THE SECRET OF SUCCESSFUL ADVERTISING

After eight years of experimenting with different advertising strategies, I recommend Google Adwords. By allocating a small budget and cleverly timing your campaign you can turn the tap on to a steady flow of enquiries whenever you want or need to. It's that simple.

**As a rule of thumb, your advertising spend should be 20% of your annual turnover.**

Try starting your campaign at four o'clock every day. BY then, your competitors' budgets will have expired and you will reach number one on Google at half the normal price. The evening is the most popular viewing time, so will get double the viewings for half the cost. Set an advertising budget and ensure you stick to it. As a rule of thumb, your advertising spend should be 20% of your annual turnover.

Setting up a business Facebook page, blog and Twitter account is free and very easy; it allows you to target specifically your target market and it encourages a person to click on your website too, which increases your page ranking on Google. Provided you dedicate the time to refreshing your content regularly.

Ask everyone you know them to "share", "like" and "re-tweet" posts to get you started. Facebook and Twitter also offer paid advertising where you can specifically target your ideal client, in your ideal location and a specified time.

**The best business is referred business. Give every new client a business card and leaflet.**

## OBTAINING REFERRALS

The best business is referred business. Give every new client a business card and leaflet. After a few sessions, ask if they have friends, work colleagues or family who have similar health problems. If so, provide them with cards and leaflets to pass on. Good clients will help you if they can, particularly if you have helped them.

## CREATE YOUR OWN PR

Local businesses like to support local businesses. By approaching the local newspaper and magazines for editorial, or the local radio to give advice on your particular therapy, you can gain great exposure of your company and services. If you don't ask, you don't get.

Print up some attractive A4 posters about your services then visit local shops, gyms, doctors, dentists, colleges and even larger businesses to ask if they could put a poster on their notice board, or leave leaflets in reception. Both VistaPrint.com and SoloPrint.com are well priced but offer professional looking products and offer design templates that are simple to use.

Remember the techniques I am sharing with you are based on years of experience and proven success. They are currently working for other people, so give them a try and see what success you can achieve.

*Article written by Mark Shields  
lifepactice.co.uk / thecamcoach.com  
Telephone: 01462 431112*

