

fill my  
holistic  
practice

"Your Easy Path to More Clients."

## Introverted Practitioners: Attracting a Flow of Effortless Referrals

*Attracting a flow of multiple referrals is a key step of the "Consistent Patients Formula".  
It will help you attract patients who appreciate you, and happily pay you cash for your services.  
No more insurance!*

*Creating an Irresistible Signature Experience is one way to attract a flow of multiple referrals. This worksheet gets you started with creating an Irresistible Signature Experience:*



1. What is one idea you can implement to create an experience that people will talk about? (one where people will go to their friends to say "look what I found!")
2. What action step do you choose to take next in the next week to start creating an Irresistible Signature Experience for your patients?

Creating an Irresistible Signature Experience is an important key to attracting a steady stream of multiple referrals in a cash practice.

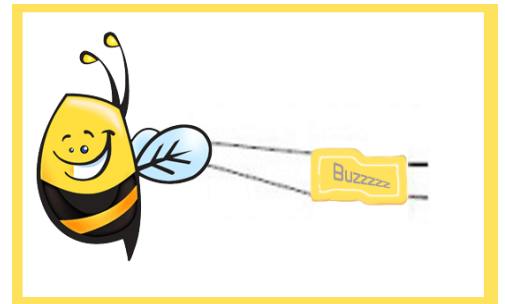
Your next areas of mastery are:

Turning that patient experience into return patients and a steady stream of referrals.

## Introverted Practitioners: Script #1 from the "Referrals Come to Me" System

Specific symptom/health issue you want to solve:  
(ie, quit smoking)

Where people can think of referrals from:  
(ie, who you work with, go to church with, etc)



What is an action step your referrer can take to introduce both of you?  
(ie, sending you both an email, giving the referred a flyer with gift certificate.)

Plug it in to one of the scripts from the "Referrals Come to Me" System to get you started:

"This month we're trying to help as many people as possible with \_\_\_\_\_ [specific symptom/health issue]. Can you think of 1-2 people who may find that helpful?

Maybe someone you know from \_\_\_\_\_ [place]?

Please introduce them to us by \_\_\_\_\_ [how the referrer should introduce you].

Your next areas of mastery are:

1. Know what to say to people who say they can't think of anyone.
2. Know who to ask for referrals from, the incentives to give, and how to (whether it's you or your office) follow up with referrals so they end up being excited to give you referrals.

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## Introverted Practitioners: Key steps of the Consistent Patients Formula



The key steps of the Consistent (Cash-Paying) Patients Formula are:

1. Uncover and confidently communicate your unique advantage is (so people want to work with you and not someone else!)
2. Create an "Irresistible Signature Experience" & "Irresistible Signature Package"
3. Get known as a sought-after expert ---get the phone ringing
4. Have conversations that turn 1 out of 3 interested people into patients
5. Inspire patients to return & set things up to receive a steady stream of referrals

These are areas of mastery to evaluate yourself on. When you master these areas, you will have a consistent flowing cash-based practice.

Your chosen area of mastery to focus on:

Your immediate action step to attract more than enough cash-paying patients:

By what date:

After completing this worksheet, email it to [mentor@fillmyholisticpractice.com](mailto:mentor@fillmyholisticpractice.com).

To receive priority consideration for a FREE practice evaluation session, go to <http://www.fillmyholisticpractice.com/practiceevaluation>

\*Mention you listened to this interview.