

# THE #1 SECRET OF SUCCESSFUL PRACTICES ALWAYS BE CULTIVATING NEW CLIENTS

from *yourMassagePractice.com* and Isabel Spradlin

Keep it consistent!

It's important to know who your clients are. If you already have some clients, you can figure out what characteristics they have in common (age, occupation, the referral source from which they came, etc.) and start reaching out to people with that same set of characteristics.

If you don't currently have any clients, work on getting very specific about exactly who you want to serve and where/how you might be able to market your practice to them.

## Weekly:

- Spend at least one hour actively reaching out to current or potential referral partners. This can be through one-on-one meetings, etc.
- Check in with your intake and follow-up processes to make sure they are as friction-free as possible for your clients (and for yourself).
- Make sure all of your current clients and colleagues are aware that you are accepting new clients into your business.

## Monthly:

- Review your efforts so far and change your strategy as needed. Make sure you keep and are tracking a written plan.
- Celebrate your successes! (I mean it, without the celebration, things get dreary. Enjoy yourself!)

*What's next?*

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