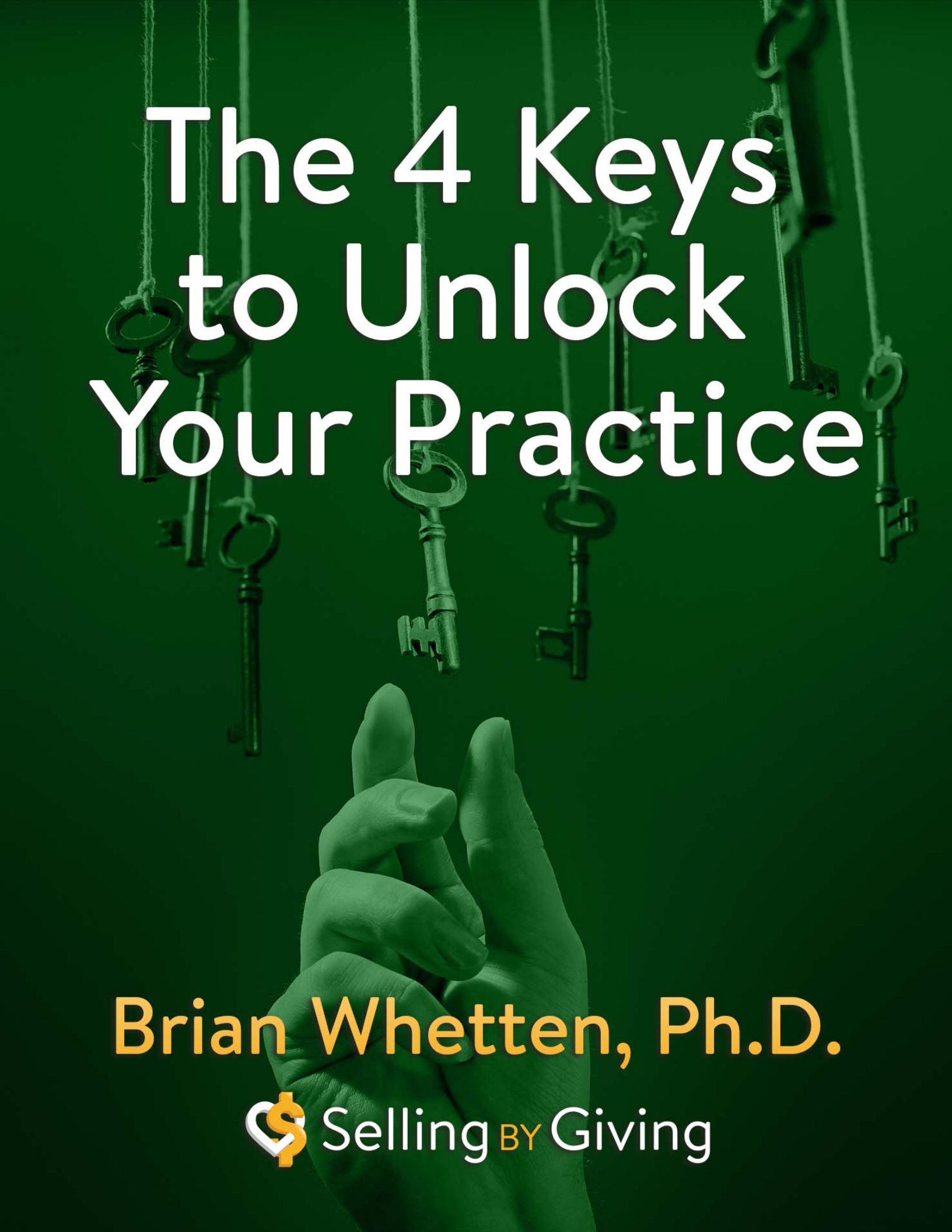
The 4 Keys to Unlock Your Practice
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Selling BY Giving

The 4 Keys to Unlock Your Practice

Cracking the Code

Imagine that there was a combination lock with four digits and once you had the right code, the lock would open, and you'd have a full, abundant practice.

The thing is, every time you chage one of the numbers, it costs you $1,000, either in time, money or energy.

What's the first thing you'd want to know? The code.

But what if everyone's code was a bit different?

The next best thing would be to know which digits in the code were correct, and which ones weren't. Imagine that each tumbler lit up when you got the right number.

This would make a huge difference. With it, you could crack the code in an average of 20 tries insead of 5,000 – which at $1,000 a try, is the difference between investing $20,000 in your dream – or $5,000,000.

This analogy is actually pretty accurate. There are only four things you have to do to build a full, abundant practice, where you get to make a big impact, and make a great living, doing the work you love.

The thing is, most people don't even know how many digits are in the lock – let alone where they're at with each one.

That's what we're going to give you in this workbook. We're going to walk you through the 4 Keys to Unlock Your Practice, and then give you a simple assessment to help you get clear on where you're at with each. The assessment tells you which of the numbers in your code are correct, and which ones you still have to work on.

Along with understanding where you're at with The 7 Stages of Practice Building, and knowing what The 5 Conversations are (covered in the next video) this information could save you tens of thousands of dollars, and years of wasted time.

The 4 Keys

Here are the four digits that make up the combination for unlocking your full, abundant practice. Note that each of these elements needs to be done in a new, more conscious way, because of how traditional business doesn't work for selling transformational services.

1. Conscious Value and Pricing. ***How do you provide exceptional value and how do you get paid for delivering that value?*** This is all about delivery. Once someone commits to work with you, your job is to provide them with a high level of value. The biggest pitfall

here is the way we often confuse *value* with *worth*. This is not about proving your worth or about needing to help everyone. It's about finding those clients or patients who are a fit for you, and getting into conversations about what it would take to provide them with much more value than they're paying for. It's about exploring the question, **"IF we had total trust in the value we could create for you, what changes would you most want to make?"** You don't have total trust yet – how could you? (Building this trust is what you do in Conscious Enrollment.) But **IF** you did, what value would they want to receive? Then pricing is about how you get paid in ways that are a win/win for both you and your clients. In building a conscious business, this can also include learning how to turn your fees into a gift (rather than being something you take from your clients). And it involves shifting from a scarcity mentality to an abundance mentality.

2. Conscious Positioning. ***How do people know who to refer to you?*** This is all about defining your niche and learning how to communicate it to others. This element comes out of the recognition that when we try to serve everyone, we end up serving no one. In order for people to be able send referrals to you, they need to know *specifically* who to send to you. What are the specific problems you're particularly good at helping people solve? What acknowledged needs do you help them address? Your goal is to have an answer to the question "*so, what do you do?*" that is so specific and powerful it causes the majority of people to think of the name of someone they know that they might want to refer to you. And this means shifting from *talking about your services* to creating a specific Positioning Story about *the value your ideal clients or patients receive*.
3. Conscious Enrollment. ***How do you turn prospects into clients – if they're a fit?*** This is the piece that most coaches, counselors, healers and conscious entrepreneurs have the most resistance to, because of the pushy, manipulative way most sales is done in our culture. Most people don't have a reference point for how to do things any other way. So they get trapped thinking they have to choose between Hard Sales and No Sales. However, the process of selling your services can actually become one of the greatest gifts you offer people, and believe it or not, it can become something you absolutley love doing. When you learn how, it can even turn into one of the most advanced spiritual practices I'm aware of, as crazy as that might seem.
4. Conscious Marketing. ***How do you create connections with qualified prospects?*** This is about building a set of consistent structures and systems, which create a consistent, steady flow of connections to your ideal potential clients, in clean, enjoyable, effective ways. With this element, it's critical that you match the level of intimacy that your services have with the level of intimacy your marketing has. This usually means shifting from advertisement based marketing to web of trust marketing and education marketing. When you master this element, you're able to create as many connections as you want to your potential clients or patients. This is where most people focus most of

their business building energy. And for good reason. It's easily the most complicated piece of all the elements, and the one that takes the most investment to master. The good news is that if you develop at least a basic competence in the other three elements, you can get a much bigger "bang for your buck" and get a lot more results with a lot less marketing.

The Easiest Way to Double Your Impact and Your Income

So is this idea of a lock just a good analogy?

Nope. It's math. It's the mathmatical formula for practice building success.

In a services business, there are four key things you have to do in order to make money – and each one is multiplied by the other. You have to be able to generate leads to potential clients (conscious marketing). You need to have some of those leads be qualified potential clients or patients who are a potential fit for your services (conscious positioning). Then you need to be able to enroll some of the people who are qualified, so they sign up with you (conscious enrollment). And you need to have a set of offers that both provide a high level of value and compensate you well, in a win/win way (conscious value and pricing).

Number Of Leads		Percent Qualified		Percent Enrolled		Revenue Per Client		Annual Income
1000	✖	100%	✖	0%	✖	$10,000	=	$0

If you remember back to basic algebra – and I promise, this is the most complicated math we'll do during our time together – if you multiply any number by zero, what do you get? Zero. So if any of the four elements are zero, you end up with zero as the result.

This is why it's so important to treat your practice like a puzzle, or a combination lock. If you haven't developed at least a basic competency in each of the four, the best you can hope for is a few, occasional, random clients. And this is why its so important to figure out which of the four keys you've got figured out, and which ones are your biggest opportunities.

Then something fantastic happens once you've unlocked your practice and are consistently bringing in between $1,000 - $5,000 a month. At this point, if you double any one of the

four elements, while keeping the others the same – you double your business! You don't need to double all four of them to double your impact and your income – just one.

And it gets even easier. With the right coaching, training and support, how much confidence do you have that you could create two 10% improvements, in any of these four areas, every three months, for a year? If you're like most people, the answer is "pretty high." Well – if you could do that, within a year, you'd have doubled your impact and income.

This is what we help people do. And it's why the graduates of our programs create such consistent breakthroughs. As of February 2016, the graduates of the one year Practice Building Academy programs had increased their incomes by an average of $42,000 a year, with 83% creating at least a $15,000 a year increase, and virtually everyone reporting that the internal shifts they created were worth even more than their external results.

And, we know that not everyone is ready to invest a full year and $10,000 or more to be part of this program, which is why we created the Fast Path to a Full Practice along with the Selling By Giving training. In the Fast Path, we help you determine WHAT your fastest, simplest path forward is. Then in Selling By Giving we teach you HOW to walk that path.

In the Selling By Giving training, we teach you this easier, more enjoyable, more conscious way of building your business, and we help you identify the easiest opportunities – the "low hanging fruit" – in each of these four areas. As people step into these opportunities, they create breakthroughs. Consistently. All because of how we help you do a few key things.

1. We help you figure out which of the **7 Stages** you're at, and what the core goals are for each (stay tuned – there's more on this coming in the next video).
2. We help you assess where you're at with each of the **4 Keys**, and give you the essential keys, recipies and systems for each one.
3. We help you shift from trying to use traditional business to sell transformational services (which just doesn't work) to learning how to practice each of the 4 Keys in **conscious, enjoyable, full integrity ways**.
4. We teach you how to turn "all that sales and marketing stuff" into just **5 simple, invited, enjoyable conversations.** Really? Really. (It's coming in the next video!)

So welcome! If you've been feeling frustrated with your practice, please know that there is a proven, grounded, conscious path to success – and we're excited to help you walk it in the best way for you.

The 4 Keys – Assessment

Remember that lock we talked about, and how every time you changed one of the digits it cost you $1,000 in time, money or energy? In that case, if you didn't know which digits you'd already figured out, and which ones you still needed to work on, you could spend a LOT of time, money and energy randomly trying different codes and hoping the lock would open.

That might sound a bit crazy, but it's what most people do. It's why **trial and error is the most expensive form of investment you can make in your business**. And the truth is that most people aren't very good at self-diagnosing where they're at with these four elements. So here's a short, simple assessment to help you see where you're at, and what your biggest opportunities are.

For each of the following questions, answer with a number from 1-5. Then total up your answers and divide by 6, to get your total score. Remember, this isn't about what's wrong with your practice – it's about what your simplest, easiest opportunites are to move forward.

For each question:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

Value and Pricing

_____ *I have strong prices that let me serve clients while also making an abundant income*

_____ *I'm consistently and confidently able to quote my prices to potential clients*

_____ *I'm able to cleanly and clearly hold for my potential clients when their money fears come up, or when they say "I'd love to work with you but I don't have the time or the money"*

_____ *I create specific agreements with my clients about the value they want to create through our work together and regularly ask my clients for feedback about the value they're receiving*

_____ *I truly get that value lives in the client, not me, and so the only way I can find out about the value a client wants to receive is to talk to them about it, on a regular basis*

_____ *I trust that when done from a place of integrity, my fees can be a gift I offer my clients, so that it helps them commit to creating the changes they most want to make*

_____ **Total** _____ **Total Divided By 6**

Positioning

_____ *I'm committed to taking a stand for the ideal clients I can most serve, instead of feeling like I need to try and serve everyone*

_____ *When people ask me what I do, I answer by sharing about who my ideal clients are and how I help them, rather than talking about my credentials, services and modalities*

_____ *I'm clear on the difference between the specific, acknowledged needs or "invitations" my ideal clients have that causes them to reach out for help, and the deep needs that I also can help them with, once we get into more in depth conversations*

_____ *When I describe my work to people, I regularly have people tell me that they know of someone who could potentially use my services that they'd like to refer to me*

_____ *I feel confident in my ability to create great referrals whenever I want them, rather than just waiting for referrals and hoping they will come to me*

_____ *I'm able to describe my "niche" or positioning by telling the stories of my ideal clients, instead of making it about me, or trying to convey my "elevator pitch"*

_____ Total _____ Total Divided By 6

Enrollment

_____ *In an initial consultation with a potential client, I slow down and help them connect with their heartfelt, specific and scary goals – with the changes they really most want to make*

_____ *In an initial consultation with a potential client, I consistently use my expertise and experience to help them diagnose the deeper blocks that have been holding them back from creating their goals, and then I confidently offer a plan for how they could best move forward*

_____ *In an initial consultation with a potential client, I proactively seek to find out any reasons or fears they have for why they would* ***not*** *want to work with me*

_____ *I consistently treat each enrollment conversation as an opportunity to help* ***qualify*** *if a client is a mutual fit, instead of trying to* ***convince*** *them to "buy" something or work with me*

_____ *I understand that true enrollment is about asking great questions more than having great great answers*

_____ *I love having enrollment conversations, and have learned how to turn them into one of the highest leverage, more enjoyable gifts I can give to my potential clients or patients*

_____ Total _____ Total Divided By 6

Conscious Marketing

_____ *My website and other marketing materials focus primarily on my purpose, who my ideal clients are, and how I help them create value, rather than touting my credentials or skills*

_____ *My client testimonials tell a clear story about where my clients were before they worked with me, where they were at after our work together, and the specific changes they made*

_____ *I regularly give away tastes of my exceptional value to people in my web of trust, in ways that honor the value of those gifts, instead of making them seem cheap or free*

_____ *I regularly make connections with professionals who provide trusted, complimentary services to my ideal clients, and we refer potential clients or patients to each other*

_____ *I have one or more signature speeches, webinars or workshops, that I regularly give to audiences filled with my ideal potential clients or patients*

_____ *I've learned how to cleanly and transparently use these educational opportunities to provide exceptional value and also open up enrollment conversations with people I could serve*

_____ Total _____ Total Divided By 6

Congratulations!

Well done! You've created a huge step forward in creating clarity about where you're at with your practice, where you want to be, and what's in the way. To complete this assessment, take the totals you created in each of the assessments above and write them in the box below. Then rank order them according to which one is your biggest, easiest opportunity for improvement (where you can create the highest leverage changes in your business) and which is the smallest. Rate the biggest opportunity as 1 and the smallest as 4. These are the "digits" in the lock you most want to focus on moving forward, so you can unlock your practice and jump to the next level of providing value to your ideal clients, in wonderful win/win ways.

	Current Score (1-5)	Opportunity (1-4)
Conscious Value & Pricing – I provide value and have powerful pricing, for clients who are a fit		
Conscious Positioning – People know exactly who to refer to me and why		
Conscious Enrollment – I cleanly help potential clients determine whether there's a mutual fit		
Conscious Marketing – I create a steady, full flow of qualified prospects, in simple, enjoyable ways		

Visioning Exercise

Now that you know where you're at with the 7 Stages and the 4 Keys, you may be feeling a renewed sense of hope and optimism. This is a great place to look at your vision again.

If you had total trust that you truly could build the business you want in ways you truly love, 12 months from now, what would that business be? Specifically:

What does your business look like? How many clients or patients are you seeing? What types of results are they receiving? How much are you making a month?

What does your business feel like? How do you feel about showing up to "work" every day? How do you feel about serving your clients or patients? How do you feel about the other pieces of your business?

How has your life changed? What vacations are you going on? What are you most excited about? What is your business allowing you to do?

How have you changed? What is different in the way you show up in the world? How has your confidence or self-love changed? How have you grown in terms of your authentic leadership?

What belt have you received? What's the highest stage you've completed?

What's next? What's your vision for the next 12 months, now that you reached your first level goals?