

TOOL 3: YOUR PRACTICE GOALS

This simple yet essential exercise will keep you focussed on the health of your practice. Complete each section below and display prominently so that it remains top of mind for all of your marketing activities.

GOALS & TARGETS

List your main goals for the practice, for example, increasing client listings (include target amounts or percentages), increasing online sessions, offering in-house services, becoming a specialist in a certain area of interest. List all topline goals here:

USP - UNIQUE SELLING POINT

What makes your practice unique & special? Why does your key client come to you? Area of Interest? Location? Price? List all USPs here (we will use them for marketing content):

BUSINESS TIME & CAPABILITY

A key step in your plan is to identify what kind of time you can commit to marketing and if you have the capabilities within the business to carry it out on an ongoing basis. Social media marketing is an ongoing commitment. Review your schedule and identify times of the week and month you can commit to. If you can start with 20 mins per day and/or an hour a week, you will see a change.