



Osteobiz Mastermind

FREQUENTLY ASKED QUESTIONS

How long have you been doing what you do and how did you get to be a Practice Development Expert?

Small business and marketing are something I've loved and worked within all my life, from my small beginnings on our Shropshire family farm. After working with the incredible team of Osteopaths at the Rollin Becker Institute, in around 2010, I could see that manual therapy was still not well enough known about.

I was enthralled as I watched how these inspiring Osteopaths could help people back to health with just their hands. But when so many of the course delegates kept telling me that they made people better and were constantly needing to attract more new patients, I just knew I had to step up and do something to help.

My career had spanned several decades and I had a natural focus on improving systems, marketing and profits.

Taking this experience and applying it to struggling clinics or those wanting to expand, became a very obvious progression.

So, in 2013 the word 'Osteobiz' slipped into my consciousness and I knew I had to act!

Since then, we have grown the team significantly, increased our services and have worked with many hundreds of clinics all over the world.

Who are your clients exactly?

We work predominantly with Osteopathic practices. However, we do also work with other manual therapies including Chiropractic clinics, Acupuncturists etc.

We also regularly work with multi-disciplinary clinics and so have an understanding and appreciation of all kinds of therapies. This means that the strategies we recommend will work just as perfectly with any discipline.



What happens if you haven't yet worked with people in my field?

The systems, ideas, marketing strategies etc that I teach are transferable to any kind of therapy or small community-based business.

How are you different from other "business coaches?"

It turns out that my superpower is that I am NOT an Osteopath! I can see how a clinic operates and view it from the patient's perspective which enables me to improve all aspects of clinic operations.

I have a knack for spotting where the opportunities are in a business and this skill lends itself very well to my work. Having worked in many niches and opened new businesses myself, I know exactly what works and what is absolutely a waste of time, energy and money!

Many clients have come to me after having had few results from working with a 'general' business coach because they simply don't understand the foibles of and the regulations around these professions. They often don't have any experience of what systems, operations and marketing is required to make a clinic fully booked and successful.

Other than that, there are no other business coaches for Osteopaths who have worked so intensely and with such a huge number of clinics within this niche.

Because my focus is very narrow, what you get with me is no-nonsense, undiluted expertise on what works for clinic owners. I've simply become an expert at this stuff and that's why my clients get great results – and I throw in a healthy dose of compassion, humour and encouragement which ALWAYS helps!

What type of personality do you work best with and what is expected of me?

This Mastermind program was created for people who are absolutely excited and deadly serious about getting more clients and ending what I call that 'Sunday evening dread' when looking at next week's diary!



We work best with those principals who are open to being coached and who trust that the systems and methods we espouse are going to work. Our favourite clients implement quickly, follow the plan, turn up to all our meetings, ask questions and get stuck in with a smile!

Being a high achieving go-getter myself, I'm known to work best with others who aspire to be high achieving go-getters who are super-ready to begin. They want to know exactly what steps to take to become fully booked, efficient and profitable – in record time.

For what type of principal is this program NOT going to work for?

Please know that I am very selective in who I work with and I cherry-pick my clients, choosing to (gently) turn away people who aren't suited to my program and who won't get the results for which they would have signed up for. (It wouldn't be fair to them.)

This Mastermind won't work well for those who constantly make excuses for not implementing the plan, challenge every aspect of the program or who have a very negative attitude to life.

The Osteobiz Mastermind is not for those who have no money coming in and are absolutely, financially desperate, at least not right away. It's been my experience that people in financial crisis do not trust the recommendations I give them and do not do the work, perhaps because their focus is fixed on constant worry rather than taking action to change their circumstances.

If this describes you, it's absolutely OK. I've been there too and dug myself out of financially desperate pits before now!

I think you still have some options open to you:

1. Take my next Social Media Workshop, which will be advertised to my email list, to at least get your marketing improved to bring in more new patients.
2. Listen to [my podcast Osteobizness](#) for free advice and help where I will give you lots of things to think about.



3. Check out my shop at osteobiz.com/shop for low cost self-study courses and my essential book, rated No 1 on Amazon, 'The Osteobiz Guide To Fearless Marketing'.

Doing these things will really help you get primed for our work. When you're ready and if you haven't already, [book a call me](#) and we'll get started. (I'm in no rush and will be here when you need me.)

What exactly is The Osteobiz Mastermind and what does it include?

Attracting a consistent stream of new patients begins with understanding what is troubling them, what their problem is stopping them from doing and what will encourage them to try treatment with you.

Then it means taking serious action on it.

Here's what the Mastermind program gets you to do:

1. **MARKETING - make patient attraction a priority.** We ensure that you are making time in your day for marketing and patient attraction. This is critical for business growth and must be made an essential part of your business day. We show you our unique methods of getting in front of tens of thousands of potential patients in YOUR community without spending a bean! We prefer PULL marketing which draws new patients to you in an ethical manner, rather than salesy PUSHY hard sell which is repellent to most of us.
2. **MINDSET – getting focused on success.** We know that when business is not going well, we can sometimes think it's an external problem. Many times, though, it's more to do with our own thinking. When I hear, "People around here won't [do/pay X, Y or Z]" I know that the clinic up the road will fervently disagree because they are successfully growing patient numbers. The truth is that since they don't have these limiting beliefs, they therefore have a very different experience. So, we gently support a more positive mindset and watch that practitioner develop their confidence and beliefs. Then the results speak for themselves.
3. **MODEL – put in place time-saving systems.** Expecting potential patients to fill in enquiry forms or phone a mobile only between certain hours in



the week is now as defunct as sending telegrams! This step is life-changing and we will even help you by doing the tech for you. We have developed a clinic management system which works like a dream to keep your diary full.

4. **MANAGE** – how you operate the clinic will also be a critical step in upgrading the service you offer to your community. We strongly believe that being clear on exactly how the whole team delivers a high-quality patient journey is paramount.
5. **MONEY** – if a practice isn't profitable then there isn't much point in running it. Ultimately, a clinic is a business and it must be run to be profitable so that all involved, including associates, are earning a decent income. Also, many principals don't give much thought to profits, cashflow and a 'cash cushion' for unexpected bumps in the road. We look to ensure that a clinic's finances are sound.

Congratulations!! You now have systems and operations fully in place so that you'll never have to worry about patient numbers or income again.

These are the crucial steps of the Osteobiz Blueprint which I've honed after working with many hundreds of practices since 2013. This Blueprint helps them to build remarkable businesses which better serve their communities, bring them a decent income for their families, whilst preventing stress and burnout.

Does this really work?

Yes, it certainly does! The result of our work is an approach to business and marketing your valuable services that, over time and with your dedication, works consistently to attract all the patients you need and grow a thriving practice.

Do I need to invest in lots of other things to be able to make this work for me?

Absolutely not – we do like to add in some clever systems to improve clinic performance but they are all a low monthly cost which are quickly covered by just a couple of new patients per month.



What results can I expect?

You can expect to:

1. Hone in on the exact patients or clients that will pay you what you're worth, get great results and send you referrals
2. Create compelling marketing messages for your social media pages which will make your 'perfect patients' (as I call them) book themselves into your diary for treatment
3. Make your services stand out in your profession and in the marketplace
4. Receive your personalised Prosperity Plan within days of joining us
5. Discover ways to serve your patients even better than you currently do, which leads to better income and also to them recommending you
6. Learn how to handle your patients (and your time) more efficiently so you actually have time for MORE patients and more revenue, if you wish
7. Get out there and network effectively
8. Reach your perfect patients in large numbers and inexpensively
9. Work smarter at building your practice, not harder
10. Get support with anything you need from our team of highly trained experts
11. Market your services without ever feeling 'salesy'
12. Become an expert in your field and be recognised as such in your community and be properly recompensed
13. Consistently work towards your goals, creating new ones as you tick the completed ones off your list
14. Stay accountable to these goals and achieve them
15. Set up more efficient systems which your patients will love and which will save you time and energy
16. Streamline your operations to create an even better patient journey and experience
17. Get proven strategies you can apply right now so as not to have to reinvent the best way to operate a clinic



18. Receive specific tools and training for you to put into action immediately
19. Create greater exposure and visibility for yourself and your practice
20. Learn time-saving techniques that will dramatically cut down your learning curve
21. Make more money than you're making now, while enjoying being in business for yourself even more than you're enjoying it now
22. Learn how to ensure you never struggle financially ever again
23. Implement systems so that you consistently market your services easily and can finally stop struggling to get patients or clients, for good.

Does this Mastermind include any CPD points?

Yes, indeed it does! You may claim all meetings and work you do with us as CPD. You will receive certificates for all group meetings and you can claim all the hours you are working on your business with us.

Does it matter if I don't live in the UK – can you still help me?

Yes, when I set up my online Osteobiz clinic development business in 2013, I expressly wanted to be able to help all clinic owners wherever they were in the world. Since then, apart from hundreds of clinics in the UK, I have worked with practitioners all over Europe, Canada, Australia, New Zealand as well as many places in between.

Can I contact some of your current/former clients to see what it's like to work with you?

Yes – I encourage you to! Please go to the [Client Testimonials page here](#) and help yourself. See which ones you feel drawn to, either because they have achieved the results you want to get too, or perhaps because they have a similar sized clinic. Feel free to email or call them and ask what they got from working with us on the Osteobiz Mastermind program.

How quickly can I expect results?

Obviously, this depends on how long you've been in business and how much you put into the assignments that we give you. That said, virtually all clients



see results within the first couple of months in the form of new patients, returning patients, more revenue and a sense that the business is far easier to run.

How can I guarantee myself that I will get more patients, in record time?

Do all of your assignments, attend all your meetings with myself and the team, who will support you. Turn up to the training events and weekly Q&As and you will be on track to more patients very quickly.

At the same time, understand that this is not a 'quick fix,' it's not magic and it takes up to a year for you to plant all those seeds and for those seeds to grow into the fruit that you can enjoy.

All my clients who have diligently applied every step of the Mastermind program have successfully grown their businesses, in much less time than they would have on their own AND have made more money than they'd have made doing what they usually did.

Will I recover the investment I put into this coaching program?

Yes indeed – a resounding yes! Many clients are excited to report that they were able to recover their investment often with just a few new patients. With a positive mindset and a can-do attitude, this result can happen really quickly.

I want you to stop reading for a moment and ask yourself, "What are 10 new patients worth to me and what is the average revenue I make from the lifetime of those patients?" Chances are, that amount will more than cover your coaching investment.

Most likely, you will make at least 10 times what you invested in this program in the next year. Something to think over. Some have even reported doubling their entire profits after a year with us!

What you're regularly getting with Mastermind and my coaching is what I call a series of AHAs! These will move your business faster than you would on your own. Expect to get a lot of these as well as the resources you've been looking



for and haven't found until now. That's what you're investing in: results, more revenue, more profit, more patients and not just more 'information'.

How will we work together and what does the program entail?

The Osteobiz Mastermind program is tailored to your requirements. Once I understand what your goals are, I will create your own Prosperity Plan which is there to guide you on the journey to achieving your goals.

We will meet to discuss and agree this and then get cracking with implementation. Rest assured nobody has ever said that they don't like their plan! Once they see the possibilities for their future success, they are happy to begin working on the next indicated steps. And I just love to see the fire and excitement in their eyes!

The team will be on hand to meet with you regularly in order to support you in working through the plan. In many cases, they will actually work with you so that you don't have any tech headaches whatsoever!

We have bi-monthly meetings which are held in person and via Zoom so that clients from around the globe can join in altogether and feel fully supported. These meetings are a great opportunity to get support, get all your questions answered and have Masterclasses from myself and the team or from guest experts.

Additionally, we have regular group workshops where we can work on specific topics and get stuff done.

There are online training and resources held in our Osteobiz Hub, which you can work through in your own time. This will augment our work together and further assist you towards understanding the methods I teach.

The dedicated group on Facebook is there as a forum and supportive assistance and is most definitely like belonging to a family of like-minded clinic owners who are walking the same path together. Indeed, when their time is up most choose to stay with us for ongoing support and learning.



One side-effect of being on this journey with us is that of increased confidence. It's something which always makes my heart sing; to just notice a happier and more self-assured practitioner. That kind of personal growth is priceless.

How long is the program?

The Mastermind program is 12 months long and provides a complete solution to practice development. We believe that the faster you implement, the faster you'll see results so we like to keep you accountable and responsible for your progress.

Most clients elect to stay on for another 12 months to continue to enhance and develop their clinic further. Many don't want to leave the Mastermind family – ever!

Do you accept credit cards?

Yes indeed, we accept both credit and debit cards. We also have the option for paying by instalments if that helps you to budget. There is also an option to pay in full and save, if you prefer to do that. Either way we will get started immediately with pulling together the perfect plan for your journey to success.

OK, I know I want to join the Mastermind program. How do we get started?

Great! Did you know that one of the most prominent characteristics of successful people is that they take action? They take educated risks, are decisive and they move forward towards success faster as a direct result of this.

It's a well-known fact that these people make decisions based on their gut instinct. So, that being said, since this feels right, let's check that we're a good fit to work together and then we'll get started.

To that end, we think it's sensible for us to have a conversation prior to starting on the program. So, if you haven't already made an appointment with me, please book yourself in [via this link](#).



Then we can discuss your requirements and find out if this is the best solution for you. Once we agree upon that, we can complete the order form together and introduce you to the Mastermind group, who always get a little bit over-excited to welcome someone new to the family!

If I'm not sure I'm ready to get started, how can I sample your work at low cost to see if it's the right solution for me?

You are very welcome to [browse my shop](#) and perhaps order my book 'The Osteobiz Guide To Fearless Marketing' or choose a self-study course which you'll find there.

I also periodically run a short 4 week course, Boost Your Osteobiz, which has a very low investment but which gives plenty of training and results. Do ensure you're on my mailing list so that you receive details of that when we next open the doors.

I have a family and a busy life. Although I want more patients badly, I don't have much time to spare. How much time do I need?

You are able to implement your plan at a pace to suit yourself. It goes without saying that the quicker you implement, the quicker you'll see results. We won't pressure you but we will keep you accountable so that you achieve your goals – and maybe get some time back for yourself!

OK, I'm ready to do this for myself, but I have a couple of additional questions. Can I call you?

Yes, by all means, you may call me on [+447887367936](tel:+447887367936) during UK working hours. If I'm already in a meeting, just leave me a message and I'll return your call as soon as I'm free.

Alternatively, you can email me here gilly@osteobiz.com

Or here's my diary to book in for a [call to get acquainted](#).