

Important Steps to Filling Your Practice

A quick-reference checklist for building a full, sustainable caseload

Work through these three foundational steps to build a thriving, full practice.

STEP
1

Have you selected a niche?

Your niche: _____

Why this niche? _____

STEP
2

What 5 marketing strategies are you willing to do well?

Using best practices, not just shooting from the hip

1. Great website 2. Networking

3. _____

4. _____

5. _____

STEP
3

Branding — does your marketing feel like you & your clients?

Brand feel: _____

Colors/fonts: _____

Tone/voice: _____

YOUR REFLECTIONS

What's your next action step?

