

Five Tips for Expanding your Practice With Ease

Your client base is steady, your business is profitable and maybe even getting comfortable, but you don't want to stay where you are at. You thrive on growth and expansion and are ready to take your business to the next level.

You've learned you enjoy working with certain clients more than others. You know which ones are more likely to come back for frequent treatments, rather than once or twice and never be seen again until they are in pain. You have a strong base that refers you to their friends and understands and cares about their long-term health.

How can you find more of the clients you like best, and focus less on the ones that aren't your ideal clients?

Let's look at five ways to expand your practice by leveraging the strengths you've already created:

- Add complementary services to whatever you already do by **adding practitioners**. For example, if you are a massage therapist you may consider hiring a chiropractor, an acupuncturist or a physical therapist to your practice, depending on what complements your client base. If the majority of your clients come for a massage because they are injured, you want to complement their needs, which may be different than someone who sees clients while vacationing and relaxing. The key here is to complement what's already working.
- **Package services**. Creating a package rate for two or more services allows clients to try out services they may never have tried before and/or learn about services they didn't know you offered. For example, creating a package for headache sufferers in a "headache combo" may include acupuncture, massage and physical therapy. If you work with insurance companies you can still bill for these, the deductible your client pays is where you can explore ways to help them.
- **Branch into corporate services**. First look at what types of businesses are in your area. Is it industrial, where the employees do heavy lifting and moving? Can you add drug and alcohol testing, physical evaluations, or any certifications they require? Or are you in an area that's mainly an office environment? Look at what types of problems these employees suffer from and create training based on that. Do they suffer from frequent headaches and back or neck pain from sitting at their computer all day? Can you do training on correct posture at workstations?
- **Network with your chamber of commerce and meet other business owners in the area**. Ask them what types of issues they need help with - how can you help? Can you do onsite training and stretching exercises? Discounts for their employees or customized packages for their company? Can you offer a seminar specifically for business owners to reduce their workman's compensation claims or missed days of work?
- **Explore other ways to educate your target market**. Perhaps you create a small training packet for companies that you sell for a nominal amount.

Companies can hand out to their employees; you teach more people how to stay safe and healthy, your business expands and makes money in ways other than treating patients - by teaching them too.

About the author

Founder of A Marketing Connection and The Copywriting Institute, Kelly Robbins, MA, is an award winning author, copywriter and healthcare marketing coach/consultant. Kelly is a blogger for both Chiropractic Economics and Massage Magazine and is the author of [*Marketing 101: Why Successful Alternative Healthcare Practitioners Specialize*](#) as well as co-author of [*The Practice Evolution Success Kit*](#). She also publishes [*The Healthcare Marketing Connection*](#), a free e-zine on healthcare marketing tips. Contact Kelly to receive her free report, “5 Critical Mistakes Healthcare Marketers Make that Lose Sales and Plummet Profits” at www.AMarketingConnection.com or 303-460-0285.