

A Marketing Mindset for Success

A lot of practitioners in counseling and the healing arts assume that all they need in order to be successful in their business or practice are more ideas or knowledge about marketing. While it's essential that you have knowledge and skills in marketing, you must also have a mindset that will ensure your success. In fact, unless you exhibit the attitudes that will bring you the clients that you need to build and sustain your counseling or healing practice, all the marketing knowledge in the world won't do you any good.

So what are some of the characteristics of a marketing mindset of success? Below are some that stand out for me:

1. You know what you want.

You know what you want in terms of success in your business, but you also know why you want to be successful. You know what success in your practice will bring to the rest of your life. For example, if you require a specific amount of income to travel or to retire at a certain age, you know how much income you need to generate in your business that will allow you to reach these goals.

2. You have made a commitment to succeed in your counseling or healing business.

You know that building a practice means that you are in it for the long haul no matter what happens and how discouraged you feel at times. You know that success requires time, persistence and patience and are willing to do what it takes to succeed.

3. You believe that what you want is possible.

In the words of Napoleon Hill, "Whatever the mind can conceive and believe, it can achieve." You think positively and act as if you expect your dreams for your practice to come true. You don't waste your time dwelling on what is not working. If you don't know how to do something, you find a way to learn how to do it.

4. You face your fears and do whatever is necessary in order to overcome them.

You are aware of any fears you have about being successful and address them head on. The more success you desire the bigger the risks you will have to take, thus the more fears you will likely have to overcome. You are also mindful of any fears you are

© Juliet Austin, MA, 2006. All Rights Reserved.

Marketing Coach and Consultant

Tel: 604.730.8844 Email: juliet@juliettaustin.com

Get Juliet's Free Report, "**67 Surefire Ways to Attract Clients**" at: www.juliettaustin.com

creating for yourself. You know that the more you think about the potential negative consequences of something, the more likely you are to experience fear. You focus on what you want to happen and the positive results you hope to reap from any risk that you take.

5. You know that "failure" is inevitable and that it can actually bring you closer to success.

In fact, when failure arrives you welcome what it can teach you about how you need to improve at becoming a better marketer. You know that each time you fail at some aspect of your business, it makes you and your business stronger if you act upon the lessons you have learned.

6. You believe that you deserve success.

You have faith in your ability to have the kind of healing or therapy business that you want and know that you deserve it. Just like you believe success is possible, you know that you are as worthy of success as anyone is.

7. You are prepared for the unexpected.

You understand that no matter how well you plan for things while marketing your practice, things will not always go as you envisioned. You are prepared to be flexible and adapt to each situation as is necessary. You know that sometimes you must change your plans in mid-stream if you find a better way of doing things. You accept this as part of the process.

8. You are comfortable putting yourself out there to the world.

You know your strengths and the benefits of the services you offer and are not afraid to tell others about the good work you do. You know that as long as what you are saying about yourself and your services in your marketing is true, it's not only ok but necessary to talk about all the good things you can do, and have done for people.

9. You know that building your practice is a process, not an event.

You understand that because you are committed to your success that marketing will always be a part of what you do. You know that there are always things you can do to

improve your marketing so that it can bring you even better results. You have learned that the more experience you have with marketing your healing or therapy practice, the more you realize what you don't know about marketing, and that inspires you to learn even more. You also understand that even when business is good you must keep the marketing engine running so that you don't get caught in the "feast and famine" cycle.

10. You know that you must take regular and consistent action towards marketing your practice.

You understand that developing promotional materials and marketing plans are essential components for preparing to market. However, until you get out there and take action, you will not get the business that you want. You engage in action activities on a regular basis that bring you clients.

Developing a marketing mindset, like marketing itself, is something that requires work on an ongoing basis. If you find yourself lacking in any of the ten areas above, develop a strategy for what you will do about it. Get help if you need it. Do whatever it takes to get your marketing mindset in top shape for success.

About the Author

Juliet Austin, MA, a former Therapist, is a Marketing Coach, Consultant and Copywriter who assists therapists and healing professionals in marketing their services and products. As a Coach/Consultant, she assists her clients in implementing effective marketing strategies for both on and off the Internet. As a copywriter, Juliet specializes in writing compelling promotional materials (i.e. websites and brochures) intended to get potential clients to take action.

Juliet is the author of the free report, "67 Surefire Ways to Attract Clients" which is available at her website (www.julietaustin.com). She is also the author of two blogs, Marketing a Private Practice (www.marketingaprivatepractice.com) and Web Design and Promotion (www.websitedesignandpromotion.com) which she co-authors with Nathaniel Richman, of nrichmedia.

© Juliet Austin, MA, 2006. All Rights Reserved.

Marketing Coach and Consultant

Tel: 604.730.8844 Email: juliet@julietaustin.com

Get Juliet's Free Report, "**67 Surefire Ways to Attract Clients**" at: www.julietaustin.com