



# Holistic Practitioner Quarterly

December 2014

DEDICATED TO HELPING YOU... HELP MORE PEOPLE

IN THIS ISSUE...

## What Are You Thankful For?

by Michael Guerin

My mom always told me that if you don't have anything "nice" to say or share then you shouldn't say anything at all.

And there's a certain truth to that.

After all, I do believe in energy management, for lack of a better word (feel free to respond you energy healing practitioners) – about **focusing on what you want** rather than focusing on what you don't want or what's not going great for you at the moment.

But there is something to be said for "venting."

So I'll admit that **it's been a couple of frustrating months** (as you'll see in the "From the Inbox" section on the next page).

Which is why this issue is a month behind.

I've had a hard time getting motivated to write this, truth be told.

So many people on the newsletter distribution list don't even open the email to get the darned thing.

Then I've had my share of holistic practitioners who, to be frank with you, have cost me money by signing up to be listed on the Alt Med Site, only to call their credit card

company a few weeks later when their statement comes in to report their transaction as fraudulent.

Really people?

No calls to me (the phone # appears on your credit card statement), no reply to the email that gets sent once your listing goes live? But a freaking phone call to Visa or MasterCard to report the transaction you willing made as fraud?

One lady disputed the charge... and when I called her **said how much she LOVED the site** and was excited for having found it. What's more, she received 2 new clients in the first 20 days. She apologized and felt badly about disputing the charge.

Okay, "stuff" happens, I get it.

So you can imagine my surprise when I wrote this up in the chargeback report to explain what happened, only to find out that she disputed my version of what happened and **INSISTED** that it was fraud. Her "double chargeback" cost more than \$125 in penalties and fines from my merchant account provider. So where's the "Thanks", you...

■ Continued on page 6



## What is "Panic Attack" Marketing?

Are you frustrated by the lack of results from your own website? If so you'll want to know the **THREE essential components of converting visitors...**

■ page 3



## Are You Ready for the New Year?

People always say how their business or practice "winds down" this time of year? **Is that true for you?** And if so, what can you do to keep...

■ page 5

## From the Inbox...

This is an email I received today.

Forget that it is clearly SPAM... seemingly she (let's call her Deb) is interested in "stealing" the folks who contribute to the site, and who are NOT employees, just practitioners like you.

*"Just how successful is your business because I have a 4000 word article that took hours to research and your website states you only pay a meager \$15 per article.*

*Holistic people are not greedy opportunists, but you are.*

*The person who reads this message, do you know what your company's annual profits are? How much are you getting paid?*

*I bet you and your co-workers work hard. Are you familiar with the saying that success is 10% inspiration and 90% perspiration? It means 90% of the people at your company should get 90% of the annual profits?"*

So what did I do? How did I reply to that!?



*Eating right just got a whole lot easier... and tastier. Here are some simple recipes you can try at home.*

**Do you have a recipe you'd like to share?**

Send me an email [support@alternativemedicinenow.com](mailto:support@alternativemedicinenow.com) and I'll happily include your recipe in upcoming newsletters.

Here you go...

"Wow Deb, what a message you've sent my way.

My company is a one person operation... me.

I set this site up in 2009 and have run it without pay for all this time. **I've sent more than 1500 referrals to holistic practitioners for free over the past 2 years** alone, never asking for a penny or expecting one in return.

And that doesn't include **more than 150,000 website visitors I've sent to practitioner websites**, or the thousands of phone calls to their offices.

Bottom line, **I've helped hundreds of practitioners get more clients** and many times haven't received a thank you in return.

Anyway, you're entitled to your opinion, as wrong-headed and misguided as it is.

Yes, I know what my company's profits are. And this site has yet to turn a profit. I don't have employees, and the people who have submitted articles still get traffic to their websites. What you don't understand is that by posting here they are advertising their



services... and in most cases their articles still gets found, and read, years after publication.

All best to you and yours,

Michael"

### DO YOU HAVE A QUESTION?

Send in your comments, questions, suggestions and article topics. I'd like to hear from you...

SEND ME AN EMAIL:  
[support@alternativemedicinenow.com](mailto:support@alternativemedicinenow.com)

## Liquid Iron

by Penny Powell

In "The Complete Book of Juicing" by Michael T. Murray, N.D. — under a section called "Iron Plus" — he shares a wonderful juice rich in iron.

**Murray says to put the following items through a JUICER for an iron-rich drink:**

### Ingredients:

- 1 (small) beet with top
- 2 kale leaves
- 1/2 cup broccoli florets with stems
- 4 carrots
- 1 apple, cut into wedges

I've followed the guidance found in Jay Kordich's book for as long as I've been juicing.

Then, a year ago, Murray's book was given to me as a birthday gift from a dear friend and the one who employs me at Life's Journey Yoga & Wellness Center in Florida, and I've also enjoyed every moment I've spent with this informative, interesting, and well-written book.

I have much respect and appreciation for both of these authors and juicing experts.

Along with apricots, Kordich mentions "leafy greens and certain nuts" as "other excellent sources of iron."

And if you're not using a masticating juicer, sandwich the greens between the apples to help squeeze as much of the liquid out as possible.

## TIPS TO GROW YOUR PRACTICE



## Does Marketing Your Practice Give You the Heebie-Jeebies?

Getting more clients for your practice requires that people find you, or find out about you. And that means that marketing your practice is as important (or more so) than working with clients as I discuss in this article →



## Living in the Leap

My friend (and client) Jody often talks of "living in the leap." As a "Courage Coach" she helps people break free from their routines so they can experience life to the fullest. For more information check out her site at:

[www.thecouragevibe.com](http://www.thecouragevibe.com)

## FAST FACTS

# 74%

### Is your website mobile ready? It better be.

After all, 74% of adult smartphone owners ages 18 and older say they use their phone to get directions or other information based on their current location.

# 58%

Did you know that as of January, 2014:

- 90% of American adults have a cell phone
- 58% of American adults have a smartphone

# What is "Panic Attack" Marketing?

by Michael Guerin

Up here in the Northeast the weather has finally turned cold. The leaves on the four maple trees that line my front yard turned a brilliant red, and have already fallen.

As we speed toward the holiday season and the New Year, now is a **perfect time to reflect on what you've accomplished this past year.**

And on what projects you left un-started, or unfinished.

Sadly, for most business owners and holistic practitioners I've had the joy, and privilege, of working with this past year many of them **suffered from what I call "panic attack" marketing.**

What does that mean?

Well, typically most people ONLY think of marketing when the phone stops ringing, or when their web-form stops being completed.

Meaning, when new clients "dry up."

## The Typical "Marketing Cycle"

So why does this happen?

Typically people run an ad, or write a new blog post, attend networking events or "after hours" events.

Maybe they get invited to make a presentation or have a chance to speak.

And because of their efforts they get busy.

That's the good news.

But the trickle or flood of new clients tends to translate into a lot of activity that you spend IN the business, taking you away from working ON your business or practice.

In other words, **once people get busy they tend to forget about marketing.**

At least until the next time the phone stops ringing. And then another panic attack session kick-starts them to once again take action.

Does this sound all too familiar?

## Marketing is NOT an Event

The problem that many (most?) businesses

face is coming to the realization that marketing their business or practice IS the business or practice.

In other words, **if you're not able to consistently and continually attract the right kind of people** to your door you won't be open for long.

Sad, but true.

Which means that you have to begin with mindset. Rather than thinking of marketing as nothing more than a series of tasks to check off your "todo" list or thinking of it only in terms of discreet actions or events, you have to begin thinking about **how marketing can become part of "what you do"** each week or month.

Does that make sense to you?

## Marketing 101

Now, I've worked with enough holistic practitioners to know that many of you are sweet, well-meaning people who focus more on helping people than on business or "salesy" type stuff.

And some of you may even think that asking someone to become your client is a "hard sell."

So I understand that the idea of marketing your practice may be a bit of a turn off, or not something you're totally comfortable doing.

Well, here are some simple tips you can follow to help you market your practice throughout the year...

- **Write an article** for your site/blog at least once a month (preferably 2x or more)
- **Update your practice's Facebook page** with relevant information 4x a month (w/ info, specials, content, news, etc.)
- **Ask for referrals** from existing and former clients
- **Guest post** on another site and link back to yours

## Getting it All Done

I can't tell you how many times clients ask me how often they should update their site,

and then cringe when I say at least once a month.

Yet, at the end of the day it comes down to some simple truths. **You're the person best able to showcase your expertise.** So talk about or write about what you know and how you can help people.

Makes sense, right?

Plus, Google likes sites that are updated on a regular basis. So the only way to get some "google-love" is to update your site. And if you're reading this Ruth you know what I'm talking about, right?

The key for you is to understand is that **by marketing your practice bit by bit each day** (or week) the cumulative effort will ultimately pay off for you.

There is a good reason why my good friend Mark Shepard, a Hypnotherapist and NLP practitioner in the greater Albany, NY area continues to get clients year-round while

other practitioners seemingly don't.

When he contacted me 3 years ago at the end of his rope, desperate and ready to shut down all of his sites once and for all out of frustration, I'm sure he couldn't have envisioned the dramatic turnaround or steady success he's experiencing today.

That seemed impossible or light years away.

Yet, to his credit he listened to me, was open to me redoing ALL of his sites to make them better, and then he rolled up his sleeves to do the work needed each month.

And **today he's reaping the rewards**, harvesting those seeds sowed back then.

After all, **a journey of a 1000 miles begins by taking the first step.** And then another. And another. Marketing your practice is a marathon, not a sprint to the finish line.

So hang in there.

## GRAETEST MARKETING CHALLENGE?

### What is your greatest marketing challenge?

Feel free to share your issues, questions, concerns or challenges and I'll happily answer you and, perhaps, write an article in response.

After all, sometimes you just "don't know what you don't know" and I'm here to help...

### SEND ME AN EMAIL:

[support@alternativemedicinenow.com](mailto:support@alternativemedicinenow.com)

### VISIT ME ONLINE:

[www.alternativemedicinenow.com/survey/](http://www.alternativemedicinenow.com/survey/)

# How to Get More Leads Online...

by Michael Guerin

In case you didn't already get a copy of my new Free Report "How to Get More Clients for Your Holistic Practice Online" let me review here some key points I raised in the first few pages... specifically my discovery of what I call the "lead gen triangle."

By the way, you can download your copy here: [www.alternativemedicinenow.com/how-to-get-more-clients-online/](http://www.alternativemedicinenow.com/how-to-get-more-clients-online/)

Lead gen is short for "lead generation" and is a term used to describe getting "leads" or "referrals" through your site, either when someone calls for more information, or typically when someone completes a web form on your site.

Anyway, the "triangle" refers to 3 "sides" of web marketing that need to work together in order to "convert" web visitors into someone who is interested in working with you...

- ➔ Right Traffic
- ➔ Right Web Design
- ➔ Right Language

The first item, traffic, is fairly straightforward. After all, everyone knows that you need a consistent and steady flow of traffic to your site.

And there are essentially only two (2) ways to get more traffic:

- ➔ Organic search traffic
- ➔ Paid traffic (i.e. advertising)

But just getting traffic isn't enough.

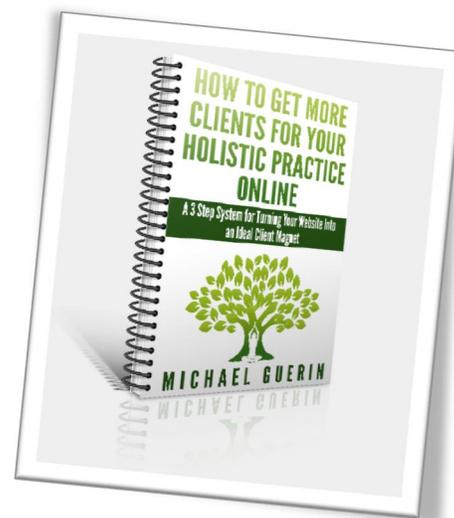
After all, once people find you that's not the end of the story.

After all, **if people click the "back button" moments after landing on your site that doesn't help you one bit.**

Makes sense, right?

Even then, however, your site still has a 3<sup>rd</sup> job to do... and that's make a connection with people who interact with your content and get motivated to take the next step.

And this can only happen based on your



"copy" or language, the "what you say" and "how you say it."

Language matters. And when you get all 3 parts of this right your site will attract more of the right people to your practice.

Okay?

**So be sure to download your copy today**, and when you do you can always ask me a question or ask me to clarify something for you.

Enjoy...

# Are You Ready for the New Year?

by Michael Guerin

People always tell me how their business or practice “winds down” this time of year?

Is that true for you?

In fact, **this “common sense” thinking when it comes to your practice is misguided**, at best. In fact, my wife commented to me the other day how I shouldn’t expect any new clients between now and New Year’s Day.

Well, I signed up 3 new clients’ this past week alone.

The moral of the story, of course, it not be bound by the limited thinking or beliefs of others.

But there’s another lesson at work here I’d like to discuss with you.

## The Difference between Downtime and “Dead” Time

Even if it’s true that folks aren’t calling your office this time of year doesn’t mean that any downtime has to translate into wasted time, or “dead” time.

When things slow down a bit it’s **a great time to work ON your business**.

Sadly, too many times when I’m coaching clients they will confide that rather than using the extra free time more effectively they simply “wasted” it.

Their words, not mine.

So if you do have a few extra minutes or hours in your day turn that time into something productive. This will move your practice one step closer to getting more clients and help you when the holiday season is over and folks are “looking” again.

So what can you do?

Use **that extra time to write an article for your site or blog**.

You may not know that it can take a few months for new content, even when it’s indexed, to start ranking well for Google searches.

So don’t put off that article any longer. You can also take this time to update your

website, or start that YouTube video you’ve been thinking about for the past few months.

## Best Practices

Remember how I mentioned earlier how this is the perfect time of year for self-reflection?

Well, it’s **a great time to get feedback from friends and clients** as well.

For example, after updating a client’s website 2 months ago she mentioned how I should add a portfolio page on my site to show the “before and afters.”

I guess she was impressed by how awesome her site looked and wanted to everyone to see it.

Whatever her reasons, I took her words to heart and did add that portfolio page.

Why not?

Sometimes we just don’t see these seemingly “little” things because we’re so caught up on the day to day running of our business or practice.

But by getting some feedback from people who KNOW what to look at, or who CARE about your success, you can take their insights, give some consideration to their observations (you don’t have to act on every idea) and they see whether or not those tips can improve your practice, website, or how you communicate to possible clients.

Does that make sense?

## Final Thoughts

I appreciate your patience and kindness as this issue became a bit of a pity party and I vented some of my frustration in your direction.

Running this site and putting together this newsletter for you IS a labor of love for me.

And that’s what really matters in the end.

Do what you love, follow your convictions and do it with passion and you’ll have a wonderful New Year!

**Best wishes to you and yours!**



## Did you know...

Some **55% of cell phone owners say they use their phones to go online** — to browse the internet, exchange emails, or download apps. Reason enough to make sure that your site is mobile and tablet ready.

If you’re not sure whether or not your site is up to the job **now is a good time to get a FREE website review**. Visit [www.bestwebpresence.com](http://www.bestwebpresence.com) for details.



## Looking for more clients?

Consider listing your practice on **Alternative Medicine Now** (if you haven’t already). For more information please visit...

[www.alternativemedicinenow.com](http://www.alternativemedicinenow.com)

# What Are You Thankful For?

Continued from p. 1

...might be wondering.

Okay, the pity party is over.

As I have for the past 10 years or so I take this time to take stock of the previous 12 months. The goal is not to "beat myself up" but to **realistically assess how well the past year turned out.**

And to **focus on positive outcomes.** For example,

- What worked out better than expected?
- What unexpected challenges did I handle well?
- What steps can I take now to set myself up for a solid 2015?

Having been self-employed since 2004 these simple questions have, to some degree, fueled my success.

So what am I personally thankful for this year?

## Giving thanks is good for you

I've been fortunate to work with some great clients. In fact, I transitioned my business away from doing "stuff" I don't particularly like doing and focused on those things I like doing, such as improving and redoing client websites.

Sure, there have been challenges... and more than a couple of them, too.

So what did I do about it?

Well, I moved away from charging practitioners each month for a listing on the website and moved to an annual fee.

And since then I haven't any more issues or problems to speak of.

People get confused, they forget, so rather than get frustrated with people being people I moved the model away from what it was to something different.

And in the process it became more profitable and less time-consuming, too.

Reason enough to give thanks...

## Setting yourself up for a strong New Year

Again, the goal of self-assessment is not to take stock of the things you messed up or did wrong.

As my good friend Mark Shepard always says, **"there's no failure, only feedback."**

Well, I would add that the only "failure" might be to ignore the feedback, to miss the opportunity to learn valuable lessons from those events or instances that could have tripped us up.

Makes sense, right?

That's why I replied to Deb (see "Inbox" on page 2).

Hey, maybe the site looks so darned good she figured one person couldn't be behind it all.

Yeah me!

And she actually replied to me and apologized. In fact, because the site shows up on so many searches she assumed I was some huge company.

And in any event, I was going to change my "Featured Contributor" page and program anyway. So Deb's email spurred me to take action.

Now that's how you make lemonade from lemons.

The key, it seems to me, **is to cultivate an "attitude of gratitude"** as a necessary first step for cultivating more success.

And by success I hope you know that I don't necessarily mean money, or only more money. Success is defined by you.

**And "getting there" is really a process** – for me a process of self-development. And this 3 part formula, if you will, comes down to taking stock of where you are, assessing how you did, and then taking action.

Sure, that email got under my skin... for a minute or two. But it spurred me to action, to change how I was doing something, and in the process make it better. Same as that costly chargeback. What about you?

**HPQ**  
Holistic  
Practitioner  
Quarterly