



Profit Checklist

FOR THERAPISTS

**5 FOUNDATIONAL STEPS TO MAKING MORE MONEY
AND HAVING MORE FUN IN YOUR PRACTICE!**

BY IRENE DIAMOND

Introduction:

Congratulations on taking this first step in learning the 5 things you absolutely **MUST** have in place for you to make more money more easily, all while providing brilliant clinical results for your clients and patients.

You came to me for help with your business... to make more money, and have more fun!

I specialize in taking therapists who are already doing 'OK' in their biz, and help them reach their highest level of financial and professional growth.

In this special checklist report, I'm giving you my 4 - 5 - 15 Profit Markers to explore, and contemplate to improve your business right now!

You can continue to stress and struggle, or you can create and design your dream practice. I'm guessing your choice is to finally Design (& have) Your Dream Practice!

STRUGGLE NO MORE:

- No more wondering where your next clients are coming from!
- No more looking at your bank account and seeing pennies!
- No more anxiety of knowing you're a competent practitioner but frustrated that you don't have more clients!
- No more stress-filled nights plotting how to literally get your hands on more clients and patients so they can have less pain, less stress and more ease in movement and function!

Over my 30 years in clinical practice and 10 years as a business coach for wellness providers, I've noticed there are 4 categories of desired outcome and

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there are 5 main areas that often hold a practitioner back from reaching their desired, professional goals.

Let's do it!

My goal in providing you with this Profit Check List is to help you get more CLARITY and FOCUS on where you are RIGHT NOW and where you want to go in your business.

Plus, honestly, being more clear will also help you in your personal life, too!

TRUTH: The more clear you are on what you want to achieve, the easier it is for me to help you get there!

I teach a business model for practitioners that I call the "Precise Private Practice". It's a brand new concept in running your practice and once in place will simplify your life, while allowing you to generate a great income and provide BRILLIANT RESULTS for your clients and patients!

A PPP is the opposite to an "Open to the Public" business model.

I believe a PPP to be the absolute best, easiest and most soul-satisfying way to operate a solo or small wellness-based practice.

When you operate a PPP it gives you the luxury of working ONLY when you want to work. You choose to work ONLY with your PRECISE dream clients so you don't have to say, "yes" to everyone, just to pay your bills.

A PPP gives you the ability to provide the PRECISE clinical results your clients and patients need and want, under your PRECISE direction.

Therapists who operate their Precise Private Practice find they enjoy their work more, and it leaves them with a lot of free time to spend with family and friends, or simply doing other personal activities with less stress.

I'VE OBSERVED:

People have goals for their business which fall under these 4 categories:



Identify which of these 4 goals is YOUR biggest motivator. Place them in sequential order from your most important to least important goal.

1: Financial Goal:

Generate a High Gross Revenue with low expenses to make maximum profit!

2: Social Prestige Goal:

Respect and Reputation amongst your colleagues, in your community, & leave a legacy in your name

3: Professional Satisfaction Goal:

Provide your utmost brilliant, clinical skills so your clients and patient receive the highest-level of care and achieve their best potential clinical results.

4: Family /Personal Time Goal:

Work minimal hours, on your desired days to have lots of time for self, family and friends, while generating a nice consistent level of income.

Once you've put these four categories (above) in order of importance based on your personal preferences, by recognizing which category your choice falls in, you'll know how to make decisions as they come up, to lead you to your goals.

NOW THAT YOU'VE IDENTIFIED YOUR GOALS:

Often when you are not hitting your professional goals, it IS SIMPLE TO FIX, BUT HARD TO SEE.

Not reaching your goals also may be literally costing you a lot with compromised health, poor relationships, lost money and other critical areas of your life.

So, what-d'ya say, we get you as close to your biz-goals as possible, shall we?



BE HONEST:

Since you want to get the maximum impact from this checklist, it's critically important that you're truly honest with yourself, about your current situation, and what you need help with.

It certainly might be uncomfortable to stop and reflect in this way, but it's also a necessary step to help you get the clarity and focus you need.

It is sort of like how when we work with our clients who have pain, we need to poke around a bit to see where it hurts. Only once we know where their pain is, can we figure out the cause of it and know how to provide relief and a solution to stop it from continuing.

With that said, let's get started on helping YOU identify YOUR pain and then we can uncover how to stop it so you can finally enjoy your dream practice...

The 5-Step Business Success Assessment Checklist:

Check any of the 5 areas below that you agree with for your business:

_____ I am not crystal clear on what I want my business to 'look like. (I'm not clear on who I want as dream clients, how much money I want to make, what my fees should be, etc)

_____ I do not have a good strategy to get me what I want or get me where I want to go in my business.

_____ I need to improve or learn new skills that I don't have yet such as marketing, business, clinical or other skills.

_____ I do not have a supportive environment. (This could be people who bring me down, sabotage my efforts, or my physical work space is a hindrance — or at least not supporting me.)

_____ I do not have a sound mental state where I confidentially see possibility and positive outcome. My psychology holds me back, such as fears, doubts, limiting beliefs and 'survival' thinking.


How many of the 5 above did you check? _____/5


If you've checked any of the 5 critical business areas above, you now know what you need to fix to improve your business and increase your revenues & profits!

15 Bonus Profit Maximizer Exercises

 **#1: How does your current business situation impact on your life? Does it have a Positive or Negative impact on you in each of these 8 areas? (Circle "Positive" or " Negative" for each)**

- Physical Health POSITIVE NEGATIVE
- Professional Satisfaction POSITIVE NEGATIVE
- Family & Relationships POSITIVE NEGATIVE
- Financial Income & Savings POSITIVE NEGATIVE
- Spirituality POSITIVE NEGATIVE
- Mental WellBeing POSITIVE NEGATIVE
- Ability to play, travel, take time off POSITIVE NEGATIVE
- Ability to save financially for retirement POSITIVE NEGATIVE


 **#2: On a scale of 1-10, circle the number that represents how upset / disappointed / tired of/ frustrated are you about your current business situation? 1 2 3 4 5 6 7 8 9 10**

 **#3: If we could wave a magic wand and design your Dream Practice ANY way you want, WHAT do you want, and more importantly, WHY do you want it?**

 **#4: How much revenue does your business earn now per year?**

 **#5: What is your goal gross annual revenue?**


 **#6: What is the biggest, specific problem that is getting in the way of having what you want, now?**

 **#7: What is the Practical Impact not having your dream practice now have on your income? How much money are you losing every week, month, or year?**

 **#8: What is the Practical Impact this business problem is having on your job/ work satisfaction?**

 **#9: What is the Practical Impact this business problem is having on your free time & life-style?**

 **#10: What is the Emotional Cost this business problem is causing for you, being stuck like this?**

 **#11: What is the exact impact it will have for you if you actually could have your Dream Practice? (Example: If you make it to \$100 K a year, what difference does that make for you in your life and for your family? What would you do with the increased revenue?)**

 **#12: Truthfully, What is getting in the way of you reaching your Dream Practice, now?**

 **#13: On a scale of 1-10, how important is it for you to make changes and do the work to 'fix' your current business situation starting right now?**
1 2 3 4 5 6 7 8 9 10

 **#14: What are the changes you need to implement as soon as possible to see improvements:**



#15: Based on everything else in your life, now is the perfect time for you to:

_____ Make a few small changes

_____ Make some big changes

_____ Do whatever it takes to reach your end results

Now that you've complete the 4-5-15 Profit Checklist Exercises, you have your own special ESP.

What Is ESP? Your ESP is your guide.

You now know EXACTLY what you need to do to SPECIFICALLY create a PRECISE plan to design and have your Dream Practice to make even more money and & have more fun!

So, what would you like to do at this point?

Would you like to do it alone? Or with my guidance?

Need Help?

Would you like my help to reach your goals for your practice?

Each month I choose a handful of people to personally help at absolutely no cost. (Just one of my ways of giving back to our community!)

If you want to apply to be one of the practitioners I work with this month, jump over to this page to apply:

[CLICK HERE TO SCHEDULE YOUR FREE CONSULTATION!](#)

I offer only 10 “Business Diagnosis” session each month...
And I would love for one of them to be yours.

Together we can help you be even MORE BRILLIANT!

Happy Client Testimonials:



Ruth Hufnagle-Backlund Couldn't be where I am today without your coaching expertise.



Elmira Loftin · 0:00 Wow! You just said a million words. Productivity happens with face to face.....getting in front of people....not letting the computer distract us. It has definitely been a distraction for me. Missing out on valuable things by wasting time on menial tasks



Irene Diamond · True leverage happens when you do what you're really good at or enjoy doing and delegate the rest.

That way you spend time making more money per hour than you could pay someone to do the menial tasks.

That's one of the keys to business happiness! 😊



Bernice Bernie Austin This is why I love you as a mentor, teacher, leader in the service industry! ❤️🙏 You are a caring business woman!

Like · Reply · 3 hrs



Amber Fraga Preach it! Great mentor and awesome business coach. Learned a lot from Irene. Finally making what I made in corporate world...IT CAN BE DONE, even as a sole practitioner, no more than 25hrs a week and only 5 days a week.

Like · Reply · 2 hrs



Stephanie Pile I appreciate the individual attention and the smaller group size to develop relationships with others which last beyond the event.

Grows my network of supporters of what I'm up to having folks I can chat with who "get it", that support is invaluable.

DISCLAIMER:

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And if you've actually read all this legal stuff, you've got a keen sense of attention to detail, so you really might be a perfect fit for me and my coaching. The information I teach my coaching clients have helped many of them generate between \$5,000 - \$10,000 a month in solo practice. Obviously it is up to you to do the work and apply the knowledge.