



Biz Hack #7 For The Newbie Practitioner – Work Your Network

As you undertake your studies, I strongly recommend you visit as many different practitioners in your field of choice. There's a couple of reasons why I recommend this.

Firstly, you get the 'new client' experience on many occasions, which means you get to reflect on what you enjoyed or didn't and then incorporate these experiences into your practice management. Secondly, you get to experience bed side manner, handling of fees, receipts and follow-up care. Pay attention to the entire experience, from how to find a practitioner through to having the appointment. There are lessons everywhere for you to gain from, you just need to be open to them.

Once qualified, you'll need to possibly utilise some of these other practitioners. **Some of the best referral practitioners I've ever used, have been professionals I've had personal experience with. It all adds to my authenticity when I only refer to those I've actually used myself.**

It's one thing to have a strong social media presence. It's an entirely massive awesome thing to have personalised referral(s) from other modality practitioners, people and friends.

1. Step out of your comfort zone and invite people in your network for a cuppa and a 'get to know you' chat.
2. Issue the invitation on the proviso that you are building your referral network and wish to understand their:
 - a. field of expertise / training (ie psychology, sports chiro, physio etc);
 - b. gain an understanding of their preferred type of client; and
 - c. any limitations they may have with referral and/or information sharing.
3. Obtain written consent from your client to share information in order to refer your client to the 'other' practitioner and keep it on your file.
4. Send a 'thank you' note to the other referring practitioner for all clients sent your way.

Don't be offended if the other party is too busy to meet with you. Gauge their interest in establishment of a referral network, based on the language used in their response – because this is how they are likely to treat your client!

Even if you only receive one client from a professional referral, that's one new client who wouldn't have known about you otherwise. When this client returns to the original practitioner they will provide independent reviews of your performance which will dictate potential further referrals.

ALWAYS BE THOUGHTFUL OF HOW TO BUILD YOUR KNOW-LIKE-TRUST CONNECTIONS WITH YOUR AUDIENCE, KNOWN AND UNKNOWN.

The other thing about increasing and building a relationship within your referral network is that you expand your exposure to business acumen. Everyone does stuff and systems in their business differently.

As a sole trader, it's really useful to ask yourself "how does the other praccie do x?" It might be their online booking system and how easy it is to navigate and book a session. It might be a system to debrief from a trauma client. It might be a physio to treat tight shoulders from too much work. It might be the session summary a practitioner provides you or post session follow-up. These are all learning experiences for you to assess – **what works for me from this experience?**

Networking isn't something you do on a local level either. My international coaching business took off, after 'getting to know someone sitting next to me' at a recent national kinesiology conference! I simply happened to be sitting next to a couple of lovely ladies who had travelled from Hong Kong and New Zealand, we linked in on social media, they liked my vibe, and the rest is history.

Opportunity to present yourself and your vibe to your unknown audience can evolve anywhere! I ate at a local restaurant a while ago now, and the waitress recognised me. She asked "are you the changechick"? I laughed, replied "yes" and she asked for my biz card, and promptly booked a session she had been putting off for two years!



Grab yourself a #bizbuddy, mentor, virtual assistant and/or business coach to kick start the evolution of how to reach your network and social media reach. Growing your support tribe enables you to fast track laying the proper foundations to living your dream life and dream job!

My soul purpose is to support people to 'bloom from within'. How they decide to do that is up to them, I'm just the CHANGE FACILITATOR!

Book your session today www.karenhumphries.net.au/bookings