



MAVEN RISING ACTION

Your VIP Strategy

1. Define your ideal patients (*Who are they? Where do you find them? Do they have a particular philosophy of life? Specific health conditions or needs? Particular age groups like children? Athletes? Look at your current favourite and top patients and brainstorm where you can find more of them.*)

2. Develop your VIP Policy. *What are the 5-10 top characteristics or qualities of your ideal patients? Create a one-page VIP Policy and share it with the world.*

3. Prune the Rotten Clients. *Make a list of the people you know you should not have accepted in your practice. Get rid of them ... in a nice way, by helping them find out another practitioner that will be a better fit.*

4. Develop your VIP Strategy. *What will you do to make your ideal clients feel even more special? Special membership? Premium services? Free offers? Special hours? Gifts?*