



MAVEN RISING ACTION

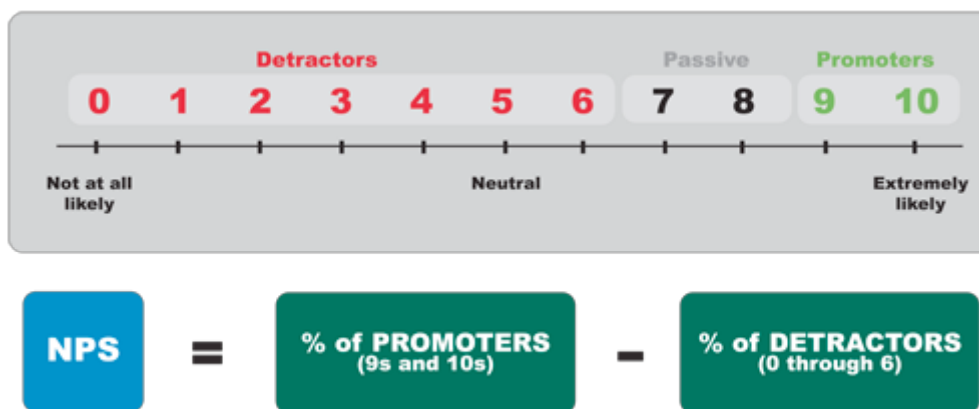
Developing Raving Fans

1. Gather content feedback

Start gathering content feedback from your patients by implementing:

a. Net Promoter Question

How likely is it that you would recommend us to a friend or colleague?



b. **Feedback card and feedback box** where your patients can leave their opinion anonymously if necessary.

2. Focus on the 1%

a. Out of the Net Promoter Question answers, make a list of all your promoters (those scoring 9-10) and start paying attention to notice the 1%, the ones with the following behaviours:

- They purchase and believe in your services (or products)
- They passionately recommend you to people they know
- They purchase your services or products as gifts for others
- They provide unsolicited feedback or praise

- *They forgive dips in service and quality*
 - *They are not bought, they extol your virtues freely*
 - *They feel part of something bigger than themselves*
- b. *Talk to the Passives (scoring 7-8) and ask them what would be required for them to score a 9-10. Start brainstorming changes.*
- c. *Sit down with your detractors (scoring 6 or below). See what it would take to have them be at least a Passive. If feasible, make changes. If not, let them go (refer them to a more appropriate fit)*

3. Share knowledge freely.

Brainstorm how you are going to spread your message. If needed, review Maven Rising Training No 10 – Your Flagship Message-Sharing Channel (<http://www.adhdwellnessexpert.com/?p=2661>)

4. Create a Community

What can you do to create a community for your people, especially your Raving Fans?

- *Private Facebook Group?*
- *Special hours just for them?*
- *Special offers or premium services?*
- *Special events just for them?*

Brainstorm more ideas here:

5. Create Bite-Size Chunks

What can you create for prospective patients to get a taste of your world?

- *Topic-specific health classes?*
- *Information products, such as ebook or audio?*
- *Special events?*
- *Workshops?*

Brainstorm more ideas here:

4. Create a Cause

Who are you fighting for? What are you defending? Are you communicating that to the outside world? What can you create to promote your Cause?

- *A credo or Manifesto? (see www.adhdwellnessexpert.com/vision)*
- *A Painted Picture document?*

Brainstorm more ideas here:

