

BUSINESS OWNER'S LUNCH - 2023

MARKETING YOUR PRACTICE

SELF-EVALUATION

How do most of your patients find you?

What is your biggest marketing challenge?

What is preventing you from being more consistent with your marketing?

What have you already tried for marketing?

What has been most effective?

CHECKLIST

At least weekly are you doing something (other than a SM post) to market your practice? Yes No

Are you tracking and reviewing your leads? Yes No

Are your marketing efforts consistent from week to week? Yes No

Can you predict when leads will drop? Yes No

Do you feel like you're on 'the rollercoaster'? Yes No

If you needed an extra 3 evals for next week, could you find them? Yes No

COMMIT

Going forward, I will consistently do the following to market my practice...

1. _____

2. _____

3. _____

I will not do the following...

1. _____

2. _____

3. _____