



# THE WEALTHY PRACTITIONER MARKETING METHOD

## New Patients, Dream Patients

*Are you tired of having to worry about where your next New Patient is going to come from? Implement these 3 easy hacks to give your clinic the boost it needs so you can create a bigger impact!*



# Introduction

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For the longest time, I thought that everyone just "got" grassroots marketing the way I did. It made sense to me...you do the thing, you get the patients! But it turns out, it's not that easy for some people. Time and time again I had clients asking me how to become a practice that effortlessly had new patients reaching out every week. The Wealthy Practitioner Marketing Method was created for this exact reason. During our signature process we break down how to create a strategy that works for you by improving your messaging and increasing consistency in your marketing efforts.

“Everyone thinks that a good marketing strategy is finding the ONE thing that works, when in reality it's the combined effort of multiple things that will truly move your business forward.”

# About Me

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Hi! Im Dr Stephanie Wigner. I'm a Speaker, Consultant, Chiropractor and a multiple 7 Figure Entrepreneur. I'm dedicated to helping wellness practitioners just like you build profitable businesses that excite you! I started my entrepreneur journey inside of a small, 600 square foot office with a single adjusting table. From there, my husband and I now own and operate 4 health and wellness practices between the two of us. So how did we do it? Well for one, we made sure that our Marketing efforts were in alignment with what we were trying to build. I've crafted the Wealthy Practitioner Marketing Method that is an all encompassing marketing machine that will have New Patients reaching out to you every month so you're not left wondering where your next new patient is going to come from. Cheers to creating a Marketing Plan together!

*Steph*

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This is the most important aspect that you need to dial in. Once you know who you love serving you can really start to strategize a game plan!

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With a well rounded strategy you're able to take your business to the next level!



# 01 Who do you Serve?

Most of you are service based providers that KNOW what service you're offering but you haven't thought twice about who it is you actually serve. If you think to yourself..."well I can help anyone!" that might be where your problem lays. While your service may be able to help **anyone** that is not what we want your marketing message to convey.

In order to increase your following and visibility you need to hone in on your ideal client. I encourage you to take a deep look at their demographics, psychographics, and behavioral traits. What do they value? How do they make buying decisions? Is any of your marketing speaking to their values?



## Ask yourself these questions!

If you have a hard time deciding who your ideal client is. Ask yourself the following questions:

1. What is the biggest problem you enjoy solving for others?
2. Who is the BEST patient you've ever had? Describe them in detail.
3. Who is the WORST patient you've ever had? Describe them in detail. (It's just as important to know who you don't love working with).
4. What did your best patient WANT before coming to you?

Once you start to really put together your ideal client profile, you will have a clear description of who it is you serve. The next thing you need to do is create a marketing plan that attracts them to you and your services. If we know who they are, we can then make sure that we can get in front of them.



# 02

## Accelerated Marketing



*Think about your marketing strategy! Do you have one? Or do you just try one tactic one time hoping it will stick? Does your marketing plan account for keeping your current patients happy just as much as it focuses on attracting new patients?*

When you're creating a marketing strategy there are multiple things to consider. The best way to create a well thought out strategy is by considering what has worked well in the past and what new marketing tactics you'd like to try in the next 12 months. This should include everything from hosting events, attending events (networking +charity), social media, and in office promotions!

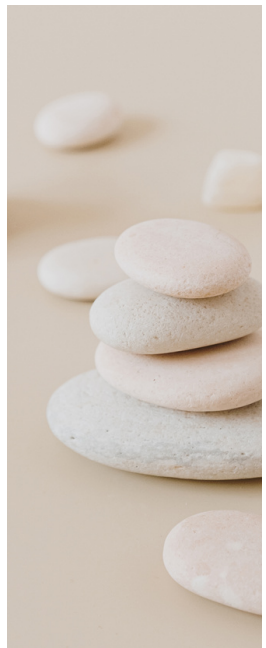
## 12 Month Marketing Calendar

A well thought out marketing calendar includes events, social media, email marketing and more! When planning out the next 12 months, I take the "best things" that worked the year prior that worked and add them into the calendar. Next, I look at trends within the office and see where I need to increase marketing efforts. For instance, if February has traditionally been a slower month, you might want to look at scheduling a social media engagement giveaway as well as an in office promo to generate more traffic + more leads.



## Retention VS Acquisition

Often when I work with clients they are so focused on attracting new patients to their office that they forget about keeping their current patients happy and engaged in their community. Did you know it costs 6-7x more to acquire a new patient than it does to keep one? The number one marketing expense I recommend to start up clinics is to pour all of their marketing dollars back into keeping their current clients happy. An accelerated marketing plan caters to both new + existing patients equally. Do you have a handful of stellar patients that you want to provide an exceptional experience for? Throw them an exclusive VIP party to tell them how much they mean to you. They'll be sure to tell all of their family and friends about it!





## Social Media + Events

I think it is obvious in today's world that if you're not posting on social media you are missing out on potential new patients. Typically, I find when working with clients it's not that they don't want to post on social media, it's more that they don't know what to post. This is where knowing your ideal client comes in! What are they interested in learning more about? What other things can you share about your clinic/community/health that might be of interest to them? I often find that patients also LOVE a look at your personal life. If you feel comfortable with it, don't be afraid to share a picture of Sunday family dinner or a "behind the scenes" video of a day in your life! They care about YOU and the more they know about you, the more they will start to build trust in you.

If you're a newer office, it can be difficult to generate leads from events you host if people don't know you exist. In this situation, I typically recommend going to other local businesses and attending their events while you're building up your following. You never know what opportunities will arise!

Having a hard time coming up with content ideas? Use an AI tool, like Chat GPT, to help build out a year's worth of social media content. Choose a topic to focus on each month, generate the caption- then shoot the videos. AI has made marketing easier than it's ever been before!



# 03

## Hone in on Your Messaging

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*As you narrow down who it is you serve, you then have the option to create content that converts them into a raving fan!*

## Tailor your Message to your Target Market

Since we've already researched our ideal client in depth, we now know what values they possess. We want to be able to communicate with them in a way that let's them know we have the same value system. We want to be able to speak to their needs, aspirations, and challenges that they're currently facing.

Additionally, we'd like them to know why we are the obvious choice for their needs. What makes us different than everyone else? Why should someone pursue services at your business instead of the one down the street?

People buy from individuals they like, know and trust. If you can become this go to resource, they are much more likely to purchase from you!

The most effective marketing message is one that clearly communicates how your service will solve their specific problems, addresses their pain points or fulfills their specific desires.

### Don't be afraid to "test" different things!

- ✓ Marketing is constantly changing..things that worked 6 months ago may not be as effective now!
- ✓ Your best bet is to test multiple messages and forms of content to see what your audience resonates the most with. Not everything is going to be a hit!
- ✓ As your business evolves, so should your ideal client, your target market, your events, your content and your message!

# 04

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## Consistency is KEY!

*So often I find clients "post and ghost." They try something online ONE time and then disappear for the next 3 weeks.*

There are more social media apps than ever, so I can understand how overwhelming it can be to be consistent with your message. My advice is to choose 1-2 platforms that you know well and can be consistent on. A best practice is to commit to posting at least 3x-4x/week.

As far as events go, some events are meant to occur monthly and others are best at once a quarter or annually. You have to figure out the cadence that works for you personally, as well as for your community. Our VIP Christmas Dinner only happens annually but it is by far our most well received event. Your marketing should consist of a predictable email schedule, event schedule and social media postings. Collectively, the consistency amongst these will drive your business to new heights and have new patients reaching out to you daily.



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*The worst thing you can do for your business is have analysis paralysis: meaning you're feeling too overwhelmed, so instead you do nothing. The marketing efforts you put in today will have an impact on your business 3-6 months from now. The time to get started is NOW!*

*-STEPHANIE WIGNER*



# Additional Resources



Join our Private  
Facebook Page

Search "The Wealthy Wellness Practitioner" on facebook where we are continuing the conversation about building profitable businesses!

Listen to  
The Wealthy  
Practitioner  
Podcast

This is where we dive into everything entrepreneurship (marketing, sales, building wealth, mindset and more!) You can listen on Spotify or Apple podcasts

Follow us on  
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Follow us at @thewealthypractitioner

# A look inside The Wealthy Practitioner Accelerator

Inside of our Wealthy Practitioner Accelerator, we walk you through not only creating a custom marketing strategy for your clinic but so much more! We dive into patient care and communications, systems and workflow within your clinic, priming your mind for success, how to track your stats, financial metrics you should be measuring and more! This is an all encompassing course that will help you take your practice to multiple 6 figures!



Dr Patrick Pfantz

**After just two months of working with Steph we had a record month in collections, new patients and total office visits!**

My wife and I were looking for business coaches for awhile to help our office grow. After speaking with Steph, we decided to hire her. After just two months of working with her we are hitting record months back to back! I could not be happier about our decision to go with Steph and where it will lead us to in the future!

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