

**PERFECT PRACTICE
MEMBER
DISCOVERY™**

Find your people and serve them great care.

PERFECT PRACTICE
MEMBER DISCOVERY™

*Chances are, your Perfect Practice Member
looks a lot like you, 3-5 years ago!*

If you have a clear idea of whom you want to serve, your marketing efforts will be that much smoother. You can't serve everyone, all of the time. Your schedule just won't permit it. So, it's best to focus on whom you *really* want to serve, whom you are really good at serving, trained to serve, and how to cater to them.

The truth is, more often than not, your Perfect Practice Member is YOU...three to five years ago! Use the **Rear-View** portion of Perfect Practice Member Discovery™ to gain a clear understanding of how the struggles and longings you faced three years ago can bring you closer to your perfect practice member today. Use the **Today** portion of this system to ask the right questions - to reach your Perfect Practice Member and serve them great care.

Perfect Practice Member Discovery™ is designed to connect you with the people you are ready to serve; who they are, where they shop, what they think about, what they love, what they can't stand, their colors and words and flavors, their hobbies and healers and merchants. All of it.

Once you have a clear picture of your Perfect Practice Member, you will know how to speak to them, where to find them, how to serve them, how to educate them, etc. Your marketing efforts will be laser-focused to reach them. Your messaging and writings and sharing will have more purpose and direction.

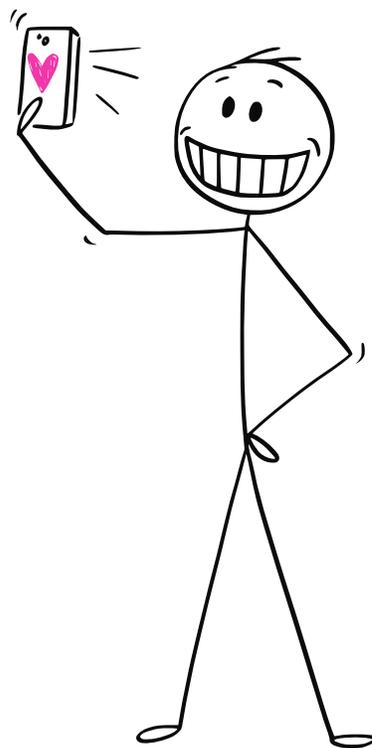
**PERFECT PRACTICE
MEMBER DISCOVERY™**

Rear-View

Story Line

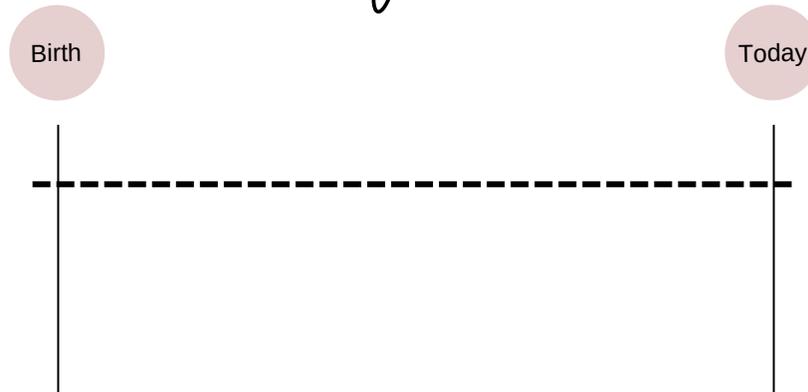
Discovery Wheel

Dig Deep



Rear-view.

Story Line



We -- *all* of us -- have a story of trials and tribulations that have shaped us into being who we are today. Each one of our heartaches earned can bring us closer to our Perfect Practice Member. If we take a moment to study the BIG EVENTS AND LESSONS that have shaped us, we can answer questions about our Perfect Practice Member with even more certainty.

On the next page, draw a vertical line for each BIG LIFE EVENT and/or LIFE CHANGE that has shaped who you are and how you move through the world.

Once the lines are drawn, ask yourself these questions:

- What did you need during that time?
- Where would you go to search for what you need?
- What did you wish you had access to or knowledge of?

Once the questions are asked, relate the discoveries you make from them to your Perfect Practice Member.

What do you have to offer them?
How can you make yourself available to them?
What knowledge/support/service can you bring to them?

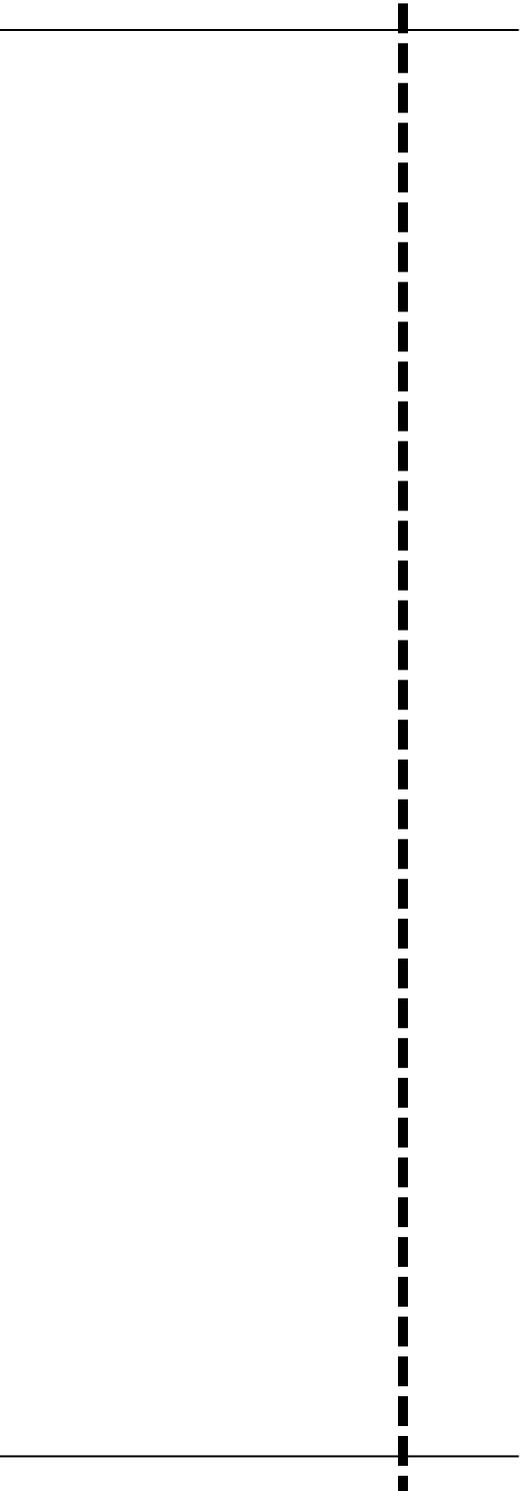
Rear-view.

Story Line

Draw a line, with the date, and a few words to describe your story.

Birth

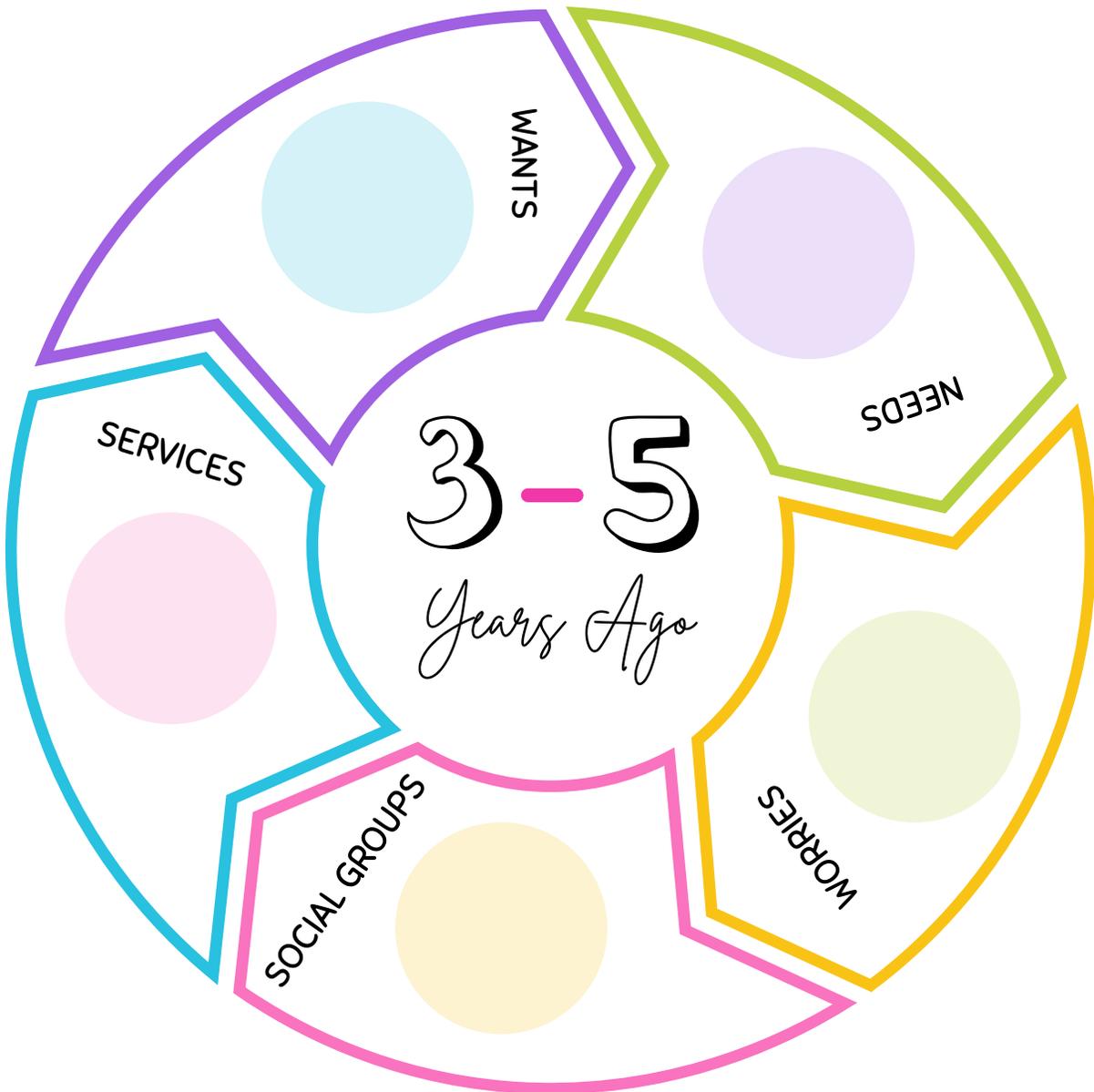
Today



Rear-view.

DISCOVERY WHEEL

Generally speaking, your Perfect Practice Member is you, 3-5 years ago. Explore your history to bring your Perfect Practice Member into clear view. 3-5 years ago, where were you? What were you doing, needing, seeking, thinking, searching, etc.? Use the discovery wheel to trigger pen-to-paper inspiration.



Rear-view.

DIG DEEP

3-5 years ago, there were specific needs you had. There were choices you were making. There were opportunities waiting. Dig deep here, watch what comes to the surface!

Where would you find YOU, 3-5 years ago?

What would you say to YOU, 3-5 years ago?

What would you NOT say to YOU, 3-5 years ago?

What would you offer YOU, 3-5 years ago?
