

## 086 - How to Double Your Clients in a Month

[INTRO MUSIC]

*This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.*

**BEN:** Welcome to another episode of the [Grow My Clinic](#) podcast. My name is Ben Lynch. For this short episode, I am going to coach you. Yes, if you're open to it, I am going to get you to go through an exercise that we get a lot of our members to do.

First of all, have you ever been at a barbeque, or you've met a colleague at a CPD event? You get chatting. You start talking about business, or maybe even just the nature of your profession, and they say something that really challenges you and where you are at in that moment.

For an instance, they have a standard that is much higher than yours. It might be in service delivery. It might be in the growth of their team. It could be in what they're doing on their marketing front, or how much they're investing in their marketing. It could be anything.

But you speak into a colleague, or you see a colleague doing something, and you go, "You know, I thought I had a high standard of myself or of my team but they just take it to a whole other level." Often what that enables you to do is actually go to a higher level or state of strategic thinking, where instead of playing at this sort of lower rate where you're solving problems at this medium level—let's call it—and you're getting by.

The problems are about the same, and the solutions are about the same. Then that friend, that colleague has this much greater standard of operation at whatever level in their business, and it challenges you to close that gap. All of a sudden, you think to yourself, "What if I did it like that? What if I was open to operating at that level, or thinking that my business could do something that I hadn't even conceived or at least allowed myself the strategic time to think about it?" Well, let's use this very practical example.

Sometimes, we're working with a clinic owner, and they say, "You know what? I really need new clients. We're retaining our clients well, we're teamed up and

about, but you know what? I need new clients. Like I have nowhere, no idea of where to start.”

“Okay, how many are you getting right now, let’s say, on a monthly basis?” Let’s keep it really simple and say they get ten a week. Let’s call it forty a month. We put the challenge to them with one question, and say, **“If you are to double your new clients in the next month, what would you do?”** What would you do that you would feel totally confident about, that you would have a great deal of certainty that you could do it, to go from forty to eighty in a month?”

We’ll give you a month of time to think, act, and put the things in place where you need you double it. Now, we have strategies. We have insights. We have ways to be able to help that, but we also need to find out that they need to learn how to fish as well. They need to think about their business on these newer levels.

We’re literally coaching you of thinking at a different level, of acting at a different level. So if I post that question to you before I give you the fish, give you the answer of perhaps how we could do it, at the end of the day, you know your business better than I do. You’re on the call phase every single day. So my question to you is this: **If you calculated your monthly new clients right now, how would you go about doubling it in the next four weeks?**

Do you have a strategic partnership that would give you a flood of new clients that you really haven’t nurtured or tapped into? Have you been contemplating on the Google Ads, or the Facebook Ads thing, and you sort of started but you haven’t really got it or you haven’t really completed it? Or, do you have a great word of mouth opportunity right there in front of you that you haven’t systemized of what the structure and place to facilitate?

The question is this: How would you double your new clients in the next month? Now you might be like, “Ben, that’s completely ridiculous. We are seeing a heap of clients right now.” Good. But challenge yourself. Because, you know what? If you get 50% of the way, that’s a very good improvement.

If you get marginal gains or if nothing else, if nothing else, you streamline your client attraction systems in the next month. So, that month on month thereafter, it’s easier, then that is a win as well. The challenge, if I am coaching you here today, if you’ll allow me to, the question is list, order, priority order of where you feel the greatest certainty that you could double your new clients within the next month.

Go give that a try. Send them in to us at **ben@clinicmastery.com**. Perhaps we can help workshop it for you. Have a sensational day. Go do that exercise. Take action.

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[OUTRO MUSIC]