

# Naturopathic Specialization Worksheet

The top 5 ways to begin to hone-in, niche-up, and specialize within your practice:

1. Decide what you love to treat/are best at treating
2. Decide who is your dream patient
3. Market yourself where your dream patient is found or hangs out
4. Create a protocol or program that you go through with all your patients.

*For example, set up a standardized 4 session layout –*

- Initial consult: discovery intake & goal setting,
- Second: physical exam and treatment plan,
- Third: 3 week follow-up and goal assessment, and
- Fourth: maintenance plan and moving forward.

Have patients pay for the program up front and track their results. Make sure your protocol or program is:

- a) Strong, clear, easy-to-follow structure improves patient compliance
- b) Having a system saves research time & you gain specialized experience
- c) The program can be tweaked as you learn what's effective and what's not
- d) Up-front financial investment increases patient commitment to the process (i.e. no more flakey patients who cancel last minute or go MIA)
- e) Tracking results means you can produce stats on efficacy which can be documented in marketing materials, your website, medical literature, an article or book.

## 5. \*If you don't have one yet - **Establish an online presence!**

- a) Even if prospective patients are not in your immediate vicinity, they will travel to see you as an expert
- b) People Google EVERYTHING before doing ANYTHING
- c) Your website is a window to your soul...and your practice
- d) Gives you a chance to express your individuality, draw in and engage with prospective patients before they meet you in person.
- e) It's the way of the future - everyone is online. Website for SURE, and at least one social media platform. If you don't have a website or profile that speaks to your dream patient, they'll just scroll down the Google search results until they find someone that does.