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Titolo	The million dollar private practice : using your expertise to build a practice that makes a difference // David Steele
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Nota di contenuto	Intro -- The Million Dollar Private Practice: Using Your Expertise to Build a Business That Makes a Difference -- Contents -- Preface -- Chapter One: Is a Million Dollar Practice Right for You? -- The Litmus Test -- The Hero's Journey -- Leap of Faith -- The Inner Game and the Outer Game -- Seven Habits of Million Dollar Practitioners -- 1. Passionate -- 2. Positive -- 3. Entrepreneurial -- 4. Playing Large -- 5. Creative -- 6. Service-Oriented -- 7. Walking the Talk -- The Lone Ranger -- Public Speaking -- Fear of Success and Fear of Failure -- Technician or Entrepreneur -- The Entrepreneurial Mind-Set -- Case Study: The Screamfree Institute -- The Long Way is the Short Way and the Short Way is the Long Way -- It's an Evolution -- The Seven Stages of Practice Building -- Stage 1: Student -- Stage 2: Intern -- Stage 3:

Apprentice -- Stage 4: Practitioner -- Stage 5: Master Practitioner -- Stage 6: Teacher -- Stage 7: Leader -- What is a Million Dollar Practice? -- Is a Million Dollar Practice Possible? -- Case Study: Deepak Chopra -- Case Study: Anthony Robbins -- Case Study: David Steele -- My Epiphany -- Who's on Your Bookshelf? -- Opportunity Lost: Leading Experts Unsuccessful In Business -- So is the Million Dollar Practice Right for You? -- Chapter Two: Your Mission and Message -- Your Purpose -- Your Vision -- Your Mission -- Your Message -- Your Passion -- Mission in Practice -- Resonance -- You Are Unique. Embrace it. Use it -- Passion and Service -- Coming from Ego -- Lenses and Filters -- Trust is Key to Success -- A Productive, Long-Term Relationship -- The Razor's Edge -- You Don't Know What You Don't Know -- Your Passion Speech -- Chapter Three: Owning Your Niche: The Platinum Rule of Marketing in Action -- What is a Niche? -- Profession -- Specialty -- Niche -- Services -- Brand.

A Million Dollar Practice is a Business Fueled By A Niche -- Seven Benefits of Choosing a Niche -- Benefit #1: You Get to Push the Boulder Downhill -- Benefit #2: You Get to Follow Your Passion -- Benefit #3: You Get to Be Creative -- Benefit #4: You Get to Be of Service -- Benefit #5: You Get to Create a Legacy -- Benefit #6: You Get to Be Unique -- Benefit #7: You Get to Make More Money -- A Niche is a Business . . . and You Can Have More Than One -- 11 Strategies for Choosing a Niche -- Strategy #1: The Mirror Strategy -- Strategy #2: The Calling Strategy -- Strategy #3: The Testimonial Strategy -- Strategy #4: The Attraction Strategy -- Strategy #5: The Life-Story Strategy -- Strategy #6: The Serendipity Strategy -- Strategy #7: The Pipeline Strategy -- Strategy #8: The Gateway Strategy -- Strategy #9: The Replication Strategy -- Strategy #10: The Unmet-Need Strategy -- Strategy #11: The Quick-Start Strategy -- The Platinum Rule of Marketing -- Seven Steps to Owning Your Niche-Making the Platinum Rule Work for You -- Step 1: Do Your Market Research -- Five Steps for Conducting Market Research -- Step 2: Conduct a Pilot Project -- Step 3: Create a Brand Identity -- Step 4: Design a Service Delivery System -- Step 5: Host a Niche Community -- Step 6: Provide Group Services -- Step 7: Leverage Your Niche to Build Your Platform -- Chapter Four: How to Create Services, Products, and Programs That Promote Change -- MDP Principle: Sell Programs, Not Sessions -- Two Simple Questions for Organic Program and Product Development -- Simple Question #1: What Works? -- Simple Question #2: What's Next? -- MDP Principle: Create Leverage -- Creating a Service-Online Membership Program -- Creating a Service-Groups and Coaching Teams -- Creating a Product-Specific Solutions -- Creating a Product-Mobile Apps -- Creating a Product-From Workshops to Home-Study Courses.

Creating a Program-Ecosystems -- Creating a Program-Niche Communities -- Chapter Five: Creative Business Models and Service Delivery Systems -- Creating a System -- Systems in Action -- The Allure of the Mystery Novel -- Having a System-Benefits to the Client -- Having a System-Benefits to the Practitioner -- Systemizing Your Business -- The Importance of Creating a System -- Getting to "Yes -- Building Your Service Delivery System/Creative Business Model -- 1. Your Target Market Doesn't Define What You Do in Your Terms -- 2. You Don't Buy Your Own Services -- Your Service Delivery System as a Client Creation Funnel -- Top of Funnel: Your Marketing Activities -- 1. They're Free -- 2. They're Valuable -- 3. They're Designed to Build a Relationship -- Top-of-Funnel Activities: Prospect Generation -- Speaking -- Writing -- Networking -- Free Information Products -- Workshops and Seminars -- Niche Communities -- Middle-of-Funnel Activities: Client Enrollment -- Workshops, Seminars, and Classes --

Paid Information Products -- Paid Memberships -- Bottom-of-Funnel Activities: Your Client Services -- Individual Services -- Groups -- Retreats -- Packages -- Chapter Six: Creative Marketing -- Good News, Bad News -- Incremental Progress -- Blank Slate -- Creative Marketing and the Coaching Point of View -- Putting Your Target Audience in the Driver's Seat -- Nature Abhors a Vacuum -- Case Study: Staying In the Question and Creative Marketing-the Inspirational Relationships Video Project -- Case Study: Staying In the Question and Creative Marketing-Campbell Working Together -- Leveraging Your Experience and Expertise-Creatively -- Creative Marketing and Your Relationships -- Going Live -- Reaching the Media -- Creative Marketing Alignment -- The Hero's Journey Continues -- Measuring Success -- Case Study: Hedy and Yumi Schleifer-Marketing World Peace. The More People You Help, the More Money You Make -- Marketing is Not Selling -- Case Study: Creative Marketing at Conferences -- Multiple Offerings -- Marketing Basics -- Primary Marketing Strategies -- Creative Marketing Strategies -- Get Out There -- Chapter Seven: Making the Sale, Getting the Client -- Group Enrollment -- Three Core Constituencies -- A Numbers Game -- The Campaign -- Enrollment Events -- Group Enrollment -- Building the Foundation -- More Market Research -- Case Study: A Master Enroller -- Social Proof -- Public Acknowledgment -- Testimonials -- Focus on What You Really Want to Sell -- Group Events, Individual Relationships -- An Individual Amid the Crowd -- Group-Speak Versus You-Speak -- Yes or No -- You're in the Right Place If . . . -- You're Not in the Right Place If . . . -- Enrollment Exercises -- Timing is Everything -- Follow-Up -- Focusing on Your Current Clients -- Synergy -- Chapter Eight: Building Your Million Dollar Practice -- Filling a Need -- Leveraging Your Passion -- Now What? -- Entrepreneurial Development -- Longboarding -- Remember the Platinum Rule -- Making the Case -- The Law of Attraction -- Integrity -- Walking Your Talk -- The Practitioner Versus the Salesman -- The Hero's Journey-Making it Necessary -- Getting Support -- The Right Fit -- The Uphill Climb -- Summary -- Chapter 1: Is a Million Dollar Practice Right for You? -- Chapter 2: Your Mission and Message -- Chapter 3: Owning Your Niche -- Chapter 4: How to Create Services, Products, and Programs That Promote Change -- Chapter 5: Creative Business Models and Service Delivery Systems -- Chapter 6: Creative Marketing -- Chapter 7: Making the Sale, Getting the Client -- Chapter 8: Building Your Million Dollar Practice -- Do's and Don'ts -- Do's -- Don'ts -- Will You Pull it Off? -- Epilogue -- The Bell Curve. The Dirty Little Secret of Transformational Programs -- The Evolution and the Organic Process Continue -- The Process -- Maintaining the Integrity of the Brand -- The Future is Now -- Paying Attention -- Breaking the Dam -- Paving the Road to Your Future -- Afterword -- Appendix: Selected Resources for Building Your Million Dollar Practice -- About David Steele -- Notes.

Sommario/riassunto

Broaden your professional horizons, expand the scope of your practice, and create new revenue streams You are uniquely gifted in your ability to ease suffering and enhance quality of life. You help solve profound human problems and restore hope. Now, The Million Dollar Private Practice reveals how you can leverage your distinctive talents and expertise to dramatically expand your professional and financial horizons. Building upon the premise that the key to building a million-dollar practice is expanding your services from "one to one" to "one to many," renowned private practice development consultant David Steele reveals his time-tested strategies for transforming the ways you think and work. You'll discover how to: * Choose your niche and "own" it * Develop business models custom-tailored to your

unique talents and goals * Create new systems, products, and services that make a considerable difference in your clients' lives * Make "intangible" services tangible through branding and packaging * Create value through referral systems, affiliate programs, and joint ventures * Use creative marketing strategies designed for private practice professionals * Develop sales and enrollment strategies that dramatically boost your client base * Recruit, organize, motivate, and manage staff needed to build and run a million-dollar practice Demonstrating that profits need not be the enemy of ideals, this insightful guide to professional development is an important resource for psychotherapists, family and marriage therapists, social workers, and all private practice professionals seeking creative ways to attract new clients and build their businesses.

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Nota di contenuto

Introduction : Stuart Scheingold, a personal reflection / Austin Sarat -- The myth of the myth of rights / George I. Lovell -- "A madman full of paranoid guile" : the myth of rights in the modern American mind / Jeffrey R. Dudas -- Novelty and the politics of rights / Helena Silverstein -- Political criminology, the plural state, and the politics of affect / Leonard Feldman -- Phantom racism and the myth of crime and punishment / Naomi Murakawa -- Putting politics in its place : reflections on political criminology, immigration and crime / William T. Lyons, Lisa L. Miller -- Imagining otherness : the political novel and animal rights / Claire E. Rasmussen -- Scheingold's failure : his finest book / Malcolm M. Feeley -- Rights, community, and democracy : a sociolegal critique of the neoconservative case against rights / Michael McCann, Stuart Scheingold.

Sommario/riassunto

This special issue of Studies in Law, Politics, and Society focuses on the discourse of judging and the "language of judging" within many diverse legal scenarios. The volume features chapters specifically on: the "language of rights" within the context of abortion and same-sex marriage cases; discourses within the European Court of Justice; the modern-day place of politics in the US Supreme Court; and discussions on the two-court crisis which lead to the US Constitutional Convention of 1849. The chapters question the complex and conflicting relationship between politics and the law, understanding judicial independence, and offer an analysis of how the literary narrative of law plays a significant part in the delivery of legal judgement.
