

# How to Begin Marketing Your Practice: Checklist

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When setting up your marketing for your practice, you will save a lot of time, and you'll have a better chance of success by following these steps in order:

## Define Your Target Market(s) and Where to Find Them

- What types of people do you most enjoy working with?
- What types of problems do you want to help people with?
- Where will you find your target market? What types of clubs and organizations might attract such people? What social media do they typically use? What keywords might they be typing into search engines when looking for help with their problems?

## Identify Referral Sources

- What types of professionals work with your target market and can refer them to you?
- What types of non-professionals regularly come into contact with your target market?
- How will you contact referral sources?

## Identify Your Unique Qualifications

- What experience or expertise sets you apart from your colleagues?
- What benefits or conveniences can you offer that others don't?

## Select Marketing Strategies That Will Likely Reach Your Target Audience

- Advertising in offline and online publications
- Networking, offline and online
- Writing
- Speaking and presentations
- News media interviews
- Podcasts
- Videos
- Social media
- Brochures and business cards
- Event sponsorship

## Set Up a Marketing Plan Focusing on the Information Above

- List your target market(s), specific goals and activities to increase your visibility among them, and how you will track success of your efforts.
- Use consistent themes and messages across your marketing activities
- Build accountability into your plan

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