



Praktis Start Up

Top 5 Private Practice Start Up
Success Secrets

[PRAKTISPARTNERS.COM.AU](https://praktispartners.com.au)



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Purpose

We all crave a meaningful life and finding and living your purpose will get you there.

Imagine working in an area of practice you love, where you are energised by your purpose and financially and emotionally rewarded by it.

Understanding your purpose, your values and how you want to leave people feeling creates your unique selling point, your differentiation to your competitors even if you operate in the same space/industry.

Spend some time asking yourself good questions:

- How do I want people to talk about me and my service when I am not in the room?
- How do I want to leave people feeling after they have used my service?
- What do I do better or differently from my competitors?
- Why should customers purchase from me?
- What is the personality of the business I want to create?
- How can I embed these into a company culture? The language we use, how we present to our customers, our facilities, our website, our vehicles, our customer service- what is the brand experience for our customers?

Nail your purpose and you will nail your business.

Need some inspiration? Simon Sinek is your man.

WWW.STARTWITHWHY.COM

In our Praktis Start Up Course we go through a number of exercises to try and nail your purpose and then match this to your personality type, lifestyle and business goals to get everything moving in the right direction.



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Dollars and Sense

Understanding the money in your business is critical to success.


The old saying goes, you can't manage what you can't measure. You need a handle on set up costs, operating costs and fixed costs in your business or else you have a hobby!

As a start-up there are many ways to "Go Lean"

- Mobile service- no rent costs
- Mobile phone only- no land line
- Digital business card- no printing of business cards
- Digital reports- no printing of company letterhead
- Packaged website- simple, several page website from set templates with no customisation
- Online booking system- reduce administrative costs
- Integrated billing/calendar- reduced administrative and bookkeeping costs
- Start part time- keep the day job part time and build up your business skills and referral networks
- Gmail for email
- Many software products allow you to use a light version for free or minimal cost e.g. mail chimp, survey monkey and others

Free business skills development- this great government website gives you great information, templates tips and tricks

WWW.BUSINESS.GOV.AU



In our Praktis Start Up course we go through what types of costs you can expect in your business.

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Technology

There has never been a better time for small business to compete with big business.

With the right investment in smart business machinery (think computers, tablets, mobile phones, email) and business systems (patient management software, online booking systems, sms appointment reminders, cloud accounting software) small businesses can look professional and operate as lean, mean health giving machines.

Three of my favourite well priced patient management systems

- Cliniko
- Healthkit
- Coreplus

Three of my favourite Business Efficiency tools

- Inbox Pause
(allows you to delay receiving emails in but you can still send emails without the distraction of new messages)
- Squirrel Street
(scans and organises your receipts, invoices and documents securely online)
- G Suite

Three of my favourite accounting systems

- Xero
- MYOB cloud
- Cashflow Manager

Three of my favourite appointment booking systems

- Cliniko
- Acuity
- Calendly

Legislation

Fear of non-compliance is a common concern with people who come to me for advice when setting up a private practice. But don't worry, I have a 10 minute way to reduce your fear of non-compliance.

One of my favourite sites for anyone thinking of starting a business or already in business is the Australian Business Licence and Information Service (ABLIS) site:

WWW.ABLIS.BUSINESS.GOV.AU

This largely unknown gem of a site helps you identify licenses and systems relevant to any industry.

Take the 10 minute survey and the system generates a list of licences and systems that may be relevant to your practice and provides links and guidance to further information. Practice gold!



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Cheer Squad

Starting a business can be both exhilarating and stressful.

Not everyone will have your back, some people might be jealous, there are the knockers and the saboteurs. Having a cheer squad who can help you start and grow your business is essential. These people will lift you up when you are down, share information and resources and help you miss hurdles along the way.

Who is part of your cheer squad?

- Parents
- Partner
- Family
- Friends
- Professional colleagues
- Co workers
- Professional association
- Journal club
- Business group

At Praktis Partners we assist health and wellness practitioners to start, grow and leverage their private practices.

If you need help to unlock your potential to unleash your health giving powers to the community we would love to be a part of your cheer squad.

Join our business start-up community and receive

- Access to our 8 module online course to take you step by step through setting up your own private practice
- Access to our private facebook group for like-minded healthcare professionals on the private practice journey and
- Online business coaching and mentoring.

If you would like to feel even more supported ask about a fully managed solution. Our fully managed solution allows you to receive referrals, book in clients and maintain patient records through dedicated pages on our website.



**We look after your business so
you can look after your clients.**

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