

# Elements of a **CREATIVE** medical micropractice



Patient Name \_\_\_\_\_  
Address \_\_\_\_\_

A brilliant piece of artwork is a blend of many colors. Similarly, your ideal practice requires attention to all four elements. This is not a sequential attempt to have all categories complete at once. Rather, this is a guideline to help you with weekly tending and care. Visually reassess where you might be deficient and which area needs more of your time and effort to produce a colorful, well-balanced masterpiece.



**GRAB**

**Get noticed**

- Dazzling mission
- Brand alignment
- Social media consistency
- Discovery Calls
- Live workshops
- Giveaways



**GROW**

**Reach further**

- Newsletters and YouTube
- Personal development
- Academic conferences
- Affiliate relationships
- Online classes
- Community donations



**GO**

**Boost efficiency**

- Building process & systems
- Automations and Opt-Ins
- Templates and Quick Text
- Monthly Membership
- Group Visits
- Virtual Assistant
- Patient communication



**GLOW**

**Shine bright**

- Adding value
- Capturing feedback
- Saying "Thank You"
- Keynote speaking
- Book writing
- Loyalty and retention