



# The Blueprint for a Successful Practice: Methods of Marketing Your Business & Increasing Your Bottom Line

*Gina L. Spielman LCSW*

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## **The Blueprint for a Successful Practice: Methods of Marketing Your Business & Increasing Your Bottom Line** Gina L. Spielman LCSW

Finally, altogether in one book, you will find all the secrets to a successful practice. This book gives you countless pieces of advice, including: free and low cost marketing methods, tried-and-true ways to "make the sale" with potential clients and referral sources, methods to attract ideal clients and keep them coming back for more, multiple ways to co-exist with managed care and Employee Assistance Programs, and opportunities where you can save money and increase your efficiency. This book also contains various words of wisdom and thoughtful supportive messages for you to use during your practice-building journey and beyond! This book is primarily focused on healing professionals, but it is also valuable for other professionals in private practice as well as other businesses.

Professional Book Review: [psychcentral.com/lib/2012/the-blueprint-for-a-successful-practice-methods-of-marketing-your-business-and-increasing-your-bottom-line](http://psychcentral.com/lib/2012/the-blueprint-for-a-successful-practice-methods-of-marketing-your-business-and-increasing-your-bottom-line)

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