

Confidential

Your Name: [Click here to enter text.](#)

Practice Name: [Click here to enter text.](#)

Best Contact Number: [Click here to enter text.](#)

Email Address: [Click here to enter text.](#)

Part 1. Tell Me About You...

(Please use separate sheets of paper if necessary). Remember to be honest... I'm not concerned about what you have done in the past as much as getting a real sense of who you are now & where you want to go with your life.

a. Where do you want to be personally in 3 years?

[Click here to enter text.](#)

b. What is the biggest challenge you have?

[Click here to enter text.](#)

c. If you could have anything, it would be...

Click here to enter text.

d. What's holding you back the most?

Click here to enter text.

e. What's your biggest fear about changing your present circumstances?

Click here to enter text.

f. What are you putting up and are you will to change that?

Click here to enter text.

g. What are your most cherished personal dreams?

Click here to enter text.

h. Are you willing to do what it takes to achieve them, ever if it means your way of life might be challenged?

Click here to enter text.

- i. I want more personal time to....

Click here to enter text.

Part 2. Tell Me About Your Practice...

(Please use separate sheets of paper if necessary). *Remember to be honest...*

- a. Do you have an established practice of your own or are you working as an associate or locum?

Click here to enter text.

- b. Describe to me the type & style of practice that you run or work in

Click here to enter text.

c. Describe your ideal practice

Click here to enter text.

d. What are your dislikes & weaknesses of your current practice – the things you would like to change?

Click here to enter text.

e. What are the strengths of your practice & the things you do well?

Click here to enter text.

f. To what extent are you willing to go to make changes in your practice for long term gain?

Click here to enter text.

g. What are your average new patient numbers per week?

Click here to enter text.

h. What is your average number of treatments/services per week?

Click here to enter text.

i. Across the board what is your average treatment/service fee per patient?

Click here to enter text.

j. What is your patient visit average (pva)?

Click here to enter text.

k. Do you know the lifetime value of your average patient?

Click here to enter text.

l. Describe your ideal patient?

Click here to enter text.

m. Do you know what your conversion rate is for new patients that then start treatment?
Do you keep statistics after that?

Click here to enter text.

n. Do you know how many patients you have on your database and how many of these are active (*those that have been into see you in the last 6 months*)? What are these numbers?

Click here to enter text.

o. What internal marketing strategies have you used to attract new patients?

Click here to enter text.

p. What external marketing strategies have you used to attract new patients?

Click here to enter text.

q. How much have you spent on marketing your practice in the last 12 months?

Click here to enter text.

r. What was the gross turnover of your practice in the last 12 months?

Click here to enter text.

s. What was the net profit of your practice in the last 12 months?

Click here to enter text.

t. What would be your ideal weekly number of treatments/services and the average ideal fee for that?

Click here to enter text.

- u. What is your goal for gross turnover for your practice in a 12 month period and how much (be honest) of this would you like to be net profit?

Click here to enter text.

- v. How many hours a week do you work now? How many would you like to work?

Click here to enter text.

- w. How many weeks did you take off last year? How many would you like to take off?

Click here to enter text.

x. What are your 3, 6 & 12-month goals for your practice?

Click here to enter text.

y. What is your 3-year vision for your practice?

Click here to enter text.

z. What is the biggest challenge you face over the next 12 months in your practice with regards to reaching your goals?

Click here to enter text.