

Building you

SUCCESSFUL
INTEGRATIVE
WOMEN'S HEALTH
PRACTICE



integrativewomenshealthinstitute.com



Design your practice with a strong foundation of education, with a commitment to lifelong continuing education, a clear niche focus, with the support of a mentor and a generous professional community of colleagues.

To be successful, it's important to be collaborative with other healthcare practitioners, and to recognize your strengths. In order to avoid burnout, remember that you are the inspiration for your clients, your self-care is not optional.

Of course, there is no perfection when it comes to self-care, but when you are seen as a shining light of energy, and working with your practice is seen as a safe and welcoming space for healing, your practice will thrive.

Always remember that you are serving women.

Women thrive in community, and must trust that they are valued member of your practice. When women feel these things in their interactions with you - through your marketing, customer service, and in your clarity and boundaries, they will stay and recruit their friends.

A photograph of a green plant with several leaves growing out of a clear glass filled with water. The background is a gradient of purple and blue. The plant's roots are visible in the water.

Start with a strong foundation:

- ▶ Women's Health Coach Certification
- ▶ Specialty/ Niche Continuing Education
Optimal Fertility, Functional Nutrition for Chronic Pelvic Pain, Female Athlete Wellness, Hormones 101, and more...
- ▶ Manage your energy
- ▶ Give every client your grounded presence

Scaffolding:

- ▶ Mentorship (IWHI Integrative Women's Health Residency)
- ▶ Business Development Training (IWHI Business 101 Program)
- ▶ Practitioner Community of Support
- ▶ Ask for and be willing to receive support from your Web of Support

Shining Light:

- ▶ Be inspiring - share your journey, and value your health
- ▶ Hold safe and welcoming space
- ▶ Build community
- ▶ Be collaborative

Checklist for Developing a Practice for Success

- Be confident in the skills that you bring generously to your clients, and commit to lifelong continuing education.
- Commit to ONE niche for at least 3-5 years. In women's health consider: puberty, period pain, fertility, perinatal, postpartum, perimenopause, menopause, post-surgical, cancer recovery, chronic pelvic pain, fatigue, headaches, hormone balance, healthy weight, energy, osteoporosis, female athletes, and more...
- Be collaborative with other healthcare practitioners, even when your skills overlap.
- Think outside of the box for collaboration. Build your network beyond physicians - physical and occupational therapists, body workers, coaches, fitness professionals, acupuncturists, sex therapists, midwives, and more can be fantastic collaborative colleagues.
- Surround yourself with a group of innovative, inspirational, and supportive professional colleagues.
- Listen to your target clients. Join Facebook groups, follow hashtags, and attend in-person events where your potential clients gather. Listen to their concerns with the intention to understand and empathize, not to sell your service.
- Establish your voice by writing and speaking at least weekly. If the online platforms feel overwhelming, choose one and commit to showing up there at least weekly for at least 3 months to establish the habit.
- Get comfortable with taking risks, failure, and criticism. Try not to take it personally, and lean on your mentorship or mastermind group for support.
- Take on only the the clients that you can best serve, and give them your full presence. You are not everyone's healer.
- Customer service is essential. Especially when you're starting out, be personally responsive to your clients with clearly defined boundaries.

Daily Practical Checklist:

- Give each client your grounded presence with mindful listening. Use your coaching skills far more than your education skills.
- Before making any complex recommendations, be sure that you're addressing your client's sleep, basic whole foods nutrition, stress, and movement. Don't skip foundational aspects of health before moving on to more complex supplement, nutrition, movement, manual therapy, psychotherapy, exercise, medical or surgical options.
- Be sure that each client is working on building her home and professional Web of Support.
- Respond to all client emails and phone calls at the same time daily. Be sure that clients are aware that this is the only time each day that you will respond.
- Post at least once on the social media platform where your clients spend the most time.
- Move your body for at least 30 minutes
- Drink 6-8 glasses of filtered water
- Avoid sugar and alcohol, especially on busy days.
- Get at least 15 minutes of sunlight without sunglasses.

Weekly Practical Checklist:

- Post at least one new piece of written, audio or video content on your blog, to your email list, and on at least one social media outlet.
- Call at least one new collaborative partner to ask how you can support him or her.
- Send welcome notes to all of your new clients.
- Send thank you notes to all of your new referral partners.

Monthly Practical Checklist:

- Share a client success story on your blog, to your email list, and on social media.
- Take a full day off away from electronic devices, and nourish yourself with healthy food, water, sleep, and connection with the people you love and like.
- Laugh so hard that you can hardly breathe.