



Welcome to your AMPs ::

Analysis of Monthly Practice

April 2014

AMP Practice Tip of the Month

The first quarter is over, and for many, it's an opportunity to finally kick the year into high gear. We can't go back, only forward, and the rough winter is now in the rear view mirror, with nothing but opportunity and green lights before us.

The second quarter has many natural marketing opportunities built into it - spring tune-ups, Easter/Passover, Mother's Day, Father's Day, Memorial Day - now is the time to plan your new patient generation strategies and reach out to help more people.

Spring is a great time for walking clubs, healthy picnics, charity softball or volleyball games, and other outdoor activities. Engage your patients in some kind of sun-and-fun promotions, to get them outside and appreciating Nature. It will reduce their stress, entertain them, and position you as a leader and most trusted health and wellness advisor.

It's also a great time for weight reduction programs, to help your patients and prospective patients shed their winter weight and get into beach-body shape. Choose a weight reduction routine that you have confidence in, and share it with your neighbors so they can get fitter and look better.

In short, take action - it's the season to get things done, so go for it, and make a bigger difference by spreading the word to more people and delivering on your promise.