



MINTED

How to create a prosperous
healthcare practice with joy,
ease and authenticity

HANNAH CHARMAN



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Healthcare Practice with Joy,
Ease and Authenticity

Hannah Charman

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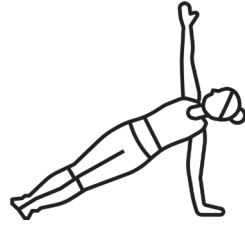
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Thank you for picking up 'Minted'
I wish you a thriving practice that gives you exactly the lifestyle you're looking for.



I wish you the courage to shout from the rooftops to those who so desperately need your care.
I wish that they hear you, come to you, and pay you well in exchange for your services.



I know that you'll earn your living with honesty and integrity, I hope you have the freedom to work as you please.



May you celebrate every little win, however small, and be well supported through any challenges.



I thank you for all the sacrifices you've made up until now. The world needs you now more than ever.

Wishing you every success in your (ad) ventures.



Hannah

INTRODUCTION

They say that we all have a book inside us.

I must admit I wasn't sure where or what mine was, but when I was invited to write a book this is what turned up. I wrote *Minted* right in the middle of the pandemic, which brought with it lockdowns and home schooling. COVID-19 also delayed the hypnotherapy course I'd waited almost 30 years for, and at the same time it became apparent that my website needed to be redone from scratch. Juggling all of this whilst running a busy herbal medicine practice and caring for my family almost single-handed, has been a challenge to say the least. The irony of writing about the importance of self-care as my hair fell out in handfuls wasn't missed. I don't claim to have got this entire thing 100% nailed, but I have filled this book with everything I've found that works so far, and I hope you'll find it useful.

I graduated as a medical herbalist in 1999. It had taken us four years to study for a degree in western herbal medicine, and the course was far tougher than any of us imagined it would be. Around 40 of us qualified that year, full of enthusiasm, utterly dedicated, and ready to bring herbal medicine to the masses.

And now only about eight from our year, and an even smaller percentage from others, are left still in practice. Some of the others chose

to move onto related careers, but most, I've heard, found it impossible to make a living and had to do something they loved less in order to survive. How sad that they didn't get to do what they'd felt called to, and the patients that they never had might still be struggling now. It's a shame for them, the patients they would have served, and the wider community who would have benefitted from a whole bunch of happier, healthier people within it. Every patient who feels better for working with you helps to make the world a happier place. The work you do saves lives and improves them beyond recognition. You are very much needed.

How heart-breaking that as we enter the 'superbug era' and access to mainstream healthcare is becoming harder for millions of people, that talented practitioners still can't make a living. We each have a moral obligation to make our practices work, both for our own sake and for humankind as a whole.

Closing your practice would be like putting a light out at a time when we desperately need more light. I've lost count of the number of times I've almost closed over the years. One time I was crying on the phone to my brother, telling him how everything had gone wrong with my practice, and I was broke yet again. 'So close it and get a job' he said in his very matter-of-fact, brotherly kind of way. I pondered for a moment and quickly realised that closing would make me far more miserable than I already was, and I hadn't realised I could get any more miserable. I can't' I replied, and so I kept on going, and kept hitting that rock bottom time and time again.

I'll tell you more about me in the final chapter, but for now I will say that I literally struggled for almost 20 years before I figured out how to make a living doing what I love. Most of that time I was thousands of pounds in debt, supporting my part-time practice with my full-time job whilst being emergency taxed. I was a chronic undercharger, hopeless at sales to the point where I'd hear myself talking patients out of working with me, despite not having enough money to go food shopping. In the end I decided that I was never going to get the hang of it on my own, and that instead of constantly learning more about herbal medicine I'd rather spend my time learning how to make a living at it. I borrowed money and started working with business coaches, which worked well in some ways, but was disastrous in others. With both of my coaches I saw an immediate improvement, before quickly slipping back to my old, broke ways, just this time with the additional expense of paying for

the coach! I'd sit in each session the only one not getting the incredible results promised, and wondering, still, if I just wasn't cut out for this.

I knew it was my mindset that was the problem. I must have had just about every crazy negative money belief going, and it's taken me years and several forms of therapy to get this far. As good as those coaches were, they couldn't get me the results I was so desperate for because my head wasn't in the right place. This is a really common problem, certainly in my own profession, and I've known all kinds of therapists who had negative beliefs around earning money. We literally can't afford to ignore that we can get in our own way. In fact I'd say this is always the best place to start, and you might well explain to your patients that mindset is key if they're going to make a good recovery. So the first three chapters of *Minted* are all about looking at how far you've come, where your head is at right now, and how to get in the right frame of mind for a fabulously successful practice.

Looking back, what I needed most at the beginning was for someone to actually show me what I should be doing. I'd never heard of a business coach when I first graduated, and I don't think there were half as many as there are now. Even if I had, their fees would have been out of reach for someone in my situation, and I probably wouldn't have had the right credit score to borrow money to pay for them. So I've put everything I've learnt over the years into this book, in the hope that it gives you and your colleagues the knowledge you need in a far more accessible way.

Running your own practice is a divine celebration of you, because your business is as unique as you are. It's a creative expression of your awesomeness, your personality, and the set of gifts that only you can bring to the rest of the world. It's incredibly hard to run a successful business if you can't feel your own awesomeness. Once you're truly aligned with what you're here to do, and you're 'in the zone', it becomes almost effortless. The first three chapters are dedicated to finding out where you are now, and helping you into 'the zone' for success, before we move onto the practical side.

Like you, your business will change and evolve constantly; like you, it will require endless love, patience, and nurturing if it's going to shine. It will keep you up all day, and awake all night. It will leave you exhausted, exhilarated, broken, and utterly proud. You'll probably enjoy the freedom, curse the uncertainty and at times wonder what on earth you're doing. This is the side of running a business that we rarely

dare to talk about, so later, there's a chapter about how to take care of yourself, and another about what to do when things go wrong.

How to read this book

I know you're busy, so I've written *Minted* in a way that you can read right through first, and then pick up and put down as you like. That's what I suggest you do, plus you'll find key points in the boxes, and the takeaway list at the end of each chapter to summarise what's been covered. You can use this along with the table of contents to find what you're looking for quickly.

The first three chapters are all about the emotional and spiritual sides of getting your practice flying. For me, this is where it's at, and particularly as 80% of buying decisions are emotional rather than rational it's good to understand how it's every bit as important as mastering the practical skills.

Although I'll weave the spiritual and practical aspects together throughout, Chapter 4 onwards focuses more on the practical aspects of planning, marketing, selling, and self-care. We also break some taboos towards the end and talk openly about what you can do when things go wrong, because things go wrong in every business.

Plus, there are some exercises to help you with the practical sides like focus, pricing, and finding your ideal client. It's good to revisit them at least once a year if you can. As some of us call the people we work with 'patients' and others 'clients', I'll use the two interchangeably. As well as going through how to set up and run a sustainable practice, you can have fun with this book too. Colour in the little pictures, draw your own, doodle, scribble, underline or highlight as you please. Let your creativity do its thing, and make it yours.

This book gives you 22 years of learning the hard way, plus some insights gained through coaching and therapy. I hope that it will save you most, if not all, of the anguish that comes with making a business fly, and helps you find your best life much more quickly than I did.