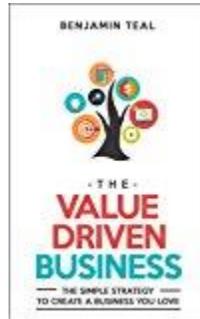


CHRIS SWENSON'S  
**MASTER NOTES**  
MASTER PRIVATE PRACTICE IN LESS TIME

**THE VALUE DRIVEN BUSINESS**  
THE SIMPLE STRATEGY TO CREATE A BUSINESS YOU LOVE



BY BENJAMIN TEAL      CREATESPACE INDEPENDENT PUBLISHING ©2017      164 PAGES

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*“The purpose of your business, assuming you want to create a business that provides and has value, is much bigger than any of those things. It’s about adding value to your customer’s life. It’s about helping them reach their goals. It’s about building a relationship with them.”*

*“Put another way, unless you have customers who value you, your business will have no value. It’s the value circle. Put value in, get value out.”*

*“And the more value you provide, the less selling you actually have to do.”*

*“But, if you provide value to your customers, you won’t have to go find them. They will find you. You won’t have to resort to tricks, long lost ancient selling secrets, nor the ‘dark art of psychological persuasion’ to manipulate people into buying something that they don’t want, they don’t need and that they certainly won’t find value in.”*

*“Your business exists to provide value to customers. Customers do not exist for you to “extract more money from them,” as a popular online marketing guru has said. We don’t extract value from them. We provide it.” ~ Benjamin Teal from THE VALUE DRIVEN BUSINESS*

## BOOK DESCRIPTION (from Amazon)

**“Without quality, it won’t take customers long to figure out you over-promised and under-delivered.”**  
Want to build your lifestyle business with long-term, sustainable growth? Then stop treating your customers like an ATM machine. This is not your typical business book. Benjamin Teal offers a different approach to building a thriving business by connecting with customers on a deeper level, consistent with your true self.

You’ll learn:

# CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

- *How to choose your ideal customers, the ones that are the best fit for your product or business, which will help your business grow.*
- *The 5-step framework to building a Value Driven Lifestyle Business so you can grow your business by doing what matters most to you, without feeling slimy or scammy.*
- *Why being a bridge builder will form lasting connections with your customers and keep them coming back again and again.*
- *Why other business books are focused on the wrong things, and how shifting your approach will result in bottom line growth.*
- *How to deliver massive value in a way that is true to yourself and the things that are most important to you. Teal exposes some of the “sleazy” strategies that other business success gurus use, and busts open commonly held beliefs about how to succeed in business and make money online.*

*The Value Driven Business will challenge you to find your core values and find your ideal clients that share them. Ben's methods will ultimately lead you to owning a business that doesn't consume your life, sanity, and one that you can be proud to put your name on.*

## NOTE INTRODUCTION

A great book for therapists wondering how to build their business around what they really care about and value.

As therapists we are always so focused on providing the best value for our clients that we tend to forget about ourselves. Building a business based on our values that leads to offering even more value for our clients is what this book is all about.

The book is filled with great ideas that can definitely help out any therapist in private practice! Go through these takeaways on this Master Note and then when you are craving more, purchase the book!!!

Grab your copy today: [THE VALUE DRIVEN BUSINESS](#)

## BUILDING A RELATIONSHIP

*“One of those ‘gurus’ at a seminar told the room, point-blank, “it’s your job to get your clients to give you money.” No. No it’s not. That’s not our job as entrepreneurs. Our job is to provide a service. To help others. To give them value (yes, for value in return). But it isn’t to take advantage of them so they will give us money as quickly as possible. To put it simply: You get laid on lust. You build a relationship on trust. Building a business is about the relationship and the value you bring to it. And the relationship starts with you providing that value.” ~ Benjamin Teal from THE VALUE DRIVEN BUSINESS*

“You get laid on lust.”

“You build a relationship on trust.”

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Exactly!!! We are not in business to just take money from our clients! We are here to provide value!

As Benjamin puts it so eloquently and yet simple, “The relationship starts with you providing that value.”

What value are you giving your clients? The more value you give the more value you get in return!

Get out there and start building those value based relationships!

## MONEY LOVES SPEED; SUCCESS LOVES QUALITY

*“Michael Jordan wasn’t the greatest basketball player of all time because he found a way to practice faster. He was the greatest because he found a way to practice better. He had a passion and a desire to be the best. He was after excellence. Here’s the simple truth: Without quality, it won’t take your customers long to figure out you’ve over promised and under delivered.” ~ Benjamin Teal from THE VALUE DRIVEN BUSINESS*

How awesome! Building your business with speed is not the answer. Building your business with quality is what makes the sustained long term business.

Clients aren’t stupid and they will figure out real fast whether you really care or not!

Building your practice with a principle of excellence is what it is all about. Working to be the best you can be and offering the best service you can provide!!

## THE CUSTOMER IS NOT ALWAYS RIGHT

*“Will you make everyone happy? Will everyone see the value? Of course not. But the one’s that become a burden and cause you to question your calling? Those likely aren’t your customers. So, yes, you can fire troublemaker, “vampire” customers. Especially if it hurts the value you’re delivering to your other, ultimately more deserving customers. And when you do, the value of your products and services will only increase.” ~ Benjamin Teal from THE VALUE DRIVEN BUSINESS*

This is always a struggle for many of us therapists! We tend to bend over backwards for our clients and have a real hard time saying no.

The point here is...who really is your ideal clients?

Working with your ideal clients can be invigorating and energizing. Leading us to feel much better and able to offer the highest of quality care.

Be sure to turn away those vampire customers as they will suck the life out of you! Leaving you having less in the gas tank to truly offer value service!

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Keep in mind who your ideal clients are. Those that create burdens and struggles are NOT YOUR CUSTOMERS!

Those clients that value your service need all of you! Focus upon those clients!

## THE SECRET

*"If you value your customers, they will value you. The more value you provide the more value you'll derive. Put it another way: Help More. Make More. And let's add another part. "Without being Salesy." ~ Benjamin Teal from THE VALUE DRIVEN BUSINESS*

The secret to a value driven business is quite simple...

Help more...Make more...Without being salesy!

The more you help, the more you make!

## NO MORE GUTTER BALLS

*"The thing you value is your big reason 'why'. Why are you building your business. Why do you show up each day and help people. Once you understand and become one with your why – the thing you truly value – building a business that delivers value to your customers get exponentially easier. You have your limits and constraints. What you must do to meet your goals. And What you absolutely won't do to meet them. It's like the rails that pop up for kids at a bowling alley. No more gutter balls." ~ Benjamin Teal from THE VALUE DRIVEN BUSINESS*

I do enjoy bowling. In fact, I probably would do much better if I were able to use those rails preventing my dang gutter balls, LOL!

In your business, your "why" is the very foundation you build your business upon. It also directs everything you do!

Coupling your "why" with what you will NOT do makes up the rails that prevents your business from going into the gutters!

What is your "why?" What are the things you will NOT do?

## BUILD YOUR CLIENTS A BRIDGE

*"In your business, bridges are there to connect your customers to your brand. The bridge represents the value your providing to them. How? Because you make the connection from where they are now to their goals by*

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*overcoming their obstacles. You see, people don't buy products and services. They buy the results that they'll get after they use them. They buy what's on the other side of the bridge. They buy that value. They aren't buying your weight loss product. They're buying the confidence their new look will give them. They aren't buying your productivity plan. They are buying all of the free time they'll have... It's clear, then, that your bridge moves them from the "before" state – where they are now and it gives them a clear path to the "after" state – where they want to be." ~ Benjamin Teal from THE VALUE DRIVEN BUSINESS*

This is such a key idea to understand. I highly recommend spending some time with this idea and getting it to really sink in.

As therapists, we are always using jargon that our clients don't understand. We also believe that our jargon or our techniques are what clients are wanting or buying.

**NO THEY ARE NOT!**

Clients are feeling something...struggling with something. They want to feel better...or to feel something different. That is where we come in.

We build a bridge for the clients by taking them from how they are feeling before to the desired state they want to feel. Our techniques, ideas, and valued service is what gets them there! But they are buying that desired state!

What are your ideal customers struggling with? Use that language in your marketing materials!

What do your ideal clients want to feel or experience? Use that language in your marketing materials too!

Being able to describe to your clients that what you do is take them from point A to point B is much better!

Figure it out...and build that bridge!

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## ABOUT AUTHOR OF "THE VALUE DRIVEN BUSINESS"



# CHRIS SWENSON'S MASTER NOTES MASTER PRIVATE PRACTICE IN LESS TIME

BENAJAMIN TEAL

Ben Teal is that guy who looks like he doesn't work all day but does very well financially. He graduated from Yale with a double major in economics and philosophy, then entered the corporate world, working in a cubicle farm at a big bank. In his "spare time," he earned a Master's degree in economics from UNC Charlotte. He received four US Patents (all for the bank). After the last patent, he decided that what was in his head was his, and opened his own agency. He was the "man behind the curtain" on several of the largest online fitness product launches in the last three years. Today, Ben is the CEO of Conversionbump. He married his college sweetheart, and together they have two amazing boys. Ben is a devoted beach bum and Parrothead.

Learn more about Ben by visiting his websites: <http://valuedrivenbusinessbook.com/> or <https://tealagency.com/>

## ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](http://imchrisswenson.com) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>