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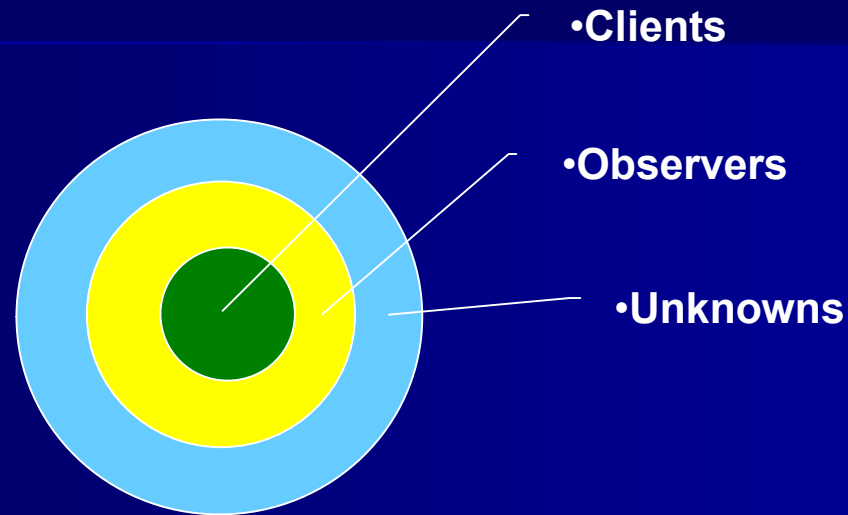
*What is Client Based Practice Building?*

- Seminars, pod casts, consultation

# What is Client Based Practice Building?

- **Capitalization of your greatest asset for marketing and advertising—clients and observers of care**
- **Use of an administrative system that “naturally” does your advertising for you-automated, turnkey.**

# Rings of Referrals



***Clients: those in your office***

***Observers: those witnessing good work (e.g. pcps, teachers)***

***Unknowns: Who are you?***