
The GROW Framework™

A Simple System for Growing Your Practice Without Ads

01

THE FOUR PILLARS

Get Involved, Referral Relationships, Online Presence, and Wow Your Patients — at a glance.

G

Get Involved

Patients can't choose a doctor they've never heard of.

Become visible where your ideal patients already are.

Chamber of Commerce • BNI • Local business groups • School events • Youth sports sponsorships • Community presentations

R

Referral Partner Relationships

Referrals are earned through relationships, not business cards.

Build intentional relationships with people who already serve your ideal patients — and become a connector, not just a source of referrals.

Chiropractors • Physical therapists • Dentists • Therapists • Lactation consultants • Personal trainers • Nutritionists

O

Online Presence

Your website is interviewing for you.

Before a patient ever calls, they've often already formed an opinion — from your website, reviews, and social media. The goal isn't the fanciest site; it's being findable, trustworthy, and current.

A clear, current website • Google reviews • Consistent business info • Real photos • Easy contact options

W

Wow Your Patients

One delighted patient can create ten more.

The most effective marketing is a patient who can't stop talking about you. The best practices treat every touchpoint — not just the exam room — as part of the experience.

Keep your promises • Create a signature experience • Celebrate birthdays & milestones • Make waiting worthwhile • The goodbye matters as much as the greeting

Facebook posts can help. A website can help. But relationships still win.

That's not marketing — that's trust.

DEEP DIVE: G + R

Two pillars, one goal: becoming impossible to miss.

G

Get Involved

Patients can't choose a doctor they've never heard of.

Become visible where your ideal patients already are.

START THIS WEEK

- ☐ Pick one group — Chamber of Commerce or BNI — and attend consistently.
- ☐ Sponsor or show up at one youth sports team, school event, or community presentation this quarter.
- ☐ Offer a short 15–20 minute talk to an organization whose members are your ideal patients.
- ☐ Give it time — visibility compounds slowly, often 90+ days.

R

Referral Partner Relationships

Referrals are earned through relationships, not business cards.

Build intentional relationships with people who already serve your ideal patients — and become a connector, not just a source of referrals.

START THIS WEEK

- ☐ List 3–5 complementary providers and schedule a coffee with each.
- ☐ Ask each: what does an ideal referral look like for you?
- ☐ Introduce two of your referral partners to each other.
- ☐ Follow up. Relationships need upkeep.

Being findable and unforgettable, in that order.

O

Online Presence

Your website is interviewing for you.

Before a patient ever calls, they've often already formed an opinion — from your website, reviews, and social media. The goal isn't the fanciest site; it's being findable, trustworthy, and current.

START THIS WEEK

- ☐ Google yourself the way a patient would.
- ☐ Match your website, Google profile, and socials on hours, address, and phone.
- ☐ Ask happy patients for a review right after a great visit.
- ☐ Replace stock photos with real photos of your office.

W

Wow Your Patients

One delighted patient can create ten more.

The most effective marketing is a patient who can't stop talking about you. The best practices treat every touchpoint — not just the exam room — as part of the experience.

START THIS WEEK

- ☐ Create one signature experience patients talk about.
- ☐ Map the patient journey and improve one step.
- ☐ Make sure every team member represents the brand.
- ☐ Make the goodbye matter too.

QUICK SELF-CHECK

Which pillar needs the most attention in your practice right now?

RATE YOURSELF ON EACH PILLAR

G — GET INVOLVED

- ☐ Active in a local business group
- ☐ Spoken at a community event
- ☐ Referral sources know me
- ☐ Visible beyond my own walls

Rating: _____

R — REFERRAL PARTNERS

- ☐ 3+ active referral partners
- ☐ Know their ideal referral
- ☐ Introduced partners to each other
- ☐ Follow up after meetings

Rating: _____

O — ONLINE PRESENCE

- ☐ Website & profiles current
- ☐ Actively collect reviews
- ☐ Real photos, not stock
- ☐ Easy to find and contact

Rating: _____

W — WOW PATIENTS

- ☐ Keep every promise you make
- ☐ Create one signature experience
- ☐ Celebrate milestones & birthdays
- ☐ Every touchpoint feels intentional

Rating: _____

Come back and re-rate yourself every few months — the weakest pillar tends to change.

REMEMBER: You don't have to fix all four at once — pick your weakest pillar and start there. Small, consistent steps beat big pushes, and growth compounds over 90+ days.

TAKE ACTION

- Review your ratings above
- Circle the pillar rated weakest
- Open its Deep Dive pages
- Pick one action to start this week
- Put it on your calendar
- Track it for 30 days
- Re-rate yourself next quarter
- Repeat for the next-weakest pillar

NOT SURE WHERE TO START?

A Growth Strategy Session is a fast way to get an outside, expert read on which pillar deserves your attention first — and a plan for exactly what to do about it.

YOUR NEXT STEP

Turn what you just read into a plan built around your practice.

WHAT YOU JUST LEARNED

- G — Get Involved: become visible in your community
- R — Referral Partners: build relationships that refer back
- O — Online Presence: be findable, trustworthy, current
- W — Wow Patients: turn visits into referrals
- Small, consistent habits — not big ad spends

WHAT A STRATEGY SESSION ADDS

- A customized plan for which pillar to prioritize
- An outside, expert read on your current approach
- Specific next steps for your practice, not generic advice
- Momentum and accountability to follow through
- A framework you keep using long after the session

WANT HELP PUTTING THIS INTO ACTION?

A Growth Strategy Session is a 60–90 minute conversation built around your practice — \$995, and you'll leave with a customized Growth Action Plan of your own. If it sounds useful, reach out at practicefreedomadvisor.com/strategy-session or drjoe@practicefreedomadvisor.com.