



Malton Women Council

TIPS FOR ENTREPRENEURS IN THE HEALTHCARE INDUSTRY



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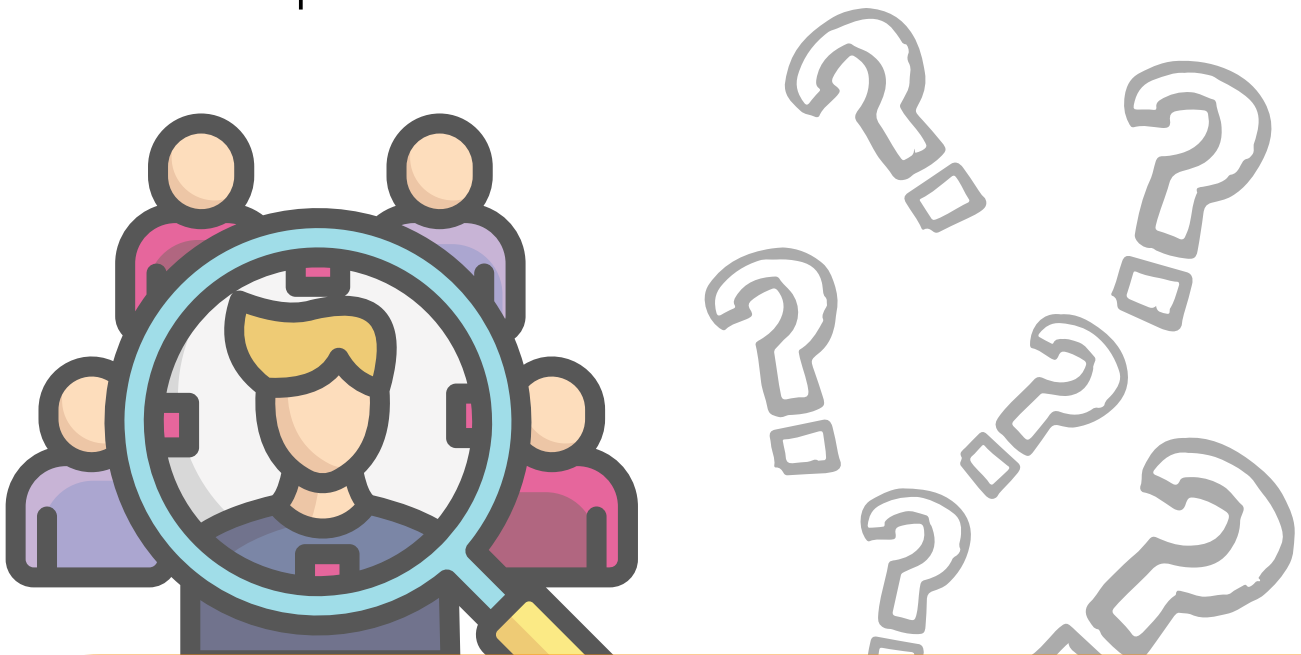
The following document will provide you with tips to define your business goals and effectively navigate the entrepreneurial journey.

- **Clarify Your Vision.**
 - Ask yourself: Where do I see this business in 3–5 years?
Review and set goals every 5 years.
 - Consider: Who am I serving?
 - Determine: What legacy or impact do I want to leave?



Define Your Niche and Ideal Customer.

- Be **specific**. Your ideal customer is not “anyone with money” or “South Asian women.”
- Who is the ONE type of person most likely to benefit from what you offer? The more specific you are, the easier marketing becomes.
- **For example:** As a nutrition coach, your ideal customer might be “**Busy South Asian moms** looking for convenient, healthy, culturally relevant meal options.” Or “**Helping women over 30** prevent disease before they reach menopause”



- **Set Clear Business Goals.**

- Goals should be measurable and time-bound.
- Break them into:
- **Revenue goals** (e.g. \$10K/month by Dec 2025)
- **Growth goals** (e.g. grow email list to 5,000)
- **Impact goals** (e.g. run 3 hormone-reset workshops/year)



- **Market your business.**

- **Map Out Your Marketing Strategy:** Choose platforms you can post on regularly. Consistency is key.
- **Develop a Content Plan:** For example, you will use Instagram, email newsletters, and workshops to promote your business.
- **Generate Leads:** Use free downloads, challenges, and giveaways to secure clients.
- **Develop an email funnel:** Nurture new subscribers to become clients.





- **Market your business.**

- Email regularly but not too often. Email your subscribers once a week. Do not overwhelm subscribers with too many emails. A 20% email open rate is good. 30-40% is very good, and above 40% is great.
- Share your knowledge in emails. Sharing your knowledge builds trust and credibility. Eventually, you can provide customers with a call to action, such as a link to purchase your product. Provide a deadline, such as an early bird discount, which will expire in 2 weeks.
- Offer 30-minute free consultations. These will help you find new customers. Schedule bookings using Calendly.
- Use email marketing tools such as AWeber to your advantage.
- Review and adjust your marketing progress monthly. Determine: What worked?, What didn't?, Where did the money actually come from?, Am I proud of how I showed up?



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- **Develop your skills.** You need to keep learning to succeed in business. Whether it financial literacy, time management, or communication and negotiation, **invest in learning (even if it's 1 hour/week).**
- **Common mistakes to avoid in business:**
 - **Do not say no to new opportunities** because of **fear**
 - **Do not underprice your services.** You may underprice your products or services due to the fear that people will not pay for them. Ask for the right amount for your services. Charge according to **effort**, not necessarily hours spent.
 - Use human psychology to your advantage. Do not simply charge \$45 for your product. **Highlight that your product is worth \$65, and provide a \$20 discount.** People are more likely to buy your product when they see a \$65 price crossed off and reduced to \$45, compared to if you were to simply price your product at \$45.
 - Separate personal and business finances
 - Seek mentors, not just followers



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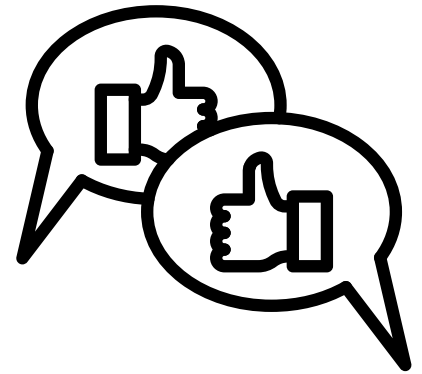
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• Communicate effectively.

- Your ability to communicate effectively will leave a lasting impact on your clients.

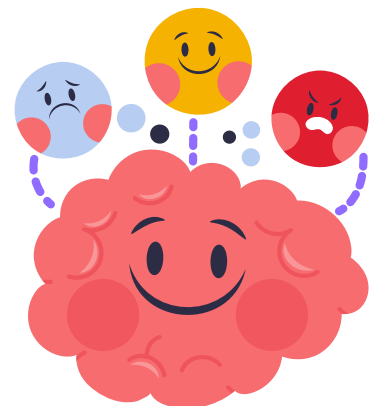
Communicate your offerings confidently. Even if they are not selling well now, communicate as if they are. Communication with confidence is crucial to your success.

- Effective communication involves not only delivering a message but also resonating with the experiences, values, and emotions of your clients.
- For example, as a relatively skinny nutritionist, can you relate to the feelings and experiences of clients who are overweight?



• Seek Emotional Support.

- **Entrepreneurship can feel lonely – this is normal.**
- Build a support circle: peers, mentors, friends who “get it”.





References

- Presentation by Sunita Mohan,
Homeopathic Doctor and
Holistic Nutritionist
<https://www.sunitamohan.com/>



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