



6

Steps to Grow Your Practice *Faster* with House Calls

Hey! I'm Dr. Jen.

2009 was the year that changed everything. Two years into practice, I was completely lost. Burned out from working in a high-stress associateship as a chiropractor, I was ready to leave my patients and my profession.

I was also completely broke.

I quit my job because I knew I didn't fit in a typical practice, but then the question was...*where did I fit?*

Everything changed when I realized that I didn't have to do what everyone else was doing.

I didn't have to follow the path to the "right way" to build a practice.

I realized...that if I didn't want that...I needed to build a practice that was the exact opposite of what I just left.

**A practice where I could work less,
make more, and treat better.**

House calls fit exactly what I wanted. And while no one else was running a practice this way at the time, I knew house calls were the perfect fit for me.

So I turned off the naysayers and the doubts in my head, and I went for it.

I took risks. I messed up. And after a lot of trial and error, I developed the right systems and methods to build a six-figure house call practice working only part-time.

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Fast-Forward 8 Years Later...

I'm humbled and honored to be leading the charge. And share my knowledge and experiences with you, to help you break free from feeling stuck, to share the gifts that house calls have given me.

And to know that I am here to be a fierce advocate for you, my fellow freedom-seeker, and to show you a new way to practice that can give you absolute bliss.

If you're curious, here's my official bio:

Dr. Jen Faber, DC is a House Call Entrepreneur and Mentor and is on a mission to give health and wellness professionals the freedom to build a practice where they can work less, make more, and treat better, all with house calls.

Dr. Jen left convention years ago to escape the burnout and stress of a high volume practice. She was done feeling trapped by the typical path to building a practice, so she broke free and figured out how to grow a six-figure practice with house calls that gave her more time, less stress, and the freedom she craved.

She was recently named by Longevity Media as one of the Wellness Leaders to Watch for her innovative practice-building methods that are revolutionizing our industry.

After eight years of building the right systems and being sought-out for advice, Dr. Jen now mentors health and wellness professionals on how to build their own successful house call practice.

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Which Brings Me to YOU...

**My mission is built from a place of freedom,
and it is my hope to be able to transform the
health and wellness industry, starting with the
individual.**

Starting with you.

**So whether you've been dreaming of a house
call practice for some time...**

**or just stumbled on this ebook looking for
answers...**

**I'd love to show you what's possible with
house calls.**

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What You Need to Know

The health and wellness industry is at a crossroads right now.

Today's health and wellness professionals are facing challenges that are significantly affecting their bottom line. From lower insurance reimbursement rates to increasing costs of maintaining a practice, the pressure is mounting to generate new streams of income.

The typical way of building a practice around jam-packed schedules, rushed appointments, and crushing debt isn't working. *Yet it's the only path we're taught to build a successful practice.*

And I believe this practice model is the reason why more providers are dealing with burnout than ever before.

As a health and wellness professional, you often sacrifice your own schedule and income to provide the best care possible – and don't always get the return you deserve.

You understand the importance of the work you do, but also struggle to find the time, freedom, and income you need to support your family.

It's because of this unique balance that you are about to understand the advice in this guide better than anyone...and recognize the possibility it holds.

In an industry where our mission is to take care of the health of others, it's a crazy-sad irony to wake up in a few years of practice realizing you're not practicing the way you want to be.

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There's a New Practice In Town

Most people in our industry come out of school thinking they have only 2 options:

1. Start their own practice from the ground up. Or...
2. Work in someone else's practice.

Each of these viable options come at a high cost.

Working in a practice provides the security of employment and a stable paycheck, but at the price of having someone control the way you practice and ultimately how much you make.

Building a practice from the ground up creates exciting autonomy of being your own boss, but can be clouded by staggering start-up debt and crushing overhead just to keep it running.

With these two options, how can you have a thriving practice, that attracts patients, without huge expense, and still make a living without burning out?

Well I'm here to tell you that the typical practice is not the only option.

There's a simpler path. A more purposeful way to practice. One that creates more freedom and brings you back to your roots of why you entered this industry in the first place.

I believe that house calls are the answer to burnout. I believe they're the answer for the health and wellness professionals out there who feel stuck, lost, and like they just don't fit, even though they love their work.



Why I Created This...

When I reached my tipping point in 2009, I was at a loss looking for answers. I only knew that my path had to be the complete opposite from where I came from.

And because there were no mentors I could learn from on how to build a house call practice, that planted a seed for me. I knew that someday I wanted to be the mentor that people could turn to.

So this is all for you. You don't have to go it alone and figure out the answers. I've done the hard work for you. :)

And now, after building a six-figure house call practice working 4 hours a day, and helping over 3000+ health and wellness professionals to date, one of the biggest questions I still get is, "Can you REALLY build a practice on house calls?"

Which is totally understandable. I had the same question too, and the answer is 100% YES!


And while I can't guarantee that you'll achieve the same results...After 8+ years of experience, I'll outline exactly what makes house calls so sustainable and how you can start and grow your own house call practice as quickly as you want.

The goal of this book is to empower you to take complete control over how you work, how much you work, how much you make, and how much faster you can grow your practice with house calls.

You'll see how each step leads to the next, so you can understand how house calls can build a practice around how to work less, make more and treat better. (Plus, it'll help you answer the question: "Are house calls for me?")

You ready? Let's dive in to the 6 Ways House Calls Can Grow Your Practice Faster.

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#1 You Can Kiss Overhead Goodbye

#1 You Can Kiss Overhead Goodbye

Today's health and wellness professionals are facing growing challenges on making a practice profitable. Between increasing regulations, expenses and inflation, starting a practice is a bigger hill to climb now more than ever.

Plus we're bombarded with messaging and marketing around 'bigger is better' or 'invest more to make more.'

While you do need to invest into your practice to make it grow, you don't need to go into more debt to do it.

They say "money talks," but that shouldn't put your bank account in the red before you even get started. You don't have to blow through lines of credit, large loans, or credit cards to get all of the bells and whistles you may think you need *or are told that you need* to be successful in practice.

Believe me, it's easy to get drawn into the next new shiny object for your practice. But the truth is you don't need as much as you're being told, not when you're savvy with your cash flow; and with house calls, your investment will only be a sliver of what it would be for a typical practice.

Plus (important aside here) the one thing you truly need to make your practice thrive is YOU. The patients out there who are waiting for you aren't coming to you because of your start-up costs and overhead.

A secret between you and me...

They don't care how much you've invested to get up and running. They're spending their money on you because YOU give them something they didn't have before. It's your service and your presence that ultimately defines your practice's success.

6 Steps to Grow Your Practice Faster with House Calls

#1 You Can Kiss Overhead Goodbye

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The house call model brings a whole new ball game to how health and wellness professionals can practice.

This model is minimal in pretty much every sense of the word, which gives you a huge advantage to make your practice successful.

As soon as you eliminate the four walls of an office, your start up cost and overhead plummets.

House calls make great business sense when you consider that the average practice can easily spend anywhere from \$50,000-\$100,000 on start-up costs, then watches 50% of profits go instantly out the door on overhead.

I clearly remember a conversation with one of my peers after I quit my associateship. I was seeking advice, as he had a successful practice, and he happily shared with me that he spends \$30,000 a month on overhead.

\$30,000?!? That was like a door in the face for me. All I could think of was, "how many patients am I going to have to see to just pay off expenses?"

Then it hit me. My awful associateship wasn't about my boss or how he ran his practice. It was that running an office is *uber expensive*, no matter who is in charge.

This was more than I bargained for and that last thing I wanted to do was go in the red in my own practice, not when I already had \$150,000 in student loans to deal with.

So here's the beauty with house calls... I instantly saved thousands in expenses, and you can too. Look at the checklist on the next page and you'll see what I mean...

#1 You Can Kiss Overhead Goodbye

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You **DON'T** Need any of these with House Calls:

~~an office space + lease~~
~~security deposit~~
~~contractor~~
~~office build-out~~
~~lawyer fees~~
~~real estate agent fees~~
~~permits~~
~~office furniture + artwork~~
~~office magazine subscriptions~~
~~office equipment~~
~~radiology suite (depending on industry)~~
~~insurance staff (depending on industry)~~
~~front desk staff~~
~~payroll staff~~
~~office cleaning~~
~~office maintenance~~
~~office utilities~~

What You **WILL** Need with House Calls:

A car
Your portable equipment
A mobile device with wifi

When you eliminate what you need in a typical office and build your practice with house calls, you can easily drop your overhead by as much as 80%.

This was difference between me having a thriving practice or being stuck in practice burnout and gridlock. The low overhead benefit of house calls gives you a huge financial advantage to make your practice successful from day one.

#1 You Can Kiss Overhead Goodbye



This is important because the less debt and overhead you have, the more profit you make and peace of mind you will have.

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#2 High Volume is No Longer Necessary

#2 High Volume is No Longer Necessary

6 Steps to Grow Your Practice Faster with House Calls

In our industry, high volume is seen as the gold standard to “make it” in practice.

It goes like this: The more patients you see, the more you can make, and the more you can cover the costs of running your practice and get a paycheck.

It’s a world of “quantity over quality” in a typical practice, because that’s what is necessary, or at least that’s what we’re told.

I’ll be honest, I struggled with the high volume model right out of the gate, physically, emotionally, and financially.

I would stare at my schedule with 3 patients scheduled in every 15-minute block of my day thinking, “how the heck am I going to be able to treat each of them in 5 minutes?!?”

After 8 hours of this, I would come home completely tanked. My hands and shoulders hurt from all of the repetitive treatments. My energy was in the gutter.

And at the age of 27 at the time, that was scary, because I knew I couldn’t keep up this pace for the next several years of my life.

And I knew that this way of practice made no sense at all. There had to be a different way. **Can you relate?**

The financial burden of having your practice in a typical office can be crippling, like we just talked about in the previous section.

But now that we’ve wiped away thousands in start-up and overhead with house calls, that high volume pressure instantly goes away. *There’s no more financial risk for you.*

#2 High Volume is No Longer Necessary

Meaning that you can now build your practice without the need for jam-packed schedules. You can build it all around the quality of care you want to provide.

This was a game-changer for me. I could build a practice model that went from seeing 50 patients a day down to 5-10 appointments. I felt like I could breathe again!

Rather than feel exhausted after a day of patient care, I was exhilarated, falling completely back in love with my work and now the pace that I was now doing it at.

So if you're tired of 12-hour days in practice and looking for a way out of the high volume grind?

You've come to the right place.

With a house call practice, your newfound freedom to save thousands in overhead gives you the opportunity to work less and build a thriving low (yes LOW) volume practice.

Think about this for a second...

Imagine working just a few hours a day. Imagine being able to focus on your care without the rush. Imagine what you'll feel like at the end of the day now when you can practice at this pace.

Quality of care can now be your gold standard.

That's what house calls can do for you.

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#3 More Time to Spend with Your Patients

#3 More Time to Spend with Your Patients

So now that you can build a practice around low volume, that opens a brand new door for you.

You now have more flexibility to decide what type of care and service you want to provide for your patients...

And how long you want your appointments to be. Your practice isn't running your pace anymore.

You're back in the driver's seat!

I couldn't believe how amazing it felt to truly feel in control of this. I walked away from a world of 5-minute appointments and now created a practice of 30-minute appointments. I felt like I could do anything I want.

And here's something important to point out, if you've been feeling starved for more time with your patients...

Guess what? It's safe to say that your patients are probably feeling it too.

In fact, one of the biggest complaints from patients across the health industry is that they don't get enough time with their health provider.

So how does more time grow your practice faster, you ask?

Let's start with you, the provider, first.

If you're a provider who feels constantly rushed and stressed with overbooked appointments, your ability to have a slower pace will actually make you more successful in practice.

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#3 More Time to Spend with Your Patients

6 Steps to Grow Your Practice Faster with House Calls

HERE'S HOW...

That struggle with low volume, the stress, the exhaustion, all affect your happiness in practice. And studies are showing that it's our happiness that dictates our success in practice and life, *not the other way around*.

So if this idea of low volume is appealing to you, it's safe to wager that you'll feel happier practicing this way.

And if you can wake up every day eager to jump out of bed to see your patients, you're going to see the rewards in how fast your practice grows.

Now let's look at it from the patient's perspective...

If you now build a low volume practice, the pace for your patients will feel less rushed, In fact, it'll actually feel relaxed. Talk about a novel concept for them!

Think about the impact this will make on your patients. They'll now feel more comfortable knowing they have this time with you. They'll be able to ask questions, get additional care, and have a better overall experience working with you.

This shift in the experience you offer is what can lead to more satisfied and more committed patients.

Meanings that odds are high that they will stick with you longer and refer more people to you.

#3 More Time to Spend with Your Patients

So your practice can grow on its own, without you having to constantly market in search for new patients.

And when you double down on that and provide your care in someone's home or office (which we'll talk about more in #4), then patient satisfaction will explode for you.

If the idea of quality care and lower volume appeals to you, then house calls might be the practice model you've been searching for...



MORE TIME = BETTER RESULTS

When the pressures of overhead are gone, you can spend more quality time per appointment.

You'll no longer feel rushed and drained at the end of the day.

With more face-time per appointment, you can focus on providing the quality of care you want and your patients deserve.

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A woman with shoulder-length brown hair, wearing a white tank top, is smiling and looking towards a man in a suit whose back is to the camera. Another woman with long blonde hair is visible in the background, also smiling. The scene is dimly lit with a blue tint.

#4 Convenience is Your Golden Ticket

#4 Convenience is Your Golden Ticket

We all know that people's lives are busier than ever, and it's getting harder for them to pack more into their days, including appointments with you.

And at the same time, we're seeing huge shifts in how businesses are offering their goods and services to their customers.

Which leads to a trend that can work heavily in your favor...

TRENDING: More Businesses are Going Mobile

You're now seeing this new business model of going mobile drive the future of many businesses that you and I interact with every single day...

...Grocery stores that you used to have to drive to the store to now deliver right to your door. Computer techs that now show up in the comfort of your home to fix your laptop. Dog groomers...bike repairs...ski rentals...all arrive at your door.

These industries all doing mobile....AND their businesses are soaring.

Now the health and wellness industry, which traditionally provides their services in their own office, are being turned upside down by this growing trend.

This makes our time right now *the perfect time* for freedom-seeking health and wellness professionals like you to thrive.

Because people will pay more for convenience and simplicity.

6 Steps to Grow Your Practice Faster with House Calls

#4 Convenience is Your Golden Ticket

And because people are busier, it's making it harder to put their health first.

These same people are looking for easier, simpler, more convenient solutions to get healthier. Think about all of the services people travel to appointments for to feel better.

Doctor's visits, personal training, yoga classes, acupuncture, chiropractic care, massage, taking their pet to the vet...

These are all services that people would love to have come right to their door.

Mobile businesses are thriving...

Like we talked about, the old way of running a practice is to spend thousands on start-up and overhead, market to everyone and try to get as many patients or clients in the door.

But the new way of building a practice with house calls allows you to instantly eliminate the overhead, stresses, and pressures, so you can focus on doing the work that you love...all in bringing your care to the people you serve.

So why is this amazing?

A house call practice model creates two important things:

SIMPLICITY AND FREEDOM.

6 Steps to Grow Your Practice Faster with House Calls

#4 Convenience is Your Golden Ticket

6 Steps to Grow Your Practice Faster with House Calls

It's CONVENIENCE, Not Convention

House calls are a 180-degree turn from every typical practice experience.

You are offering a massive convenience by bringing your services on-site, which means your patients don't have to deal with traffic, sit in a waiting room, or struggle with family and life scheduling conflicts and transportation.

And you'll be offering something no one else is in your area is...

**Meaning you'll have the competitive edge to make
your practice stand out.**

Providing service in a patient's home or office creates a unique opportunity to integrate more care and build stronger rapport.

There is a natural level of comfort and an increased ability for patients to ask you questions and show you how they live, work, and engage in their environment.

Not only can you observe their daily activities, but you can also change them, right in their own home.

When you provide care in someone's own environment, *you get to see how they live in a way most health professionals never see.*

This you the upper hand to provide better assessments, and as a result, get better outcomes from your care.

#5 You Can Now Charge More Per Appointment



#5 You Can Now Charge More Per Appointment

When I launched my house call practice back in 2009, I remember thinking “will people actually pay more for me to come to them?”

These types of questions is what can drive you to think of ways to constantly overdeliver and “wow” the people you serve.

But initially, I couldn’t get past the thought that I’d struggle and have to lowball my fees like everyone else was doing, just to stay competitive.

I mean don’t get me wrong, I loved the idea of house calls, but the idea of charging more for my services (even though I knew it made sense) just felt daunting and completely foreign to me. And I wasn’t sure I could muster the courage to do it.

Now if you’ve ever thought something similar, guess what “you’re normal!”

But if you were thinking that someone will sign up for house calls because they can get that level of service for a low price or the same price they would get going somewhere else, it’s just not true.

Because people will pay more for a better experience. And it doesn’t matter how experienced you are or what specific health and wellness profession you’re in, people will consistently invest more in you if you provide a better quality of care.

Now some people think the key to building a practice is to lowball your fees and offer discounts to stay competitive, but it’s actually quite the opposite.

That’s what the experts in our industry are telling us that we have to do to stand out, get appointments, and make a living in your practice.

But that couldn’t be further from the truth, especially when it comes to house calls.

6 Steps to Grow Your Practice Faster with House Calls

#5 You Can Now Charge More Per Appointment

6 Steps to Grow Your Practice Faster with House Calls

Let me share with you a conversation that was a huge tipping point for me...

"You should be charging me more," he said. "I'm not going to write out a check until you give me a different price. I want to pay your maximum fee."

All I could think was, "Seriously? Was he really saying this to me?"

"Who ever says they want to pay more for something?!? That never happens!"

But it was happening, and it was a huge wake-up call.

And he just stared at me patiently, until I gave him a higher fee. Then he smiled and happily wrote a check in that new amount.

These words were said to me from one of my first house call patients, and it was an appointment that changed the entire course of how I practice.

I realized something invaluable that day. I should not be blending myself in with other practices by charging the same fees as they do.

To be honest, I started my house call practice with the belief that no one would pay more for me to come to them.

So even though I knew that I was providing a higher level of care, I thought that if I charged the same as typical practices, it would be an even easier 'yes' for patients.

Little did I realize that it was actually the complete opposite.

#5 You Can Now Charge More Per Appointment

With house calls, you instantly have an ace up your sleeve, because you are already providing more value than other providers in your area.

People will gladly pay more for the convenience of house calls. Think about how much simpler and easier their lives will be by bringing your services to them.

No matter what type of house call practice you have, what specific profession you're in, your location, or the services you provide...

Convenience will always be a part of what you offer with house calls.

So when someone asks me, "Will house calls work if I'm a (insert type of practitioner)?" I'll always say 100% YES!

Plus, health and wellness professionals love building their practice with house calls because they now have the flexibility to provide more face-time than what they could in the confines of a high volume practice.

When it comes to value, the more time you offer per house call appointment, the higher your value goes, which means you can charge more.

It almost sounds too simple, right? But that's the whole point of how house calls can grow your practice faster!

Building a practice doesn't have to be complicated. And remember, the people in your community **actually want to pay you more** for the value you're going to offer them.

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#5 You Can Now Charge More Per Appointment

So if you wish you could make more in practice...

...but feel like you have to low ball your fees just to stay competitive?

House calls can be your answer.

You want to charge what you're worth. You want patients to happily pay your fees...

... and you DESERVE it.

Most practices today suffer because of insurance hassles and over-saturated markets.

And you need a new way to stand out.

House Calls are different. You can easily make more per appointment, so you can build a successful practice faster.

You bring your care to the people in your community. They can get longer appointments, all while skipping the traffic and the waiting room.

People gladly pay extra for this ultimate convenience.

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#5 You Can Now Charge More Per Appointment



LOW OVERHEAD



+ HIGHER FEES



= FASTER GROWTH

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#5 You Can Now Charge More Per Appointment

With this formula, you can build a practice that **stands out** with house calls, so you can generate a great income for yourself in a matter of weeks...

all while providing the quality of care you want and your patients love.

6 Steps to Grow Your Practice Faster with House Calls



#6 You Can Build a Stress-Free Practice

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6 Steps to Grow Your Practice Faster with House Calls

Your income is important, but HOW you make your money in practice is even more valuable.

Because house calls are a premium service and provide a higher value, you can charge more, and *actually make more while working less*.

Whether you're starting-up or transitioning an existing practice, house calls are ALL benefit, no risk.

Here's a recap of what we've covered:

The start-up and overhead costs of a house call practice are extremely LOW. Less overhead means you KEEP more of your money.

With less financial risk, you can build a successful practice on low volume.

That allows you to focus on more time with patients, quality care, and the convenience of house calls.

Giving you the ability to charge more per appointment.

This allows you to work less in practice, make more doing the work you love, and provide a higher level of care for the people in your community.

House calls are a win for you.

For your practice.

And for your patients.

#6 You Can Build a Stress-Free Practice

6 Steps to Grow Your Practice Faster with House Calls

You know, we live in the greatest time ever to have a practice.

Never before have we been able to transform the way we practice in a way that fits our lives and serves the people in our communities in a new, convenient way.

Don't let anyone tell you otherwise.

Everything you want from your practice is absolutely possible and house calls can be a path for you to grow your practice significantly faster.

And when that happens, you will be able to provide for your family and you can have a life on a whole new level.

Last but not least, I want to share this with you. You have the ability to create any type of practice you want. Your skills as someone who helps people get healthier, is a gift.

Don't get stuck in conventional.

Build a practice that's authentic to you, so you can have more abundance and more happiness in such a way that it allows everyone in your life to flourish.

Because here's what I know to be true, when you have the flexibility to break away from the stress of high volume and bring more value to the people in your community through house calls, that's when you have the greatest impact on those you want to serve.

And the end result is being able to have a practice you love and a life at the same time.



ASK YOURSELF...

Do you want to feel less stressed in your practice?

☐

Do you want to give more time and care to the people you serve?

☐

Does the idea of breaking away from a conventional high volume model excite you?

☐

Do you wish you could spend more time on your work and less on your trying to manage your practice?

☐

Have you found yourself looking for different ways to practice because you feel like you just don't fit?

☐

IF your answer is YES, these are all great signs that house calls can be the answer you've been looking for.

Want to Learn EXACTLY How to Build a House Call Practice?

[Sign Up for My Free Video Training Series..."The House Call Revolution"](#)



Here's what you'll learn:

- Learn a new method to **build a low-stress practice without the financial risk.**
- **Understand how to make more per appointment**, while serving your community in a more meaningful way.
- Develop a profit strategy to **replace your current income working fewer hours.**
- **Know how to market house calls**, so your practice stands out in your community.
- **Get my entire strategy on how to build a house call practice in 90 days.**

[Yes! Sign Me Up for the Free Training >>](#)

A man and a woman are smiling and standing in a room. The man is on the left, wearing a light-colored sweater, and the woman is on the right, wearing a grey top and a cardigan. They are both looking towards the camera. The background shows a brick wall and some furniture. The entire image is covered with a semi-transparent blue overlay.

HOUSE CALL PRACTICE