



MINDSHARE
COLLABORATIVE

THE HEALTH PROFESSIONAL'S PLAYBOOK FOR BUILDING MULTIPLE STREAMS OF INCOME

FIVE PROVEN STRATEGIES FOR CREATING A
SUSTAINABLE INCOME BEYOND YOUR PRIMARY
PRACTICE TO CREATE TIME AND
MONEY FREEDOM

**BY JJ VIRGIN
& THE MINDSHARE COLLABORATIVE TEAM**



THE TALE OF TWO PRACTICES

Most practitioners start their own business to create financial and time freedom, but end up stuck in a fee-for-service reality. Hi, I'm JJ Virgin, New York Times bestselling author, Nutrition and Fitness Expert and founder of the Mindshare Collaborative. During my early years as the Director of Practice Development for Designs For Health, I saw firsthand that success wasn't always connected to expertise. Some practitioners were thriving, while others struggled despite similar levels of knowledge and experience. What did some of these practitioners know that the others didn't? What was their secret? My story about two similarly situated practices provides key insights. To honor their privacy I will call them Dr. X and Dr. Y.





LET'S START WITH THE STORY OF DR. X



Dr. X was an internal medicine doctor. He had a business insurance based fee-for-service practice. He worked long hours at his practice and it seemed like he and his staff were always in a state of overwhelm. He was also overwhelmed by his overhead - between his staff, his malpractice and his office rent he was stuck around the \$250K mark and couldn't figure out how to increase his income without giving up more of his precious limited free time.

When I met with him I shared how he could add supplements and a weight loss program for additional leveraged income. It sounded like a great idea, especially to me, but the challenge was that Dr. X didn't believe his patients would pay for supplements or a program. He thought his patients would only do therapies that insurance would cover.

What Dr. X didn't realize was that when his patients were going to the local pharmacist to fill their insurance-covered prescriptions, they were also buying the supplements the pharmacist recommended. Because of his false belief, Dr. X was giving away a six figure income stream. It gets worse than that though because he also deprived his patients of better results that would have had them referring more patients to him.



CONTRAST THIS WITH DR. Y

Dr. Y was literally a five minute drive from Dr. X. Dr. Y was a family practice physician. After talking with me about supplements, programs, and streams of income, Dr. Y decided to shift his focus from general medicine to supporting the local aging community of golfers and tennis players (which were plentiful with the retirement community in Palm Desert) and sports performance. He moved his practice from an insurance based model to a cash based concierge model. After Dr. Y made a few changes to his niche and his business model, he had a wait-list full of the kind of patients he loved to work with. He also had more time to spend with his young kids and wife.

Dr. Y added additional income streams of products and services that didn't rely on him because people were used to coming to his office as their go-to resource. They would invest where they had confidence in the staff and the doctor. His patients were committed and thrilled to work with him and referred him to their friends.





DR. X AND DR. Y SIDE-BY-SIDE

DR. X

Internal medicine doctor -
broad niche

Insurance based fee-for-service
practice

Worked long hours at his practice
and overwhelmed by
his overhead

Believed his patients wouldn't pay
for supplements or a program not
covered by insurance

Deprived his patients of better
results that would have had them
referring more patients to him

DR. Y

MD supporting the local aging
community of golfers and tennis
players and sports performance

Cash based concierge model

Wait-list full of the kind of patients
he loved to work with while
having MORE personal time

Had additional income streams of
products and services that didn't
rely on him to deliver

His patients were committed and
thrilled to work with him and
referred him to their friends

To be clear, this isn't a tale of cash pay versus insurance pay. This is a tale of two ways to approach your practice - one being a fee- for- service single income stream of trading time for money or two being a practice with multiple income streams that aren't reliant solely on your time and efforts.



THE SUCCESS TRAP

It's easy to get stuck in the trap of trading your time for money. If you look at the traditional healthcare model, you have only one source of income - your time and expertise. In this type of business, you are making enough money, but you're working hard for that money. This is the success trap - you are making enough but can't get to the next level because you don't have the time to trade for it.

Statistically that looks like an annual income of*:

MD General Practice	\$221,990
Dentist	\$189,621
Naturopathic Doctor	\$165,471
Chiropractor	\$160,110
Functional Medicine Doctor	\$141,576
Nurse Practitioner	\$123,780
Physical Therapist	\$96,401
Psychologist	\$81,040
Acupuncturist	\$73,960
Dietitian	\$67,459
Personal Trainer	\$65,324
Health Coach	\$47,734

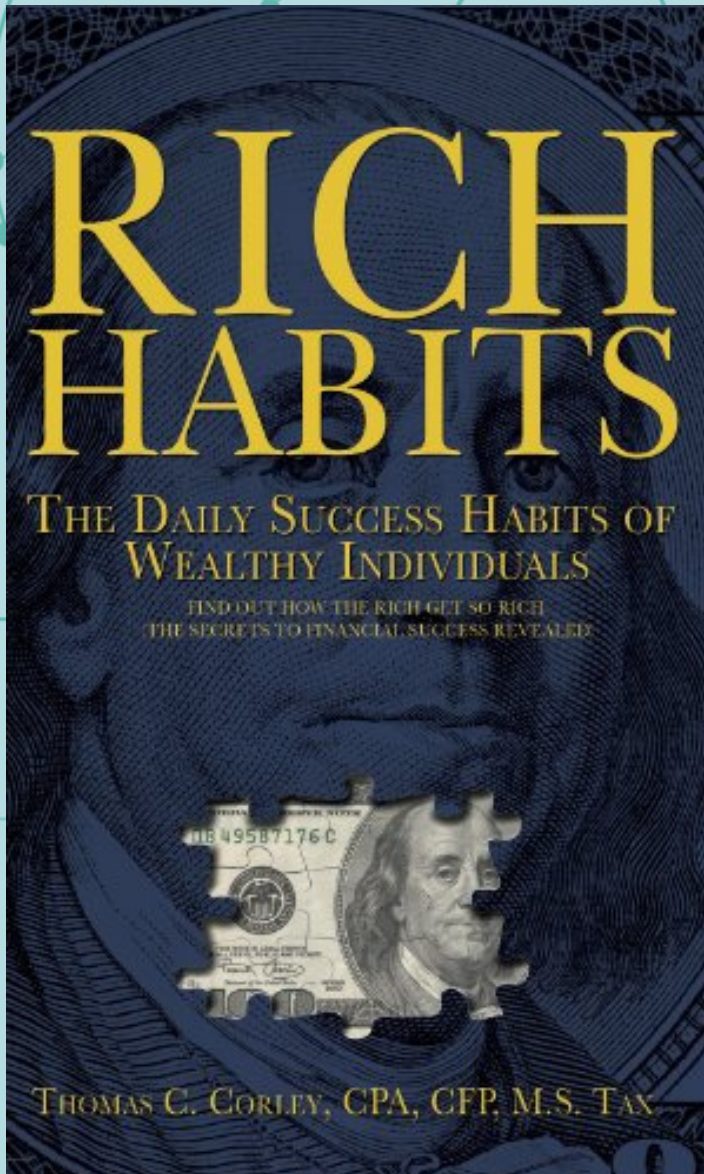
*Statistics of financials of most HCPS from national salary reporting services

The success trap is where Dr. X got stuck. On the other hand, Dr. Y was able to add income streams, breaking the success trap and living life with more freedom. If you want to break free from the success trap and create more time for yourself, your family, and your life, you need to add more income streams, especially those that aren't reliant on your time and efforts alone.



THE #1 SECRET OF MILLIONAIRES

What is the secret of millionaires when it comes to business and income? In 2018, a five-year study of millionaires by Tom Corley revealed that the millionaire's secret is multiple income streams. The common myth is that a millionaire has, on average, seven income streams. But the reality is that on average, a millionaire has just three.



This is what Tom Corley discovered in his “Rich Habits” study:

- 65% of millionaires have three streams of income
- 45% of millionaires have four sources of income
- 29% of millionaires have five or more income streams

Why is this important & advantageous?

- Diversifying risk
- Scaling faster
- Making more money
- Creating leveraged streams that don't depend on you



It's important to have multiple income streams so you don't put "all your eggs in one basket" and instead create a cushion for risk, especially when there are financial recessions and changes in the stock market. With multiple streams of income you can also see when something's working and then "put your foot on the gas" and scale it. This makes it possible to make more money and create more financial security and flexibility. Ideally, You can create streams of income that don't rely completely on you. I learned the importance of this when I was working at the bedside of my 16-year-old son Grant, who was hospitalized for four months after he suffered a severe traumatic brain injury due to a hit and run. I achieved my first and second million dollars in business during this time due to having multiple streams of income that kicked in.

By the way, adding multiple streams of income isn't just for cash-based practices. In an insurance-based business, another stream of income can protect you from the gap time between submitting an insurance invoice and getting paid, and changes in reimbursement rates. Additional streams of income can even protect you from unpredictable events like the financial devastation of a Pandemic.



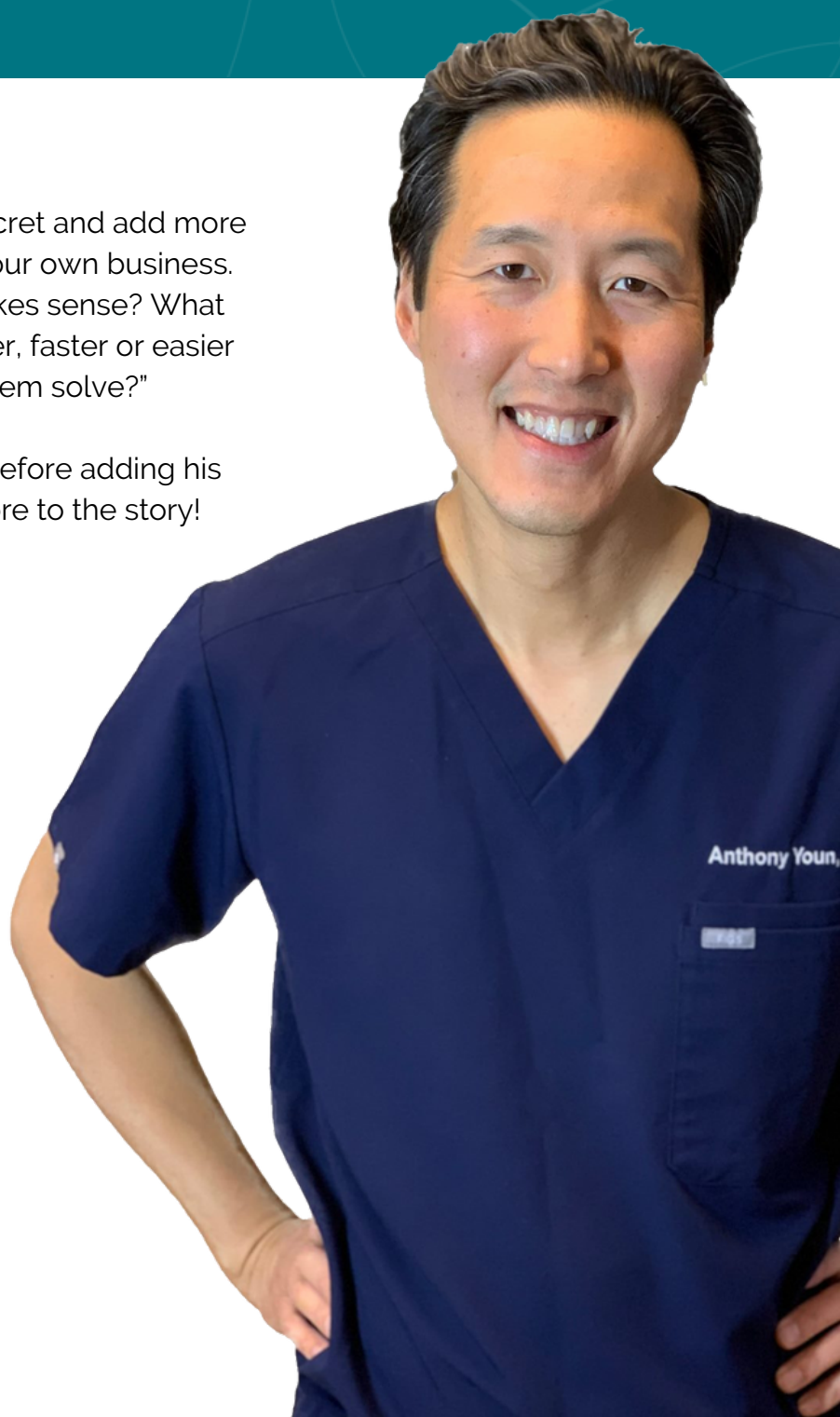


THE MILLION DOLLAR QUESTION

So, if you want to unlock the millionaire secret and add more income streams, the best place is within your own business. Ask yourself, "What else can I add that makes sense? What else will help my patients/clients get better, faster or easier results? What other problems can I help them solve?"

This is what Dr. Tony Youn asked himself before adding his Youn Beauty Skincare line... but there is more to the story!

Dr. Youn joined the Mindshare Mastermind with a successful plastic surgery practice. He had published two books, and done a Public Television special with his Age Fix book. He appeared regularly on national television including Rachel Ray and Good Morning America. His goal was to become the top known plastic surgeon and he was well on his way.





The Mindshare team noticed how funny Tony was and encouraged him to do more video and build his own "channel" rather than being tied to television. When the pandemic hit, he doubled down on making videos. The rest is history... As of this writing, Dr. Youn now has one million followers on Instagram, 4.47M subscribers on YouTube and 8.3M on TikTok. He now makes as much money from his videos and skincare line as he does in his thriving plastic surgery practice. Can you imagine having that kind of cushion in case the world shuts down again? I hope so, because this level of success is available to you too!

Dr. Deb Matthew, Dr. Aaron Hartman, and Dr. Dan Cardellichio also answered the million dollar question for themselves.

And then...

Dr. Deb Matthew created a high ticket offer, added coaches to support her programs and leverage her time, and is making more money with better results for her patients.

Dr. Aaron Hartman added a membership program to his practice so that his patients had a place to land and continue their healing journey with support from his coaching team and ongoing training from his video library.

Dr. Dan Cardellichio added a High Ticket Weight Loss Program to his chiropractic services, quickly sold \$195,207 worth of programs and was able to escape the fee-for-service model.

I hope this inspires and excites you as much as it does me!

WHAT'S POSSIBLE FOR YOU

Where would you love to be right now in terms of time, money, and the impact you're making in your business and in your life? What would adding a 5-6 figure income stream that isn't solely focused on your time do for your life? This is what we teach people to do.

We've identified 16 diverse income streams that you can add to your business and later in this guide, I am showcasing the top five that you can easily add to your current business.

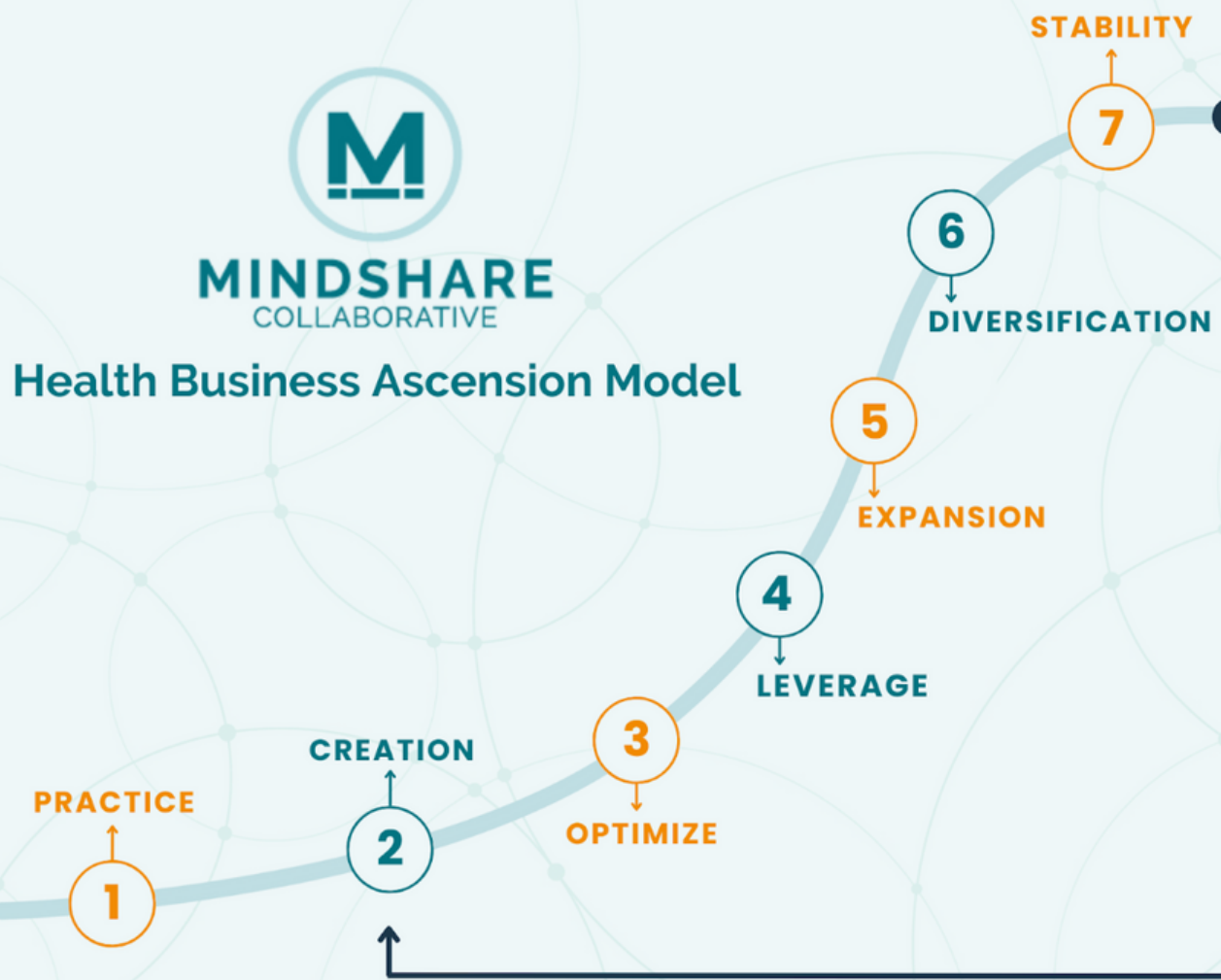
Your first step is to determine where you are now and get clarity on what is possible. To do that, I recommend taking our health business assessment.

[CLICK HERE FOR YOUR COMPLIMENTARY BUSINESS ASSESSMENT](#)



THE HEALTH BUSINESS ASCENSION MODEL

Before I share the top five income streams for a practitioner to add into their business I'm going to walk you through the Health Business Ascension Model to help you gain more clarity on where you are and where you want to be. Over a decade of helping health business owners achieve incredible success, I've learned there are particular stages of business that must be developed. Health business owners who do not fully develop each stage or skip over them entirely end up burnt out, overwhelmed and unsuccessful.





1. PRACTICE

You are here if you are successful yet frustrated because you don't have the time and money freedom you desire. You've created a successful practice yet you know you are meant for more and you want to make a bigger impact in the world. You've got the training, education, experience and more importantly the desire and courage, you just need the roadmap.

2. CREATION

This is where you identify a new income stream using what you're already doing. It involves stepping outside your competency comfort zone to take action and learn a new way of generating income.

3. OPTIMIZE

You've created your income stream and sold it to your warm audience to confirm it will fly. Now it is time to optimize it by adding traffic from a new audience as well. You will be working out any of the challenges in the offer to prepare to put your foot on the gas and really scale it.

4. Leverage (Systematize Tech, Tool, Teams)

Once you have proven that your offer will fly with both warm and cold audiences and you have started to sell it consistently, it's time to systematize it so you can scale it. This includes adding tech automation and tools and building a team to support you. You are also setting your business up to be saleable.



5. EXPANSION

Now you can add another income stream which becomes easier as you understand the duplicatable success process. You will also be expanding your reach to new audiences via advertising, partners and bigger platforms (podcasts, speaking, media etc.) You are becoming well known as a Trusted Authority in your niche.

6. DIVERSIFICATION

Now you are expanding into bigger platforms - big stages, podcasts, docuseries and expanding your audience either by moving into B2B (Business to Business) or globally. You may also be acquiring complementary businesses.

7. STABILITY

You are mentoring others in your industry and investing into other areas. You are active in philanthropy. You always have the option to repeat what you have learned in an entirely new niche or industry or to simply enjoy life!

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THE 5 TOP INCOME STREAMS

Wherever you are on the Health Business Ascension Model - it's easy to see how you can benefit from adding additional income streams - we have identified 16 diverse complementary streams. Still, for the sake of results and simplicity, I will focus on five in this guide.

You likely already realize how many things you're already doing that could become additional income streams. The five options I've included here are what we consider to be the "low-hanging fruit" in your business. You can add them with the least amount of time and effort and the most economic upside. I'll also share stories of practitioners like you who have already done this to help you see how this could work in your business.



HIGH TICKET OFFERS (HTO)

This is usually the easiest income stream to add, as you just need to package your process into a transformational program that is paid for in advance. HTOs can be done in a 1:1 or 1:few model. It is your process packaged into a program with leverage - like an online community, recorded video training, handouts and/or coaching support that takes the focus and need off of your time. HTOs provide the perfect opportunity for practitioners and patients to form powerful healing partnerships. When patients purchase an HTO, they commit to their transformation and demonstrate trust that you can help them. By creating programs that are paid in advance (either paid in full or monthly), patients are likely to achieve successful outcomes, and you no longer need to be constantly "re-selling" your services.

I think we can agree that it takes the commitment of both time and money for the healing transformation to happen. And that transformation starts the minute the patient invests in themselves by investing in your HTO. The reality is, when we have a clear path and access to healing, they have better results. And it is so much nicer for you to not have to repeatedly resell your patient on the process.



A great example of a successful HTO is Dr. Bryce Appelbaum. He had a busy vision care practice. He was "slammed with patients all day" and helping many different people with different types of vision problems. When he came into the Mindshare Community through the Trusted Authority Accelerator, he was able to narrow down his niche to people who had vision problems due to concussions. This was a group that he was already serving, but was "barely scratching the surface" on how to serve them. Without a big social media following or any online experience, he was able to add a high ticket offer by offering VIP Intensive Treatment weeks. The VIP intensive treatment was something he was already doing and was right in front of him the whole time he was practicing he just hadn't packaged it.



ONLINE COURSE

Ever feel like you are repeating yourself? Great, because that is your goldmine! An online course is a simple solution to package the things that you say over and over again that help your clients have the transformation they desire. A course can be broken into modules and lessons. You can create a course outline that highlights the struggle you help people overcome and the tools they need to have a health transformation for that struggle.

An important piece of creating your course is to keep the modules simple, focused, and short. People want to buy the fastest path to their transformation. That means the information needs to be complete, but not long in a time investment. This course can be a stand alone, it can be part of your HTO, it can be included in your membership and it can also be pre-work for patients before they even see you!

Debra Atkinson of Flipping Fifty Fitness created a five-day course consisting of short workout videos. She offers this course for free and then upsells them into her membership site. She's already had over 15,000 people go through her five-day program, which has created over \$100K annually from the back-end membership. She has another income stream of her 12-week "Stronger" program that also feeds into her membership program.





MEMBERSHIP PROGRAM

A membership program creates ongoing and consistent value for your client. This is an ideal income stream to add when someone has gone through your program and now wants to continue building on these results. Typical membership programs include ongoing training, group coaching, and an online community.

Dr. Aaron Hartman of Richmond Functional Medicine moves his patients into a \$197 monthly membership after their initial intake and visit. The membership includes email access to the care team, ordering and review of personalized testing, access to the board certified functional medicine doctor to address acute and chronic medical problems, coordination of care with other medical specialists, periodic review of the treatment plan with revisions and modifications based on individual patient response and access to the in-person and virtual care team. The annual value of a patient in year one is \$5,927 (which doesn't include supplement sales), and his average retention is 3+ years.





PRODUCTS

If your clients need products to succeed in your program, then offering them as an income stream is a win-win for both them and your business. You want to make it as easy as possible for your clients to get what they need to follow your guidelines.

We recommend white labeling products with a reputable professional brand company to start, as this provides the lowest risk and fastest turnaround. If you already have supplements or products in your office, which are your top sellers? Which products are essential to your program and which will help your client get faster, better, or easier results?

To build your product line, answer these questions and start with the most important products. You can always add to them. You can also offer non-white labeled products for those that are not essential.

When I wrote the New York Times bestseller, *The Virgin Diet*, I had no idea the impact it would have on my protein shake sales! A vital part of the program is to break your fast each day with a Virgin Diet shake. I have very specific parameters for what the shake powder should have in it and I created lots of delicious Virgin Diet- approved smoothie recipes. I included some in the book and I also created a Loaded Smoothie Guide as a lead generation opt-in. To date, I have sold tens of thousands of these shakes because they are an organic part of the program.





COACHES

Adding coaches to your business is a great way to free up time and create more income. You can find someone that shares your mission, believes in what you do, wants to co-create with you, and is 100% committed to what you offer. Coaches typically have secondary skills and can help create things for you, your patients, or your clients. This can include teaching materials, digital products, and more. You can pay a coach without paying a huge salary or taking a financial risk. Don't think of a coach as an expense, they are really an income generator as you can have them support and guide your programs rather than you having to do it. Studies show that when you bring a coach into your practice, burnout decreases significantly and your clients will feel more supported and cared for.

Dr. Deb Matthew has used health coaches to increase her monthly wellness program revenue by \$20,000. Each patient in her wellness programs is paired with a Nurse Practitioner (NP) and a health coach. The NP directs the care, and the health coach does the education and supports lifestyle changes, as well as being the first contact for all questions in our patient portal. This frees up the NPs to have a larger panel of patients. In the past year, she hired two more part-time health coaches, which has allowed her to enroll more new patients into programs each month.





CHOOSING YOUR NEXT INCOME STREAM

It's time to make an informed decision about which income stream should be added to your business! Below is a handy tool to help you decide. Start by rating your potential new income streams on the following parameters:

- **Revenue** - what is this income stream capable of producing in terms of profitability? For example, if you are looking at supplements, you must deduct the cost of goods sold. Rate the potential new income stream for revenue potential on a scale of 1 - 5. 1 = low revenue potential, 5 = high revenue potential.
- **Speed** - how quickly can you put this income stream into place? This will relate to cost and effort as well because it may be that you can pay a team member or contractor to have this created quickly. Rate the potential new income stream for speed on a scale of 1 - 5. 1 = requires a lot of time to develop, 5 = requires little time to develop.
- **Cost** - what will it cost to create this and run this? Rate the potential new income stream for cost on a scale of 1 - 5. 1 = will cost a lot to develop/deliver, 5 = will cost very little to develop/deliver.
- **Effort** - what will it take to create this income stream in terms of your time, tech and team? Rate the potential new income stream for effort on a scale of 1 - 5. 1 = will take a lot of effort to develop, 5 = will take minimal effort to develop.
- **Interest** - how excited are you about this, how does this fit into your current offerings? Do not underrate the importance of this! Rate the potential new income stream for interest on a scale of 1 - 5. 1 = you aren't interested in this, 5 = will love to offer this.



Potential Income Stream	Revenue	Speed	Cost	Effort	Interest	Total Points
	<i>1 = low 5 = high</i>	<i>1 = slow 5 = fast</i>	<i>1 = high 5 = low</i>	<i>1 = a lot 5 = a little</i>	<i>1 = low 5 = high</i>	
HTO	5	5	2	3	5	20
Online course	3	4	5	4	4	20
Membership program	2	3	3	2	1	11
Products	3	1	2	2	3	11
Coaches	2	2	4	3	4	15

In the example above, I scored HTO a 5 for on the revenue side because it can generate a lot of revenue.

An online course generally takes time, money, and effort to create but if you already have one created and just need to market it then your speed would be 4, your cost could be 5 and your effort could be 4. Note I made those 4's as you will still have to do work to get them marketed.

A membership is generally a lower ticket stream and therefore has a 2 for revenue BUT if you are creating a high-end membership on the back-end of an HTO you already have then it could be a 5 for revenue.

The interest column in this example, I entered answers, then I totaled each row to discover a winning tie! I broke the tie and identified HTO because it had the highest interest level (plus higher revenue potential).



Potential Income Stream	Revenue	Speed	Cost	Effort	Interest	Total Points
	1 = low 5 = high	1 = slow 5 = fast	1 = high 5 = low	1 = a lot 5 = a little	1 = low 5 = high	
HTO						
Online course						
Membership program						
Products						
Coaches						

Feel free to adjust for your own needs - we have included a blank version of the chart as well for this reason. This also allows you to write in an additional stream if you have another idea you are planning to take action on.

Whichever you decide, be sure to total the streams to help you gain clarity on your next income stream. You are looking for the top score with the highest interest level.

Take our Health Business Assessment to determine where you are now and get clarity on what is possible

[CLICK HERE FOR YOUR COMPLIMENTARY BUSINESS ASSESSMENT](#)



YOUR NEXT STEP

Which is the best next step for you? It can be tempting to want to create multiple streams of income all at once. While having multiple income streams is the end goal, it is not the next best step!

First, pick your next new income stream and focus on that offer to its completion. Once that stream generates predictable leveraged income, it is time to build the next one. Quite often, your patients or clients will help you choose the next one based on what they are asking you for help.

If you would like help either choosing your next income stream or outlining exactly how to make it happen, we are here for you. When you fill out the Health Business Assessment you will have the opportunity to do a strategy call with one of our Mindshare Mentors. They are highly successful health business owners who have achieved success and they are eager to support you on your path.

[CLICK HERE FOR YOUR COMPLIMENTARY BUSINESS ASSESSMENT](#)



ABOUT JJ VIRGIN

CNS, BCHN, EP-C



As a triple-board certified nutrition expert and Fitness Hall of Famer, JJ is a passionate advocate of the healing power of nutrition and is mission-driven to change how the world sees aging and longevity.

She has launched three multimillion-dollar businesses, including a 7-figure personal brand, and founded the Mindshare Collaborative, the most influential professional community in health, having propelled more New York Times bestsellers, PBS specials, and 7-figure brands than any other community.

JJ is a prominent TV and media personality who co-hosted TLC's *Freaky Eaters* and was the nutrition expert for Dr. Phil's *Weight Loss Challenges*. She's made numerous appearances on PBS, Dr. Oz, Rachael Ray, Access Hollywood, and The TODAY Show. She also speaks regularly, commanding audiences of 10,000 or more. She has shared the stage with other highly sought-after experts including, Tony Robbins, Seth Godin, Lisa Nichols, Gary Vaynerchuk, Marie Forleo, Dr. Mark Hyman, Dan Buettner, Mary Morrissey, Dr Joe Dispenza and others.

JJ is the author of four NY Times bestsellers: *The Virgin Diet*, *The Virgin Diet Cookbook*, *JJ Virgin's Sugar Impact Diet*, and *JJ Virgin's Sugar Impact Diet Cookbook*. Her most recent book, *Warrior Mom: 7 Secrets to Bold, Brave Resilience*, shares the inspirational lessons JJ learned as she fought for her son's life.

Evidence of JJ's far-reaching impact can be seen in the millions of views on her YouTube channel, Instagram and Facebook, and through her popular podcast *Ask the Health Expert*, which has more than 15 million downloads and counting.

JJ is a 3x Inc. 5000 Founder and a top 10 finalist for the John C Maxwell award. As an authority on transformational leadership, she has coached some of the biggest names in health and transformed the lives of millions of people around the world.



ABOUT THE MINDSHARE COLLABORATIVE

The Mindshare Collaborative is the premier business community for health professionals and entrepreneurs transforming health & wellness worldwide. We are committed to your growth in three areas:

- **Expanding your vision**
- **Creating and increasing multiple streams of leveraged, diversified income**
- **Increasing your audience and Influential impact through platform building**

We do this through our:

Mindshare Collaborative Community

This is the premier business networking group for health and wellness business owners. Membership is by application-only and includes our online community, member directory and calendar, and networking opportunities to foster lucrative collaboration amongst your peers.

Trusted Authority Accelerator and Incubator

This is our "Add an Income Stream" training and coaching program to help you learn exactly how to add a high value income stream to your business and get it consistently selling to your ideal audience.

Mindshare Mastermind

Take your health and wellness business to the highest level with this cutting-edge mastermind experience. Our unique trifecta of training, mentoring, and coaching combined with powerful masterminding will take your business journey toward success like never before!

"Exactly How To" Workshops

These are one-day virtual workshops where you will build your implementation blueprint, knowing exactly how to create success. Current workshops include "How to Put on a High Converting Summit," "How to Do High Ticket Sales," and "How to (re)Launch a Book."

Add An Income Stream VIP Day

These are intimate virtual group events where you will choose your next income stream and outline what you and your team need to do to make it successful.

Specialty Audits and VIP Mentoring

Mindshare has the best mentor team in the industry of experts with proven success in their zone of genius. This is your opportunity to review your business and get strategic advice on your best next steps.

Mindshare Leadership Summit

This annual event is a must-have on your calendar, a perfect blend of training from top innovators and other successful health business owners, networking and collaborating, and a ton of fun.



WE LIVE BY THE QUOTE,

"A rising tide lifts all boats," and we celebrate collaboration rather than competition. We would love to have you join our community and would be honored to support you on your health business growth journey.

