


## Class 2. Business Basics

1. The Practice Business Cycle ✓
2. Program Updates & Review
3. Marketing Basics
4. Service Basics

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THE SUPER MANAGER

Wins!!  
 Program Updates  
 Last Class – Practice Business Cycle  
 Big Shifts  
 Goal of the Goal Driven Practice Manager

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→ 20 Shifts to a Goal Driven Practice →

Shift	GOAL DRIVEN MODEL OF PRACTICE MANAGEMENT	GOAL DRIVEN MODEL OF PRACTICE MANAGEMENT	Progress Percent Applied
1	1. No training, equipment, clinic, or office (initially) sets up the business.	1. Goal: A successful business.	
2	2. Professional management.	2. When an investment in time, money, and energy results in your goals.	
3	3. General and indirect marketing, weak or no marketing, wrong services, wrong offer.	3. Employment for your services.	
4	4. Trying to manage or lead or train of practice.	4. Direct marketing. Identify IOP. Selling products to specific markets. Identify target offers.	
5	5. Employees not trained to be team members.	5. Goal: Practice members.	
6	6. No manager planning for improvement of business development.	6. Goal: Drive Team Members.	
7	7. No one in charge of marketing system.	7. Goal: Drive Manager.	
8	8. Organized goals and strategies (short, mid-term, long-term) not followed.	8. Goal: Drive Marketing Coordinator.	
9	9. Marketing system, concepts understood.	9. Team: Local, national, international, development.	
10	10. No systematic marketing dept.	10. Team: Service, Product, Support, Sales, Tech and Support, Logistics, Financial and Operational.	
11	11. Employees not expected or helped to become professional.	11. Professional Marketing including all team members and offers.	
12	12. No involvement in long-term goals, customer relationships, professional practices, reputation to sell.	12. Employees trained to become professional practice.	
13	13. No systematic management of team members, members and practices.	13. Goal: Drive Professionals.	
14	14. Marketing system, concepts in doing.	14. Continuous improvement of team members, members and practices.	
15	15. Minimum education and moderate certification requirements.	15. Team: Development and professional.	
16	16. Personal improvement and integrity are low priority.	16. Standards based to work, time, money and integrity, aligned with each other, separate from company.	
17	17. No marketing and selling what works, not marketing, a, and not trying, effort.	17. Personal and professional improvement separate from company.	
18	18. Repeat goals and services, goals that separate from business goals.	18. Personal and professional improvement separate from company.	
19	19. Goals are not achieved and not moving to the next level.	19. Team: Team Leadership, Training, Working, Support, Quality, Long-term, Personal, Professional and marketing goals aligned and supported.	
20	20. Goals are not achieved and not moving to the next level.	20. Goal: Win! Win! Win! of business development, growth and success.	

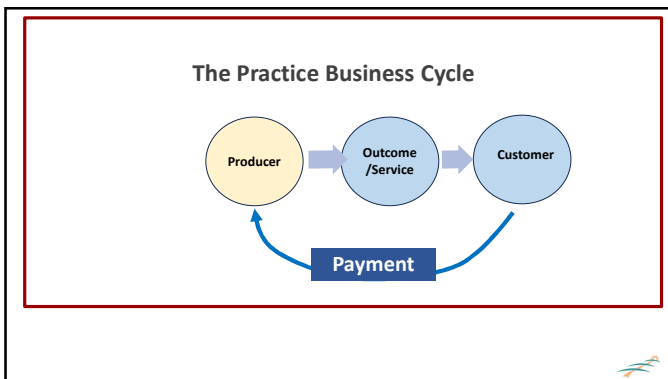
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THE SUPER MANAGER


**Goal of Goal Driven Practice Manager.**  
 To help the team achieve its goals every month through improved team and system performance.

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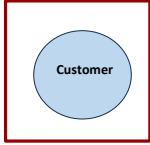
**“The purpose of business is to create and keep a customer.”**  
 — Peter Drucker (Father of management theory.)



Customer

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“How are you going to create customers?”

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**MARKETING**  
An activity that uses processes and tools to generate customers.

**What is Marketing?**

Marketing is everything you do to promote your business, from the moment you conceive of it to the point at which customers **buy your product or service** and begin to patronize your business on a regular basis. The key words to remember are **everything and regular basis**.

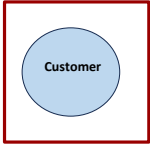
*(Guerrilla Marketing, Jay Levinson)*

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Everything you do? Like what?

Advertising?  
Does that work? How much does it cost?

Marketing is much more than that.  
Let's break it down



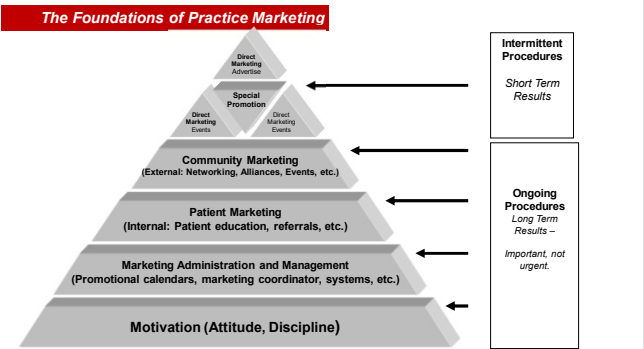
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**The 3 Echelons of Marketing**  
**Three A's of Marketing**

- 1. Actions.** Procedures and events.
- 2. Administration.** Organization and management.
- 3. Attitudes.** Motivation, mindset, discipline.

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**The Foundations of Practice Marketing**



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## Marketing Actions

(Procedures and events.)

- **Keep doing what is working!** Put it on a checklist.
- **Resume doing** what you used to do that worked. Put it on a checklist.
- **The basics.** Doing your job A+ level.
- **Rekindle mission** and your Why. Keep the fire lit!
- **Newsletters.** Keeping your network active.
- **Events.** Reactivation Program, Donation program, Workshop
- **Success stories** and Case Successes. For you and the public.
- **Cards, coupons.** With or without discounts. (Direct Marketing)
- **External referral sources.** Alliances
- **The "Que PASA?"** sales process for Goal Driven Marketing. (Problem, Awareness (agitate), Solution, Action.)
- **Advertising** - Digital - Web page, social, search engine ads

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## Marketing Actions

(Procedures and events.)

**Example of a Special Promotion - also could be part of your Community Education Program**

### October is National Chiropractic Month

(Use to be, and still is according to some)

### National Spinal Health Month

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## Marketing Administration

(Organization and Management)

The number 1 issue in practice marketing is

1. It simply doesn't get done. This is because:
2. No one is in charge of it. (Clinic Director, someone acting as Marketing Coordinator.)
3. If some is in charge, they have no dedicated time to work on it.
4. If they do have time, they may not be supported by:
  - a) training b) coaching c) budget
5. Monthly planning is not done, including statistical review of results and NP tracking. (Goals Achievement Process - no stats, etc.)
6. Lack of team or clinic director cooperation, coordination.
7. What worked before isn't done again.
8. Motivation, mindset is off with Marketing Coordinator
9. Motivation and synergy is off with the entire team. (doctors, staff)
10. Office disorganization disrupts marketing.

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## Marketing Administration

(Organization and Management)

### Routine actions. Daily, Weekly, Monthly.

- **Marketing List.** List those marketing actions that are separate from daily tasks. E.G. Monthly birthday card, patient success video, meet with external referral source, newsletter. WHY? Keep doing what works!
- **Job Checklists.** Some are embedded in daily task. Phone greeting. Patient checking out. Report of findings. Starting on therapy. *Practice these from a customer service point of view.*

### Special Promotions.

- **List and Calendar.** Yearly events, ads, promotions.

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## Marketing Checklists

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## Marketing Checklists

What	Who	When	Period Response	Status
Monthly Promotional Actions		Month: October	NP Goals: 30	
		Month: Nov	NP Goals: 20	
		Month: Dec	NP Goals: 5	
Saturday with Santa	Both	Nov 15	3	Completed
Turkey Drawing	Both	Nov 15	3	Completed
Reactivation Program	Sat, Sun	Reactivation Program		
Community Education Program				
Workshop/Lectures/Events				

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## Marketing Attitudes Motivation and Goals

1. **Higher Goals: Higher Purposes- Mission:** Alleviating pain and suffering, and bringing about better health to families, children, veterans and others and avoiding them resorting to toxic remedies. To some small degree, acting as a counter power against harmful health measures and products from corporations and corporate controlled government.
2. **Practical Goals:** Outcomes (People helped this week.)
3. **Business Practical Goals:** More income. No income and you die.
4. **Personal Practical Goals:** More income, job security, and pride in workmanship.

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## Marketing Attitudes


Attitude is Everything

**8 Successful Marketing Attitudes**

1. Friendliness and Cheerfulness
2. Be Interested
3. "Get To Know Me" Attitude
4. "Gratitude Attitude"
5. Service Attitude
6. Big Capacity Attitude
7. Industriousness Attitude
8. Faith, Confidence, and Belief

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## The Practice Business Cycle



Customer


“Where is the marketing department?”

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Marketing is so basic that it cannot be considered a separate function (i.e., a separate skill or work) within the business, on a par with others such as manufacturing or personnel. Marketing requires separate work, and a distinct group of activities.

But it is, first, a central dimension of the entire business. *It is the whole business seen from the point of view of its final result, that is, from the customer's point of view. Concern and responsibility for marketing must, therefore, permeate all areas of the enterprise.*

Peter Drucker, *Management: Tasks, Responsibilities, Practices* (p68)

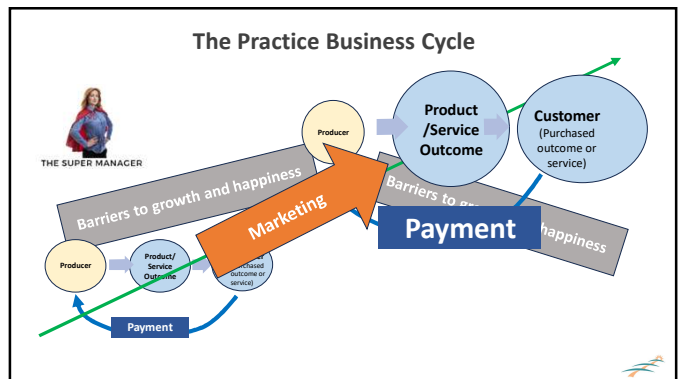


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## Three remaining facts:

1. You don't do nothing, you don't get nothin'.
2. #1 failure for marketing – it doesn't get done.
3. Newtons laws:
  - **1<sup>st</sup> Law:** An object either remains at rest or continues to move at a constant velocity, unless acted upon by a force.
  - **3<sup>rd</sup> Law:** To every action there is always opposed an equal reaction. I

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