

Why Marketing Fails

- 1. It simply doesn't get done.**
- 2. No one is in charge.**
- 3. No time is given to do the marketing.**
- 4. Results are not tracked.**
- 5. Successful procedures are not repeated.**
- 6. Planning is not executed. (No Lab or GAP)**
- 7. Clinic Director does not know to be the Marketing Director and CEO - Chief Evangelizing Officer.**