

Dental Consultant Master Academy
evolve ■ emerge ■ influence

Action Sheet - Week 3
What is Your Right Business Model?

Your Goal This Week

- Set up a contact manager to build your list. See the list of recommendations
- Write down 3 topics that you can speak about in the near future
- Begin to write about these topics and prepare to blog and use in your newsletter
- Look into joining the National Speakers Association and/or Toastmasters
- Evaluate this weeks various service-based business models
- Ask yourself if it's the right fit for you or not. If so, then mark in your calendar when you'll launch that new stream of income into your business. Use a critical eye to evaluate these models for your business

Have You Maximized What You Already Have Before You Add New Streams of Income?

“Success leaves Footprints”

Use the Examples I Give You as Beacons of Light as You Develop Similar Offerings.

One-One /Consulting Services

Complexity	Low
Marketing Skill Level	Low
Expense	Low
Typical Business Stage	Evolving, Expanding, Influencing
Team Needed	Not absolutely necessary but nice to have a VA's or assistance
Pros	<input type="checkbox"/> Help dentists/offices directly <input type="checkbox"/> Easy to market (It's a referral and networking based business) <input type="checkbox"/> Dentists want one-one services/traditional model is in-office consulting
Cons	<input type="checkbox"/> You are trading dollars for hours <input type="checkbox"/> You need to be physically present
Examples	http://drmeredithhansen.com/ http://www.evanmarckatz.com/coaching/one-onone/index2.php http://jamesonmanagement.com/

Train the Trainer

Complexity	Medium to High
Marketing Skill Level	Medium to High
Expense	Expanding and Influencing
Typical Business Stage	Customer support, techie assistant/webmaster, writer, editor, fulfillment, possibly on-site support and additional trainers
Team Needed	Customer support, VA tech savvy/webmaster, writer, editor, fulfillment, possibly on-site support and additional trainers
Pros	<input type="checkbox"/> You receive a higher price point for your services <input type="checkbox"/> Can be given as a live event that's recorded and turned into a product
Cons	<input type="checkbox"/> You will create your own competition <input type="checkbox"/> You have to have a complete system to teach with years of experience under your belt
Example	http://www.katherineeitel.com/

How to Apply This Information in YOUR Business

In the next video trainings I will continue to show you more business models that might be perfect for you to make the next 12 months your most profitable ever.

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