

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Sheet - Week 4 **Your Right Business Model: Multiple Streams of Income**

Your Goal This Week

- Evaluate all the various live event-based business models
- Ask yourself if this is a right business model for you

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.

Workshops

Complexity	Low to high
Marketing Skill Level	Low to high
Expense	Low to medium
Typical Business Stage	Evolving, Expanding, Influencing
Team Needed	None but ideally a VA and at times you may need a live support team at the workshop
Pros	<input type="checkbox"/> Excellent way to get leads <input type="checkbox"/> Excellent opportunity to up sell <input type="checkbox"/> You can do these locally <input type="checkbox"/> Easy to duplicate
Cons	<input type="checkbox"/> Travel time if doing in various locations <input type="checkbox"/> You will manage people before and after event: prep time and follow-ups <input type="checkbox"/> Can be difficult to find attendees <input type="checkbox"/> Expense involved if a location outside of a dental office
Examples	http://www.janicehurleytraylor.com

Seminars and Conferences

Complexity	High
Marketing Skill Level	High
Expense	High
Typical Business Stage	Late Expanding, Influencing
Team Needed	VA, customer support, on-site team, audio/visual, event planner
Pros	<input type="checkbox"/> Can be highly profitable <input type="checkbox"/> Excellent way to up sell into high-end programs <input type="checkbox"/> Build your list and fan base <input type="checkbox"/> People will pay and attend fun live events
Cons	<input type="checkbox"/> A lot of logistics <input type="checkbox"/> Expenses for the location <input type="checkbox"/> Requires team support at the event <input type="checkbox"/> Must be a topic your people want to hear about
Example	www.garykadi.com http://theprofitabledentist.com/

Online Event: Webinars/Teleseminars

Complexity	Medium
Marketing Skill Level	Medium
Expense	Medium
Typical Business Stage	Expanding, Influencing
Team Needed	VA, webmaster, customer service
Pros	<input type="checkbox"/> Easy to create (outline and record) <input type="checkbox"/> Many dental professionals like this format <input type="checkbox"/> You can pre-record the content and play at the time you want to hold the event <input type="checkbox"/> Will help to build your list
Cons	<input type="checkbox"/> You must have a niche and/or topic people want <input type="checkbox"/> You will need to manage the attendees and any credit cards for services/products sold on the call <input type="checkbox"/> Q & A will be live so you will need to be present for the call
Example	www.jamesonmanagement.com www.dentalpracticesolutions.com

Online Event: Telesummit

Complexity	High
Marketing Skill Level	Medium - high
Expense	Medium
Typical Business Stage	Expanding, Influencing
Team Needed	VA, webmaster, customer service, project manager
Pros	<input type="checkbox"/> Easy to create (outline and record) <input type="checkbox"/> Many dental professionals like this format <input type="checkbox"/> You can pre-record the content and play at the time you want to hold the event <input type="checkbox"/> Will help to build your list
Cons	<input type="checkbox"/> Excellent way to build your list <input type="checkbox"/> Excellent way to gain exposure and visibility <input type="checkbox"/> Not a big money maker
Example	http://dentalpracticesolutions.com/success-store/ http://dentalinfluencers.com/telesummit2012/special-replay.html

Action Steps

- Maximize results and profits from what you already have working for you.
- Critically look at each revenue stream covered in this video and determine if one or all of these are a fit for your business. If so, determine a date in the future when you will launch this.
- Put the launch date on your calendar in the not too distant future.

How to Apply this Information to YOUR Business

In the next video training I will continue to show you more business models that might be a perfect fit for you in the next 12 months. These will possibly be very profitable for your business.

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