

Dental Consultant Master Academy

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Action Sheet - Week 6 Your Profit Calendar

Your Goal This Week

Success Principle: Kaizen

- Use small, trivial steps to accomplish large objectives. For example, “What one small action can I take to improve my time management by just 1%?”
- If you ask small, easy questions then it generates fast answers from your brain. If you ask big questions, fear is usually triggered in your brain and you freeze up.

More Profit Calendar Systems:

- Outlook (<http://office.microsoft.com/en-us/outlook/>)
- iCal for Mac (Comes with a Mac)
- Franklin Covey (<http://store.franklinplanner.com/store/> & <http://www.planplusonline.com/>)
- Smart Sheet (<http://www.smartsheet.com/>)
- Basecamp (<http://basecamp.com/>)
- Google Calendar (<https://www.google.com/calendar>)
- Print a Calendar from a Free Word Template
<http://office.microsoft.com/en-us/templates/CT010104313.aspx>

5 Steps to Maximize Your Profits through Planning

Profit Calendar Step 1: Reintroduce Past Offerings

- Are there any products or services you used to offer that you want to reintroduce? Remember, you’re looking for anything from the past you can simply revamp and re-launch for easy profits.
- If no, go to step 2
- If yes, identify the offering and the specific date you will re-launch. Put it in your Profit Calendar.

Profit Calendar Step 2: Clear the Dead Wood

- Are there any dead wood offerings or clients you want to let go of so you can free up time, energy, and resources? Remember, these can be people, products and services that are either too expensive to operate and/or not profitable enough to maintain.
- If no, go to step 3
- If yes, identify what these offerings are and pick a specific date in your Profit Calendar to close the door on them. Consider having a “Blow Out Sale” to clear inventory. For example for **Summer** or **Winter Solstice** you can have a **Winter Solstice Sale** or for 4th of July a **FIRECRACKER SPECIAL**

Profit Calendar Step 3: Maximize What You Already Have Available

- Go down your list of current offerings with a fine comb. Explore ways to maximize profits for each offering individually.
- For each offering ask yourself, “What small improvement can I make to this offering in the next 7 days that would improve profits by just 5%?”
- Put when you’ll implement these specific, small improvements into your Profit Calendar.