

## **Dental Consultant Master Academy**

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### **Transcript - Week 6 Your Profit Calendar**

Hi. This is Debbie, and welcome to this week's training video.

Today I'm going to be sharing with you how to plan your profit calendar. I am very excited to be sharing with you the knowledge in today's video, because I know it's going to have an impact in your everyday life and in your business.

What are we going to be covering in today's video? Well, first, I'm going to share with you what is a profit calendar and how you can utilize this simple, simple little tool to absolutely increase your income and how to decrease the amount of stress and work you have to deal with.

I'm going to be sharing with you a number of specific resources that I've worked with, I know people who have worked with. These are proven strategies and tools that will help you improve your time management. I'm also going to be giving you some real doable concrete ideas, which you can use to increase your income in the next seven days.

Finally, also I'm going to share with you this wonderful technique, or principle, I should say, that comes out of Japan that will really help you increase your productivity, your effectiveness, your profits with very, very little effort. I'm really excited to share that one with you.

Let's get started now working on your business. Now, before we dive into all the details here, I do want to say that we do have a Time Management and Productivity Success Guide in the member's area. This is a really great little resource for you, so do make sure to check that out as well if you haven't already.

The very first thing I want to share with you is really important. I've learned this in my life practically, and I'm very excited to share this with you guys now. It's a success principle called kaizen. Kaizen simply means you take very small, trivial steps that add up to accomplish large objectives.

We all want to take those big leaps, and that's a big part of business. That's valid. But in your everyday, common experience of life, you're actually going to use the principle of kaizen more, because it's all about baby steps. But those little baby steps add up. Here it is, is all you have to do is ask yourself simple questions, like, "What small action can I take to improve my time management by just 1%?" In today's video, I'm going to be sharing with you a dozen different little, little things that will improve your time management, your productivity, your effectiveness by just the slightest amount, but it makes a huge difference for you.

You can apply this principle of small steps to accomplish big goals in any and every area of your life. Think about it for a moment. What one small simple step could you do right now to improve your health? What one small simple trivial little thing could you do to improve your relationships?

Do you see how your mind is already coming up with ideas? You're already answering that question, aren't you? That's the power of kaizen.

Let's take a huge leap with a big vision for your business, yes, you can get excited by that, but it's also easy to get overwhelmed and burned out really quickly.

But by me simply asking you, "What one small, trivial, little thing can you do to improve your relationship?" well, what I just thought of was buy my husband new golf clubs. Send a card of appreciation to a few of my good friends. Pick up the phone and give a call to somebody who I haven't talked to in a long time. These are all small things that will make a difference in life.

Those little actions might seem trivial, but they're not. They add up. If you ask yourself these small, easy questions, what happens is the fear mechanism in your brain gets bypassed, because asking the bigger questions, while it's important at times, it also can make you sweat and add stress to your life.

But if you ask yourself the simplest little questions, your brain doesn't have time to get into fear mode. It just ignores the question, because it doesn't think it's anything special. That's the benefit of kaizen. You can actually accomplish so much when you bypass that overwhelm, that burnout that fear mechanism that is triggered in the brain.

Now let me just share with you a couple of simple little examples of how this is implemented. There are dozens and dozens of examples, but I'm going to pull out a couple of them here to show you. Now, one of them is the wonderful coach John Wooden. You might have heard of him.

He was a basketball coach for UCLA, one of the best performing coaches and teams in history. Well, one of the little things John Wooden did was whenever a new athlete would come and join the team, instead of having them do exercises or work within the team; he had them do only one thing for the first week.

What do you think what was? He had them tie their shoe. Of course, the students are thinking, "Well, what's this? I know how to tie my shoe. I've been doing it since I was four years old." But he taught them how to properly tie their shoes. What effect would that have?

Well, a shoe that wasn't tied properly or a sock that wasn't put on right could cause blisters. Down the road, when you're playing critical games, that can take a player out if they get a blister, which would decrease the team's morale, could affect the score, could affect a whole championship.

By simply teaching the new recruit, "This is how you tie your shoe, and I want you to practice it all week," a small, simple, trivial, little step, that adds up to a huge impact down the road.

Another example, a kaizen example, comes from Tony Robbins. This is a story I don't think has ever been published, not that I'm aware of, because it was told to me by a girlfriend of mine, who worked directly with Tony for about three years and helped him build his coaching program.

She told this story to me directly. One day she was at a Tony Robbins event working the group, and one of her fellow employees said, "Hey, can you go to the transcription room to pick up this thing?" She looked at him—and she's been working there for months—and she said, "What's the transcription room? I have never heard of that."

They directed her to where to go in the room, and so she went there. To her amazement, there was a small group of people in this little room transcribing everything Tony said up on stage. Well, she asked Tony about this later and said, "What was all that about? What are you doing there?"

He basically explained to her that he is transcribing every single talk he gives. He reads it over, takes a yellow highlighting pen to it, and makes little notes on the side on how he can improve his performance. Now, you've got to realize this was only maybe 10 years ago that this happened. Tony has been doing this for 20-30 years.

You would think he'd just kind of mastered it, but, no, he's always looking for that smallest little improvement that can improve the overall production. Not only that, he makes special notes about different cities that he's in, and he'll make a note about how they react to certain things different than other cities.

That way, when he goes back to that city, he knows how to fine tune his performance for that particular audience. Genius, right? Small, simple, little improvements make all the difference.

Now let's now dive into a series of examples, and also I want to show you how you can now take everything we've covered up to now in these videos and implement it into your own time management productivity systems, so ultimately you're going to make more money while working less.

I call this a profit calendar, and by that I mean how are you going to organize your time and your projects in the most effective way so you get the most profit with the least amount of effect. Now, we have wonderful tools at our disposal that allow us to create calendar systems to streamline our life and our business.

One of them is what we call an At-A-Glance wall calendar. That's the company's name, At-A-Glance. This is something use, and it's simply a three foot by four foot laminated calendar, all in one calendar, I post up near my desk. Here you can see the whole year at a glance.

On this calendar I put major events, where I'm traveling. It's just a simple way to put all the ideas down on one visual calendar, not just on the computer, but something we can turn our head, and we see it. That's a kaizen technique.

This is one method of doing a profit calendar, and I advise you do that. But now there are also some specific tools that you can be using online to improve your productivity, of course, things like Outlook. This is a kind of a standard. It's the Microsoft version of a calendar and mail system. Outlook is great. It totally works.

If you have a Mac that comes with a Mac is iCal. It has your contacts, your calendar. Of course you probably already tools like this already.

But there's another one I want to share with you for you to potentially check out, and that is the Franklin Covey systems. Franklin Covey is taken from the roots of Benjamin Franklin and his desire for industry and order, and Stephen Covey has adapted it to also improve The 7 Habits of Highly Effective People.

They kind of joined forces here and created Franklin Covey. Now, they sell the handheld planning calendar that you can carry around with you in your purse or your backpack, but they also have an online version. I will say, however, the Franklin Covey works great on a PC. The unfortunate thing about [planplusonline.com](http://planplusonline.com) is that in the past it didn't work well on a MAC.

But we also have these other management systems, especially when you're working with a team of people. One of them is [smartsheet.com](http://smartsheet.com). It's very simple. It allows everybody to see on a team all over the world what's happening when on a calendar system.

Another great tool is [basecamp.com](http://basecamp.com). This has been around a while. It's an excellent project management tool that allows you to really easily share files and calendar systems as well. Then, of course, there's Google Calendar. Google is really doing amazing things with Google Docs, where you can share documents at the same time. Everyone can see a calendar at the same time.

Really, the number of tools at our resource now is amazing. All of these are exceptional. Now, there's another profit calendar system that, if all of that is still overwhelming for you, hey, don't worry. You can actually just print out a calendar either from your system, whatever you use, Outlook or iCal.

If you go to this link, it's a Microsoft free template. You can print out your own calendar and just do it with pen and paper. I do this oftentimes, too, just to plan things out and sketch ideas on where I want things to go. It's a really great, simple tool, and this is absolutely free, so there are no excuses.

Now I want to walk you through a five-step process that will help you maximize your profits through proper planning.

Everything I'm sharing with you is simple to do, and it really shouldn't take you that long to implement these simple little systems. I'm going to walk you through these five steps, and you just see, does this step apply to you or not?

Some of them may not apply to you, so you just skip that step. It's very simple. Let's go right into this now.

The first profit calendar step is to reintroduce past offerings. You remember we covered this previously. But the simple question here is: are there products or services that you used to offer that you kind of just let go or you haven't worked with in a while?

Maybe it's time to reintroduce those. Relaunch this for easy profits, because you already have it. If it worked in the past, what about that? What about bringing that into your business now? That would be a simple way, a kaizen way, to bring new profits into your business right away. If this doesn't apply to you, just don't worry. Go to step two here.

And if this does apply to you, if you do have some old past programs, well, now all I want you to do is with your calendar system, simply put a date in your calendar right now on when you're going to relaunch that. Then, of course, after this video, after you sit with it, you will plan it out from there.

But all I want you to do is simply put the date when you're going to relaunch that to your audience.

The second step—remember this one, too—is you're going to clear away the dead wood. That might be some product, program, service that you currently have that is just an energy drain, a money drain, a resource drain. It's just no fun anymore. You just don't want to deal with it. Now, this might also include clients.

Maybe it's time to really fire some clients who are total drags in your energy field. This is the question now: is this something that is relevant to you? Do you have some dead wood, maybe some expenses, too, that you just don't need to be paying for? Well, if this doesn't apply to you, don't worry, go to step three.

However, if this does apply to you, all I want you to do now is simply pick a date in your profit calendar when you're going to close the door. When are you going to clear away that dead wood? Maybe it's having a blow out sale to clear out products that you no longer wish to offer. Whatever that is, pick a date on your calendar and put it in your calendar to say, "Okay, this is when I'm going to close the door on that energy drain."

Step number three. Now we want to maximize, again, what you've already got. We talked about this. Go down the list of what you currently offer your clients with a fine comb. I simply want you to ask yourself the good old fashioned kaizen questions.

What small improvement can you make to this one offering in the next seven days that will improve profits by just 5%?

I'm going to ask you this right now, so just in your mind's eye I want you to think of something you offer right now. Just get that offering in your head right now and simply hear this question: what small improvement can you make in that one offering during the next seven days that will improve profits by just 5%?

What small thing can you do to improve that offering? Think about that for a moment. All I want you to now do is simply put those ideas on paper and when you're going to put those into your calendar. Here we're giving you an idea, a way to process your ideas, in your action sheet. I'm simply calling it the 5% improvement ideas.

Again, this question: what small improvement can you make in this offering a product or service in the next seven days? How can this product or service improve your profits by just 5%? Jot down your ideas in the action sheet and put a date down on when you're going to implement that idea. We're looking for small ideas. Don't try to make this complicated.

What's the slightest little thing that might take you five minutes to implement it? That's all. That's all I'm looking for, is the slightest little improvement. Think small. Here are some examples of ways that you can improve your current or planned offerings, just some things to present to you.

Maybe it's time to add an upsell on your order page. If you already have an online sales process in place, think about this. This can actually improve your business by 20-30% or more overall for the year, just adding in that little simple upsell on the order page.

Maybe you can bundle two offerings that already exist. Look at your offerings. See if there's a variety there. Which of these two could you join together to make one offering so you increase the transaction value for that offering?

Almost of all you can do this, too, is simply e-mail your list this week with a special promotion. That's all it is, just a simple e-mail that can go out and say, "Hey, I'm going to offer this thing. If you buy it, you get this extra thing," or, "If you buy it, you get 10% off for this week only." Maybe it's time to do a little simple promotion.

Maybe it's time to just remind your list what you offer. You don't even have to do any kind of promotion with it. Just remind them, "Hey, I offer this." That one e-mail can generate business for you this week.

Maybe all you need to do is touch base by phone with three of the people who have referred you business in the past. How simple is that, right? That's a kaizen technique. What three people have referred business to you, your top three? Well, maybe it's time to just pick up the phone and have a chat with them, just reconnect with them, talk with them.

Maybe it's time to fine tune your sales page you already have a sales page why don't you play with that headline a little bit? See what you can implement based on everything you're learning so far.

Now, let's move on to profit calendar step number four, and this is launching new offerings. Remember, we spent some time. We went over a whole bunch of different things that you can be offering and examples of those. Out of all of these possible offerings, is there something there that you would like to implement in the next 12 months, something that you want to launch fresh?

Put the specific months that you want to launch a particular product or service, or if there are a handful of them, add these to your profit calendar.

Now, here are some examples. Remember, we went over all of these in the videos that we just went through, everything from one-on-one services, in-office consulting, live events of all sorts, the workshop idea, doing the teleseminar courses, webinars. information products, physical products and even membership programs.

Which ones were the right fit for you to launch in the next 12 months? Put that into your calendar, again, like the At-A-Glance wall calendar. That's what it's really good for, is planting in there what months you're going to do your big launches on, your big paydays.

Now, what I want you to do is the fifth step. It's very simple, and this applies to everybody. No matter what your business, you've got certain things that you do regularly to help promote your business.

Well, now let's put those into your calendar. What dates are you going to send your newsletter?

Or maybe if you're not doing a newsletter, what dates are you posting on your blog and you shoot that quick e-mail to your list to tell them about the new blog post? When are you doing your broadcast? When are you promoting yourself in your calendar? What networking events are going to attend?

Maybe you're also speaking at certain events. You want to put that into your calendar. What big annual events or industry-specific conferences are you going to be attending in the next 12 months? Let's put that into your profit calendar as well.

The most simple little kaizen that can add up to big money for you and big relief, because you'll organize yourself and your time. A lot of you, actually, it would be really good for into your calendar, pencil in when are you going to watch these videos, and when you are going to implement?

I designed these videos so it comes out to about 20-30 minutes a week although you need to work on your business every day if you want to grow and improve your business. Simply block off a certain time in your calendar every week of when you're going to watch the videos, and another time maybe, or right afterward, where you're going to go through the action sheets that we give you. That's a kaizen move, simply organizing yourself so you can watch these videos and implement them.

Okay, so let's sum this up. I simply want you to step by step see what's appropriate and what isn't yet in your own business. Can you reintroduce past offerings? Do you need to clear away the dead wood? How can you maximize what you've already got? Maybe there are some new offerings you're going to launch.

All I want you to do is put these things in your calendar. I'm not asking you to do all this week. Just put the calendar out, print it, and pen it in so you're good to go. Plan out your average monthly marketing calendar, and that's it.

Again, in the spirit of kaizen, I want you to practice it. I want you to try this out. As you go along your everyday business, and you're working away, a standard ordinary day, simply ask yourself with the things you do, "What one small, trivial thing can I do to improve this thing I'm working on?"

Let your brain fill up with wonderful ideas. Jot those ideas down, maybe on a Post-It note. Again, these are small ideas, not the big, complicated, big, hairy monsters. These are the smallest things and it might take you one minute to do. It might take you 30 minutes max to do it. What's the smallest thing you can do to improve that one little aspect that you're working on?

This is Debbie signing off. Everyone, have a wonderful day. I'm really looking forward to hearing your comments around kaizen. We'll be talking with you again very soon. Bye for now.

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