

Dental Consultant Master Academy

Action Sheet - Week 21
Creating Your Best Consulting Business

In the space below write your “Elevator Speech.” This is a short sentence or two which explains what you do to others.

Example: “I support dental professionals throughout the world to provide optimal health for their patients, while consistently increasing their practice’s profitability.”

10 Time Tips

1. Integrate your professional life and your personal life. You only have one life. Never create compartments. Do not try to create 4, 8, 10 or 12 hour days. If you feel like writing your blog article on a Sunday evening then by all means, go ahead and write it! If you want to go to a hockey game on Thursday night then by all means go! When you say that you don’t have the time to go on that long awaited vacation, what you are really saying is that you regard other things as more important.

2. Use lists to create forward progress. At the outset, keep a monthly, weekly, and daily to-do list. This will not only create an important feeling of accomplishment as you cross off successfully completed tasks, but it will also forge momentum. What this means is that you won’t be able to say that you are still working on a specific blog article 90 days later. (This means that your blog article really will only take you 90 minutes to complete.) Integrate your personal and professional needs on your list, to have your personal and business life move forward together, and you won’t be leaving one behind while the other moves forward.

3. Don’t do things that are easily delegated or for which you aren’t skilled. Invest in a professional to design your logo, letterhead, etc. Have a professional web designer develop your web site. Use a lawyer to set up your corporation (“S Corp,” “C Corp,” or “LLC.”) Hire an accountant who knows how to best accommodate your business needs when completing and filing your taxes. Consider hiring a student in one of the Virtual Assistant Programs at a college. I have had great luck finding Virtual Assistants (VA’s) to help me when I first began my business. Always place high importance on your time. Understand, believe, that you are not saving any money if you struggle over something that will take you more time to complete. You will end up wasting time and money if you complete tasks that you are not good at.

4. Don’t delay making important decisions. When making business decisions, decide to make the decisions and then move on. If like to get feedback from potential clients (not people who are your friends but people who may buy from you), use surveymonkey (or personally make an inquiry), then make your decision. Never just sit and agonize over the design of your business card or letterhead. These are things that can be changed later and without a lot of difficulty. Most often your first thoughts are the ones you should stick with and weeks of analysis will not change your decision. I use www.surveymonkey.com

to inquire with my potential clients when I want to develop a new program. This has helped me find out what pain other dentists are in. It helps me determine what they want and need.

5. Move ahead with decisions that feel right to you. If the spirit is not moving you to make those follow up calls, then move on to another project. If you don't feel ready to write your blog article, then move on to another business project or write a proposal that you have down on your to-do list. On the other hand, don't check out totally and go to the cinema to see the latest blockbuster movie and don't sit in front of your television only to surf the channels.

6. Create a sacred place to work. Never plan to do your work in a public place even in your own home. Designate a den, or spare bedroom, even a garage (Making certain you have heat and don't freeze!). Use "focused workspace" that has access to all that you need to support your needs. This will include your printer, fax machine, etc. Keep the television off when you are working. I prefer not to listen to music and if I do, it is soft-easy listening. I know there are some people (I see them posting on Facebook) who listen to rock music and Top 40, but I find this to be very distracting from the type of work we will do as consultants. Keep your door closed and have as few disruptions as possible during the hours you set aside to do business in your office.

7. Maximize efficiency. I want to recommend that you have a dedicated fax line and a phone line dedicated for your business. You may use your cell phone for the majority of your calls but it appears more professional when you at the very least have a toll-free number to prospective clients to contact you. I use www.metrofax.com for my dedicated fax line and find it to work extremely well. I can read and send faxes from anywhere I am in the world.

8. Be selfish with your personal time. During the hours I have blocked for office time and especially when I am working with clients, I do not take any other calls. Of course when I am in my office working, I screen my calls and if I know it is an important call or a client, I will take the call. I also do not make dates with business colleagues during my dedicated office time. I have set time scheduled for meeting other potential business colleagues. Usually Mondays are my home office – admin days. I have set my schedule up so that I catch up with in-office business, write my blog (Newsletter) and rarely travel on Mondays. If you need to schedule a doctors appointment, a repair or maintenance, I recommend you schedule these on a Monday (If you choose to have a dedicated admin day) or a Friday. I say Friday because I personally prefer to work harder at the beginning of the week and by Friday and especially Saturday, I have made it a point to have days to be a vegetable and not follow a specific schedule. Of course there are always times where I can't stick to this exact plan and then I simply without feeling stressed (As much as I possibly can - -as I am a "Type A" personality.) Check your messages daily and only return calls when you feel you have the time to.

Don't ever let emails or phone messages control your time! I also try hard NOT to wake up in the morning and check emails- - first thing. I try hard to take care of my needs which may include meditation (Prayer), a healthy breakfast and always coffee!

I love my coffee in the mornings. After I have completed these important tasks I am ready to begin my day. If I can, on Monday mornings, I will take an early exercise class at the gym for an hour. This doesn't always happen because I am not a morning person but exercise is on my calendar at least 3 days each week.

9. Prepare long-term time investments. When you know that you have a major time commitment - - preparing a speech, creating a marketing program, working on your web site with your web designer, write a client proposal—begin to write these with the end in mind. I call this reverse engineering. Work with your deadline then work backward and break it up into manageable weeks out. Allow yourself extra time for challenges or contingencies that will occur (Things never go as planned.). If you have a project (speech or marketing plan, for example) then allow four weeks, set your deadline at three weeks not four weeks (If your project deadline is four weeks). Allocate time each week from the completed project, etc., that will enable you to get the major project complete while continuing to work on the multiple tasks that will await you, during this same period of time. Remember, you can control your stress levels when you have a multitude of projects and you plan appropriately. *Planning is a Primary Importance.*

10. Be prepared for the unexpected. We may recommend that our clients not schedule back to back high-end cases throughout their day, but they need to have some available time for emergencies possibly mid-morning and/or mid-afternoon. You should do the same for your schedule. Allow yourself some deliberate slack time during your day and during your week. Consider this to be money in your bank account. As I mentioned previously, I allow myself Mondays for catch-up and my days of slack are Friday and Saturday (Even Some Sunday's may be all play when I can!).

◇ **Go ahead now and put together your weekly schedule.**

◇ **Calendar Apps you may want to use:**

Microsoft Outlook (Free with Microsoft Office)

Google Calendar (Free) <https://accounts.google.com/signup>

Fantastical (19.99) <http://flexibits.com/fantastical>

Quick cal (\$2.99) <https://itunes.apple.com/us/app/quickcal/id416581096?mt=12>

Daylite (Free) http://download.cnet.com/Daylite/3000-2124_4-25390.html

Legal Disclaimer: *The speaker/author of the foregoing audio and transcript make no representations or warranties with respect to the accuracy, applicability, fitness, or completeness of its contents. The information contained in the audio and transcript is presented strictly for educational purposes. You are responsible for the results, should you choose to apply any of the information provided to the operation of your business.*

There is no guarantee that you will earn any money using the techniques and ideas contained in these materials. Earning potential is entirely dependent on the person using our products, ideas, and techniques. Every individual's success depends on many factors, including his or her background, dedication, desire, motivation and the nature of the business in which he or she is engaged. Your level of success will be affected by the time you devote to the ideas and techniques presented in the audio and transcript, as well as

your finances, knowledge, and the various skills you possess.

Any claims made in the foregoing audio and transcript of actual earnings or examples of actual results will be verified upon request. We cannot guarantee that your success or income level will be the same or similar to the examples given.

The speaker/author disclaims any warranties (express or implied) of merchantability or fitness for any particular purpose. The speaker/author shall in no event be held liable to any party for any direct, indirect, punitive or other consequential damages arising directly or indirectly from any use of this audio and transcript, which is provided "as is," and without warranties. The speaker/author of the foregoing audio and transcript is not qualified to provide legal, tax, accounting or financial planning advice and nothing in the audio and transcript shall be construed as such. As always you must seek the advice of competent legal, tax, accounting, and other professionals as needed.

The speaker/author does not warrant the performance, effectiveness, accuracy or applicability of any websites listed or linked to in this audio and transcript. All links are provided for information purposes only. This audio and transcript is (copyrighted) by Dental Practice Solutions and its contents may not be reproduced or used in any way, in whole or in part, in any format, without prior permission from Dental Practice Solutions.