

Dental Consultant Master Academy
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Transcript - Week 49
Success in Your Business and Review

Hello, this is Debbie and welcome to your Dental Consultant Academy training video!

Here is what I will cover on today's video. I'm going to share with you one of the top principles that I've ever seen in my life, have experienced first hand, so that you have something really to take forward with you for the rest of your life.

I'm going to share with you that one trait that I have personally seen all successful entrepreneurs have and even they have all had it throughout history. I will also review a few important systems you need to have completed in order to receive your certification.

Let's get started working on your business!

Today I want to share with you one of the top three success principles that you can take with you for the rest of your life. I will share the other two in next weeks video and these are not the generic kind of success principles that you'll typically see in success books or anything like that..

Now the first one is discernment because here's the thing. You guys know being in business that you get bombarded with opportunities and options. Overwhelm is probably the most common emotion for entrepreneurs, at any stage of their business. Overwhelm can easily lead to burnout, which, not only slows down the profits you make, but also just is not comfortable. It's not nice and ultimately can affect your whole business and ripple into your life.

That's why I'm putting this one as number one, and I talk about it this week because yes, you may have all these options in front of you, but it does require your skill of discernment to say no probably more often than you say yes to something.

How do you differentiate between what you should say yes to and what you should say no to? Well, that's what I want to share with you right now. This is what I want to cover.

Again, you've learned a lot here in this program, but then you might ask yourself, "Well, gosh, which of all of these things should I be focusing on?" You've heard me say this before and I'm going to say it again, and this is absolutely true. Go for the lowest-hanging fruit because just because you can do everything doesn't mean that you should do everything.

You have to make an educated guess and discernment about what is the optimum path to move you forward the quickest and the easiest way possible. What actions will produce the highest income with the least amount of effort and time?

The next time you're sitting at your desk and you have a decision to make,

path A or path B, I want you to hear my voice and say, "What would Debbie say?" Go for the lowest hanging fruit. Using that as a frame to make your decisions will pay off for you long term and just for your overall happiness and health.

Here's how to apply discernment in your everyday life. Number one thing, get out of your head. I see way too many people trying to make things perfect, trying to figure out the pathway before they take a first step. But here's the real trick to the whole thing and this, again, I have seen time and again with successful entrepreneurs. The successful people live and thrive on feedback loops. This is what's going to help you make those decisions and discern a better path over another path.

That feedback loop happens in many different ways. You've had one throughout this year in our Private Facebook forum, and on the Access calls. Those are all types of feedback loops, right? But you now can also have deep conversations with clients and customers about what's working and what's not.

Being an entrepreneur means sometimes being uncomfortable. The majority of the people will just give up when things get hard. I can tell you whatever the project, whatever the business, there's always some element that's hard.

I've personally never seen a business project that wasn't hard or had kind of a brick wall at some point in a project. I heard it told to me once recently, and I thought it was brilliant is you have to suffer for your art.

Now again, you're probably never going to hear that from people who are selling you something, but I'm just telling you this is a true fact that really if you look at business as an analogy to art, Picasso, the great painter, they actually videoed him creating a painting once, and they found that what he did was he would draw a picture. Then he erased part of it, then draw it again, and then erase part of it. Then draw it again over and over.

What they found was he was actually telling a story in the sequence of drawings and erasing that he was doing. The drawing that he chose as the final one that he left it at was actually the peak of this particular arc of the story that he was telling.

Now he could have just gone straight to the peak of the story, but you can't just land there accidentally. He had to suffer for his art. Developing a new product line or a new service or coming up with a new system message, it very rarely, if ever, happens in a flash. There is usually a process of extracting it out of you and doing the research and asking people and back and forth trying things out, throw the spaghetti on the wall see what sticks, see what doesn't stick. It's a process, right?

In the end, though, if you're persistent enough, I've always found there's just a point where it's so hard and then after a point, everything opens up and it all makes sense. But you had to climb the hill to get to that point. When that happens, it's fantastic. Then really, then it becomes easier.

I just want you to be aware and kind of leave you with this idea that that happens all the time. It has nothing to do with how talented or smart you are or how you're able to figure this stuff out. The most experienced business people still have to go through that climbing of the hill before they hit the summit part.

Again, just stay persistent with it. If you're persistent enough, you will get there eventually. Persistent with discernment. Those two really do go together. Here's how to apply persistence in your everyday life.

Number one, just keep practicing your craft until you become masterful at it. Now what I mean by that is the thing that you do, so for example, I do hygiene consulting and develop business systems for offices to run more smoothly and be more profitable. I've been doing it now—it's been about fifteen years now. I'll give you some stats here. This comes really from a lot of studies of how people become masterful at things. It takes about 10,000 hours to truly master something. You're fooling yourself if you think you're going to get there by just attending a weekend course or something. No, no, no, no. That can be a start, but you're not a real true master until you've done the thing for 10,000 hours.

Now that sounds like an awful lot and in reality, it takes about 10 years of practicing about two to three hours a day. "Okay, Debbie how do I do that? I've got to run a business now." Well, look, it doesn't matter. You're going to get good every single year, every single month, that you keep at it. You're going to get better and better.

Nobody is expecting you to become a master at your craft overnight. That's a myth. All the while you're on that path every step is a certain milestone. You keep getting better and better. After that point, you just—things really start to take off. Actually, what happens, I think, after about 10 years, you hit this level, and sometimes people just get bored at that point because there's no more challenge anymore. That's another story.

But again, coming back to my own experience with this, look, I've been in business now and coaching and consulting for about eight years. It's true. The first three or four years were great. They were fine, but I was still in that beginner stage. I was good. I had a natural gift for it, but I wouldn't call myself masterful at that stage, not at all.

Then there was this second phase that started happening around year six close to when I actually started working and partnering with my colleague Jan Lazarus and I started to really experience an accelerated growth and much success.

Every year that I kept doing coaching and consulting and doing my own businesses, I really did experience getting better and better, more savvy.

I can say honestly that this is about the eighth year right now, and it just started this year that I started to notice that people really do look at me a little differently. They hold me with regard and esteem because I've accomplished quite a lot. I produce great results for my clients.

There's a different entry level I'm entering into right now where really people just look at you a little differently. They begin to know that you are good at this. That started happening at around year eight for me.

Maybe you can relate to that what I just shared about my story in something you've accomplished in the past, for example. Well, building your business and building your craft, your specific niche around what you're building in your business and this is no different. In the same sense as you're practicing and developing your craft, your systems and services, the specific things that you do, you are also going to build and develop yourself as an entrepreneur, and a well known successful business.

Again, that stuff doesn't happen overnight. You can't be expected to write a brilliant sales system or develop amazing products for your clients, in as little as a year of having a business. No, no, no, it takes a lot of practice and some experience before you become really sharp at it.

Again, let's take the example that Harvard Business School uses and the way that they teach business is they say there's one of two ways that you can become really good at business. One is you get out there and do it. Just take action. You figure it out. You do it. The other is you analyze case studies.

I hope you've seen that. Throughout all of these videos, I have presented many, many examples, context, and as many case studies as I can to show you how others are doing it.

Now here again, you use your own discernment and do what's appropriate for your business, but hear me out on this because the more you can be analyzing real-life businesses and especially dental consulting businesses, real websites that pertain to improving your business, various businesses, other successful business people, especially other successful consultants doing what you want to do better and you are analyzing it from a critical point of view of saying, "Okay, what's working with them. What's not? What are the best practices that I can pull from this? How would I do what they're doing? differently?" Then go out there and do it. It's practice, practice, practice.

Ok. Now there are a few tasks here in order to receive your certification. I have mentioned these to you several times but I will say them again and then write them down in your action plan for this week. Once you turn all of these into me you are eligible to receive your certificate. I believe there is a list of 20 things to complete.

The first one is to write your Noble business purpose. If you have a strong **WHY** about why you do what you do then I can promise you that you will never feel that you have worked a day in your life. Get that written down and if you have not sent it to me be sure to do that. The other things that you need to complete for your certification are writing a specific, very detailed description of your ideal client, then you must also complete your avatar outline and turn in, you must also describe your business model as well as describe any workshops, teleconferences, etc, that you will plan to hold. There is a list of about 20 items that you must complete to receive your certification. These are all outlined on your action worksheet for this week. Next week I will share two other traits of successful business owners and talk about celebrating your accomplishment.

Everyone have a great week and I will see you on next week's video. This is Debbie signing off. Bye for now.

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