

Dental Consultant Master Academy
evolve ■ emerge ■ influence

Transcript - Week 50
Celebrate and Thrive!

Hello, this is Debbie and welcome to your very last training video for the Dental Consultant Academy training video!

You did it! YEY! This is now your time to celebrate and continue to THRIVE! And I mean thrive both personally and in your business. This is what today's video is all about. I am here to celebrate and lift you up to thrive in everything you have accomplished in this program so far! AND I want you to know that I am here to take you even further.

Here is what I will cover on today's video. I'm going to share with you two more of the top success 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 one trait that I have personally seen all successful entrepreneurs have and even they have all had it throughout history. I am also going to share with you a very elegant and wonderful but very simple productivity secret that comes out of a principle in Japan. Do you remember what that is? I shared it in a video months ago. This is also a winning strategy for marketing your business.

So let's get started working on your business!

First off, I want to give you all a BIG VIRTUAL HUG because I know you have worked so hard AND you have come so far since your first module! Can you look back and think about where you were in your life and your business 50 weeks ago? You have proven that you have the determination to stick to your dream and accomplish your goals. This is huge so I want you to just think about this for a moment! Go to your action sheet and write down where you were 50 weeks ago personally and in your business. How do you feel different today? Is your life better? Is this how you dreamed it would be?

Now the first one you will remember is discernment because 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.

This is why I put this as number one, and I will talk about it again 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.

I really want to emphasize that being an entrepreneur means sometimes being uncomfortable. I have to speak about this again because the majority of people just give up when things get hard. In business, there is always some element that is going to feel difficult.

With this difficulty in mind, I commend you because the reason you are here in week 50 is the Number 2 Principle and that is Persistence. When the going gets tough most

people get going and I mean they go away from their goal and never get to create a reality from their dream.

Persistence goes with discernment. I have said it before. Every year that I have continued with my consulting business I have become more savvy and things come together so much easier for me. I remember staying up until midnight trying to get my newsletter perfect. Now it takes me about one hour to write the newsletter once I have my blog post close to perfect. As I have mentioned before, it is never perfect. I post it and then edit it numerous times. I may go back a day or a week later and see an error, misspelled word that was not picked up. It is just a process. You can never wait for things to be perfect or you will be in what I call paralysis by analysis. That is what will take you down the road to failure so do not take that wrong turn.

There will be days when you feel stuck. Sometimes I sit down to write my blog and can't think exactly how I want to thoughts to flow. I will go to google.com and put in my ideas and wha-la! It all somehow comes together so quickly. Recently, I was thinking about a team building activity for an office I was going to be consulting in. Now they are having some difficult challenges between the doctor and team. I mean gossip, name calling, just so many emotions and I wanted to do something fun to get them out of this funk! So I went to Youtube.com and I found several, I mean about three different videos that gave me great insight and not only did I create this fun team building activity but I found some great stories to use as an analogy and that really helped because it had people rolling on the floor laughing. I suggest that if you feel stuck, go to google or youtube and look it up. It is a quick way to get you over the hump.

It is also another example of persistence to keep moving forward.

The third success principle is called Kaizen. I know it sound Japanese and it is. It comes from a far east concept. Kaizen is what you have heard me say before, this 15 degree shift or taking the zigzag path, that is Kaizen.

I have an example to share with you and it is from one of my consulting colleagues who went to a Tony Robbins course. One day at a live event she went to an office for a meeting and when she went inside the room she found this small team of people translating what Tony Robbins was saying live on stage. I think I may have shared this story with you before. She was thinking "Now this is interesting! Tony has someone translate and transcribe all of his live events. What I found out he does is that he goes back and re-reads his transcript and highlights it. He notices what responses he gets in specific areas where he gives his live events. I found myself doing something similar, on a smaller scale, when I was out there speaking all over the nation. I mean I kinda got to know what to expect from east coast hygienists and then the California hygienists, well they are another story! Ha! Ha! So for

Tony what he found was that in smaller towns such as Pittsburgh, PA he gets a totally different response from the people in Los Angeles, CA. Now he makes note of the

differences and can make small improvements to his presentation. And I found out he has been doing this same thing for 20 yrs!

This is an example of how Tony Robbins uses Kaizen. Do you see how these examples I give you are linked to practice and persistence?

Let's talk about this a bit more. You see the problem is and I get stuck doing this. I catch myself in this pattern and have to quickly discern to get myself out of this funk! People overthink things! We need to take the smallest and most immediate steps that are necessary to take action, just one little step. You don't have to worry about 20 steps down the line, because again, people are always trying to make things perfect before they ever get started and waiting for perfection never works. You think of building the plane while it is in the air. HA! Well, what you are doing with your business doesn't require people in a plane while you build it but you start the movement, get in the air. Now you can work to improve it. Take small and what may feel like trivial steps to accomplish large tasks- your goals and objectives. Again, think of this as what is called "CANI." That means Constant and Never Ending Improvement.

Now I know that you have a big vision for your business and your life. But the reality is that 95% of your energy, that is your time, well, it should be focused on the details that are right in front of you. This is your low hanging fruit. When you learn to do this for yourself you will now automatically start to think this way and grab the low hanging fruit for your clients as well. You teach them about Kaizen for their business.

Most entrepreneurs and especially the people who are more right-brained and creative, they have a tendency to get stuck so you want to look at the next two or three steps that are also right in front of you, right where your feet are planted now.

Always be thinking "What are the small incremental steps that I can and need to take to just move forward even if it is just a few inches?" Think inches not miles.

You are running a marathon but taking baby steps to get to cross the finish line.

The smaller and simple question is the answer. The faster your brain will give you an answer when you ask yourself one small simple question.

Here is the mistake I see people make. They ask "How am I going to start my dental consulting business?" or "How and I going to get clients?" And as soon as they articulate this fear occurs. This is what happens when we ask big and difficult questions. This is how we get triggered by fear and our brain freezes up. What I invite you to do is instead ask the small simple questions so you can see the logical steps right in front of you Change the word "HOW DO I?" to "How do I get one beta client?" "How can I just get my information out there to one dental practice or one dental client?"

Do you feel the difference in the energy of the second set of questions? The question about a beta or just a client to “Test” your information on, feels much easier, doesn’t it?

I bet that just hearing me say this sentence made you think of a potential client or someone you can just beta-test your information on.

This is a tool that you can be using every day of your business and that is asking these small, simple questions to yourself. If they are small and simple than they are not so scary. When the questions are not scary to your mind, you will find answers much quicker.

Now ask yourself this one simple question: “What is one small, simple action that I can take to _____?” You see how that works? Fill in the blank here.

What is one small step that will increase your business by 1% in the next three days? You are not looking to double or triple your business or hit six figures if you are not at six figures now but what small thing can you do in the next three days to increase your business by 1%?

Start thinking of ideas to do that. You can immediately start to think of ideas for that. You should not be feeling like it is challenging.

Well, those are the three success principles. Now let’s wrap this up. I want to tell all of you that I have really enjoyed working with you throughout the past year. This is not the end! We can continue our journey together from this point on.

I will share with you briefly. You have some options here. One is to continue reviewing these core modules, what you have been doing this past year. There is a lot of information and this is a great way to always have the information in front of you and available. And you can do this –keep the information available in the portal by going into our advanced level of the academy. What happens is that the Advance Dental Consultant Master Academy members have access to all the videos for the next year. Everything that you see currently in your library, you still have access to that. So you have time to go back to them, reference them as you need and continue to grow from using the vast knowledge that is found in those videos.

In the Advanced level, you can also attend special live events where we are gathering together for connection, masterminding and skill building. This special live event is only for those who have completed the first year, second and beyond. These live events are only for the advanced members.

So we have a core group at year one and there is this live event for them which you are welcome to attend but then as an advanced member you will also have your own higher level of mastermind group that meets live each year.

These intimate, special, live events are where I am your coach and can interact with you on a more personal level. We do a lot of connecting, masterminding and skill building to get your business to that next level. I have special exercises and there are special interactive group discussions to gain more insight and it really helps get you to your next level of success being around all these like-minded people. These are very energized events.

Many people believe that the live events are what really lift them up. In addition to the live events you will have you own advanced access calls each month and more training modules. These training modules will be on the calls but there will be some video modules as well. This information is specific to advancing your business. On the recorded calls there is a 40 minute topic I will provide and then I open the lines up to Q and A.

This will be a way for you to get more in-depth coaching and direct access to me in a smaller and more intimate group setting. So that is what the advanced level is all about.

Now I also have a premier level if you are a member of the academy. This means that you will get all the benefit and tools that I talked about for the advanced level – everything. But at the premier level this is something very special. This is your opportunity to work personally with me in a very small intimate group. Maybe 4 -6 of you in the group. We meet in-person throughout the year for in-depth strategy and coaching. I can tell you that at the premier level people here are really taking off in the consulting business. These are the people who make the most progress. The people who enter the premier level are very serious about their business. This is where there is a lot of synergy in the meetings held. It gets kind of magical here. You have full access to me and you get to be in the hot seat so you can have personalized attention on your business. This is where we do a lot of masterminding, dialoguing and strategizing about your business. We tap into the core fundamentals of what makes business work. You will see ways to apply business fundamentals to your business.

Not only do we meet in person but you are getting the accountability from your other premier members. We meet every month in a small group on the phone. There is a lot of accountability and high strategy when a part of the Premier group.

Now if you are interested in how to take a deeper dive into your learning and get your business to really THRIVE these options are available and simply email me at: dentalpracticesolutions@gmail.com

In your email in the subject line put the word Advanced or Premier Group.

Just reach out to me and even if you have a general question about it reach out and let's talk. I am happy to have a dialogue with you about which option is really best for you.

So again, this is it! We are at the end of our first year. I am really looking forward to connecting with you even further in either the Advanced or the Premier group.

Again, I want to give you a virtual hug and my appreciation for joining me in this grand adventure for your business. I give you all my admiration for completing these 50 weeks and getting your business to where it is today. Please email me and please post in your private Facebook group you're a-ha's and take away's from these 50 weeks. Together we are so much greater and we can learn from your a-has!

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

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