

# **Dental Consultant Master Academy**

evolve ■ emerge ■ influence

## **Action Sheet – Week 49**

Success in Your Business and Review

### 3 Top Success Principles to Take With You For the Rest of Your Life

#### Success Principles #1: Discernment

- ☒ Which strategies do you need to focus on?
- ☒ Go for the lowest hanging fruit. What is that today?
  - o Just because you CAN do everything doesn't mean you should!
  - o You have to use discernment and decide the optimum path for you moving forward.
- ☒ What actions will produce the highest income with the least amount of effort and time?

#### How to Apply Discernment in Everyday Life

- ☒ Get out of your head!
- ☒ Successful entrepreneurs live and thrive on feedback loops:
  - o Deep conversations with clients about what's working and what's not.
    - o Create a mastermind
    - o Use [www.surveymonkey.com](http://www.surveymonkey.com)
  - o Staying abreast of industry trends by reading a lot and attending events.
  - o Talk with smart and experienced colleagues.

#### To Receive your Certification you must turn in the following:

1. Write Your Noble Business Purpose
2. Explain your ideal client:
  - o Demographics
  - o Age
  - o Sex
3. Psychographics (Fears, hopes and/desires)
4. Complete your Avatar Template
5. Describe your "Right Business Model".
6. Describe workshops you plan to hold, include dates and location, etc for these. Please explain below.)
  - o Workshops: Describe workshops, Seminars, Telesummits, etc., you plan to hold, include dates and location, etc for these).
  - o Seminars and Conferences
  - o Webinars and Teleconferences
  - o Telesummit

7. Do you offer products online? If “Yes” please explain what these products are. If you do not offer products online but have products please explain how you are currently selling or how you plan to sell your products.
8. Do you have a website? If you answered Yes, list your website address below.
9. Have you set up Google Analytics? Yes \_\_\_ No \_\_\_
  - o If you answered No, do you understand the benefit of reading these analytics? If you don’t understand please plan to ask this question at our monthly access call.
10. Do you offer an initial free offer (IFO) on your website? If you answered Yes please answer with a description of this and where this can be found on your website.
11. Explain if you use an auto responder or a broadcast message to email your list or for correspondence with an offer from your website. Please explain what your auto responder(s) and/or broadcast messages are being used for
  - o If you do not use either please explain what you know about an auto responder vs. a broadcast message.
12. Do you have a newsletter? Yes \_\_\_ No \_\_\_
  - o How often do you send out this newsletter?
  - o How did you come up with this time frame for sending your newsletter?
  - o Do you have a name for your newsletter? If so, what is the name?
13. Do you write a blog? Yes \_\_\_ No \_\_\_
  - o What topics do you write about in your blog?
  - o Do you know how many views your blog receives each month? Yes \_\_\_ No \_\_\_
  - o How do you market to gain more viewers of your blog?
14. Do you have a GOOGLE+ Account? Yes \_\_\_ No \_\_\_
  - o If you answered No, please go back and review Week 17 so you understand the exact benefit of having this social media tool and why it is important to have.
15. Explain your business brand. If you have not established your brand at this point in time please refer to this article: <http://www.entrepreneur.com/article/77408#>
16. iWhat is your goal for being a leader in your community?
17. What are the advantages that you bring as a leader?
18. Write a Marketing Plan
19. Write Your Business Model
20. Written Practice Analysis/Opportunity Report

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