

Working with Your Action Coach

Brought to you by your **ACTION International** Business Coach

6/4/2014




“Achieving Growth through Marketing with the 5 Ways Formula”

Blomgren Advisory Group LLC

Business Advisor - Brian Blomgren

- ✓ Principal in Blomgren Advisory Group; Business Owner and Business Coach since 2004
- ✓ EXPERIENCE Advised over 100 small businesses over 10 years; 10+ years in Healthcare; Leadership in Fortune 20 corp
- ✓ RESULTS 5 years top business coaching franchise in world; clients on average have 45% CAGR when on program for more than year
- ✓ RECOGNIZED in publications such BusinessWeek, Catalyst Magazine, Atlanta Business Chronicle
- ✓ COMMUNITY Past Radio Show Host – The Business Hour 1620AM – Radio Sandy Springs; Board Member Christian Leadership Concepts
- ✓ EDUCATION Industrial Engineering – Georgia Tech, MBA – Emory, Goizueta Business School
- ✓ FAMILY Wife – Debbie, Children – Hannah, Benjamin



Vision and Mission

Personal Mission
To Live by Faith, Be Known by Love, to Be a Voice of Hope

My Business Vision
Transformation of the health of our communities through market driven business enterprise

Suwanee Dental Care
Smiles people love that bring light and hope to people of all nations

Your Vision and Mission ??

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Business Coach

Setting Your Future ...

**Start with
the End in
Mind ...**



Set up Your Reticular Activating System (RAS) ...



**It's the
COMPASS
(or GPS) for
your brain**

...

Where you
want to be **B**

Knowledge

Reading Books

Listening to Audio

Watching Videos

A Where you are today

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Looking for Business Growth...

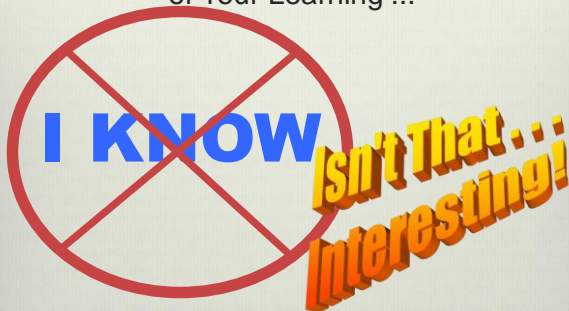
**Must be prepared to change
Not only your business
But yourself...**

Ownership
Accountable
Responsible

Blame
Excuses
Denial



To Make Sure You Get the Most Out
of Your Learning ...



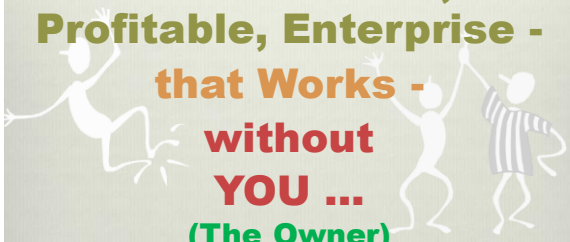
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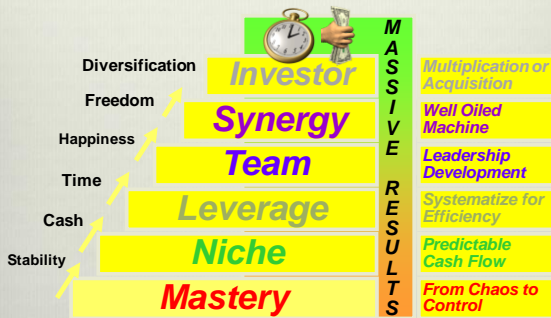
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Definition of a Successful Business

**A Commercial,
Profitable, Enterprise -
that Works -
without
YOU ...
(The Owner)**



Six Steps Business Model



Combining Definition of a Business with the 6 Steps Approach ...

INVESTOR	Over and over again ...
SYNERGY	All the Time ...
TEAM	Without YOU ...
LEVERAGE	That Works ...
NICHE	Profitable ...
MASTERY	A Commercial, Enterprise ...

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Creating Your **Niche**

- ...
1. **USP** ...
 2. **Promise** ...

MARKETING
is in the
NUMBERS

To say it another way...
You can only improve what you can measure!

You will need to ...

TEST
& Measure

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5 Ways to Increase Your Business Profits ...

Number of Leads	x	Conversion Rate	=	No. of Customers
	x		=	No. of Transactions
	x		=	Avg \$\$\$ Sale
	x		=	Revenues
	x		=	Margin
	x		=	Profits

Let's put in some numbers ...

Number of Leads	200	
x	x	
Conversion Rate	25%	=
		No. of Customers
	50	x
	x	No. of Transactions
	2	x
	x	Avg \$\$\$ Sale
	\$5000	=
		Revenues
	\$500,000	x
	x	Margin
	25%	=
		Profits
	\$125,000	

With just a 10% increase ...

Number of Leads	200	220
x	x	x
Conversion Rate	25%	27.5%
=	=	=
No. of Customers	50	61
x	x	x
No. of Transactions	2	2.2
x	x	x
Avg \$\$\$ Sale	\$5000	\$5500
=	=	=
Revenues	\$500,000	\$732,050
x	x	x
Margin	25%	27.5%
=	=	=
Profits	\$125,000	\$201,314

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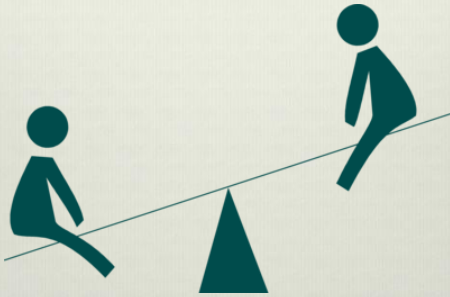
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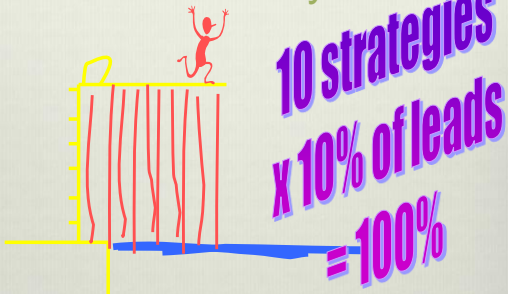
For Fun... a 100% increase

Number of Leads	200	400
x	x	x
Conversion Rate	25%	50%
=	=	=
No. of Customers	50	200
x	x	x
No. of Transactions	2	4
x	x	x
Avg \$\$\$ Sale	\$5000	\$10,000
=	=	=
Revenues	\$500,000	\$8,000,000
x	x	x
Margin	25%	50%
=	=	=
Profits	\$125,000	\$4,000,000

Niche = Predictable Cashflow



The Rule of 10 by 10 ...



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Measuring Lead Source

Marketing Strategy #1 - Search Engine	Marketing Strategy #2 - Direct Mail	Marketing Strategy #3 - Print Advertising	Marketing Strategy #4 - Social Media Marketing	Marketing Strategy #5 - Building Referrals	Marketing Strategy #6 - Patient Referrals	Leads	New Patient Exams	Conversion Rate #1	Total new patients	
Company:										
Year:										
Week of -	5	0	0	0	0	5	5	100%	3	
Week of -	4	1	2	0	0	7	7	100%	4	
Week of -	3	0	0	3	2	2	10	70%	6	
Week of -										
Week of -										
Totals	12	1	2	3	2	22	19	86%	13	
Averages / Wk	4.00	0.33	0.67	1.00	0.67	0.67	7.33	6.33	86%	4.33

Lead Capture System

- ❖ Every initial potential patient interaction must capture reason for them seeking to contact your practice
- ❖ Have Lead Capture worksheet with all important information especially for call back
- ❖ Train staff on process through a communication script (i.e. before I can answer your question, could I get a little information about you?)
- ❖ Review lead source results in weekly staff meeting

Improving Lead Generation

- ❖ Understand your strategy first and build knowledge
- ❖ Trial and Error to increase learning
- ❖ High Level of Activity to create momentum
- ❖ Test and Measure through campaign management
- ❖ Calculate return on investment per strategy
- ❖ Leverage lead generation through alliances
- ❖ Over 280 strategies from Solstice Dental Advisors

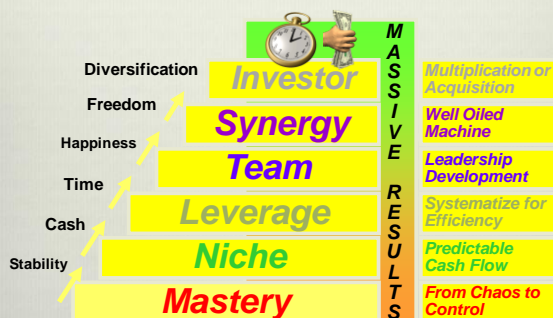
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Let's put in some numbers ...

5	Number of Leads	200	2
	Conversion Rate	25%	
	=		
	No. of Customers	50	
4	No. of Transactions	2	3
	Avg \$\$\$ Sale	\$5000	
	=		
	Revenues	\$500,000	
	=		
	Margin	25%	1
	=		
	Profits	\$125,000	

Six Steps Business Model



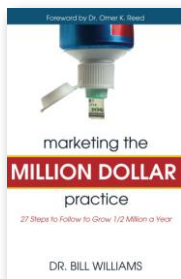


Resources

❖ **Order The Book and Get a Bonus e-Book**

❖ **only at**

❖ **100NewPatientsAMonth.com**



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Brian Blomgren for Coaching
with Solstice Dental Advisors

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Blomgren Advisory Group LLC



Digital Storytelling

Your Practice Brought to Life





Community

- Blogs
- Facebook
- Twitter
- Pinterest
- LinkedIn
- YouTube




www.facebook.com/MarketingTheMillionDollarPractice



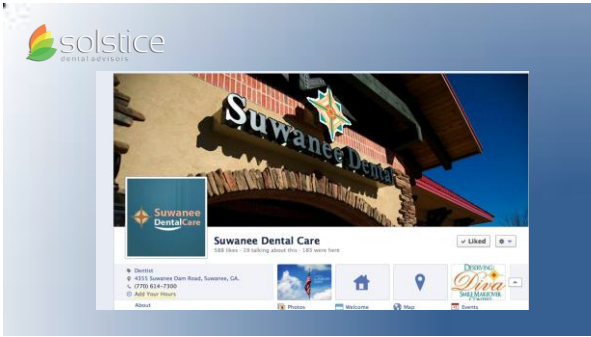
Facebook

- 1 billion users
- Your community resides here
- Meet them where they are
- 15 minutes a day or less



Facebook

- Create business fan page
- Maximize opportunity
- High quality images or designs
- Ask patients to 'like' your fan page
 - Will you talk to me?
 - Create 'Like' Promotions





 **Facebook**

- Posting
 - Communicate Daily
 - Test days of week and time of day
 - Dr.'s
 - Hand off to a trusted team member



Facebook

- What to post?
 - Blog articles
 - Photos and Videos
 - Fun or inspirational quotes
 - Ask questions
 - Relevant articles from AGD, AACD, Suppliers, etc..








Facebook


- 3rd Party Applications
 - Contest and Promotions
 - Fan offer









Likes See All

-  **Gwinnett Gladiators**
2 Friends also like this.
-  **Gwinnett Chamber of Commerce**
3 Friends also like this.
-  **Deserving Diva Foundation**
12 Friends also like this.
-  **Invisalign**
2 Friends also like this.
-  **Gwinnett Medical Center Foundation**
9 Friends also like this.

Queen of Hearts Antiques & Interiors Liked

Antiques, Interiors
 670 N. Main Street, Alpharetta, GA
 770-280-7323
 Today 10:00 am - 8:00 pm

Photos Pinterest Join My List Events



Dentists in Suwanee, Georgia

Suwanee Dental Care
Dentist
 4315 Suwanee Dam Road, Suwanee, GA
 Sun-Sat open over 10 years of combined experience in cosmetic, implant, & family dentistry. Also offers laser, digital X-ray technology, and other health services.
 Like Share

Dentistry 4 Kids
Dentist
 1615 Lawrenceville Suwanee Rd., Suwanee, GA
 Dentistry & Pediatric Care, COSMETIC, CONVENIENCE, and CONVENIENCE W/...
 Monday 8:15 am - 2:00 pm
 Tuesday 7:00 am - 1:00 pm
 110 people checked in here
 Like Share

Suwanee Family Dentistry
Dentist
 2100 Lawrenceville Suwanee Rd., Suwanee, GA
 Awarded Best of Gwinnett for 8 years by the readers of Gwinnett Magazine!
 Today 7:00 am - 1:00 pm
 Like Share, Share Google+, Like and Share on Facebook

Fewer Than 100 Places



REFINE THIS SEARCH

Place Type: Dentist

Liked by: (None)


Name: (None)

Place In: Suwanee, Georgia

Visited by: (None)

EDIT THIS SEARCH




 **YouTube**

- We are visual people
- Produce high quality video
- Connect emotionally
- Be yourself
 - Even if you don't think you're qualified
 - People prefer authenticity


 **YouTube**

- What type of videos?
- 4 types
 - About Us
 - Testimonial
 - Guest Interview
 - Fun Videos



YouTube

- What type of videos?
 - Testimonial
 - [Your patients in the office](#)



YouTube

- Is it worth my time?
 - Social proof for your practice
 - Reveals the heart behind the mask
 - People remember what they see not what they read
 - Search Engines Like Video Content



Risk Produces Reward

- Everyone Has A Story
- Step Into The Unknown
- Do Life With Your Community
- Give And Receive



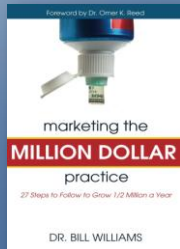
Digital Storytelling

- Facebook, YouTube and Video Content
 - Focus Your Efforts Here
 - Be Consistent
 - Give Yourself Time
 - Marathon Territory



Resources

Order The Book and get a
bonus ebook
Only at
100NewPatientsAmonth.com





Tyler Williams Live

- High Performance Coaching
 - Via Phone Call or Skype
 - 30 Minute Complimentary Session
 - tyler@tylerwilliamslive.com
