

# 16 Exciting Ways to Make 2020 a Record Breaking Year!

by


**Dr. Steven Nelligar**

**DOCTORPRENEUR™ ACADEMY**

**Stability | Growth | Financial Freedom™**

*Physicians*  
**Marketing Solutions**

*...Your Marketing & Practice Development Team*



# 16 Exciting Ways to Make 2020 a Record Breaking Year!

## The Power of a New Year

The New Year brings with it tremendous opportunity. For many it's an opportunity to wipe the slate clean and start over. It's also an opportunity to let your imagination seek new heights and set new goals. For business owners the New Year offers a prime planning and growth opportunity.

As a business owner you can take advantage of the New Year to plan for growth. What do you want to achieve? Anything is possible!

If you're looking for inspiration or advice on seizing the New Year to grow your business then this report is for you. In the pages to follow, we'll explore 16 exciting ways to make your business more profitable – 16 possible resolutions for you to capture and make your own.

Ready?


Great! Let's get started!

## #1 Resolve to Plan

Do you spend at least 20% of your time planning your business? Most business owners don't yet this is a critical activity. When you take time to plan your business you get into the habit of making things happen. You change your mindset from someone who simply reacts and responds to someone who is pro-active.

So when and how do you plan your business? Resolve to sit down once a week and plan your business for the next week. Once a month sit down and plan your business for the next month. Once a quarter sit down and plan your business for the next quarter. And once a year sit down and plan your business for the next year. All of your plans will support each other so make sure to write them down. Use your business plan as the foundation. This will help ensure you're planning and growing your business consistently and that you're staying true to your vision and mission.

Create a specific day each week, each month, each quarter and each year to plan. Schedule it and then resolve to stick to your schedule.



# 16 Exciting Ways to Make 2020 a Record Breaking Year!

## #2 Resolve to Set Goals

Goals move you from point A to point B. They're the only way to consistently grow personally and professionally. Additionally, when you get in the habit of setting, and achieving, goals significant things begin to happen. You position yourself to be in a state of constant improvement and success. It has a snowball effect and one small success turns into several substantial successes. Setting goals changes your mindset. It forces you to take charge and to become proactive in the success of your business. It's also quite invigorating!

Good goals are goals that are measurable, achievable, timely and relevant. Consider sitting down this New Year and creating a long term goal supported by several smaller short term goals. For example, a goal may be to increase your profit by 20% this year. You might then support it with several smaller marketing and customer service goals that you can implement on a weekly or monthly basis.

You can apply this resolution to your personal life too!


## #3 Resolve To Increase Your Prices

When was the last time you increased your prices? Many small businesses owners are reluctant to increase their prices especially in a down economy. They fear patients will object. They fear they may price themselves out of many sales.

However, if you haven't raised prices in a while you may be sending patients the wrong message. If your prices are too low you may be devaluing your products or services. Take an honest look at the market. Is there room to raise prices? How can you raise prices and also raise value?

## #4 Resolve to Give Back

Are you involved in your community? Do you give back? There's a lot to be gained both personally and professionally when you give back. Personally, you receive a satisfaction and joy from making a difference in people's lives. Professionally it's good for business.



# 16 Exciting Ways to Make 2020 a Record Breaking Year!

When you give back to your community you make solid networking connections. You position your business in a favorable light. You also gain an opportunity for content. You can create press releases, blog posts and even articles about your experiences.

Giving back doesn't have to mean donating money either. You can give your time, skills and knowledge to a worthy cause. This year, find a cause that's relevant to your industry and one you can get excited about. Get active within that community. Brainstorm ideas and ways you can contribute. You'll grow in more ways than you can possibly imagine.

## #5 Resolve to Affiliate


Do you have affiliates working for you? If you do not, consider adding an affiliate program to your sales and marketing strategy. It's amazing how quickly your business can grow when you have a team of sales people working hard to promote your business. It doesn't matter what your business model you've chosen. You can really boost your bottom line when you employ a team of affiliates.

If you do already have an affiliate team, what can you do to help them earn more? Can you offer them more giveaways? Higher commissions? What about contests and promotions? Make a commitment this year to build your affiliate team.

## #6 Resolve to Analyze

Do you have access to analytics for your website? Are you testing and tracking your marketing efforts? If not, how do you know what's working and what isn't? How do you know where to spend your time money and energy? If you do have analytics installed on your website and receive regular reports do you take the time to look at the reports? Do you use them to plan your business? Analytics provide serious insight to your business and your prospects. It's one of the most useful assets you have as a business owner.

If you don't presently analyze your data, make a commitment this year to use your analytics wisely. Create a plan to study them at least on a monthly basis. Use the information to plan your product launches, marketing tactics and even your content.



# 16 Exciting Ways to Make 2020 a Record Breaking Year!

## #7 Resolve to Partner

Partnerships can be very profitable. In fact, some partnerships can double or even triple your income. There are many ways to forge a partnership. You can hold live events together or you can keep it simple and swap blog posts or articles. You can go all out and offer complimentary products or services.


For example, if you are a doctor offering weight loss services, you can partner with a local gym. Together you could offer a comprehensive total body makeover program. This year, take a look around you. When you meet new people that you click with, look for ways to partner with them. Be open to new opportunities to grow your business through partnerships.

## #8 Resolve to Ask for Referrals

If you're not presently asking for referrals you're missing a valuable business building opportunity. Referrals are a surefire tactic to grow your bottom line. After all, there's nothing better to motivate a purchase than a recommendation from someone you know and trust. Let your satisfied clients and patients become your advocates. It doesn't take anything more than an email requesting a referral.

Consider committing to a referral request plan. For example, 30-60 days after a successful client interaction you can send the client a promotional email along with a request for referrals. Your request could even be something as simple as an email sent at the end of a project or after a purchase to ask for feedback. Conclude the email with a request - "If you know anybody who might appreciate our services, please recommend us."

Or if you're really uncomfortable asking for a referral, consider starting a referral program. A referral program is a formal program where people are rewarded for referrals. For example, they receive a \$25 credit toward your services when they refer someone. If you decide to create a referral program be sure to market it to your existing patients. They'll have to sign up for it so you can track who they refer and how much credit they've earned.



# 16 Exciting Ways to Make 2020 a Record Breaking Year!

## #9 Resolve to Improve Yourself and Your Knowledge

Consistently striving to improve your skills and knowledge is a fantastic way gain renewed passion for your business. It's also a wonderful way to improve your business, meet new people, offer new products or services and ultimately make more money.

Identify an area where you could improve your skills or knowledge and take action. Consider looking at the available seminars and workshops in your industry and attending them. Self-improvement is fantastic for boosting success and establishing a positive mindset. Combine your resolution to set goals with your resolution to improve yourself and create a self-improvement plan.

Plan for the entire year. Read books. Attend seminars, conferences and workshops and consider joining or creating a mastermind group where you can benefit from the skills and experience of others.


## #10 Resolve to Better Time Management

How are your time management systems and practices working right now? Do you know where you spend the majority of your time? Do you know how much your time is worth? Are you making the most from the activities and tasks you spend your time on? Some tasks don't take you very far in your business while others can provide quantum leaps. Where do you focus your time?

Start this year by analyzing where you spend your time. Analyze how effective your current time management practices are. And take a look at what tasks you're spending your attention on – are they the most profitable tasks?

Next, take a look at alternative solutions. How can you spend more time on the most profitable and rewarding tasks? How can you spend less time on the management and administrative tasks? There are an abundance of solutions:

- Interns
- Outsourcing



# 16 Exciting Ways to Make 2020 a Record Breaking Year!

- Technology – automate the admin tasks as much as possible
- Policy change

Adopt positive time management tools into your daily routine. There isn't a one size fits all solution. Take a look at the tools technology has to offer and also consider good old fashioned pen and paper. Tasks lists are not overrated! Learn to prioritize so the most profitable tasks are accomplished first.

## #11 Resolve to Eliminate Waste

Waste comes in all shapes and sizes. You might first think about the office supplies you use. For example, do you use recycled paper and ink cartridges? Do you recycle? Do you turn your computer when you're not using it? Do you plug your electronics into a power strip and turn that off when you're not using them?


However, there are other ways you can eliminate waste too. Do you find that some systems require wasted energy? Do you find that you're often repeating yourself to contractors, clients or prospects? This is wasted energy too.

Do you pay for things when you don't really need to? For example bank fees or credit card interest. That's wasted money. Money you could use to grow your business or to have fun with.

Take a look at all of your business systems, policies and procedures and analyze them for potential waste. Resolve to tighten up and eliminate waste wherever it is present. Create goals to change your wasteful habits.

## #12 Resolve to Add to Your Product/Sales Funnel

When was the last time you added a product or service to your sales funnel? Launching a new product or service is a great way to invigorate new interest in your company. It also boosts profits. In addition to the added value your new product or service offers your clients and prospects you'll also launch a marketing initiative. Your marketing tactics grow awareness and exposure for your business.



# 16 Exciting Ways to Make 2020 a Record Breaking Year!

Even if you've never offered a product or service before, you can create an information product to launch this year. Take a look at your existing products and services. Explore and analyze your audience's needs. Brainstorm possible products or services you could offer. Choose a product and then create a plan to make it happen. Consider launching a new product or service each quarter and really challenge yourself.

## #13 Resolve to Delegate/Outsource

This resolution fits nicely with your resolution to manage your time better! As a business owner you wear many hats, right? You're an office manager, a CEO, a DOCTORPRENEUR™ and you're often the administrative help too. You also create products or offer services; you are the sales and marketing staff all rolled into one. Some of these activities are likely a waste of your skills and talents.

Take some time to review the activities you presently manage. Evaluate your hourly value. And then create a plan to delegate or outsource the tasks that either:

- Don't directly bring in income
- Aren't well matched to your specific skill set


An example might be your bookkeeping and accounting or your customer service system. It makes great sense to outsource or delegate these tasks. They don't have a direct effect on your profits and your time may be better spent elsewhere.

Delegating and/or outsourcing can be challenging. It's tough to let go of some of the responsibility. However, it's also tremendously empowering too. It's the best way to run an effective, efficient and prosperous business. You can't and shouldn't do it all.

## #14 Resolve to Improve Customer Service

Your existing patients are your most valuable asset. Unfortunately, all too often business owners focus more on getting new business than on keeping the business they have. This costs money, time and energy. When you focus on making sure your existing clients are happy they'll continue to buy from you.





## 16 Exciting Ways to Make 2020 a Record Breaking Year!

Additionally, happy clients are happy to refer others to you and generally spread the word about your fantastic company. They'll hook up with you on social networking sites and inadvertently help you build your brand.

Take a look at how you presently manage customer service. Not just your problem solving system but your general customer service approach. Do your patients know how important they are to you? Do they feel appreciated?

How can you improve your customer service and your customer experience?

Take a look at every method you use to communicate with your clients - telephone, emails, social networking, problem resolution and even your shopping cart or invoicing procedure. What can you do to improve their experience?

Create a resolution to make your patients know how much you appreciate them. Launch a special customer service appreciation campaign. Overhaul your customer service system. Create a system of consistent and positive customer service interaction.

Note: If you'd like to learn more about our *S.T.A.R.S. Success Staff Training Program*, where we do the training for you, give our office a call.

### **#15 Resolve To Improve Your Systems, Policies, And Procedures**

Take a look at your current systems, policies and procedures. Are they outdated? Are they effectively protecting you and your customer? For example, is your privacy policy up to date with your practices?

Analyze your existing systems to make sure they're effective and they support your success. If they don't, change or eliminate them. Technology can help in many instances and if you're unsure of how to solve an issue or make a change then seek help from others in your industry. There's a wealth of knowledge out there just ready for you to snatch it up.


*And last but not least...*

*Physicians* **Marketing Solutions** 3800 Waldo Ave., Bronx, NY 10463

phone: (718) 548-4193

©2003 – 2020 Physicians Marketing Solutions, Inc. All rights reserved. Unauthorized copying of these materials is prohibited by law.

Please remember that there are many legal issues that are always present regarding advertising as it relates to the healthcare profession. Therefore, I urge you to consult with competent counsel or your state board if you are uncertain of your state laws regarding advertising. If you have any questions feel free to let us know.



# 16 Exciting Ways to Make 2020 a Record Breaking Year!

## #16 Resolve to Take Time Off

It sounds counterproductive to take time off if you're trying to boost your profits. However when you don't take time off you can burn out. The business you once found so enjoyable can turn into a daily grind. This affects your profits!

Resolve to take time off on a regular basis. Again, there isn't a right or wrong solution here. Some people benefit from taking time off on a weekly basis. Others take time off each month or each quarter. One of the benefits of owning your own business is the freedom to make your own schedule. Take advantage of that and take time off on a regular basis. Schedule it into your week or month.

Find a vacation schedule that works for you and commit to taking time off on a regular basis. Renew, refresh, rejoice and then go back to work. Your business will benefit from your renewed vigor.

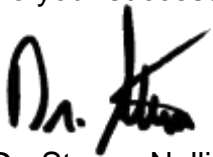
## Conclusion

The New Year is the perfect time to take a renewed interest in boosting your business profits. If one of the 16 resolutions mentioned here doesn't appeal, create your own resolution. The secret to resolution success is to plan for it, set achievable and measureable goals and to track success.

Remember...small changes lead to big results!

Make 2020 your best year yet!

To your success!



Dr. Steven Nelligar

P.S. I am offering a free "Jump Start Your Practice in 2020" telephone consultation. If you would like to take me up on this limited time offer, give my office a call at 718-548-4193 or send us an email to [support@physiciansmarketingsolutions.com](mailto:support@physiciansmarketingsolutions.com)