

THE CLINIC COACH

Strategies to Sculpt Your
Beautiful Business



**DOUBLE YOUR TURNOVER
DOUBLE YOUR SUCCESS**



5 ETHICAL STEPS TO CLINIC PROFITABILITY



AN INTRODUCTION



What you have here is what most clinic owners either don't understand or simply don't do because they get side-tracked.

However, once you understand the importance of what you learn here, you won't fall into the trap of ignoring these small actions and putting what's urgent in front of what's important.

I'll share with you some of the nuggets that it's taken me years of experience to learn. I've seen these strategies work time and time again with my private clients and I know just how effective they are. Now, I know you might be sitting there and thinking 'well my clinic is different' and you're absolutely right. All clinics are different – unique in fact – but they all share common problems and I'll give you some top tips for moving past these.

You'll be asked to think about not simply growing your clinic, but about the lifestyle you want and deserve – the lifestyle that the business you're building is going to support.



WHO IS ALAN S ADAMS?



This is Alan S Adams



Are you wondering why I'm qualified to give you advice and guidance? Hey, as you've just received this report it's a fair question.

My business journey started with a degree in International Disaster Engineering and Management (I thought of Thunderbirds when I first heard that name and spent my first year mightily disappointed!). A large part of our focus was on how big businesses, global corporations and even countries coped with crises. I saw firsthand what a level playing field it ultimately is out there in the world, yet saw how some companies – when hit by the unexpected – would roll over and disappear, whilst others would actually turn it into a positive and go on to thrive.

This ignited a lifelong passion to really understand how and why businesses succeed, and over the following years I've studied literally hundreds of books, attended countless workshops and seminars, and invested \$tens of thousands, and thousands of hours to learn as much as I can. This year alone I've spent \$40,000 and invested 26 days on my development so that I stay at the very top of my game. I did a Masters in Neuro Linguistic Programming to allow me to understand the psychological reasons for success and failure within business.

I met and interviewed some of the most successful business people in the UK, and I'm currently part-way through interviewing some of the UK's super, super successful business owners, to see just what mindset and beliefs they all have in common.

Plus, I run a successful business consultancy, I train business owners UK-wide, I'm a Director of a leading PR and reputation management agency, and I'm also an Amazon Bestseller and Award-Winning Author (I've written three books, the most recent of which is *The Beautiful Business: Secrets To Sculpting Your Ultimate Clinic*). I promise you that I absolutely practice what I preach, that I'm far from a simple theory-based coach, and that I'm all about the practical applications. Plus, I'm so confident that these systems work that **I give a "500% Return on Investment or You can Tell My Mum... (You Do Also Get Your Money Back)" guarantee**, which is probably one of the reasons I was recognised as one of the Top 50 Advisers in the UK.

It sounds great but it's not intended as a boast. I've worked hard and I've achieved lots, but I want you to know that I've absolutely earned my right to share advice and guidance with you, and I want you to know that you're in the safest of hands.

I've actually set myself a massive goal and I need your help to achieve it. I want to have a positive impact on thousands of businesses and millions of lives by helping business owners, just like you, create the lifestyle they really want and deserve, so that you can have a positive impact on those who work for you and your clients.



OK, get yourself a cuppa,
a pen, and paper.



Read this now and do the
exercises.



Oh, and make sure you
have access to a
computer. I've got a
brilliant offer that you
will love and which will
really start to get you
moving...



BUSINESS HAS CHANGED

It can't have escaped your notice that business as a whole has changed dramatically over the last few decades. I can remember my Nan going off to the local shops, towing her shopping trolley behind her to get the week's shopping. She knew all of the shop owners to say 'hello' to – there was the butchers, the grocers, a hardware store, an electrical shop, a newsagents, a pet shop, a TV and hi-fi shop (where you could rent TVs and later video players) and the major 'big brand shop' – like many other High Streets – was Woolworths.

Local business owners served the local community and, although they obviously had competition, for the most part it was a fairly level playing field for all concerned.



Who you shopped with was normally down to how convenient they were to get to, and the person serving you. There was a real sense of community and everyone knew each other.

Fast forward 40 years and that small town High Street has completely changed. Now, the only shops still there from that original list are the electrical shop and the newsagents. Big respect to them for managing to hang in there. The rest are consigned to history, their places now taken, in the main, by fast food takeaways and charity shops.

It's bitterly disappointing to see the demise of so many businesses that people poured their lives into building, disappearing, and it's not just the High Street. The whole business arena has changed. More big companies have come into the newly-built shopping centres and retail parks, and these companies with their colossal buying power, massive choice, and huge marketing budgets have changed how everyone shops.

Plus, with the rise of the internet you're no longer simply competing against businesses – or in our case, clinics – within your geographical area, you can be competing with people on the other side of world, and some people are willing to travel to them.

However, despite all of these changes, and despite all of the new challenges, I believe there's a huge opportunity that a lot of clinics are missing, an opportunity to take back and win even more clients.

You, the Clinic Owner

You're probably like the majority of clinic owners. You're brilliant and hardworking. You might have started up in business because you're really good at what you do and became disillusioned with your employer. It may be that redundancy came along, and you decided that setting up your own clinic was your best option. Or it could've been that you've always wanted to run your own business and – a bit like me – you're now completely unemployable because you love the options given to you by being your own boss too much to ever take orders again.

Whatever your reason, you firstly need to acknowledge that you're in the minority of people in the UK. It takes a real amount of courage to set yourself up in business, to become financially responsible for yourself knowing that you have to cover your bills, mortgage, and maybe even take care of a family. And it takes even more courage when you start employing people and you become financially responsible for their mortgage, bills and families too. As you can see, by looking at three areas of your business and simply

There is no Silver Bullet

I hate to break it to you, but there's no one simple thing that will work for your business. It's about small increments across the whole business that add up to make a big difference. And here's an example of how things can work...

	Now	Phase 1	Phase 2
Current Clients	84	109	139
Leads / Potential New Clients	100	110	121
Converting Leads Into New Clients	25%	27.5%	30.3%
Average Number Of Purchases Per Year	6.1	6.71	7.38
Average Value of Each Purchase	\$230	\$253	\$278

Total Sales **\$152,927** **\$235,970** **\$360,026**

increasing each by just 10% – which, let's face it isn't a huge jump – you're looking at an extra \$83,043 in the first phase, more than \$200,000 in the second phase and at the end of this report I'll give you an opportunity to find out the exact strategies and tactics to achieve this (don't cheat by flipping to the back now!)

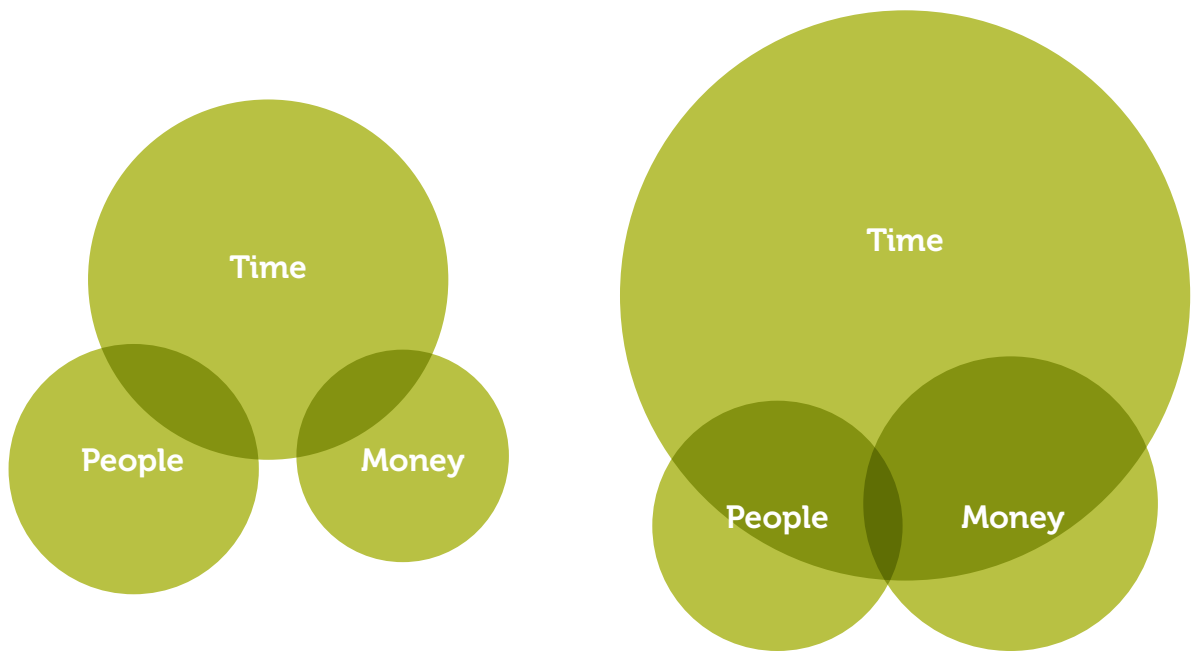
Remember, if you've not long started out or you're a sole trader you can quite quickly have bigger hits than 10%. In fact, I've worked with businesses that were well over \$150,000 and have tripled their turnover in twelve months.

The Stress

I've seen clinic owners make huge sacrifices when cash flow has been tight. Dipping into savings or using their credit cards to make sure that the staff have been paid, while they themselves go without. I'm not going to say that there **can** be a lot of stress when running a clinic, I'm going to say at some point it **will** be a lot of stress. If you've not already experienced it, at some point you're sure to find yourself awake in the middle of the night, lying in bed, staring up at cracks in the ceiling that you'd never noticed before. And around about this time, you might be saying to yourself, close family or trusted business colleagues 'I'm not sure how much more of this I can take' or 'is it all worth it?'



Do you find this familiar?

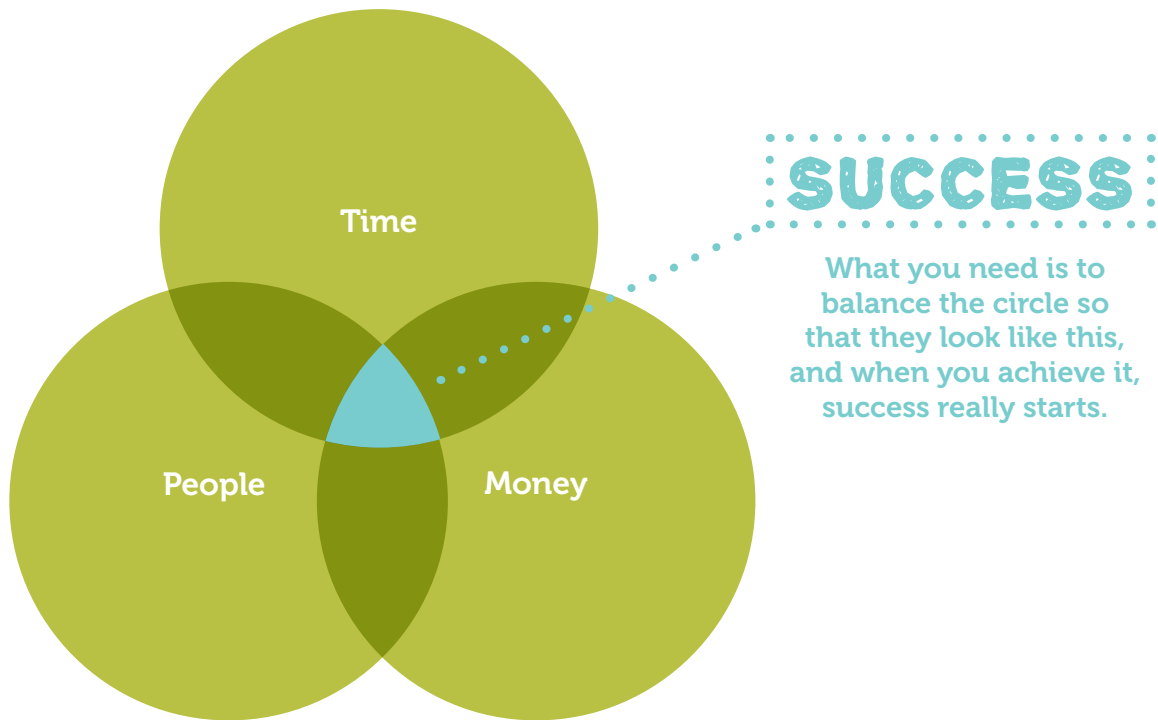


Within any business, you have people, time, and money. The time is what you, the business owner, is putting in, the people is the support you get, whether that's outsourced stuff or staff, and the money is the profits your business is making. You'll notice that the circles are unbalanced. You might be putting in a lot of hours for not much return.

So you decide to do something about it, and you can see on the right what actually happens. You start working even more hours, and yes, you begin to earn more money, but you're still not getting the support you need and the amount of effort you are putting in is unsustainable, so you bounce back to the left-hand diagram, until you again decide that this isn't good enough and the cycle starts again...

More Bad News

Every business has a life cycle, from conception to adulthood, which takes us from first having the idea, right through to it providing you with the lifestyle you desire. How quickly you move through that life cycle, and where you are right now, will depend on how much time and effort you invest in developing yourself and your business.



And when I say 'time developing yourself and your business', I'm talking about how much time you spend working "ON" your business, not "IN" it. One of the biggest mistakes people make is being the 'doer' in the business instead of the owner, and growing the business.

You might not want to hear this next comment and this might make me unpopular, but as I'm not here to win popularity contests, I'm here to help you, I'll share it anyway. *If you spend the majority of your time *doing* your business, you don't actually have a business, you simply have a job, and in a lot of cases you have the worst, most demanding boss possible...You.*

That's not the only bad news, while you're bracing yourselves, as it stands, only 4% of businesses actually make it to the level of financial freedom they originally set out to achieve. About 16% are doing really well, 50% are getting by or surviving, and 30% are really struggling.

So, the vast majority – 80% – of businesses are either standing still or going backwards. The bottom 20% of these are extremely resistant to doing what it takes to be successful, however the other 60% have a real chance at success with the right strategy and plan, but they need to start thinking and doing things differently.

You've Heard the Saying...

"If you always do what you've always done, you'll always get what you've always got."

And that's the position a lot of business owners find themselves in. Just working harder, as you can see from the example we shared, simply isn't the answer.

No One Ever Told Us

It's not that 60% of clinic owners aren't willing to change, it's just that they're not sure what to change. The best analogy I can use is that you can either stand there telling people the time, or you can build a clock and let that do the job for you.

You need to become a business builder. Actually, even if you're sitting there thinking 'I have reasonably modest aspirations' you still need to be a business builder or you'll be working flat out and still have yo-yoing cash flow, or always be falling just short of your aspirations.



GET YOUR HEAD IN THE RIGHT PLACE

Get Your Head in the Right Place

Your brain, at its very basic level has two parts. Your conscious mind and your unconscious mind. Now your conscious mind can concentrate on seven things (plus or minus two) at any one time, whilst your unconscious mind – well, scientists still haven't worked out the exact figure but as an average we're talking about just over seven million things. And that's pretty impressive! To have this super-computer to back you up, and to help you achieve your ambitions is a blessing indeed. But there's a downside to this too, and that's that the unconscious mind is as dumb as an ox.

The unconscious mind works with a few basic rules, one of which is that it doesn't understand negatives. So, when it's presented with something to understand, it must create what that something is first. Take when someone's trying to lose weight as an example.

YOU CONSTANTLY SAY TO YOURSELF:

'I have to stop eating chocolate cake...'

BUT ALL YOUR UNCONSCIOUS HEARS IS:

'eating chocolate cake...'

...and immediately goes to work and feeds the conscious mind with images of chocolate cake. Hell, it's even worked out where the nearest chocolate cake is located and the best way of getting there while it's been whetting your appetite (*remember it can do seven million things*). In that scenario it is far better to concentrate on being healthy and slim instead, because then the unconscious will feed you images of that and how to achieve it. And guess what folks, it's exactly the same in business.

Whenever I sit down with someone, I always start with the end in mind, their why. Not long ago, I was sitting with a clinic owner and talking to them about where they wanted to be in five years time. They were struggling a bit as they'd never sat down and really thought about it before, so I started



to ask specific questions and one of them was how much holiday they'd like to take. They replied 'I'd love to be able to take a week's holiday' and I won't print my exact response, but let's paraphrase with 'are you crazy?' Can you imagine what would've happened if they'd continued with that line of thinking, programming this super-computer with the thought that in five years time a week's holiday would be a goal. More than likely that's what they would've gotten, and then they'd have been wondering, why, when they've worked so hard, they can only take a measly week.

START WITH THE END IN MIND

	NOW	TWO YEAR'S TIME	FIVE YEAR'S TIME
BUSINESS			
LIFESTYLE			

This is where it starts. This is where you lay down exactly what you want to achieve in five years, and not just in business terms, but in your lifestyle too. In the bottom right hand box above, list out where you want to live, what type of house, how big the garden is, whether there's a garage, what type of car you're driving, what hobbies you have, how many holidays you're taking each year, where exactly you're holidaying, how many days a week you're working, what

you're doing to give back to others, whether you have a property portfolio, a boat, a property abroad...

Next, look at what your clinic needs to be doing to provide you with the lifestyle you want. And remember, it doesn't have to pay for that lifestyle outright, for instance, if your house is \$½ million then you may still have a mortgage. So, what's your turnover, what's your profit, how many staff do you have, what kind of clients do you have, do you have vehicles, do you own your own premises – plus anything else you can think of.

OK, so look at where you are now, your lifestyle and your clinic, then fill in roughly where you think you'll need to be in two years to hit your five year business and lifestyle goals. Again, fill in as much detail as possible.

Close the Gap

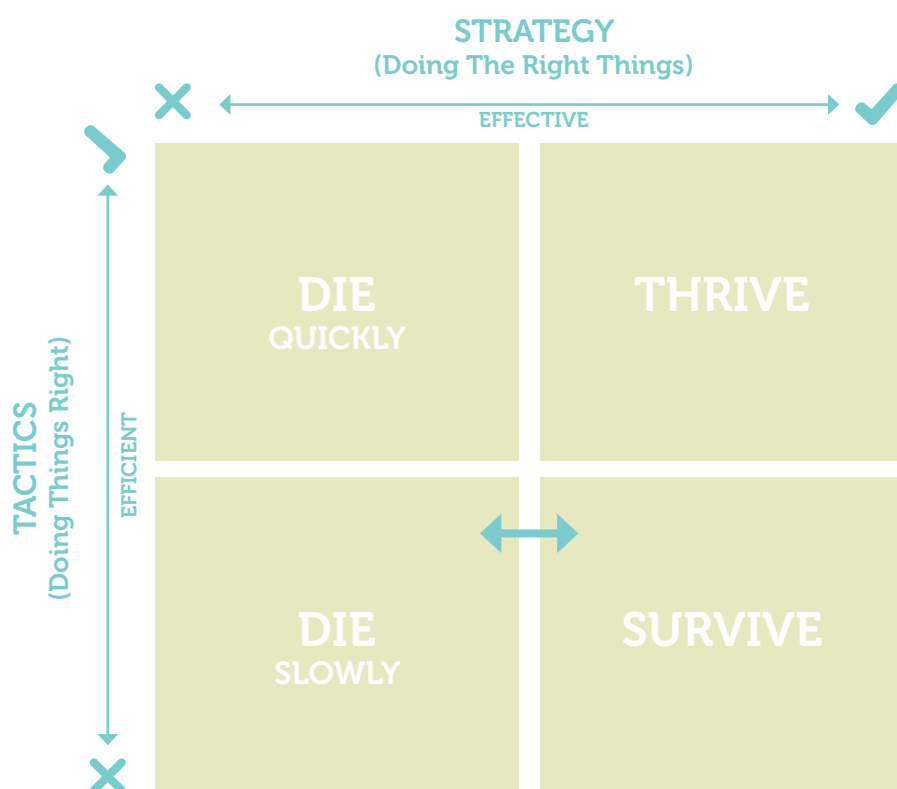
Now you'll have a very rough outline of a plan. But plans never withstand first contact with the enemy, or in our case the customer and competitors, and even modern military understand this which is why they have something called Commanders Intent (CI). Commanders Intent is something that gives people from the top to the bottom the overall plan in its very simplest form.

Take North West Airlines in America as an example. They've outperformed their rivals by 500% on the stock market. Had you invested \$10,000 back in them in 1973 that stock would now be worth \$12,000,000 and that really is absolutely phenomenal when you think that the airline market is littered with the skeletons of failed companies. Plus, when we take into account all of the external shocks that the industry has suffered, it becomes even more of an incredible performance. And what's the Commanders Intent for South West Airlines? Simply that '*we are THE low cost airline.*'



The company has a fantastic culture, it's known as a fun place to work and their customers love them, but whenever anyone is making decisions about their day-to-day jobs, the Commanders Intent guides them. And this means that anything that adds to the price without adding real value they simply don't do. You need to find yours too.

People buy from people, and a strong vision, mission statement and culture are worth their weight in gold for any organisation, no matter how big or small. I know this from experience and it's something I've seen time and time again – in fact it's one of the things I get businesses to work on when I first start to work with them.



Now, out of strategy on the vertical axis and tactics on the horizontal, do you know which one's more important? Well, they're both important, but strategy should always come first.



You can see from the diagram that if you have the right strategy and the right tactics you'll thrive, if you have the right strategy but you aren't very efficient at implementing it, you'll bounce along the bottom surviving.

But, if you have the wrong strategy, you're just going to die and you'll die fast or slow depending on your tactics. And there is a huge problem if you look at the bottom two – surviving or dying slowly both look and feel the same to the business owner. You may even hear people saying 'I'm not sure whether I'm doing things badly or just doing them wrong, but I wish I knew'. I don't know about you but if I was dying, I'd rather do it quickly than drag it out.

The idea is to implement the right strategies and the right tactics to get you and your business to thrive, otherwise what's the point of being in business...

High Mortality Rate

There's a high rate of mortality within any industry, and you've probably heard the statistic that 95% of businesses fail within the first five years. You might think that these companies cease trading because they have no customers, poor services or products, or because they've gone bankrupt, but in many cases you'd be wrong. Believe it or not, most businesses, and clinics are no exception, cease trading because the business owner pulls the plug.

Often they're fed up of working long hours for little pay, and after a few years just become despondent and go and get a job. I had one client who was at that exact point when we got together for our initial meeting. He said that this was his make or break year, he was at \$150,000 turnover, employed some staff and was far from the highest paid person per hour in the firm. He was tired of working long hours, having the stress of juggling cash flow, not seeing his young family as much as he wanted, and being run ragged by his clients. If things didn't change by the end of the year he was determined to get a job, earn more money and have less stress.

Like a lot of business owners, he'd reached the point where he was thinking, what's the point? But he did the smart thing and started looking for help and ways that he could invest in himself and his business so he could do things differently. With my help and a variety of new systems put into place, just 12 months on and he'd tripled his turnover to \$450,000 while also making improvements to his life.

You might be thinking 'my clinic is unique, I operate in a different way to everyone else, my products are unique' and you're right. Your clinic is completely different to everyone else's, but – and I hate to break it to you – all businesses share common problems. The secret to growing your clinic is in what order you do things and that's always completely unique.



A Quick Recap...

So, we've looked at:

- 1 How small changes can make a dramatic difference to your business
- 2 The importance of getting people, time, and money balanced in your business
- 3 Getting that super-computer of a brain on your side, and working for you
- 4 Starting with the end in mind, and focusing on the life that you want to live, and how your business is going to help you achieve that
- 5 Finally, we've looked at strategy and tactics and how dying slowly or just surviving is a rubbish place to be because it feels exactly the same. Plus, how vitally important it is to get the right strategy and the right tactics in place as soon as possible to get your business thriving.



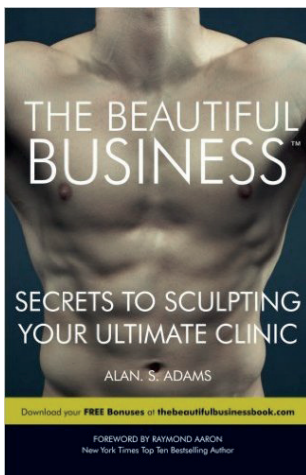
Implement these strategies and you'll be on your way to increased profits, working fewer hours and having less stress.



“By now you should be getting a feel for who I am and what I’m about.”



As I shared with you, my personal vision is to have a positive impact on thousands of businesses, and I’m a man of my word. I want each and every one of you to have successful lives and successful clinics, because the knock-on effect is that you’ll employ more people, provide them with great jobs, and help them improve their lives too. So, to help you make this your best year yet, I’m offering you the chance to claim a free copy of my latest book, *The Beautiful Business*.



In it I provide an insight into why many clinics fail to reach their full potential, and I also pull you back from your business to really think about the best way forward.

Now, I know what you’re thinking, ‘here we go, there’s no such thing as a free lunch’ well, if I were selling this book it would cost you \$14.99 – go look on Amazon if you don’t believe me.

Just invest the time to read the book and implement some of

the actions I talk about, its only 113 pages so you can read it in an afternoon, and all I'm asking is that you cover the \$5.00 for the shipping and handling, which won't even get you two cups of coffee these days.

'It makes no sense, you can't be making any money'.

Well you're right, I'm not, but you've downloaded this report, so you're obviously looking for support and this book will definitely do that. Plus I get a real kick out of helping people, that's why I'm in the business I'm in. I absolutely love this and wouldn't swap it for anything.

Anyone who's not serious enough about their clinic this year to invest \$5.00 in getting this book shipped to them isn't going to take the time to use the methods laid out in the book anyway. Also, if you pay even a small amount, you're more than ten times more likely to do something with the information I share and it's important to me that you do.

I live a pretty comfortable life. Yeah, I have challenges, who doesn't. Remember before when I said that I wanted to help as many people as possible to achieve their dreams, well this is one of the ways. Go and get your free book at www.FreeClinicBook.com. Oh, and if at the end of the book you didn't feel you got any value, then simply email me, return the book and I'll not only refund you the shipping and handling cost of \$5.00, I'll also pay you \$14.99, the full face value of the book.



Congratulations

Well done on reading this report. You're a step closer towards the life you deserve, and the fact that you've even got this far puts you in the top 20% of people in the country. But it's not over just yet.

Remember, you have another clinic growth gift in the free book you now have access to at www.FreeClinicBook.com

Contact me on: 0845 373 0046
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My Commitment To You

If anything we've talked about in this report rings true with you, or you're there thinking 'can this work for me?'

I just want to reassure you that yes it can. The systems, strategies and tactics work across all industries. Plus, I'm going to help get you from being a doer to being a business builder and really starting to push your business forwards.