

Copyright © 2008 by Better Business Institute.

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the publisher. Requests for permission for further information should be addressed to:

Better Business Institute
1452 Hughes Rd., Suite 209
Grapevine, TX 76051
U.S.A.
Ph. 817.410.5707
Fax. 817.410.5757

Printed and bound in the U.S.A.

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the author nor the Publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular practice.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal and state and local, governing professional licensing, practice practices, advertising and all other aspects of doing practice in the USA or any other jurisdiction is the sole responsibility of the purchaser or reader. The author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials. We expressly do not guarantee any results you may or may not get as a result of following our recommendations. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

Table of Contents:

Introduction.....3
Case History.....4
Don't Let This Happen To You!.....8
Setting Your Sights For Success.....9
Are your goals? SMART10
Mindset Is All Important.....10
Three Questions Every Business Owner Should Know The Answer To:12
Question 1: What are you selling?.....12
Question 2: Who are your clients?.....13
Question 3: What is your Unique Selling Proposition?14
Measure What You Do15
Where To Start Your Program.....15
The 6 Success Pitfalls:16
The 12 Keys To Business Success:.....17

Introduction

Hello, and welcome to the program. You are about to embark on an exciting and more importantly, profitable journey into practical veterinary marketing.

To set the scene, I'd like to relate a tale about a hiker who was wandering through the woods when he came across a woodcutter sawing down a tree. The woodcutter was really powering into the tree, sawing with all his might. The hiker decided to take a rest and watch the woodcutter for a while. He sat down and spent the next half hour watching the woodcutter labor away at that tree. After a while, he asked the woodcutter "How long have you been sawing away at that tree?"

The woodcutter replied "The way I've been slaving away at this, it seems like forever. I work hard but I really don't seem to be making much progress."

The hiker looked on and asked "Why don't you take some time out to sharpen your saw?"

You know, the woodcutter didn't even look up. He just kept on working as he said through clenched teeth: "Can't you see I'm too busy sawing to do that!"

Let me ask you a question.

Have you ever felt like the woodcutter in your practice? Do you ever feel like you're putting in a lot of effort but not really making a lot of progress?

If you do, then it's time to sharpen your saw.

And marketing is the stone on which you sharpen it. Marketing gives you the skills and tools to catapult your profits through applying leverage so you make more money with less effort.

Here's a good example of what I mean by that.

Case History

A small business grew phenomenally in a very short space of time by applying the concept of leverage to their marketing. The business was a precious metal company and they sought the help of marketing guru, Jay Abraham. By applying just a few of the strategies they achieved phenomenal growth in a very short space of time.

Initially, they only had one source of income which was a loose relationship with a small newsletter that occasionally recommended their firm. When this happened, their phones would start ringing and they'd make enough sales to keep the doors open but not enough to make serious profits.

So they approached the publishers of the newsletter and set up a program where every new subscriber received information about precious metals. The publisher's newsletter endorsed the precious metal company as the recommended dealer.

It worked brilliantly. So they took the next logical step. They went about leveraging the idea by systematically replicating the method into other newsletters and publications. Whenever a newsletter stopped making a profit they approached the publishers and made a deal. They kept running it at break-even in exchange for endorsement and joint tenancy of the subscriber list.

Next they placed regular quarterly inserts in the newsletters and once every six months mailed externally an endorsed letter. They bought research reports with all kinds of interviews with unimpeachable experts and reproduced these in mass quantities.

They sent this information with two coins, since they felt that you couldn't really begin to understand the significance unless you held them in your hand, to prospective buyers.

Then they made offers to sample the investment at no risk. They sold two Morgan silver dollars that had a wholesale cost of around \$21 for \$19 as part of a test.

They wrote: "Too many people are trying to get you to spend thousands of dollars on investments that may or may not be right for you. We don't think that's correct. We think you should study the investment for yourself. So please take fifteen days to decide whether it's right for you. If it isn't, you have two choices. You

Introduction To Maximum Profits in Minimum Time

can keep the coins because they're nice to have. Or you can send them back and we'll give you \$21 instead of the \$19 you paid for them. This is because, frankly, we want you to be able to say that the one invest you made in rare coins, you made a profit on."

This one strategy added around 10 million dollars to their business. At the same time they went to all the book publishers and bought every great economics book that went out of print or didn't sell.

They sent these free with a letter that said: "We think that the investment in gold or silver is so important that we wanted you to have a balanced opinion. So we bought this for you. There's no obligation, we hope only that you'll read chapter 20 about precious metals and if it's of interest, you'll give us a call."

They convinced Intergold (the marketing company for Krugerands) to invest one million dollars to underwrite about two million brochures. They direct mailed these and sent offers out for starter kits for gold.

They ran ads in the Wall Street Journal at a time when they had an arrangement with a bank to get bank financing on the investment. The headline read: Two thirds bank finance on silver & gold.

The ads pulled OK but they had never tested the headline against other possible options. So they tried a new one:

"If gold sells for \$300 an ounce, send us just \$100 an ounce and we'll buy you all the gold you want." Instead of pulling \$50,000 when they ran the ad, it now produced approximately \$250,000. A 500% increase!

The combination of these strategies grew this business from a \$300,000 turnover to a half a billion dollars in only 18 months. That's well over 100,000% growth!

The key word here is 'combination'. The Maximum Profits Minimum Time marketing program is based on the extraordinarily effective profit boosting concept developed by marketing consultant, Jay Abraham, known as 'The Parthenon Theory'. To understand the theory, think of each individual marketing strategy as a pillar supporting your business.

Generally speaking, most practices only have one or two ways of generating revenue i.e. one or two 'pillars' (see below). These are

Introduction To Maximum Profits in Minimum Time

usually advertising and word of mouth. If one of those pillars stops being effective, the practice is crippled.

However, if you have multiple pillars, if one stops working, it may be annoying, but the practice won't collapse.

Right now, if you only have a few pillars in place, it's time to start building more. More pillars means more streams of income.

Now, please realize that I understand you're busy. Despite the fact that you've wisely invested in this program and are committed to applying strategies that will grow your profits – you've still got a practice to run.

But if you only add one new pillar each quarter, that's four new pillars a year. If each added only 5 to 10% to your revenue, how bad would that be? And if you add another four pillars next year and the year after, where will your practice be in three or four years?

Think of your practice as a classic ranch style home, up high on its stumps with the stumps representing a 'pillar' of revenue. In this program you'll learn how to stabilize all the stumps to give your 'house of business' a rock solid foundation.

If the advertising stump is shaky, sure I'll help you fix that, but what about all the others? After all, what good is working on your advertising and getting hundreds of people to phone your office, if you aren't converting them into clients?

I know a practice owner who was getting 200 calls a week but was only converting 1 in 20 into a new client. Now that's a lousy conversion rate. But after learning some simple skills, he and his team now convert 15 in 20. That's a 75% conversion or in other words, an increase of 1500% or fifteen times! Can you imagine what this one area did for his profitability?

You'll learn those skills in this program.

OK. So we fix the advertising and we fix the conversion stumps. But it doesn't stop there. What about the people who didn't buy. How about a system to keep in contact so they might buy later on? Likewise, is it enough to have a client buy only once?

There's an old story of two grocers. They were sitting on a park bench. One says to the other: "You know, I've just gone over the

Introduction To Maximum Profits in Minimum Time

figures and I divided the week's revenues by the number of transactions and I've worked out the average customer is worth \$72.90 to me. Have you ever worked out what a customer is worth to you Bob?"

Bob says "Sure Bill, about \$75,000."

What's the difference? Bill was thinking in terms of one sale. Bob, on the other hand, knows about the lifetime value of a customer. He figures it like this:

$$\$72.90 \times 52 \text{ weeks} \times 20 \text{ years} = \$75,816$$

What's the lifetime value of your clients? If you don't know, you could be missing out on thousands of dollars of opportunity.

The point is, it's not enough to get a client in the door, sell to them and then say "Thanks for dropping by. Do come again sometime." You have to develop a system to keep them coming back to you instead of going to your competitors. And you're about to learn how. You'll learn how to get them to spend more when they do, and how to encourage them to come back more often.

Did you know that there is but one formula for practice income growth? There are only three ways to grow any business:

- Increase the number of clients.
- Increase how much they spend or the profit per transaction.
- Increase how often they come back.

Here's the equation: $C \times Act \times F = I$

Where: C = Number of clients

Act = Average client transaction

F = Frequency of transaction

I = Income

So that's what you'll be doing in this program - working on each of these three areas. If you increase each one by a mere 10% you've added 33% to your income.

Add 25% to each and you've doubled your income. Double each of the 3 areas and you've increased your income by 800%! Notice the multiplying effect?

Now think back to the classic ranch style home. This time though, I want you to think of each stump as a different method of growing your practice.

Introduction To Maximum Profits in Minimum Time

If your house of business relies solely on one method for its growth, say advertising, then you've got one stump holding it up. What happens if the advertising stops working? It's not very stable is it?

You need to get more foundations for the growth of your practice. So we'll look at improving your conversion, direct mail, referral systems, up selling, client service, client retention and relationship marketing.

Once you have all these stumps in place, you'll have a firm foundation for practice growth. However, to do this you first must take a different approach to your marketing.

Remember, if you want to get different results in practice, you have to do things differently. And that's what this program is about - doing things differently.

I emphasize 'doing' because too many veterinarians get 'all fired up' about an idea, only to have their enthusiasm dwindle and in time, disappear so the goal is never reached.

The key is to get something happening. That's why I've broken the strategies down into 'bite-size' morsels so you can start with one or two and work through the others in time. I don't expect you to apply everything in the first few months; after all, you've still got a practice to run.

Don't Let This Happen To You!

The biggest problem with success is what we refer to as the T.F.I. Principle - Total Failure to Implement and it describes what happens with a large number of people who invest in self development program.

People start out with every intention of getting stuck into the program. But then an unexpected problem pops up followed by another and another until, despite their best intentions, they are back to their daily routine - and the program sits on the shelf gathering dust.

Like so many before, they become yet another victim of the T.F.I. principle.

And that's no good for you, and it's no good for me. Even though this program unquestionably provides you with the skills necessary to take you to unparalleled practice success, I can't do it for you.

Up until now you've had marketing tools at your disposal, and although you could liken this program to a set of power tools, you have to put in the time and effort for your own rewards.

Setting Your Sights For Success

In order to gain the most out of this program, you need to create a new 'mindset' towards marketing. You have to create a vision of where you want your practice to be in 12 months, 3 years and 10 years.

It's vital that you now set your goals for your practice growth because if you don't know where you want to go, how can you ever hope to get there?

Write down where you are now and where you want to be and start using the strategies in your program to get there. As Jim Rohn says:

"Businesses don't plan to fail, they fail to plan" or as I like to say "How can your life go according to plan, if you have no plan?"

When Tom Watkins started IBM, he knew what the company looked like in his mind long before it became a reality. He could see his people dressed in navy blue suits, white shirts and red ties. He could visualize in his mind's eye what he was about to create.

Today IBM is bigger than some countries. Tom Watkins had a plan to make it happen. He had a dream, a goal. You need one too.

Your ability to fully tap your personal resources and get where you want to be is directly affected by your ability to set and achieve goals. This next story clearly demonstrates the point.

A study of the 1953 graduates of Yale University were asked if they had a specific set of written goals with a plan of how to achieve them. Only 3% of them had a plan. Twenty years later, the researchers went back to these same graduates and discovered that the 3% with written goals were worth more financially than the other 97% combined!

Remember the words of General George S Patten: “Without a plan, you’re just a tourist.”

Up until now you’ve had tools in your own marketing. What I’ve given you in this program is a set of power tools. But they’re not worth the paper they’re written on until you plug them in. That’s your job.

You now have to work through these ideas and make them work for you. I’ll be here, only a phone call away, to assist and act as your sounding board, but I cannot do it for you. If you put this program aside and don’t act on it, you’ve wasted your money. Act on it, and you’ve made one of the best investments of your life!

The ideas and concepts laid out in this program will work; it’s simply a matter of application. They work because these ideas are based on the immutable laws of business and human nature. Put simply, if you have clients and provide a product or service, these principles will work for you. Period.

Are your goals? SMART

- Specific
- Measurable
- Attainable
- Realistic
- Timeline

Mindset Is All Important

Understand one thing.

It is your mind that determines your success. Believe that you cannot win, and you will surely fail. Believe you can win and you can. But first, you must think like a winner.

There’s a story I’m sure you’ve heard before but it’s worth repeating to demonstrate this point.

The University of Chicago once conducted an experiment with a group of undergraduates. They divided them into three groups, had each group throw basketballs at the basket and scored their

Introduction To Maximum Profits in Minimum Time

ability to do so. They told the first group “We want you kids to come out to the gym for one hour every day and practice throwing the basketball through the basket.” They told the second group “Forget about basketball. Don’t touch a basketball. Don’t even think about it.” Then they told the third group “We want you to get by yourselves for one hour every day and imagine yourself successfully throwing the basketball through the basket.”

At the end of thirty days they gave the three groups another test. The kids who had actually practiced for one hour a day showed an increase in ability of 24%. The kids who hadn’t practiced at all showed no improvement. But the kids who had imagined practicing for one hour each day showed an increased performance level of 23%!

The two groups who improved their performance both trained. One physically and the other mentally, yet they both achieved nearly identical increases even though one group didn’t touch a basketball for thirty days.

This clearly demonstrates the power of the mind. You can achieve anything you want by thinking it so. To quote John Kehoe, author of *Mind Power*:

“Your mind creates your reality. You can be conscious of it, and get your mind working for you, or you can ignore it, and allow it to work in ways that will hinder and hold you back.”

We must train our minds to think like winners and feed them with the right thoughts so that success thoughts become a habit. In order to do this, we must act like winners first. We must act as if we already are what we wish to become. Then we must make these actions habit. As Mark Spitz (winner of seven gold medals at the 1976 Olympics) said: “We all love to win, but how many people love to train?”

Look upon this program as a training ground that will help you fine tune your skills to become better at your marketing and consequently grow your practice in the way you wish to. Just like an athlete, you must train, and you must have goals. You must chart a course to your destination with a series of smaller goals along the way.

Think of it like an ocean liner sailing from one side of the world to the other. For ninety-five percent of the journey the captain can’t see the end destination, but he stops at a number of ports along the

way. These ports are your smaller goals that will lead to your final destination.

As they say, if you want to eat an elephant, you can only do so one mouthful at a time. By the inch it's a cinch - by the yard it's too hard.

So work on one module at a time. And take your time. If you put one idea or 'pillar' in place every three months, you'll have four more pillars at the end of the year. Do the same next year and you'll have eight pillars.

Now, just before I get you started, it's important you read the next section. It will give you an overview of what you'll be dealing with in your program.

Three Questions Every Business Owner Should Know The Answer To:

There are certain things all practice owners should know about their business but the three that stand out most are the following questions. If you can't answer them, it's time to take a closer look at your business.

Question 1: What are you selling?

This relates not so much to your product or service, but to the benefit your clients will receive from using you. For example if you were a financial planner, your client is probably not after stock ownership, they're after the safety of their family and the peace of mind they receive by being a responsible investor who plans for the future. Or you may think that your clients come in because you had the cheapest fees in town but if you did a survey, you may find that it was the politeness of the front desk receptionist that appealed to your clients. So you could change the whole direction of your advertising, increase your prices and your business will thrive.

Ask your clients what it is about your practice that causes them to buy from you.

Question 2: Who are your clients?

Is there a specific demographic group? Do your clients come from a specific geographic location? Are they within a certain age group? Do they enjoy similar activities?

There's an interesting story of a time when two marketing executives from Coca Cola were interviewing advertising agencies for their account. One of the agency representatives asked the Coca Cola boys "Who is your demographic market?"

Well, the Coca Cola executives looked strangely at each other and one of them replied: "It's Coke for God's sake!...Any fool with a mouth!"

Now you may not have the luxury of total market coverage like Coca Cola, but it's important that you know who your target market is. Sometimes it can be different from whom you might think it is.

Let me explain what I mean by that...As a general rule of thumb, veterinarians target "baby boomer" women, but the needs of this group has changed over the years. It used to be that these women held down jobs and had children in high school and college.

But now, the needs of this type of client has changed. Many are retired and their kids have all graduated and moved off. Their needs have changed from convenient hours and lower cost, to quality and value (I don't mind spending whatever it takes as long as I can see the value in it by education, personal relationship building, etc). So you need to find out who your real clients are. The results may shock you.

Go back to your clients and ask them these questions:

- Why do you buy from us?
- What is special about your business compared to your competitors?
- What is it that we do differently that you like?
- What is it that we do differently that you don't like?
- What do our competitors do that you like that we don't?
- What are some of the things that you'd like us to offer that nobody does?
- Why are these things important to you?

Now that last question is the clincher. It's all very well to have the answers to the other questions but this one "Why are these things important to you?" helps you to get to the underlying reasons of what motivates your clients to buy.

Now, you can have an educated guess at what it is your clients would answer to each of these questions, but that's still just your interpretation. And your clients have a whole variety of different personalities with different wants, needs and problems so the only way you can reliably get to the underlying theme of those different thoughts, is to ask them.

This is what they call market research. And you can easily do it yourself without having to spend thousands of dollars to have some other company find out what you perhaps know, and can certainly find out yourself.

Question 3: What is your Unique Selling Proposition?

Or in other words, what it is about your business that's different from your competitors? Without this, the only thing your potential clients have to compare your practice with your competitors is price, right? This forces you to compete on price.

If I were to ask you "Do you ever undercharge what your products or services are truly worth?" I bet the answer is "yes." And that's purely because you haven't given your clients any reasons to buy from you other than price.

So how do you get around that? Well, the first thing is to go back to question number 1 and analyze what you're selling. Now I'd like to introduce one of the fundamental principles of marketing:

People don't buy your product or service - they buy what your product or service can do for them.

Think about that for a second... the man who goes into a hardware store to buy a drill bit doesn't want a drill bit does he? He wants a hole. The drill bit is purely a means to an end. And it's exactly the same with your products and services.

If you haven't considered this aspect of your product yet, then this alone, can revolutionize your practice. When you start to think in terms of end user benefits and portray that in all your marketing, you'll make more money; period.

Measure What You Do

There's an old saying: "What you can measure you can manage" and it is quite true. In your business you need to measure everything you can with marketing. This way you'll be able to gauge what works and what doesn't, then keep using what does and throw out what doesn't.

Keep a diary of your advertisements and write down where and when they appeared, and how many responses you received from them. After awhile you'll find patterns develop and these will help you enormously with future ads and increase your chances of success immeasurably.

Likewise, with phone conversion. Measure how many inquiries you currently get a week or a month, then set new targets for improved performance. Many business owners have increased their conversion rate simply by being aware of what it is since they'd never measured it before.

The same applies to sales letters and any other marketing strategy you apply that can be measured. In your "How To Make Ads Work Overtime" module, you'll find several ways to measure response rates.

So set your goals around what you can measure and increase them as your skills improve in these areas. To keep on track, finish at least one of these modules every month. Not just once, but several times over. These will help keep you fired up and bring your goals back to life.

So having said that, let's get you started.

Where To Start Your Program

When choosing which strategies to apply, first listen to this module – "How To Double Your Net Profit". This will give you 'the big picture' since it is an overview of all the strategies that are covered in greater detail in the other modules. Read through the written text and keep the CDs in your car. Play them regularly. Regular repetition helps cement the ideas in your mind.

Introduction To Maximum Profits in Minimum Time

Next it's time to begin work on your first 'pillar'. Select the module you feel will have the most impact on your business. I would personally recommend the one on USP (Unique Selling Proposition).

Listen to the CDs and read through the written text. Here you'll find more detailed information on that particular strategy. Over the pages are listed the ten 'pillars' (modules). Select one to begin with. Usually this will be one of the following:

The reason is that these are the modules that will impact most immediately on your sales. Don't, however, underestimate the importance of implementing the other modules at a later time since these are longer term strategies and can impact significantly on your business for years to come.

So right now, select which strategies you'll work on first and put dates to them when you'll put them into practice. Write this date down in your diary to keep you on track. Remember, the more pillars you have in place, the more you will have...

Unique Selling Proposition

"Your unique selling proposition is that distinct, appealing idea that sets your business apart from every other 'me too' competitor."

"The entire marketing and operational success should be built upon your unique selling proposition."

The 6 Success Pitfalls:

- **Failures major in minors.**
- Failures overestimate the people they rely on.
- Failures do not take total responsibility.
- Failures do not spend time improving themselves and see their business as separate to themselves.
- Failures compare themselves with standard practices and results as opposed to opening their mind to higher levels.
- Failures do not step up their lifestyle and have a poverty mentality.

The 12 Keys To Business Success:

- Entrepreneurs take risks and understand that high risk and massive education = low risk! Low risk = low upside.
- Entrepreneurs focus on ONE thing and do it well.
- Entrepreneurs do not over estimate the short term or underestimate the long term.
- Entrepreneurs NEVER give up, they just change tact.
- Entrepreneurs do the numbers then back themselves to the hilt.
- Entrepreneurs surround themselves with like minded people.
- Entrepreneurs make decisions quickly and confidently.
- Entrepreneurs make everything urgent.
- Entrepreneurs take time out to formulate their own thinking about critical issues relating to their life.
- Entrepreneurs 'How can I?' instead of saying 'I can't'.
- Entrepreneurs do whatever it takes to change their lives.
- Entrepreneurs always take personal responsibility and never place blame. If one person can do it, then they can do it!