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In Conclusion

Implementing The Four Simple Factors To
Business Success
The Sixth and Final Installment in a Series on
Practice Growth

We have discussed the four factors in small detail. Yet we've said enough to turn a practice around from a stress to a blessing, from a struggle to a joy, from survival mode to prosperity. Yet there is a missing piece or two. For we can know and not implement; we can see and not obey; we can hear and not do; we can feel and not receive; It is in the implementing, the obedience, the doing, and the receiving that we become victorious in life and in practice.

What are the four factors important to building a healthy business?

- ☑ New business - attracting new patients
- ☑ Repeat business - retaining existing patients for reasons that are in their best interest
- ☑ Increased back-door business - offering additional services that our patients want and need
- ☑ Internal controls - limiting expenses, without sacrificing quality, and training of ourselves and our staff

So, as a last thought in this series, how do we implement? How do we go from mere hearers to victorious doers of what we know we need to do? Certainly we must trust God for the grace to do what we should. At the same time, however, in God's economy, and by the rules of His kingdom, He still sees fit to leave us free will to do or not to do. There is a balance between God doing for us, and us doing what we should do. Yet balance is not quite the right word either. It is not a 50 - 50 split between our responsibility and God's. It is more of a 100 - 100 partnership. At the same moment God does it all, and yet leaves a full job for us to do. Thus, He sends us new patients, yet we must build a business. He uses us to heal people in our profession, yet we train, serve with excellence, and teach practical steps to better health. It is not a balance, it is "*both, and.*" So, dig into His Word, find His promises, and rest in them.

At the same time, set goals to be a better communicator, find a friend to hold you accountable, and do the things you know you have to do to build a healthy practice. There are specific steps we can take to make our goals much more achievable, but that is a whole other topic.

For now, pick two items from each of the four topics in our series on practice growth.

New Business - pick one internal and one external marketing tool and implement them. **Repeat Business** - improve your consultation, report of findings, or daily education processes. **Back Door Business** - learn how patients can improve their nutrition, exercise, stress management, sleep, or posture - and offer them services or materials to implement them. **Internal Controls** - plan staff meetings twice a month, and check your overhead on a quarterly basis.

It is that simple. Plan, write down the changes you need to make, get an accountability partner, and get the changes into the system. I will look forward to celebrating the lives you touched - more lives than you can now imagine - in deeper ways than you now see. It's your calling. It's how you can invest your minutes and hours in significant ways. Let it be so.