

Panic Button: My Practice Needs Marketing Help NOW!

Dr. Kelley S. Mulhern



Do any of the following apply to you?

- Your practice doesn't reflect you or your values.
- You have bills looming and no way to pay them.
- Your practice numbers continue to decline and you don't know why.
- You're so overwhelmed you don't even know where or how to get unstuck.
- You have no passion, energy, or excitement for your practice anymore.

I'm here to tell you that I've been there. Actually, I've been in **all** of those situations, and it's no fun. You may feel isolated and alone or even like a failure. However, you don't have to continue to be stuck in a practice that doesn't energize you. You can take control of your life and your practice and create something truly amazing. It's a process and will take time and effort. The good news is that you don't have to do this alone. Here are **5 steps** to help you start the process.



Jumpstart your practice's marketing program today! Read *Community Connections!* by Dr. Kelley S. Mulhern.

1 TAKE A DEEP BREATH and do something **today** to recharge your batteries. This can help you do the work ahead without getting overwhelmed.

2 SCHEDULE TIME FOR A LITTLE SOUL SEARCHING and take an **honest** assessment of your life and your practice. Are you where you want to be? In what areas of your life or practice are you lacking? In what areas do you excel?



3 Looking at the information from step 2, **WRITE DOWN SOME REALISTIC GOALS** for yourself. Develop some long-term goals for the next 1-3 years, then some short-term goals for the next 6-12 months, then some weekly and daily goals. The weekly and daily goals should help you achieve your short and long-term goals. Don't overdo it...3-4 of each is plenty to start with. As you achieve some goals and cross them off your list you can add more. (Hint: Make sure some of these goals are about marketing!) If you haven't already signed up for our newsletter, consider doing so now. In return, you'll receive our FREE Marketing Bulletin "Top 5 Marketing Mistakes".

4 CONSIDER YOUR GOALS. What could hold you back and how can you mitigate the negative impact? What or who do you need assistance from in order to maximize your results?

5 GO FOR IT! Don't find yourself paralyzed by analysis or fear. Only **you** can create the practice and life of your dreams, so what are you waiting for?

If the above items make sense to you, but you want more information or assistance, please explore the resources and products available on dr-kelley.com. Submit your specific marketing questions to dr-kelley.com/contact and I'll answer as many as I can through my blog. Keep your head up and your spirits high – I wish you much success!