

# Building a ~~Practice~~ Business

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[www.brightalmond.com](http://www.brightalmond.com)



ABOUT US

# OUR AGENDA

Building your Foundation in 45 minutes or less

## Part 1: Defining Your Model

Solo Practitioner

Solo Practitioner in a clinic

Clinic Owner

Online business

25 Minutes

## Part 2: Financial Foothold

What do you need to make?

How much does it cost to run your business?

How much does it cost to acquire each new client?

10 Minutes

## Part 3: Blueprinting a Plan

Don't build a traditional business plan unless you need to. We will create a functional overview of where you need to go and how you are going to do it.

10 Minutes



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## Part 1: Defining Your Model

Health

Love

Work

Friendship

Money



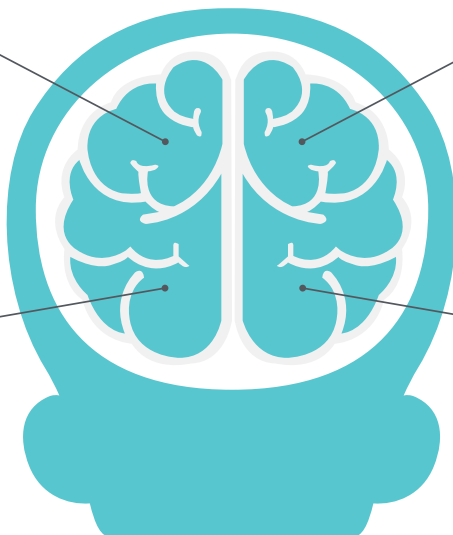
# Your Model Needs to Reflect Who You Are

## Scaling your Social Support

Who are you helping?  
On what scale do you want to reach people?

## Personal & Family Goals

Do you have or want children?  
Do you want to travel regularly?  
Do you want the flexibility to work remotely?  
Do you want to be making money while lying on a beach?



## Personal Strengths

Do you need to practice with other people?  
Can you split your time between team time and self time?  
Do you like to lead? Are you better one on one?  
What are your strengths? Writing, speaking?  
Be honest, do you love technology?

## End Game?

What are you looking for your business to provide? Stability, entrepreneurship, building, growth, scaling, the medicine, the business, both?

# Choices, choices, mix & match



## Clinic Owner

The Whole Shebang

Rewards: Passive income, credibility, visionary, flexibility

Risks: Greatest risk, high overhead, long-term return



## Associate

Part of the Whole

Rewards: Least risk, minimal overhead, great learning

Risks: Limitations on brand, pricing, passive income, you will need outside revenue



## Online

Globe Trotter

Rewards: Minimal risk, rapid brand penetration, targeted audience, passive inc!!

Risks: You must do it well, regulatory limitations



## Solo/Home-based

Flexibility Finder

Rewards: Minimal risk, maximized patient contact with minimal overhead

Risks: Leveraging your time, brand perceptions

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## Exercise 1: the 1st Iteration

What is your  
vision?

How do you  
monetize?

What problem  
are you solving?

What does your  
vision look like  
when it is scaled?





## **Truth**

**The most limiting aspect of your business model is seeing clients  
in a one-on-one setting**

## **Myth**





**Larger practices do not give you a larger lifestyle.**

## **Thought**

**Why create a model to see clients 5 days per week,  
when you are only busy enough for 1 or 2?**

# Filtering Questions

*Aligning your ideas to your strategy*

-  Is my vision aligned to my target market?
-  Is this initiative fulfilling my primary lifestyle metric?
-  Is my model/idea useful?  
Is this initiative going to increase revenue lower my costs?
- 



## Measuring your Vision: How do you know?

To whom is your vision useful?

Is your business aligned to your lifestyle?

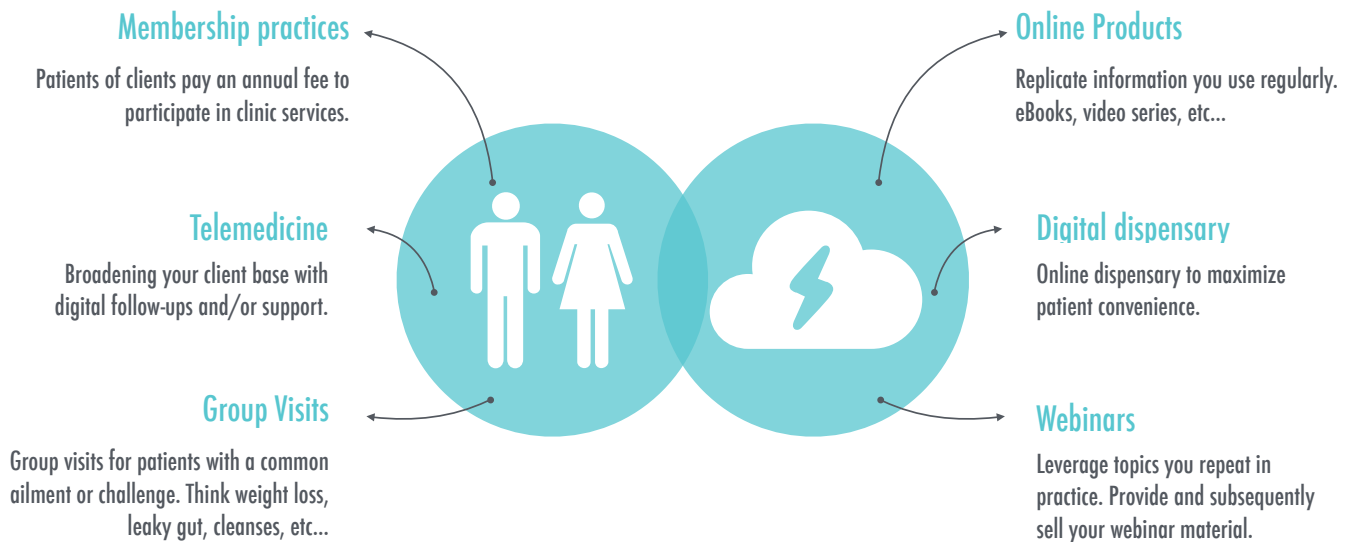
What problem is your business solving?

Is this the most efficient way of delivering my useful product to my target market?



# Emerging Models

Scale and sale



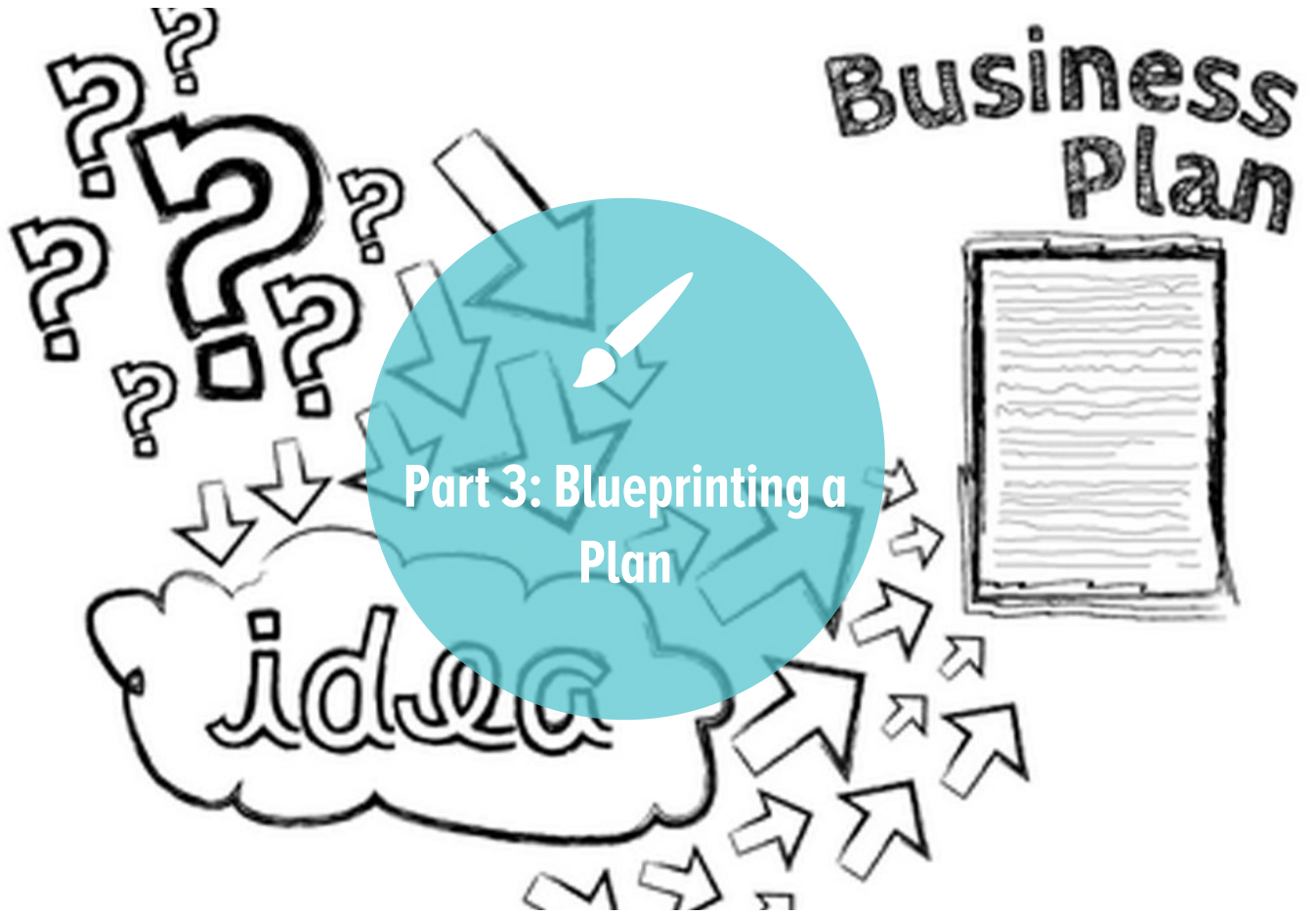


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Part 2:  
Financial Foothold

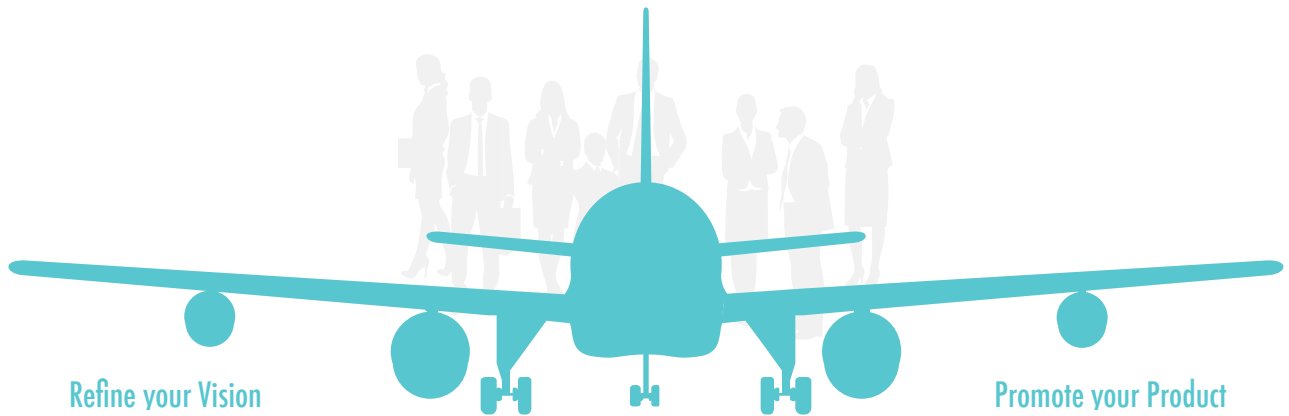
How much do you need to make?





Part 3: Blueprinting a Plan

# Pulling it all together



## Refine your Vision

Re-iterate your vision based on feedback from angel advocates and your filtering questions. This is an ongoing process.

## Run the Numbers

It is not a business without the numbers. You need to know exactly what it costs to acquire each new customer and establish your model accordingly. This is an ongoing process.

## Promote your Product

This will cost you time and money. It needs to be impactful, measured, refined and replicated. This is an ongoing process.



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# Let's Keep in Touch

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03

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