

**Attention Business Owners With 10-200 Employees!**

**15 MONEY LOSING, EMBARRASSING  
AND FRUSTRATING BUSINESS  
OWNER MISTAKES....**

**THAT KEEP YOUR GROWTH  
SLOW AND PAINFUL... WHICH  
ONES ARE YOU MAKING?**

## **SPECIAL REPORT**

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**Here are 15 of the biggest mistakes.**

**Number one**, thinking that just showing up is enough, showing up in a particular location, a particular town, being in a particular hospital medical office setting, or a particular business.

**Unless you're an employee having of a large business**, or where there's a captive audience of some sort just showing up is not nearly enough, you've gotta do more than that.

AMERICA IS A COUNTRY THAT IS FULL OF ABUNDANCE... we have an abundance of everything from laws, and regulations, and taxes, to an abundance of surgeons, and coffee shops, and retail stores, and housing, and so forth.

“We have an abundance of everything, so just showing up is nearly not enough.”

**Number two**, thinking that just being excellent is enough.

Being excellent is laudable, being excellent is what we all want to be and we all want you to be.

**You've got to be excellent**, and the fact is it appears to me and to most consumers that excellence is expected, it is not something that is considered unusual, in fact it's the floor and not the ceiling.

*Especially* if you're an American trained surgeon you've got excellent training. It doesn't matter whether you trained in Creighton, or you trained in Wake Forest, or you trained at Johns Hopkins, or you trained at UC San Diego.

It doesn't matter where you trained, University of Texas, LSU, the training is excellent, and pretty well standardized throughout the country. **When was the last time you asked to see your Doctors diploma?**

Your excellence is not enough, you've got to be excellent of course, **however there's another side to this.**

“Excellence is something that this is very hard to measure and very hard to define.”

**HOW** in the world is anyone going to be able to determine whether or not you are **excellent?**

**HOW** can you know whether your accountant is excellent, whether your attorney is excellent, or whether your surgeon in another specialty is excellent?

**You really don't have a clue**, so excellence is something that this is very hard to measure and very hard to define.

**Number three**, thinking that just really

**caring is enough**, of course you really **CARE**.

You don't wake up every morning wanting to ruin someone's day!

**Business is about providing your customer with value.**

This is one where we've got empathy for our customers, and we think about how we can make their lives better, and so caring is not enough.

Also by merely saying that you're caring is almost denigrating to our colleagues across the street thinking that they don't really care.

“Caring Is not enough.”

I mean really it's rare to find somebody, whether it's an employee of yours, or a colleague, or a competitor, who wakes up in the morning figuring out how they're gonna do the least job that they can do, how they're gonna do the worst job that they can do.

They really wanna do the best, you really wanna do best, we get that you care, and **yet caring is not enough.**

**Number four**, thinking that just spending more time is enough.

**You're** already spending boatloads of time, you're probably in the office a lot more than any other person in your business.

“Spend your time wisely vs spending more time.”

**You're** probably spending more time in your business than your friends in different professions and businesses.

Spending more time is important, and sometimes spending more time can be really damaging to the business, to your health, to your family, to your society, to your pocketbook, **spending more time is not the answer**, SPENDING WISER TIME COULD BE.

**Number five**, thinking that just being **inexpensive is enough**.

Well, being inexpensive is something that's really difficult to define first of all.

Second of all we don't really have much control over pricing,

“Being inexpensive is not enough, and being inexpensive also is a race to the bottom...”

Being inexpensive is NOT ENOUGH, and **being inexpensive also is a race to the bottom**. It is commoditization of what you do, of all the good that you're doing, so being inexpensive is fine if you're Walmart and you can get some major scalability and capacity.

If you're a boutique business, a one, three person shop, boy being inexpensive is a road to real gut-wrenching and soul depleting lowering of the noble profession that you're in.

**Number six**, thinking that just spending more money is enough.

**You're** already spending a ton of money in your business, more than you probably even know, and spending money is not the only answer.

“Spending money is not the only answer.”

Sure, you should be reinvesting in your business, you should be reinvesting in your business, but spending more money sometimes is the wrong thing to do, so what you want to do is make sure that you're spending money in the right ways.

Sometimes spending more money is so counterproductive it's even hard to believe, and people are maybe afraid to tell you, or don't even know.

If your accountant, financial advisor, attorney, office manager, **is not helping you to identify that you're spending too much money**, especially in certain areas, I believe that they're not doing you the service that you deserve.

One other thing, believing that those people, all other professions, have the same level of commitment to the high quality and care that you deliver to your customers, **I promise you they do not have the same level of training and commitment to their profession as we do to our profession.**

Thinking that they have the same quality, the same consistency, and the same putting the patient first mentality, is rare.

It's rare in every other profession, even a fiduciary who claimed to be like an attorney putting the customer first or an accountant, their primary goal is almost always to cover their own behinds.

I know this sounds really awful, they hate it when I tell them that, **it is in fact a fact.**

**Number seven**, thinking that just advertising is enough.

Advertising is really important, and sometimes what you're doing is a **shotgun approach** of advertising, which is wasting your advertising dollars.

You've heard the adage that well half of my advertising dollars are wasted, I just don't know which half, well that ought not to be, and there is a scientific method for advertising that works every single time, and you should be employing that.

You are not Pepsi Cola, or McDonald's, or Walmart, or Apple, you cannot afford the time and money to merely build a brand image.

“You cannot afford the time and money to merely build a brand image..”

Building brand image is a lazy man's way, it is a bull in a china shop, it is a shotgun where you need a laser focus approach.

**Number eight**, thinking that your colleagues want you to succeed or will help you to succeed.

Sure your colleagues are gonna be friendly with you, and they may send you a referral or two here and there, and maybe sometimes they send you bunches of referrals.

Overall the business has gotten to the point where people are jaded, and cynical, and feel like they've been taken advantage of.

“People are jaded, and cynical, and feel like they've been taken advantage of.”

In many referrals we have been taken advantage of, but the only time we really get to be taken advantage of is when we give permission for others to take advantage of us.

Let's not give them that permission number one, number two let's also be certain that while they do want you to succeed to a certain degree, they don't want your success to greater than theirs, **it's just normal human nature**.

Studies have shown for example where if you make \$100,000.00 a year, and you get a

20% raise and now you're making \$120,000.00 a year, you should be pretty happy with that kind of a raise.

On the other hand if you discover that your neighbor is making \$200,000.00 a year and makes a 15% raise, and so that's \$30,000.00, it's a lower percentage, but it's more dollar amount,

**YOU'RE** gonna be a little bit envious and perhaps even jealous, and that's just natural human nature.

Be cautious of believing that your colleagues want you to succeed and will help you to succeed.

**Now I'm not saying that's never the referral**, what I am saying is that they're looking from themselves because everybody listens to one radio station, and they listen to that radio station all day long, it's WIIFM what stands for **What's In It For Me**.

After all Mother Teresa didn't do what she did because it made her feel bad, it made her feel good to give her life to God, so it makes you feel good to give your life to medicine. It also makes some people feel bad to see that what **you've given, and what you've created, and what you've succeeded at, is better than theirs.**

**Number nine**, thinking that your **office manager really is helping.**

So many times we elevate someone who can walk the walk of an office manager, and even talk the talk of the office manager, and yet what is the office manager's job really to do?

**The office manager is not your CFO, is not your COO, is not your CEO**, the office manager is not your chief marketing officer either, not your chief technology officer, not your chief information officer.



“The office manager is not your CFO, is not your COO, is not your CEO.”

Your office manager's job is **to make sure that the office processes are running according to the systems that are in place to the extent that there are no systems**, which is much more common than ought to be, is because you haven't laid out the vision for the types of systems that you want to have, created the resources for those systems to be in place, and giving the direction, and holding people accountable to that.

So many times I've seen officer managers engage in embezzlement, it's just horrible, or they're engaging in a little bit of neglect, or laziness, or fear, fear for their own role, or perhaps one of the worst efforts is when an office manager feels like it's you against everybody else in the office.

**YOU'RE** management and she's labor or he's labor, and you're the rich doctor, and their job is really to protect their coworkers, and other office administrative help, and nursing help.

Your office manager may really be helping, your office manager may be really excellent, I have seen that time and again, it is a rarity, it is not the commonality.

**Number ten**, thinking that your **customers** will make referrals automatically.

Some customers will make referrals automatically, and perhaps your business does depend on referrals.

I would challenge you to understand that if your business is not growing by at least 10% a year based on referrals alone, not based on any other types of marketing that you have, then your customers are not referring how many they should be referring.

That means that out of every 10 customers one should be referring another patient to you,

and *if that's not happening* **we've got an issue**.

One of the issues is nobody really likes to make a referral **because**

- nobody wants to talk about what they have going on with their own health, or
- they may fear that the relationship that you have with them may get diminished, or
- they may fear that the relationship they have with the referring patient may get diminished.

There are all kinds of reasons why people don't make referrals.

Okay, you could say well should I be asking for referrals, and there's a whole school of thought on both sides whether you need to asking for referrals or you don't need to be asking for referrals.

It feels very uncomfortable for many of us to ask for referrals, **HOWEVER** if you've got a referral system in place, an automatic system, that should encourage referrals.

Your referrals **NEED** to recognize and rewarded for making those referrals, and if you don't have system for that well of course you're not gonna have 10% growth from referrals.

**Number eleven**, thinking that you cannot "upcharge"

**For example**, in the medical services business

Yes, you are limited on pricing by what you do, and no, I am not suggesting at all that you consider going to a level four exam when it's really been a level three exam or God forbid a level two exam.

No, don't do that, that's unethical, it's immoral, it's illegal, and it's gonna be very costly, never ever do that, always and only take the high road.

In addition though you can upcharge your customers for things that are not covered, for

example perhaps for a convenience fee for phlebotomy, hey, it's \$30.00 or you can just go to the lab.

We'll do it here in the office and we'll send it over you but that's \$30.00.

Let's say you have a thriving business but customers are waiting, and that's hindering your referrals, and your growth, and your capacity, and you're not getting out of there on time.

Well what if you incentivized people to not have to wait?

“Well what if you incentivized people to not have to wait?”

Gee for \$19.00 a month or \$9.00 a month **I guarantee that you won't have to wait.**

There are all kinds of systems that you can put in place that you can charge for that are not considered part and parcel to the business.

**Number twelve**, thinking you are not in sales.

By golly YOU are definitely in sales.

Sales has a very dirty connotation associated with it. I mean you've all seen the picture of the sleazy guy selling you a piece of junk just to get money out of your pocket, and that's not what I'm talking about.

“Sales is nothing more than really good leadership.”

**Sales is nothing more than really good leadership**, and leadership is nothing more than getting others to take action that is in their best interest.

**Number thirteen**, thinking you are not in marketing.

You are definitely in marketing, after all you're in private business, you don't work for the VA, you're not working for a hospital.

You have to have a system to education and reach out to people about who you are, and what you do, the services you provide, why you're different, why you're at least as good if not

“Why you're different, why you're at least as good if not.”

better than the others, and that education outreach is nothing more than marketing.

**Number fourteen**, thinking you are not in business.

**You've** got rent, you've got taxes, you've got insurance coverages.

**You've** got rules and regulations regarding what you do, and how you do it, and who you hire, and how you hire, and how you train, and how you fire.

**You've** got all kinds of everything that every other business has and then some, the only difference is your deliverable.

“The only difference is your deliverable.”

While you're not creating a hamburger or a pizza you're delivering professional services.

While you're not delivering a contract you're delivering A advice, your best medical

advice, and B the service of actually creating health through surgery, or laser, or prescriptions.

This is a business and it's a service business, **it's no different than an accountant who has to do a tax return.**

**That's just number in a box,** but nevertheless that accountant has to deliver a service just as you have to deliver that service.

Now the interesting thing is in the professional services arena while you are in business, you are also the main product, the main service, it is you.

I get it, I understand that when you go on vacation it doesn't just cost you \$10,000.00 for a week long ski trip, it probably costs you 25, 35, 50, \$100,000.00 to be away for that week, so that's much more costly than the actual vacation itself.

Yes, you're the product, and yes it's very difficult for you to earn money while you're out of the office when you are the product.

It can be done, you are in business, and the purpose of business is to generate a profit because without a profit it's very difficult for you to stay in business, it's very difficult for you to take care of customers.

After all you've been given this fantastic resource, this education, this ability to be able to help someone.

You have a duty, you have a responsibility to be a good steward of that resource, and to deliver that to as many people as you comfortably can, so if you're not profitable you're not gonna be able to do it.

**You're** not gonna be able to hire the high quality people who can assist you and do the

things that you shouldn't be doing, don't need to do, don't want to do, or are not qualified to do.

You won't be able to pay your vendors, and suppliers, your taxes, you won't be able to afford the lifestyle that you so richly have earned and deserve.

You definitely are in business, and thinking that you're not, thinking that oh, I'm just a profession, and thinking that if I just do good work they will come, go back to number one, they may and they may not, and usually they won't.

**Finally Number fifteen**, thinking that your business is different.

While your product is different, your deliver is different, your personality is different, the culture in your office is different, no business is different, every business is the same.

- We've got to open the doors, we've gotta make the coffee, we've got to acquire a customer base.
- We've gotta deliver our service or product, we've got to collect for that delivery of service or product.
- We've gotta keep the customers, keep them happy, keep them coming back, getting them to make referrals. Your business is not different.

“Your business is not different. Your delivery is different”

**Your delivery is different**, your culture is different, your personality is different, your

methodology could be different, in fact we want to find out what that difference is.

We wanna articulate that difference in the most clear fashion we possibly can, so that we can say to people why should they come to you as opposed to anyone or everyone else, or God forbid nothing, doing nothing at all.

Because if somebody needs your care, somebody needs your service, somebody needs your brilliance, and they're not getting it you're not being a good steward of your resource, and they're gonna be suffering in the process.

**Make great decisions.**



**Mitch Levin, MD, CAPP, CWPP**

### **About the Author:**

“Maverick Millionaire Maker” by his customers and peers. Dr. Levin develops, refines, and delivers strategies and systems for your business’ massive growth as well as your time and cash-flow plans. Mitch can coach your leadership team, find and save money you didn’t even know you were losing, increase your revenue and profits... all while delivering more “fun time” for you.

Besides running Maverick Millionaire, Mitch is a keynote speaker and trainer at Driving Force Company, Great Legal Marketing, Rock Your Business, Tax and Business Solutions’ Summit, and Jerry Jones Direct as well as many others. He also works with his members in coaching and training programs ranging from marketing, to time management, to leadership, to succession planning, to business strategy, to asset

management. The Maverick Millionaire members benefit directly from Mitch's experience and knowledge and systems in both coaching group programs and in a personal setting.

For 4 decades, Mitch has mastered how to build and implement successful business and private practice strategies. He's written more than ten books available on Amazon—4 of which achieved Best Seller status, 250 articles, 11 white papers, published member-only newsletters (7 volumes, 64 issues and over 4000 subscribers), more than 23 YouTube videos, and he has developed and refined over 28 business growth and profit systems. Mitch has built bought or sold over 43 different businesses, practices and properties representing more than \$600 Million in assets, was principal or founder and CEO and owner of multiple health care, financial, insurance, retail, real estate, construction and professional services companies.

Mitch has also successfully coached and negotiated with institutional investors, public companies in deal structure, business development, strategy marketing. He has sold businesses to public companies, has helped build hundred million-dollar companies and employed more than 700 over his career, including surgeons, financial advisors, CPAs and attorneys.

Mitch has appeared at TD Ameritrade, Fidelity, Ohio National, Wells Fargo, and was featured on America's Premier Experts, Astral Media, Orlando Sentinel, ABC, NBC, CBS and FOX affiliates along with the Wall Street Journal and Barron's. Mitch's books are used in post-graduate programs in universities, was invited as Visiting Scholar to University of Central Florida, and he is often invited to lecture at businesses across the USA and abroad.

If your independent company has "hit a growth ceiling," or you are overworked and have so little time that you cannot leave on a 3-week vacation for fear things will spiral out of control, or your cash flow is frustratingly low, or you have no outside sources of income, Mitch can help. Guaranteed.