



Dale Beaumont is the creator of the 'Secrets Exposed' series featuring seven best-selling business books (available in bookstores across Australia or www.SecretsExposed.com.au). To discover more about Dale's books, read his blog or to download other free articles and resources, please visit www.DaleBeaumont.com



What goes around for a small business

DR ARI DISKIN BA DC (USA) RUNS DISKIN LIFE, A CHIROPRACTIC WELLNESS CENTRE THAT PROVIDES INTEGRATIVE CHIROPRACTIC AND WELLNESS EDUCATION. HE IS FEATURED IN AUTHOR DALE BEAUMONT'S, "SECRETS OF SMALL BUSINESS OWNERS EXPOSED" AND DALE CATCHES UP WITH HIM AGAIN FOR *GROWTH BUSINESS*.

DB: How did you market your business initially?

AD: My first clients were the people I had dealt with and met whilst setting up and outfitting the practice, such as property agents, salespeople, neighbouring doctors and nurses who were also tenants. I now had the beginnings of a practice, but needed more clients to sustain and grow, and could not afford to wait around to be 'found'.

Today, building relationships, education, and providing the quality service and value people desire over many years have been the cornerstones of our marketing. The saying 'what goes around comes around,' I have found to be true.

DB: Is your practice proactive about asking for referrals?

AD: Most people are referred to us spontaneously by happy clients, and also by other people who know us by reputation. As we are always busy, it is often assumed we don't have room for new clients. However, we do proactively encourage referrals, in a gentle manner, because asking for referrals lets others know that we do accept new clients.

DB: Has your business been involved in any strategic alliances?

AD: Strategic alliances with other professionals and businesses have proven to be a win-win situation. We have naturally formed and complimented professional alliances with health professionals of all disciplines, including dentists, general practitioners, medical specialists, naturopaths, psychologists, massage therapists and of course, other chiropractors. We have also established professional alliances with teachers and educational institutions, lawyers, accountants, personal trainers and gyms, health food stores, organic food suppliers, bed companies and many other professionals and businesses.

DB: Effective time management is no doubt very important to you. What are the most important ideas you have on this issue?

AD: My friend Dr Eric Plasker developed the concept – 'prime time, prep time and play time'.

- **Prime time:** is the time you are with the clients in your business; when you are effectively performing what is your primary function.

What are the most important things you have learnt about succeeding in business?

1. Unwavering belief, passion, drive and commitment are primary, non-negotiable essentials for business success.
2. Serving our clients and customers, is the reason we are in business. Focus on them, respect them, love them, and treat them as the top priority always.
3. Under-sell and over-deliver, whether you are providing a product or service. This is a sure-fire way of providing value and building loyalty and growth.
4. Every business team member should leave their personal issues at the door before they begin the business of the day.
5. As it costs an estimated five times more to acquire a new client or customer than to keep an existing one, appreciate and look after your existing clients and customers.
6. When you think you have worked it all out, everything is handled, and you can just sit back and coast, you can; as long as you understand that you will more than likely plateau and from there, just like gravity, follow the path of least resistance and coast downhill.
7. Unrelenting focused attention, dedication, creativity and energy are required to not fall to the sidelines, or get left behind in today's business climate of fast continual change. Customers are looking for, and deserve, businesses that are progressive leaders and innovators in their field, and strive for nothing less than excellence. If they don't receive it from you, they will go elsewhere.
8. Business success is more about resourcefulness than resources.

- **Prep time:** is the time you work on your business; where you do what is needed to facilitate the smooth delivery and running, development and growth of your business.
- **Play time:** is just as it sounds; it is when you put down your tools and you focus on the rest of your life.

Within each of these times, organisation, planning and prioritising are important to maximise the 86,400 seconds per day resource each and every one of us have. How you prudently and skilfully invest your time makes all the difference in how productive you are, and how you employ your time commodity to serve you and your business best. Removing physical clutter from your work and other living spaces; as well as an awareness, redirection and quieting of your mental chatter facilitates; the ability to be able to make decisions, take action, and create a fertile environment for abundance, opportunity and potential in your business and personal life.