

CASE STUDY

DR. RAJIA SEBBAHI

MARTINSBURG, WEST VIRGINIA



DUSTIN BURLESON SEMINARS

“I’ve faced different challenges coming out from residency, knew only the traditional way of running the practice. The main thing is I feel like I have control. I have control over my practice, over my destiny and that has been huge. Control over the results I want in my life and in my practice. Before I met Dustin I didn’t track my performance and now I run a business by a few simple metrics. He changed my mindset about how to approach the business of orthodontics. My motto was always, “Work smarter and be efficient,” but I didn’t know how to get to it and Burleson Seminars have helped me get into that.”

—Dr. Rajia Sebbahi



Dustin Burleson

UNDER THE BURLESON SEMINAR SYSTEM

you will study the fundamentals of a marketing system. You will adhere to direct-response style advertising that can be tracked. You will take copywriting and marketing principles seriously. You will hold every marketing dollar accountable and you will test and test again. You will, by the way, also reap massive rewards if you adhere to this strategy. The alternative is to sit and watch the world pass you by. If you think “what got you here” is going to “get you where you need to be” in 10 or 20 years, you are sadly mistaken. The economic landscape has changed and it isn’t coming back to the way it was. You will understand that the orthodontic model needs to be completely reinvented. It is not easy. But then again, nothing worthwhile is.

Observing your bottom-line results in areas such as spending, sales or profits does not aid you in understanding how or why you reached those particular results or how to increase your performance. However, setting objectives and goals and measuring the progress in areas that don't necessarily show your end-of-year results will help you incrementally improve your operations in many areas, leading to exponential growth in profits.

“DON'T GET CAUGHT UP IN HOW MANY HOURS YOU WORK. JUDGE SUCCESS BASED ON HAVING GOALS AND MEASURING YOUR RESULTS. HARD WORK, AND LOTS OF IT, IS CERTAINLY NEEDED, BUT **FOCUS ON WHAT YOU GET DONE.”**

—MARK CUBAN

HOW TO MAKE PROGRESS

Progress occurs in your business in several ways. In addition to increasing sales, you can:

- decrease your overhead and production costs
- reduce debt
- decrease staff turnover
- improve the return on your marketing investment
- increase digital traffic to your social media pages and website
- gain market share
- increase repeat business
- decrease returns and customer complaints
- improve receivables turnover
- and reduce your tax liability

Even though working to improve any one of these areas might not seem to offer a huge payback, simply multiply that number by ten or more, and you will notice that a complete and constant improvement program, covering various areas, can help your profits to hit the roof.



MEASURE YOUR RESULTS

One of the chief benefits of measuring your results is that you will learn where you are struggling. For instance, if you have a master budget, by carrying out a regular monthly variance study, you will find where your results are not quite meeting your estimates. You may just find that your estimates were a little too hopeful or, in the interim, that your performance may not be living up to its potential. Once you've done this, it could help you identify that you are:

- overspending
- using marketing tools that aren't generating adequate sales
- taking on too much debt
- or managing cash flow improperly, leading to more debt service

Measurements assist in recognizing your weaknesses and also lets you put controls in place or take other steps toward to strengthening your business.

**“IF YOU CAN’T MEASURE IT,
YOU CAN’T IMPROVE IT.”**

—PETER DRUCKER

TRACKING IS ESSENTIAL

Tracking your production, sales, marketing, labor use, and spending helps you determine which areas of your business are performing well and which areas may need more attention. For instance, you may find that the sales of your low-price/low-margin item, the one you think delivers incremental income, actually has the possibility to become a substantial part of your profits. Let's say a specific magazine in which you are advertising, or even a particular social media site, might be what is bringing in most of your customers. Or maybe you have a geographical area that may be performing better than others. Now you have the opportunity to take a close look in order to discover why.

VALUE YOUR EMPLOYEES

When you let your employees know that they are contributing largely to the success of the company, they, in return, get more job satisfaction. And, if they notice that their department is lagging, they would be more motivated to work harder. What is important is:

- setting goals for your employees
- measuring the results
- communicating them to your staff on a regular basis

This helps motivate your workers who are doing well and the workers who are struggling. It motivates them to look at how they are performing their duties, and inspires them to talk over ways to improve and come up with answers to improving production.



WHAT SHOULD YOU MEASURE?

Believe it or not, **everything in business needs to be measurable.** You really should become obsessed with the word. Because, without measurement, it is much too hard to get an accurate reading on your growth. So, what kinds of activities should you be measuring?

- sales figures
- online marketing
- new patient conversion
- email campaigns
- social media activity

Having said all of this, **remember not to test more than one variable at a time.** Doing that only makes it harder to accurately measure results.

As an alternative, **commit yourself to measuring one thing, testing and measuring again.** By doing this, you will notice a dramatic shift in your business, and in the end it will help you to grow your company.

All of this may seem like too much, but ***Burleson Seminars will teach you the easiest, most profitable ways to get it done.*** Don't walk, **run.** Do your research and watch your profits overflow!





IS YOUR PRACTICE A GOOD FIT FOR **BURLESON SEMINARS?**

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