



Planning Your Future Calendar

Transcript – Dr. Maurice A. Pisciotano

Hello and welcome to The ProAdjuster Expansion Series. Let me introduce myself. I'm Dr. Maurice Pisciotano. I'm the President and CEO of Pro Solutions, the creator of the ProAdjuster and ProSoft. I graduated from the Palmer College of Chiropractic in 1989 and have practiced in Pittsburgh, Pennsylvania ever since. I will be your instructor in this lesson to ensure your skills are enhanced.

I have treated over 400,000 office visits and I have trained over 15,000 chiropractors and their staff. I am absolutely honored to have your attention.

In this lesson I would like to discuss with you the importance of planning the future. All the lessons in this program are critical but this one is probably the most important out of all the lessons. The reason why is without proper planning, nothing gets done. And it doesn't get done consistently, which is the key to control. Control meaning your ability to handle the matter at hand.

Utilizing the ProAdjuster Calendar Planning System is an important piece of your success. If you review any large corporation and had the opportunity to interview the CEO or their marketing director or high-level executive at the company, you would find out that they plan their day. They plan their day many days prior. They don't do a marketing plan the day that it's going to be release. You take, for example, Mercedes Benz they're not deciding today what ads to run, their plan was developed six months ago or eight months ago or maybe even up to a year ago.

Sharp executives know that execution of a plan starts with having it properly planned out. That's what I want to share with you in this lesson is the importance of capturing that concept.

A perfect example of this lesson that you're reading right now, if there was not proper planning that went into the subjects and the content, you would not nearly get as much out of the program. Does it mean you wouldn't learn much?

Not at all.

What I'm after though is getting the most out of these lessons for you and that takes planning. It actually takes approximately four to five hours for every one

hour of either lecture time. You have to plan it out. It has to be on pace with the other portions or information that you're going to share.

What is really important to keep in mind that even your in-office workshop seminar you should be fully prepared for. You should listen to the lesson on the in-office workshop before you do it. You should listen to the entire set of slides on audio before you deliver it. Planning equals success.

The subjects we're talking about here is having an executable plan for your practice in the area of promotion and marketing so that you have time to achieve the highest possible and the best possible results as it relates to your patients.

The items in this training program are all different lessons that require you to plan out the implementation process. Even listening to the program will require planning; it's got to be in your schedule. I would love it if you would pull out your Month-at-a-Glance calendar and, by the way, that's how I teach it is by having a calendar that has the whole month on it so you could look at it, at a glance, and see everything that's happening over the next three or four weeks. You flip the page and there's another four weeks. What that allows you to do is have a very consistent system to know what you have to prepare for.

What I'd like you to do is I'd like you to utilize this system and this 12-month calendar. You take a 3-hole puncher and you put it into a binder, included in that binder is every activity, which you'll be doing that's designed to promote your practice.

The greatest thing about this system is that when you were treating a patient and consulting a new patient, you don't have your attention on promotion or marketing or the business aspect of what you do. Your focus is on one spot and one spot only and it's on that patient.

When you're not seeing patients and you're working on a promotional calendar, you're not thinking about the patients. It allows you to have a better focus and a better viewpoint to what it is you're going to do. If you're focused on treatment when you're treating, which makes the most sense, and you're focused on promotion when it's time to promote, you will have a higher level of sanity.

One of the definitions of sanity is having your attention on the future. This simply means that being able to think about next week and next month and six months out and maybe a year out actually gives you stability. This calendar program will allow that to work for you. When you see the calendar, it's opened up on your desk; it allows you to see what's coming up over the next several weeks minimum.

When you're able to see the future at a glance, you will be able to

predict what you need to do, what you have to share with your staff, what your staff needs to do so that your event is very successful. An example of that would be if you have an in-office workshop coming up next week and you're reviewing the calendar and you see it there on Tuesday at 6:00, you might say well you know what I'm going to go out to the front desk and see how many people are scheduled for that event and how many guests. Now you might find by reviewing that that there's not enough people scheduled at it and it's because you forgot about it.

But it puts your attention on it a week in advance. Now you could actually make the event successful. If you see that there's a screening the weekend after next you'll remember to tell your spouse you won't be home at the normal time on Saturday which is usually at noon lets say, you won't be home until 5:00 p.m. Well that might possibly prevent a disagreement on the home front because you remembered to tell your spouse that you're not coming home Saturday. Maybe your wife has already planned to do something else that day but because you didn't have it in the calendar and you didn't tell her now she's upset because you can't go to the picnic with your two kids and your wife because you have a screening scheduled, which is already confirmed.

The idea is that it interacts your entire life. Maybe, for example, one of your children have a special event at school and they are participating in the singing or a show or a play or whatever, you should plug that into your promotional calendar because you cannot miss the show but you also don't want to do a lecture for a company if you have that event to go to.

So if you have it in the calendar and the particular person you're working with at the company says, yeah how about March 17th. You look at it and you see that it's an event you have to go to school to see Johnny you say you know what the 17th is not going to work for me. How about a week later? The person scheduling the lecture will probably say you know what, that works totally fine.

What you're starting to probably see in this lesson so far in the first few minutes is that it's a very logical process to plan things out and it brings sanity to the table for you, your practice, your patients and your staff.

Now allow me to review some of the key points of the calendar program. First of all it's a 12-month minimum, 12 months into the future counting the month you're in. That's for your practice. Now it's a standardized calendar that's recommend through ProSolutions, however, as I've mentioned, you could easily add or plug new things into this calendar like going to school with Johnny or another screening event or whatever the case might be.

You should get in the habit of using this calendar regularly so that you start to get in the routine of every single day when you open up your calendar there it is, it's on your desk, you're looking at it, you see what's this week, you see what's next

week. After a short period of time you may want to increase your 12-month calendar to 18 months, maybe even 24.

Now things which are pre-scheduled like monthly training sessions at the ProAdjuster headquarters to get better at utilizing your ProAdjuster, you'll want to put that into your promotional calendar.

Why, because it requires planning. Anything that requires planning I want it in the calendar. It's a no-brainer. You might want to plan to come to 6 of the 12 trainings we do in Pittsburgh each year. You plug those into your promotional calendar every other month lets say. You'll definitely want to plug in our national seminars that we do every year in Pittsburgh. You don't want to miss those.

We have a highlighted number, the leaders in chiropractic at that event; plug it into your calendar. You can't believe it's so amazing to me; this is a system that comes with every one of our programs. Doctors don't do these simple steps and a week before or two weeks before the event they'll call up and say you know what I really wanted to come to the National but I forgot about it and I think in my mind, how in the world could you have forgotten about it, it's been scheduled for a year. I've booked my events in Pittsburgh for over 10 years. We know exactly when they are. How could you not know two weeks prior? Because you didn't do what? You didn't plan.

It's all about planning so the training materials are another thing that's important. All of these lessons that are in part of this program that I'm sharing with you right now they should be plugged into your calendar. When will you be listening to Business Financial Freedom, Personal Financial Freedom, the In-Office Workshop, the Power of Focus, etc., etc.? Plug it into this calendar. Make a different subject each week. Make it part of your ongoing training.

You see when you do that what you're going to find as you re-listen to it you'll hone your skills. That's why I started to do this program so that you can read it at your discretion; you can listen to it at 9:00 at night or 2:00 in the morning or on a Sunday, whatever's good for you is okay with me. It gives you all the tools necessary so that you can make the alterations in the calendar. We can provide the calendar to you on a disc. You can request it by calling 877-942-4284. You print it out, put it in a 3-ring binder, make any changes necessary to it and you should be able to, after several weeks' usage of this system, be able to forecast your new patients based on the activities, not to mention that you now have a better tool to control your future than ever before.

There's so many books written on the subject of time management and audiotape programs that you could probably read from now until two years from now full-time and they're be another set of them out and you'll not even have time to go to work. So there's a lot of material on this subject but it's not real complicated. If you just use something as simple as this calendar and plug in

what you needed to do and plan out the events that go along with it, including the PR action that are going to enhance the practice, meeting with different doctors like outlined in one of the other lessons that I've taught for you.

So it's all about giving the idea of getting everything into one system. When you're using the calendar you'll be able to easily be able to expand because you're actually having your attention on the future.

Now let me give you a couple of examples. One of the programs I may have taught you or haven't just yet, is another lesson - Gift of Health. I recommend that you schedule two of those per month. I would highly recommend and encourage you to make sure that that which is plugged into the calendar is workable in your particular schedule.

What that means is that when you look at your actual calendar and you see I have staff training on Tuesday for an hour. Well if you don't want to do staff training on Tuesday for an hour, put it in on Wednesday. Make the change with your program that we sent you. Print it out so it's real to you. In-office workshop, instead of it being Wednesday you want to do it Tuesday, you want to do it Monday instead of Wednesday whatever. Plug it in each and every week on Tuesday at 6:00. You see the importance of this is that once it's in the calendar.

I'm now going to give you the report card system here in a few minutes on how you know whether or not you did the system correctly. Now once you have the calendar, you've approved it, it's what you're going to do this month, next month, the following month, etc., what you're going to do at the end of each day is you're going to actually make a blue checkmark next to those items that you did do and did correctly. So if, as an example, on Tuesday at 6:00 you have in-office workshop and you actually performed the in-office workshop you'd put a blue checkmark there. If you didn't do it you put a large red **NO** meaning no, I didn't do it.

The idea here is at the end of the month it's important for you to look at your new patient statistics and your practice progress. If there's a lot of red on the calendar you've got your answer. If there's a lot of blue on the calendar chances are your practice is dramatically being enhanced on a regular basis. So this is like a report card for you to tell you how you're doing. It's to share with you if you're following the plan. You know I have doctors that will call up periodically and say "hey Dr. Pisciotto my practice is not expanding like I thought it would with your system," and I'd say well why don't you pull out the calendar and they'll say what calendar and I already know I've got my answer. If they don't have the calendar out they're not doing the step. If they have the calendar out and it's a lot of red NO's I've got my answer.

It's so uncomplicated and chiropractors are just making this too, too complicated. It's very uncomplicated. Get the calendar out, each thing is on the

calendar re-read as part of this program in your lesson because see now this is really air tight. If it says in the calendar do an in-office workshop in the past doctors could say well I don't know how to do it. Not anymore because everything is completely available through our office. All you have to do is call in, at 877-942-4284, follow the sequence, follow the steps and you know how to do it. Now we've not only created the calendar for you and told you what to put in there, we give you the tools to learn how to do the items, the only thing standing in your way between expansion and actually where you are right now is your ability and willingness to implement the processes in your practice.

This calendar system is so air tight it's changed practices all over the nation. Very simply put, it is absolutely the hallmark of the entire expansion system.

Planning is a key to success. It is critical that you take this subject seriously, you spend at least an hour on it each and every week with maybe a CA or two, you review the calendar, you make sure it's real, you make sure the items in there can be completed, you have enough time to get trained on them because maybe some of them are a week or two out, whether it's a magazine consult, doing a visit drop analysis, whether it's doing an in-office workshop or a video consultation or a lecture outside of your office, doing the Gift of Health, a staff meeting, a conference call, whatever it might be you've got all the tools necessary now to be trained to be prepared and to actually be able to take your practice to an entirely new level.

I'm confident if you use this calendar and planning system there's no doubt in my mind that practices will change and they will change for the better starting right now. The more practices we get to see the value in proper planning the more practices we enhance their image and skill and organization, the greater the probability that chiropractic will have an opportunity to see more people and to help more people and I am absolutely sure that if we're able to do all of those things we can, and we will become, the number one health care choice on Planet Earth.

Thank you for your time and attention.