

How To Scale Your Practice With Ease!

Automation - Technology - Marketing



- Learn How To Automate Your Practice
- Scale Your Business With Effective Tech + Tools
- How To Build A Marketing Process
- Keep Your “Why” In Your Back Pocket

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Cameron comes from an extensive technology and entrepreneur background. Since his early career, he has overseen several technology ventures including mid to high-level exits that have positioned him as a true technology, consulting, marketing and business expert. When it comes to building a business he preaches automation, processes, and leveraging technology to streamline all aspects of the customer engagement. Although he has built several multi-million dollar companies before 35, he has more drive than ever to assist all entrepreneurs to succeed.

Cameron Quote: “If you know your “WHY” nobody can stop your dreams from reality”

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3 Reasons Why Automation Is Key!

You have to understand why automation is so important before you think about automation.

1. It eliminates errors.
2. It creates the same process for all engagement.
3. It is scalable & trainable.



How To Automate Your Practice!

You must leverage technology and tools that are robust to automate the entire process of customer engagement.

1. Online Booking / Chat Booking / Online Forms Data Capture (Data is key)
2. You must have a CRM + EMR/EHR that has workflow automation with the ability to assign tasks and generate email deliverables to leads & clients.
3. Post customer engagement (Email, SMS, Handwritten Letters, Social Touches creates emotion that = return clients + referrals.

3 Reasons Why Scaling Your Business Is The Only Route!

If your business is not built to scale why are you in business? The purpose of a business is to generate profits and eventually have it run while you are out of the office.

1. You will die working if you can not figure out how to run a business without you.
2. If you ever want to sell a business it has to be scalable.
3. Only scaling businesses are attractive to buyers.

How To Scale Your Business!

“People, Process, and Product” (Marcus Lemonis Billionaire Entrepreneur)

1. If you find yourself doing the same process over and over again that is taking too much time. You need to automate that process with tech/tools.
2. Having a process in place gives you the ability to manage a person that can then manage other people.
3. Tech + Tools is vital to success. “Lead Management, customer engagement, Treatment of service, post service”.

3 Reasons Why You Need A Marketing Process!

If you are not marketing you are out of business.....

1. People have to know you and what you do.
2. Your Iphone is in your pocket. Use it on your business and stop wasting time looking at other people.
3. Put recurring marketing actions in place to make sure you are leveraging all the channels to reach people in your area.

How To Build A Marketing Process!

We have a lot of FREE tools available in today's digital world.

1. Marketing is like time management. You must have a process in place for when you market, how you market, and what your message is.
2. IG, FB, GMB, Blogs, SEO, Youtube, Podcasts, Video, Websites, Directory Mapping, Voice, Google Ads, FB+IG Ads. (Yes, you have to do them all) Have a plan in place and leverage tech to accomplish all objectives. If done correctly you can accomplish this without being overwhelmed. But, you must have a process and tools in place.
3. If time is not on your side. Hire a skilled in-house marketing person. Or, save yourself some money and outsource this to a skilled agency **IN YOUR VERTICAL ONLY!!!!**

3 Reasons Why Your “WHY” Keeps You Going!

If you do not know your “WHY” you will get burned out and get lost in your vision to succeed!

1. Find your “WHY” why did you get into business? What is the purpose?
2. Your “WHY” will always keep you grounded and focused. The Reason your are in business is much larger than doing the day to day actions.
3. Keep your “WHY” with the end in mind.



Thanks!

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