

Hi, everyone. Dr. Rich, Rich Castellano, the smile doctor, founder of Image Lift and award-winning double board certified facial plastic and reconstructive surgeon. For our weekend review video today, we're going to talk about charting. Now, you chart for your patients. You do that every day. We've decided that charting is important. This is my personal charting for myself, but we have such an importance on our patient charting. We know why it's important. Yes, we need a legal document, but we need to chart their progress. You can't remember all of the things that go on in your patient. Let me look in the chart, let me tell you for sure. The patient experience, the patient treatment is so important that we have to document it. Well, how important is your business? How important is growing your practice?

Do you have a chart for the decisions you make? Do you have a chart for the things that go on in your business? Oh, you may say, well, I know I can find that data. Okay, but is it in one place that you can quickly reference and go back to and review and create new plans for the future? This is my chart. I write in it every day. It helps me collect my thoughts and organize. It may seem like a simple practice, journaling for my business, but this has been so profound and powerful. Now, I'm going to share in this video, this one tool that has given me such a wonderful gift, has freed me up creatively, freed my brain space. It's so stressful when there's so many things in my brain, I've got to think of all of them. But this tool I'm going to share with you has allowed me to focus and makes such a big difference that came out of me charting, journaling on a regular basis.

So what I'm going to share with you today that is an extension of charting for your business, journaling, however you want to do it, but regularly documenting how you make business decisions. What you're focusing on, what are your top three priorities. I'm sure you may have a list. I normally would have a list of all these things I've got to do and it was just overwhelming. And I would get through them, and many days, I would complete them all, most days, I won't. And then they just go to the next day and then I'll look back on lists from two months ago and find it crumpled up somewhere on top of my desk, going to stack all these papers of lists and realize, well, I never got that done, that never mattered and just looking at it, but it's stressful to have that big list.

Do you know what your top three priorities are for your business? Can you say them? Can you share them? Do you share that with others? When I made the decision that I was going to focus on three priorities at a time for my business, huge big stress relief, right? But I had to start doing it to really see the benefits. So what do I mean by this? In my business, I decided number one priority was my brand and story, the story I was telling. Number two priority was my team, and number three priority was my happiness metrics, right? And I'm going to dive a little bit into each one of those. Once I made that decision, everything that came my way, do I have to do this? I got to do that. I got to put up this fire. What am I going to focus on? I said, is it in one of these three priorities? If not, I gave myself permission to say, no.

I started saying no to a lot of things. Saying no to this meeting, that meeting. Will you do this? Well, I'd love to be here. I'd love to present. I'd love to brag about how good I am about this. I'd love to share my knowledge. I'd love to reach out to these other people. I'd love to travel here. I want to do all those things, but it didn't always focus on those top three areas. So I was able to say no to a lot of things. Now, you have to do this in advance. Once you're in the thick of the day and you're seeing patients and you're in between, you got to make a quick decision. You're like, I can do it. I'll be here. You're ambitious. You go for it because you got the gusto and your adrenaline's running and you're doing it, and you're doing too much. We're all doing too much.

If we focus on high quality results in each of those three categories, whatever they are for you, you're going to do better, you're going to enjoy it more. You're going to burn out less. I used to get headaches and stressed and frustrated. I don't get headaches because what I'm doing and focusing on, I truly enjoy.

And yes, I have stressful issues and patients that may be upset or staff that may be upset or things that don't go the way that I expect. And we're all dealing with COVID and figuring out PPE and things of that nature and how to protect our patients, how to protect ourselves, how to protect our family. The new normal is, no one knows. We're making it up and we're doing the best we can. But that being said, what are your top three priorities? I invite you to figure out what that is for you.

Now, they may change in a month. They may change in three or six months, but whatever they are, focus on this and recognize, this is number four. This is number five and six. And you know what? Those projects; four, five, six, and seven, maybe you can squeeze in the fourth, but be careful. They're just going to have to wait and that's okay. It's okay to say no to big projects, if they're not in your top three, right? So my storytelling and branding, I am focusing on videos everyday, I'm focusing on how my team talks to patients, I'm focusing on how I talk to patients, how I'm distributing my stories. Are there new ways that I can put my stories out there? And I love doing that. That is the content I create, the treatments that I do, the artistry of what we do and how we share that and how we represent ourselves.

Our website, our marketing, that is my story that we focus on. Second priority is my team. On Wednesdays, we have our team meeting and I love investing in them and training them, and we have specific things that we run them through. We're training on how we do video consultations. What is the format? What is the flow? We've tried many different permutations and we're still working on that. We're constantly recruiting. You always must be recruiting for new and good talent. As much as we want to get a core team and keep them in there and say, boy, it's great, and we don't have to worry about that, that's done. Let me focus on these other things. You got to constantly be recruiting and investing in your team. So my staff, they're still getting their education and that means they're going to go part time and maybe they're going to get a nursing degree, or go to PA school, or go to medical school.

Whatever that is, developing your team and their leadership is an important investment for me because we want decision-makers. We want people who are optimistic about what they're doing. We want people who are going to go the extra mile. So we've got to go the extra mile for them and show them, this is who we are, so that they can parallel our behavior and mirror that and give that back to us saying, here, look at how I go the extra mile in my job in treating our patients. So team is critically important. And then happiness metrics. We have reporting with our team, hey, how's this going? How was your console? How did this month do? And we are classically telling a narrative. Well, we did this and that. We describe things and there's no data, no metrics. So you got to put a stop to that, right?

Tell the data and tell what is the story that the data shares, right? How many leads are you bringing in? What are your consultations? What are your conversions? What are they converting for? What's the revenue? How many cancellations? How many of your leads you're generating in social media? How many messages are you giving outbound? How many of those are converting? How many calls are you making? How much revenue are you bringing in? Of all the fillers and treatments you use, which one brings in the most revenue? What are these metrics? These are your happiness metrics. Well, it's not all about the money. Well, it's about customer satisfaction. How many testimonials are you creating? How many negative reviews are you getting, right? Everybody gets some. Are you getting them? And then what are you doing with them? Are you turning them around and making them happy, right?

It's very rare that you can find someone who gives you an unhappy review, that you can just really invest in them and pour into them and make them say, okay, I respect you. I appreciate the process. Yes, I was unhappy, but I'm happy now. So these are my top three that come from me journaling. I write every day about how am I investing in my top three. So document for yourself. Whatever it is that you do, however you like to, put that process for you. It's so critically important. You are just as important as your patient chart. We need a chart on you and your business process because we've got a great prognosis and a great outcome. You have many active business years ahead of you and we want the

health of your business to be number one. I'm Dr. Rich Castellano, smile doctor, wishing you great success in your week ahead and I'll see you in the next video.