



GOAL DRIVEN BOOK TOOLS

Listed below are the **GDBtools** as referenced throughout the Goal Driven Business and other helpful materials for business building. Word docs are fully customizable once you have downloaded them. Click on the item to open and download them. NOTE: Many of these tools were developed for chiropractic clinics but can easily be adapted to other professions.

Marketing Tools

[8 Successful Marketing Attitudes\(pdf\)](#)

"Marketing is an inside job," one business owner told me years ago. He meant it first starts with your attitude and your drive to reach your goals.

[Que PASA Sales Procedure\(pdf\)](#)

The P.A.S.A sales process can be applied to generate referrals, use in your report of findings, or as a guide in writing ads.

[Special Promotions by Month\(pdf\)](#)

This lists some sample promotions that are associated with monthly observances. There are many more, of course. Use this to spark new creative promotions with your team especially for your business.

[Patient Education Prompters-1 \(pdf\)](#)

This tool prompts the patient, or the doctor to educate patients casually while they are seeing you. It works!

[Facebook vs Email Newsletter\(pdf\)](#)

This is a newsletter from a few years back that argues the superiority of newsletters over social media advertising.

[Newsletter Content\(pdf\)](#)

Guidelines for what should be included in your newsletter.

[The Marketing Checklists 1-7 \(pdf\)](#)

A comprehensive list of internal marketing procedures that can be used as an assessment to your monthly marketing activities.

[Health Tips\(pdf\)](#)

How to make your own infomercial that works.

Management Tools

[Team Values and Vibes\(pdf\)](#)

A smart business will define what it values most, as well as its mission, and use these values as goals and standards for hiring, training, and coaching its employees.

[Progress Grid\(pdf\)](#)

A worksheet to plot your progress and improve every area of your business.

[Goal Driven Team Meetings\(pdf\)](#)

This is where you get to work ON your business. It is one of many activities you do in your Goals Lab. Getting together as a team on a regular basis is essential for any practice and business to be healthy and prosperous. Here are some vital factors that will help make your meetings productive.

[The Humble Checklist\(doc\)](#)

Simple and low tech, the checklist is yet so powerful and vital that everyone from pilots to surgeons uses them.

[Coaching Review\(pdf\)](#)

Good Coaching Reviews improve individual and team performance and morale. This guide will show you how to do a successful coaching review.

[New Employee Checklist\(doc\)](#)

Now often called "on boarding," this checklist provides a simple list of procedures when hiring a new team member.