

# Count Your Blessings

Take PSP's 2014 Gratitude Challenge with Jay Shorr



By Jay A. Shorr, BA, MBM-C, CAC I-V

**T**he Gratitude Challenge has been sweeping social media of late, and this momentum will likely continue through the holidays and the New Year. The challenge invites us to list three things we are grateful for over 5 days and encourages select friends and loved ones to do the same.

This is the perfect time of year to sit back, reflect, and count our blessings.

What are you most grateful for? Below, find six ideas to help jog your memory, as well as some easy ways to pay it forward.

## 1 Your amazing employees

Sure, patients come in for the services, but where would you be without your director of first impressions to field the angry phone calls and tidy up your reception area so it always looks as if it's 9 AM? What about your crackerjack salesperson who can up-sell an up-sell? Let them know they are appreciated with paid time off or a gift certificate to a local restaurant.

Ask your vendors to help pay it forward, too. Many local reps are more than happy to send along samples to help you give staff members the procedure or treatment they've been eyeing. A happy staff member who showcases your artistry is a wonderful thing and definitely something to be grateful for.



Jay A. Shorr

## 2 The economic upturn

Be thankful we're no longer in a recession. Times were tough, and you may have had to put personal funds into your practice to stay afloat, but that was then. With the tide turning and the economy in an upswing, patients are returning. Good times are here again. Still, memories are fresh, so offer discounts on packages to new and returning patients to keep them coming back.

## 3 Your rock star patients

Be grateful for the amazing patients who make you smile, tell their friends and family about you, happily comply with your postop instructions, and write you those great notes of appreciation, not to mention stellar online reviews. Customer appreciation specials can go a long way toward keeping this relationship. Invite them in to try the new piece of equipment you just purchased or host a wine and cheese reception where you can also showcase the new skin care line your spa carries.

## 4 Kim Kardashian

Yes you read that correctly. You should be grateful to the whole Kardashian clan and celebrities in general. Each time a celebrity shows off a new body part or talks about a procedure, your current and future patients take notice. Your patients are keeping up with the Kardashians, and this is something to be grateful for because it leads them to your office. Make sure all your marketing material is up-to-date and includes all of your newest offerings.

## 5 Your family's support

This industry is a tough one. It involves long hours and hard work, not to mention a generous amount of start-up cash. So whether your time is spent with your family as a part of your practice or away from them to grow your practice, reach out and thank them. From parents to offspring, spouses to siblings, recognize that family plays a big part in your success.

## 6 Another great year in the books!

Maybe this was your best year yet. Maybe you have a long list of mistakes you've learned never to repeat. Or maybe you've already started your list of New Year's resolutions and can't wait to put them into place. Either way, we all have lots to be grateful for. ■

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### Editor's note:

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