



H.E.R.O.'S

BUSINESS SOLUTIONS

HELPING EVERYONE REALIZE OPPORTUNITIES



HERO's Mission



Helping



Everyone



Realize



Opportunities

HERO's Philosophy

1

Tackle the
challenges
of today.

2

Plan for the
gifts of
tomorrow.

3

Understand
the lessons
of yesterday.

Take Charge

- 1 • Know your health market inside and out -- today and in the future.
- 2 • Create deliverables with QQM results that fit the market want.
- 3 • Master empowerment, motivation, and inspirational communication skills.
- 4 • Be efficient in the seven primary systems, all secondary systems, and what ifs.
- 5 • Ensure positive client experience, flow, and effectiveness in the six stages.
- 6 • Maximize curiosity and relationships in all 17 marketing tools.
- 7 • Develop an empowered financial communicator.
- 8 • Recruit dynamic internal and external team players.
- 9 • Make decisions using strategic plans, with checklists, goals, and benchmarks.
- 10 • Have a burning desire to help lots of people.

Four Pillars

Strategies

How to do things

Foundation

Taking control, making decisions

Operations

Does the work

Marketing

Brings in the work

Administration

Monitors the work

Leadership

Directs the work

Four Pillars of Success

Operations

- ▶ Deliverable Mapping: Health strategies
- ▶ Systems: Primary · Secondary · What Ifs ▶ Physical space ▶

Administration

- ▶ Accounting & administration books
- ▶ Financial Communicator

Marketing

- ▶ creating curiosity & developing relationships
Toolkit :Brand · Marketer · Communicator · Educator

Leadership

- ▶ Organizational chart Vision · Purpose · Goals
- ▶ Deliverables: Services · Tools · Conditions · Industries
- ▶ Strategic plans – feasibility, business, marketing, Goal Mapping

HERO's Master Formulas

Treatment

$$M / T + S = R(QQM)$$

Method / Tools + Skills = Results
(Qualitative, Quantitative, Measurable)

Relationship

$$R(QQM) + EMH / PCE = WOM + PB$$

Results (QQM) + Empowered Motivated Health
Provider / Positive Client Experience = Word of
Mouth + Positive Brand

$$A + L / O + M = H + S$$

Administration + Leadership / Operations +
Marketing = Health + Success

Organization

$$H + OBM + L / E = L\&SS$$

Humanity + Outcome-Based Medicine +
Logistics / Entrepreneurship = Long Term
and Short Term Success

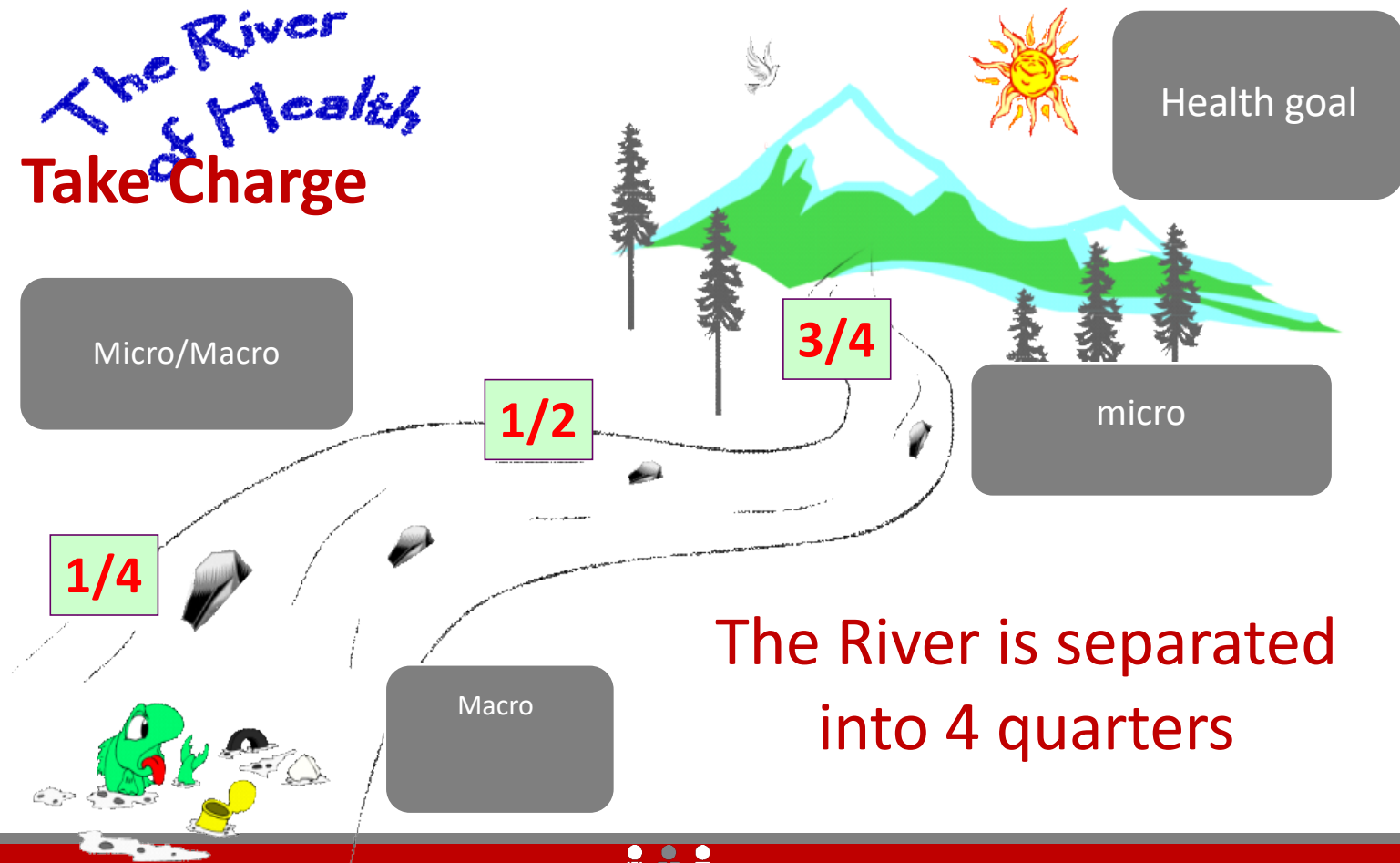
Success

Patient Strategy



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The River of Health Take Charge



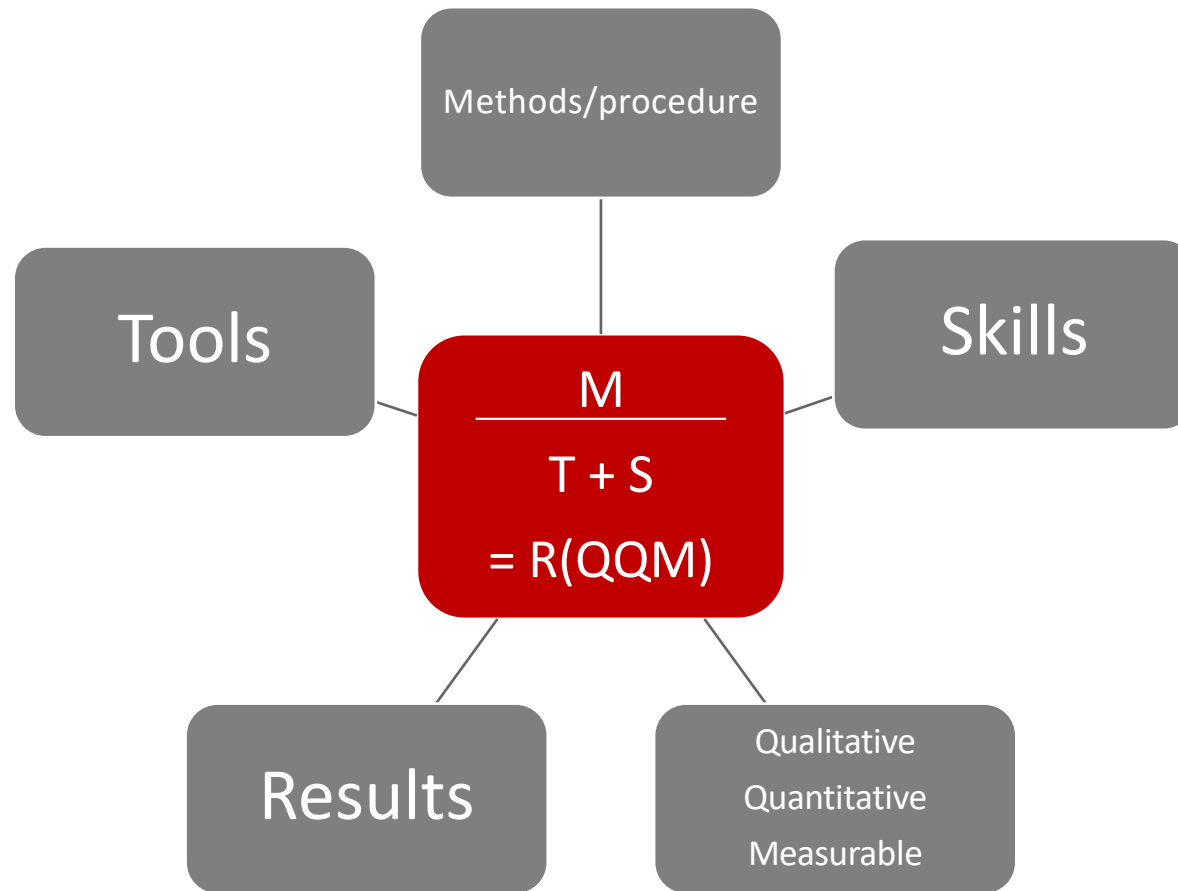
Four Seasons of Health Concept

Pro active
Health
Strategies



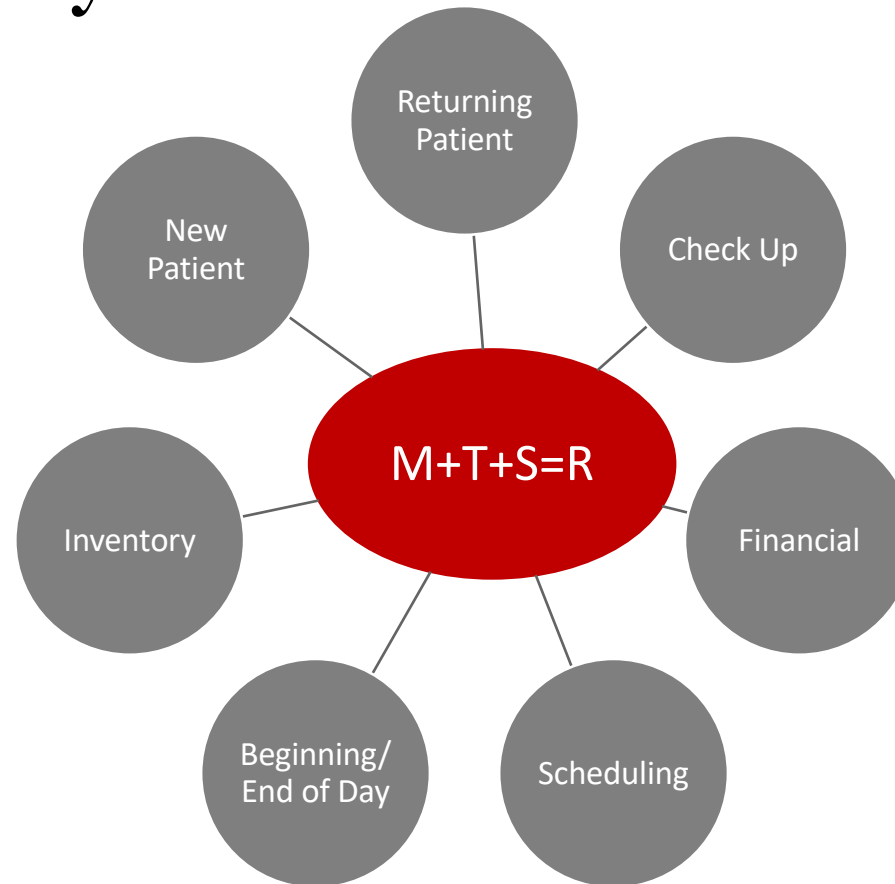
HELPING EVERYONE REALIZE OPPORTUNITIES

Deliverables: outcome based medicine



HELPING EVERYONE REALIZE OPPORTUNITIES

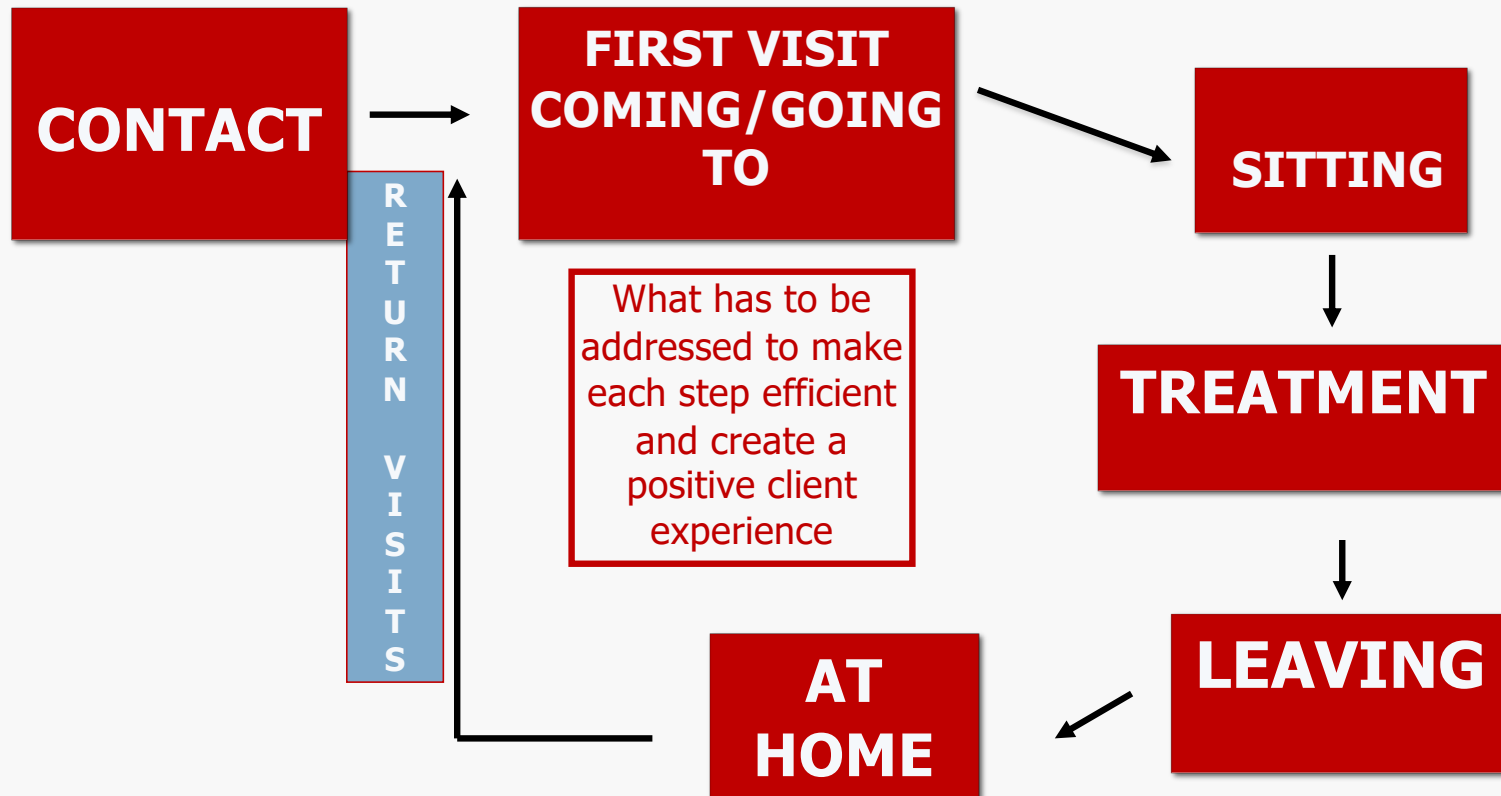
7 Primary Systems



HELPING EVERYONE REALIZE OPPORTUNITIES

6 stages

Flowchart



What Determines YOUR Marketing Strategy?

1 The style of practice you (will) have

2 Where you (will) work

3 Understanding Market share

The Human Equation



HELPING EVERYONE REALIZE OPPORTUNITIES



We are a SOLUTION for all Humans, not for diseases.



HELPING EVERYONE REALIZE OPPORTUNITIES

QQM Deliverables-Fitting the Want

NICHE

Athletic Professional
Entrepreneur

CONDITIONS

Pick one or two
common ones

GENERALIST

Everything

THERAPIES

e.g IV Department

PACKAGES

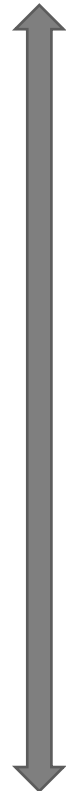
Anti-aging, weight
loss



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MARKETING toolkit

**Creating
Curiosity**



Clinic Name

Logo

Tag line

Colors & layout

Reputation

Rack cards

Cards

Brochures

Marketing
videos

Health tips

Social Media

E-books

Education
Audio/videos

Website

Communiqués

Power points

E-Newsletters

**Nurturing
Relationships**

WIZARD OF ID



HELPING EVERYONE REALIZE OPPORTUNITIES

Economic Equation: Weekly

Revenue/ Hour	Hours/ Day	Revenue/ Day	Days/ Week	Revenue/ Week	Weeks/ Year	Salary/ Year
\$260	6	\$1,563	4	\$6,250	48	\$300,000
\$217	6	\$1,302	4	\$5,208	48	\$250,000
\$174	6	\$1,042	4	\$4,168	48	\$200,000
\$130	6	\$781	4	\$3,125	48	\$150,000
\$87	6	\$521	4	\$2,083	48	\$100,000
\$43	6	\$260	4	\$1,042	48	\$50,000

SALES

Interest Income
Non inventory income
Other income
Product/ medicinal income
Services income
(Discounts)

TOTAL SALES**COST OF GOODS SOLD**

Associates/subcontractors
Credit card charges
Currency exchange
External services
Marketing
Non inventory purchases
Purchases
Refunds/returns
Sales tax
Shipping
Supplies
(Discounts)

TOTAL COST OF GOODS SOLD

GROSS PROFIT = (Sales – COGS)

OVERHEAD

Advertising
Association dues
Bank charges
Business Insurance
Business taxes
Business use of home
Depreciation/amortization
Donation
Equipment/other leases
Entertainment/meals
Facilities rent
Internet
Interest expense
License/permits
Office expenses/supplies
Payroll expenses
Professional development
Professional fees
Repair & maintenance-equipment
Repair & maintenance-facilities
Security
Small tools (-\$250)
Subscriptions/library
Telephone/answering services
Travel
Utilities
Vehicle expenses
Workers compensation
Miscellaneous

TOTAL OVERHEAD

NET INCOME = (gross profit – overhead)



HELPING EVERYONE REALIZE OPPORTUNITIES

ASSETS

CURRENT ASSETS

Accounts receivable
Cash in Bank
Cash on hand
Inventory
Petty cash
TOTAL CURRENT ASSETS

FIXED ASSETS (over \$250)

Building
Computer
Furniture & fixtures
Land
Leasehold improvements
Machinery & equipment
Software
Vehicle
(Accumulated Depreciation)
TOTAL FIXED ASSETS

INTANGIBLE ASSETS

Goodwill
Incorporation Costs
Patents/Trademarks/Copyrights
(Accumulated Amortization)
TOTAL INTANGIBLE ASSETS

TOTAL ASSETS = (current + fixed + intangible)

LIABILITIES

CURRENT LIABILITIES

Accounts Payable & Accrued
Credit Card Payable
Operating Line Payable
Payroll Deductions Payable
Taxes Collected Payable
TOTAL CURRENT LIABILITIES

LONG TERM LIABILITIES

Bank Loans
Other Loans
TOTAL LONG TERM LIABILITIES

TOTAL LIABILITIES = (current + long term)

EQUITY

Beginning Balance
Capital Invested
(Draws)
(Installments)
Add: Net Income/Retained Earnings
TOTAL EQUITY

TOTAL LIABILITIES & EQUITY

**Be Proactive, incorporate a personal
and business budget Now.**



Be Proactive: Business Budget

<u>MONTH</u>	MONTHLY BUDGET VS ACTUAL			
	Projected	Actual	Variance	Financial Communicator
Revenue				
Sales 1	0	0	0	
Sales 2	0	0	0	
Product sales	0	0	0	
Other income	0	0	0	
Interest income	0	0	0	
Donations	0	0	0	
Total Revenue	0	0	0	
Cost of Revenue				
Product purchases	0	0	0	
Health supplies	0	0	0	
Associates	0	0	0	
Marketing	0	0	0	
Total Cost of Revenue	0	0	0	
Gross Profit	0	0	0	
Overhead				
Facilities rent	0	0	0	
Equipment lease	0	0	0	
Utilities	0	0	0	
Telephone	0	0	0	
Internet	0	0	0	
Advertising	0	0	0	
Acct/coaching	0	0	0	
Office supplies	0	0	0	
Library	0	0	0	
Training	0	0	0	
Wages/benefits	0	0	0	
Security	0	0	0	
Insurance	0	0	0	
Total	0	0	0	
Net Income	0	0	0	
Balance sheet Expenditures				
Furniture/fixtures	0	0	0	
Machinery equip.	0	0	0	
Computer	0	0	0	
Principle loan rep.	0	0	0	
Draws	0	0	0	
Set aside (based on Net Income)	0	0	0	
Total	0	0	0	
Left over	0	0	0	

Administration



HELPING EVERYONE REALIZE OPPORTUNITIES

Be Proactive: Personal Budget

Administration

		Month		
		Budget	Actual	Variance
Revenue				
	Take Home Pay	\$ -	\$ -	\$ -
	Interest income	\$ -	\$ -	\$ -
	Other income	\$ -	\$ -	\$ -
	Pension	\$ -	\$ -	\$ -
Total Revenue		\$ -	\$ -	\$ -
Expenses				
1	Allowance	\$ -	\$ -	\$ -
2	Assets	\$ -	\$ -	\$ -
3	Cable	\$ -	\$ -	\$ -
4	Clothing	\$ -	\$ -	\$ -
5	Communications	\$ -	\$ -	\$ -
6	Day care/babysitting	\$ -	\$ -	\$ -
7	Debt	\$ -	\$ -	\$ -
8	Donations	\$ -	\$ -	\$ -
9	Education	\$ -	\$ -	\$ -
10	Entertainment	\$ -	\$ -	\$ -
11	Gifts	\$ -	\$ -	\$ -
12	Groceries	\$ -	\$ -	\$ -
13	Home maintenance	\$ -	\$ -	\$ -
14	Insurance	\$ -	\$ -	\$ -
15	Investment-future	\$ -	\$ -	\$ -
16	Incidentals	\$ -	\$ -	\$ -
17	Medical	\$ -	\$ -	\$ -
18	Memberships	\$ -	\$ -	\$ -
19	Mortgage/rent	\$ -	\$ -	\$ -
20	Subscriptions/library	\$ -	\$ -	\$ -
21	Taxes	\$ -	\$ -	\$ -
22	Utilities	\$ -	\$ -	\$ -
23	Vacation	\$ -	\$ -	\$ -
24	Vehicles	\$ -	\$ -	\$ -
25	Dreams	\$ -	\$ -	\$ -
Total Expenses		\$ -	\$ -	\$ -
Left over		\$ -	\$ -	\$ -



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Pledge – A Clarification of your Commitment

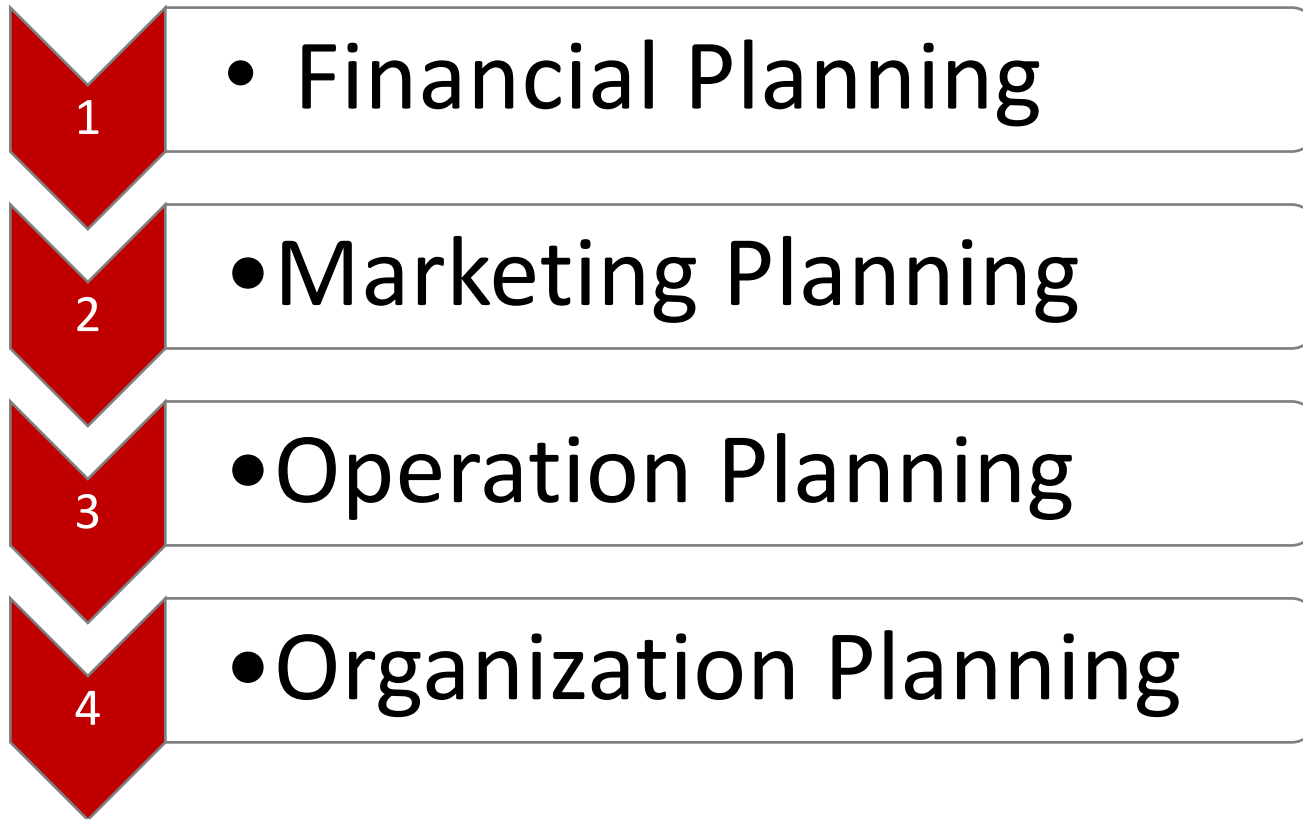


What are 5 reasons you will continue to do what you do, no matter what happens in your Personal or Business life



HELPING EVERYONE REALIZE OPPORTUNITIES

The 4 Plans For Long Term Success



Take charge Leadership

1

- Listen outside the bubble and adjust constantly to market want

2

- Clarify and sort your deliverables and deliverers

3

- Map out your business of health strategic model

4

- Proactively Plan and Actively Manage



HELPING EVERYONE REALIZE OPPORTUNITIES

Take charge Operations

1

- Optimize your internal (support staff) and external team (strategic coach(s))

2

- Constantly work outcome based medicine models

3

- Optimize efficiency, effectiveness, time

4

- Proactively Plan and actively Manage



HELPING EVERYONE REALIZE OPPORTUNITIES

Take charge Marketing

1

- Understand micro and macro market wants

2

- List the deliverables to market and advertise

3

- Clarify your toolkits

4

- Proactively plan, actively manage



HELPING EVERYONE REALIZE OPPORTUNITIES

Take charge Administration

1

- Set up a business and personal budget

2

- Work with Accounting and Administration systems

3

- follow audit trail system

4

- Proactively plan and actively manage



HELPING EVERYONE REALIZE OPPORTUNITIES

**Tackling the challenges of today
Planning for the gifts of tomorrow
Understanding the lessons of yesterday**



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