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Lighting the Path

Issue 9: August 2010

Benefits of Social Media Marketing and a Resource For You

Earlier this year, nearly 2000 small business owners, 60 percent of whom are women aged 40-49, said they invest at least six hours per week in social media marketing with another 12 percent spending more than 20 hours per week. Why do they spend so much time? Social media generates exposure, according to 85 percent of them. Secondly, it boosts web traffic and the opportunity to build new partnerships. More than half of these business owners report social media marketing generates qualified leads for them. Facebook is the number one choice of most newbies to social media while Twitter has become the favorite of veteran social media users. To become more educated on how to be efficient with social media and make it work for your business, we recommend you attend social media veteran Elyse Tager's upcoming FREE teleclass. Check it out and sign up today!

<http://www.1shoppingcart.com/app/?af=1226998>

Women Hold Up Half the Sky

The title is one of Mao Zedong's famous proverbs often cited in China, so it's no wonder that half the world's 14 female billionaires (who didn't get that way by inheriting fortunes) have built their empires on the Chinese mainland. In China, women are encouraged to pursue their own businesses and the exciting pace of change in China's developing economy produces an environment with more flexibility and less red tape than other countries, according to author Linda Xinrong Kausch who is studying this phenomenon. In what industries are women building their wealth? Kausch reports a variety, including real estate, retail and consumer goods.

FREE Training From Clear Directions on Tuesday, August 17th

Complimentary 'Get Up and Grow!' Marketing Mastery Course

Space is limited.

REGISTER NOW

facebook



Name:
Denise Stillman



Previous Issues...

[June 2010](#)
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<https://www1.gotomeeting.com/register/574700344>

This session is "on-the-house" from Clear Directions, LLC. *Get Up and Grow!* is a powerful course focused on improving the small and medium-sized business owner's understanding of marketing. Our goal is help these business owners master their marketing techniques so they can most effectively boost their revenues. In this course, you will learn how to fine-tune your business, regardless of your industry, create your profit plan and learn what you won't do in your business so you can refine your strategy to stop playing "small ball." Led by Denise Stillman, MBA, this session is sure to leave you with ideas you can implement for F*R*E*E immediately. She will share with you all that she's learned at Kellogg Graduate School of Management plus all that she's gathered for the last nearly 20 years in strategy, public relations and marketing. Please join us!



Title: *Complimentary 'Get Up and Grow!' Marketing Mastery Course*

Date: Tuesday, August 17, 2010

Time: 12:00 PM - 1:00 PM CDT

Complimentary 'Seven-Week Startup' Mini-MBA Course

Space is limited.

REGISTER NOW

Reserve your Webinar seat now at:

<https://www1.gotomeeting.com/register/391686008>

To help those starting their own business, we created a comprehensive mini-MBA program that has all the benefits of an online study program with the added bonus of accountability partners in a mastermind group comprised of fellow entrepreneurs. Our goal is help these business owners grow their confidence levels so they can start off their enterprises on the right footing.

This session is "on-the-house" from Clear Directions, LLC, and is sure to leave you with ideas you can implement for F*R*E*E immediately. She will share with you all that she's learned at Kellogg Graduate School of Management plus all that she's gathered for the last nearly 20 years in strategy, public relations and marketing. She'll also share her bumps and bruises from starting her own businesses. Please join us!

Title: *Complimentary 'Seven-Week Startup' Mini-MBA Course*

Date: Tuesday, August 17, 2010

Time: 9:30 AM - 10:30 AM CDT

How to Reduce Healthcare Reform's Malpractice Increase

The logic is simple:

- More insurance = more patients
- More patients = increased need for doctors
- Medical career less attractive/too expensive + more patients = doctor shortage
- Doctor shortage = increased need for mid-level providers
- More mid-level providers = more liability risk
- More liability risk = higher malpractice premiums

Reduce your premiums by "tightening your ship." My physician clients can do a lot to boost their businesses by hiring right. Have your office manager put in the time upfront to check credentials, licensing and "fit test" the candidate for helping to lead the best customer service in your office. Be sure to have policies and procedures in place about performance expectations *then measure performance*. Through patients surveys, chart audits, periodic performance reviews, goal-setting, continuing education, and more, practice leadership can assess competency, review progress and mentor mid-level providers to their peak performance. Be sure your providers are very clear on what s/he can and cannot do within the boundaries of their written agreement with the practice. Be sure to your agreement is congruent with state law. Most importantly, DON'T be a lone ranger and try to tackle this alone. Hire excellent HR support staff and utilize their skills to "tee up" what you need to hire and evaluate mid-level providers and seek the input of your malpractice provider and attorneys to ensure you're doing all you can to reduce your exposure.