

BUSINESS PERFORMANCE REPORT FOR GUANYA CHIROPRACTIC

Performance Item	Score	Researcher notes	Explanation
Do you have a downloadable brochure? How appealing is it?	10%	There is no downloadable pdf of services or brochure about the practice.	<i>We'll put together a brochure that highlights why you are unlike no other competitor. It will increase profits by appealing to your Target Customers.</i>
How well defined are your products and services? Are they too broad? Too narrow?	20%	The services described focus on what it is, rather than why you provide value to the patient. Moreover, there is no one page overview of the services provided on the website. The actual services are reasonable.	<i>Our strategy Your Products and Services are Defined will increase profits by first analyzing your industry and then positioning you uniquely among your competitors.</i>
Do you have a blog? Is it updated regularly? Is it informative and somewhat personal?	10%	There is no blog. A blog would describe new technology, share patient perceptions, articles in the industry, and useful content for consumers. The result would bring new patients.	<i>In our Performance Enhancement Strategy Your Social Media Shines, we'll examine what posts belong on your blog. The result will be a greater draw due to something to advertise, resulting in higher revenues.</i>
Do you have a set of well-written Mission Statements, Corporate Mantras and Profile Statement appropriate to your industry?	10%	You need a Mission Statement, Social Values statement, Vision Statement, and probably a Corporate Mantra. I'd also like to see an About Us page on the website.	<i>In You Have a Set of Mission Statements we create everything you need. The result is higher revenues through greater recognition and Corporate Presence.</i>
How is your Google ranking, both locally and within your county?	80%	In a search for Sturbridge and Southbridge, you appear on page 1. In a broader search for the county, you aren't in the first 4 pages. Not surprising, given the competition in this industry.	
If appropriate, do you have an email or newsletter signup?	30%	While I'm not convinced it's a good idea, it would be worthwhile to have a sign-up for a newsletter. Doing so would increase your database of interested patients.	<i>With Your Marketing Plan Excites Everyone, we first discuss whether you need one, and then we build one together, resulting in higher revenues through greater visibility.</i>
How attractive is your website? How complete is it (calendar of events, news, product announcements)?	40%	The website is okay. Two things bother me. One is the "there are no social media items". The other is that you can not land on pages like "forms" to then select/go to sub-pages.	<i>Our You Have a Website Campaign ensures that you have a timely web-site, with new content continually posted to it. If you need to re-do your website, we'll build it together, and you'll be able to maintain it yourself.</i>
How frequently do you add content to your website?	10%	The website is stale. There is no blog, calendar of events, news, chiro news. I want to help add all of this.	<i>Our You Have a Website Campaign unit determines what content is most influential and delivers an Editorial Calendar to see that it gets done. The result is higher revenues advertising that content and drawing new customers to you.</i>
How persuasive are your scripts?	20%	None of your scripts talk to the patient directly, they are all third person. And, none of them talk about benefits to me, the patient. Finally, they don't describe why I should you, versus another chiropractor.	<i>Our unit You Launch Sales Campaigns will get your employees and customers excited by a full-blown product launch, without the cliches and outmoded approaches to sales we commonly see.</i>
When was your last product announcement?	10%	No new services, technologies, findings, research is mentioned. I want to add a calendar for what released and when.	<i>We like to see a continuous plan for product launches, and our unit You Launch Sales Campaigns, not only will do that, but also will develop the scripts with which to train your salesforce.</i>
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	10%	Amazingly, I could find neither Gaunya Chiro nor Doctor Gaunya on LinkedIn. I want to get a profile up there for both of you.	<i>Consumers research your credibility, especially when the ticket is high. Others want to feel a social connection. Our Your Social Media Campaign Shines determines which platforms you should be on and sets you up with an Editorial Calendar for posts..</i>
How active are you on Facebook?	10%	Gaunya Chiro is on Facebook, but with no photo, profile, etc. This is where real people go when they are wondering about using you. I want to get a profile up there with regular posts.	<i>Facebook is a fact of life for the consumer-oriented business. Posts need to be made with the timing, content and quality spot on. Our Social Media Campaign does just that.</i>

How strong is your Brand Image?	20%	The brand image needs to be directed towards the patient. Even Our Staff talks about what Guanya means for the staff, not the patients. I want to make the Brand Image more personal and patient-focused.	<i>A defined Brand Image increases your appeal, and facilitates target marketing. We'll help define that image through Your Products and Services are Defined and plan execution across all your marketing channels.</i>
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	60%	The photos are impressive, as are the services offered. I also like the downloadable forms on the website. In all, your Corporate Presence is good. I want to enlarge it, though, by adding more of everything.	<i>We want you to appear sizeable to the outside world. While a Mom & Pop operation is nice, it won't easily meet the competitive demands of today's marketplace. Most of our Performance Enhancement Strategies result in an increase in</i>
Are you on Google Places? Where do you place?	100%	Looks good. For Sturbridge MA you are #2 on Google Places. Southbridge is even better, #1.	
What do your negative (and credible) Yelp reviews suggest for improvement?	10%	I'm amazed that you haven't claimed your business on Yelp, let alone solicit patient reviews. I want to do both, since this is where people look for	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to</i>
What do your Angie's List <u>reviews</u> suggest?	10%	You aren't on Angie's but probably should be. It's not consumer based as Yelp but nonetheless is for professional services.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them.</i>
What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them?	10%	You aren't on either of them.	<i>Both the number of reviews as well as the overall rating are a clue to whether your efficiency is where it should be. Our Your Efficiency is Cutting Edge strategy will improve that.</i>
Is your email address a dedicated domain?	10%	No your email domain is Charter.net. I want to change this.	<i>A free email address will decimate your Corporate Presence. A few of our strategies are designed to boost your Corporate Presence. A larger presence means more customers are</i>
How do you compare to your competitors?	60%	I looked at two competitors, Page and In-Line. Neither excites me, though Page's blog is promising. In-line needs to be improved. In all, you look okay, but I want to improve over both competitors.	<i>Several of our performance enhancement strategies are designed to improve your competitive advantage. We help define your products, analyze the industry, and put you in the top quartile for</i>
How prepared is your business for expansion? Do you have most of your ducks in a row?	20%	This business isn't ready for expansion. Its marketing needs to be supercharged, first, before new branches can be allowed to open. Its operations look fine.	<i>A business should have all its pieces in order so to be able to expand, as have successful large companies. You Expand Your Business is designed to ready you for expansion, and as well plan for it once you are ready.</i>
How unique are you in your industry?	10%	I don't see any mention of unique strengths or specialties. This makes competing more difficult. Also, services are described as a glossary rather than your approach to them.	<i>Great products and low prices is a recipe for low profits. Much better in the world of competition is to offer something unique, however subtle. Our unit Your Products and Services are Defined will analyze this and then suggest adjustments to your business concept</i>

BUSINESS PERFORMANCE SCORE: 25% Businesses sometimes have rankings at this level. Typically it means there are a lot of marketing, sales, and operational tactics and strategies which are not being implemented. Doing so will likely increase profitability quickly, which is a great opportunity.

Your Mission Statements are Impressive

You Have a Website Campaign

You Launch Sales Campaigns