Scarcity Mindset and the Podcast Intro

That scarcity mindset will stop people from making money more often than not, because it's always a competition. It's always something to be burned down and don't get me wrong, I love competition like.

But at the same time, there is so much of this fear or scarcity mindset. I think not only in medical providers, but in entrepreneurs in general. Well, nobody's going to come and see me while they come and see you now.

They could change doctors. They could go to some place else. So I think a lot of that fear and scarcity mindset is keeps people where they're at. It keeps people from growing and improving themselves.

And that's that's the problem. This is doctor talks. Real talk from real doctors. Only issues that matter to you most. Hello and welcome to the my MD unscripted podcast.

I'm your host, Clint Carter, and thanks for joining us today. We have probably my favorite guests to date, except I did interview my wife once. I think she's she gonna demand to be number one.

However, Doctor Alex so is a mentor and a friend of mine, and we're going to have a blast today. So buckle your seatbelt. The question that I'm going to start with is, you know, for a man that was once a prison doc to go to building an eight figure empire in the medical wellness and esthetics, you know, industry, what was the moment that flip, that switch for you?

So, Alex, give us a little introduction. Tell us about yourself and how we got to this spot. Yeah, I'm Doctor Alex Reno. So very nice to meet everybody.

And thanks for having me on the show, Clint, I appreciate you. That's my pleasure. Second to your wife, I think that is a pretty good metal.

From Prison Doctor to Entrepreneur

I feel like I got to get a trophy. This is second to cleanse wife. Yeah. For this podcast, but no, I trained in Southern California. I did my residency there, and I wanted to do sports medicine.

And I realized in that process that I could do sports medicine without having to go through a year of fellowship. And that's how I ended up in prison.

So I applied, I applied and started working for the California Department of Corrections. I was on the bad boy yard. General Poppy yard. They call it general population.

These were these two guys are the murderers, the arsonists, the killers, all those guys. And let me tell you, it was one of the best jobs I ever had in my life.

If he gave respect, you got respect. It was roughly 2000 guys on the yard at any time that you were taking care of. And it was all sports medicine. Now, if you think about it, all these guys were all all day long.

They were exercising and eating. So if they weren't eating in the chow hall, they were exercising outside in the yard. So they were playing sports against each other.

They were fighting each other. Yeah, they were stabbing. There's not a lot of sports that require stabbing, but they were stabbing each other. So it was a lot of sports medicine and trauma all day long joints.

You know, pain here's pain. They're stabbing each other or drama. So I loved it. And I thought, you know what? This is going to be my job forever. I'm going to work for the government for 20 years.

I'm going to get a 20 year pension when I retire. I'll be when I retire, I'll be 40 years old, 46 years old, and then I'll go get another government job.

And in 20 years I'll retire and have a double pension by the time in 66. I mean, it's going to be the best ever. This plan is awesome. And so I got about two and a half years into a government job.

And man, let me tell you, it got to the point where I just wanted to put a bullet in my head. You know, 40 hours a week was really like eight hours a week of work.

If I worked faster than that, I saw more than 12 patients in a day. They would say, you're going too fast. You're making everybody else look bad. Slow down.

That was force me to slow down. So that's all. For the extra time I had in my hands, I would literally just learn and read about a whole bunch of different things.

So I ended up listening to a podcast, a business and personal development podcast that turned into me wanting to build my own business, that turned into later on joining a mastermind and ending up across the country, paying half of my savings at the time to join this cool mastermind group.

And that's where I ended up meeting my now business partner in Genesis Lifestyle Medicine, Brant Messer. We ended up talking with each other. I was, you know, just an MD, worked in the urgent cares, worked in the prison.

And I was like, look, I need to figure out how to build a business, how to grow, how to improve my life. So this mastermind was that it was teaching all of us how to build a business.

So before that, I was listening to a podcast called the MCO project. It was by Andy Fassler. He owns a multibillion dollar supplement company is like, I'm going to launch this mastermind and it will teach you guys how to build businesses.

So I thought, you know what? I'm going to do it. I applied, I got in, it was $15,000 a year, and I sat my wife down and I was like, look, I don't know what's selling me to do this, but I got to do it.

And she said, yes. I mean, I dropped the 50 K down. I got in there and I focused on just leaving that group with something. I was focused on building a business.

I didn't know what it was going to be, I didn't know how it was going to be, but I was like, I am going to build this business. So that ended that first year with a medical scrub business, a somewhat skeletonized telehealth peptide business, and then Genesis, which back then was actually called Cell Spark because we launched it as a stem cell company.

So we ended up we ended up, my wife and I selling our house, moving from Palm Springs, quitting my jobs to Las Vegas, opened up in a little chiropractic office in Las Vegas.

We rented out two rooms and we started Cell Spark. We were doing regenerative medicine, stem cell therapies. And then after about six months into that, we said, you know what?

This is the long term thing we started to add the weight loss, the hormone therapy and esthetics at that time, which graduated into adding sexual health as a pillar.

And since then it's just kind of been stale.

Mindset Shift and Taking the Leap

Every single dollar that we've gotten, we shoved back into the business over and over and over. For really the first three years of business, we didn't take any money for ourselves other than to pay for food, mortgages, and if we had a car, no, at the time, cars.

That's it. Everything else. My business partner and I got after the month was shoved right back into the business. After three and a half years, we just kept growing and kept rolling in.

Know acquiring clinics here and there. And now Genesis has grown to a little over 40 locations. Now, I think we're 45, 46 locations. And we're going into what we call Genesis 2.0 this year.

So very exciting. Yeah, I was excited to hear, you know, I'm a part of your mastermind, Charismatics for Medical practices that want to grow in scale because, you know, I've know how to run my practice, kind of thanks to the grace of God and some and some mentors of mine.

But I don't know how to do what you've done. So, it's been super fun. And then you brought up that, you know, you guys are trying to go to the next level and, and, you know, get the 2.0 and get the kind of leaders that can take you there and so that's super inspiring because I'm trying to get I guess I'm trying to get one point. Oh, hey, you're doing a great job of it.

It's it's dude, it's been it's been fun. But along the way, you know, one of your, I don't know, pillars in your mentoring is that mindset is everything.

And that entrepreneurship is brutal. So how has your mindset evolved through this process? Yeah. So when I first started, all of us as physicians and as medical providers in general, we always think of the what ifs, and I think we're programed that way.

And the reason why we program that way, because if if we don't think of the one, it's usually in our training, someone ends up or dead. As a business owner, it really is a detriment to you because you start to think of all the what ifs in terms of the negative things that could possibly happen. What if this fails?

What if that doesn't work? What if this person does this or that and it creates in you this hesitancy of analysis paralysis? Because I'm trying to solve for all the problems before they happen.

I just end up not fucking doing anything, which is a huge problem because we're all highly intelligent people, and there's people, quite honestly way dumber than us making way more money than us.

Because quite honestly, they just go. They just go and they don't think of all the bad things that could possibly happen to them. They're just blissfully ignorant.

And as a result of that, they get much further than a lot of us as as medical providers do. So my mindset really had to change. And still using the words what if?

But what if I didn't do this? And for a lot of us, like you included, what if I didn't do this? Well, I'll just stay in my job. I'll just stay making the same amount of money.

And then when you think about again, what is the worst that could possibly happen for us, it's usually, well, the business fails and I go back to the job I had before and I end up at square one, which isn't bad.

Some people the what if is I end up homeless or without a job, or I don't have any money or food on the table for us for medical. And that's why I like to tell medical entrepreneurs or people in the medical field that are betting on themselves.

The worst that can happen is you go back to the job that you were in now and people are like, well, they won't they won't hire me. That. Yeah they will. Yeah they will.

Trust me if you leave on good terms and it's not a double middle fingers in the air on the way out, which sometimes you want to do that in the medical field, they'll take you back if you fail.

So yeah, you got to remember. Well, what's the what if what's the worst that can happen. Well, I just walk back and get my job back. So that was a mindset shift that I had to have where it's no longer what if it fails?

It's like, okay, well, if it fails, just go back to what I was doing before. And it's not a big deal whatsoever for me. When I left, it was, yeah, I mean, worst case scenario, I it doesn't work, but I already don't want to do what I'm doing so badly that I got nothing to lose.

Yeah. It's like this job really sucks where I am. So how can it get any worse than that? I could make the difference is I don't have any money, and then I'll just go make some more.

Like, no, thank you, my deal that I was going to go build three houses or do something non-medical. I remember, I remember you talking about that. Have a blast. Dude, that dude on TV looks like he's having fun.

So that was what I was going to do. And then, you know, God's grace came in and saved the day. But so along the way, you know, you're taking risks. You're growing.

This thing is getting pretty big. You've got some vertical integrated companies that you're doing as well. What do you do to stay grounded? What do you do to, you know, bring you back to the earth and family.

Man? Well, you just said it. Family like I've got triplets. They're three and a half. I've got, young little girl. She's. So.

Family, Fitness, and Staying Grounded

I have two boy triplets and one girl, and then I've got a little girl who is a little over a year old, and she started walking around now. Oh, God. So I'm blessed at this point to be able to work from home, to be able to be around them.

So if I need a pick me up or I have a bad meeting or anything like that, I just simply walk out there, hug my kids, enjoy five minutes with them, and then get back to a mess enters it.

But I think at the same time, working out has always been something that really helped center me. It's not a hobby for me. It sucks. I mean, it's terrible, like, who knows?

And lifts heavy stuff and like, runs and crap like that for fun. Psychotic psychopath. Now. No, it's it's horrible the minute that you could not have to do that and look the same as we do.

Yeah. So I like geeky ones are all get a raise and I can't wait for that. There was a muscle drug that's now coming out very soon that I'm excited about where you don't have to exercise, but oh my god, muscle mass.

Oh dude, I'll just sit on the couch and just be popping pills all day long. I do not care about side effects when it comes to that. Yeah. No. Yeah. But no, I think that's what keeps me grounded is is being able to do that while at the same time realizing that, like what we're doing every day, even if you're an entrepreneur, what you're doing every day matters.

Like, you may not think it matters, but look, you're a part of something bigger than yourselves. Whether you are an Amazon box packer or whether you're running a medical company like you're a part of something bigger than yourselves.

So realizing and giving yourself some credit on that and saying, okay, like, look, it's not all bad. It's not the worst that could possibly happen. So focusing on that I think is really important.

Well, so, you know, I love that. I think giving my employees a bigger purpose than just a paycheck has been one of

the more deeply satisfying parts of this whole journey.

And part of it, you know, as we grow and as we scale and as we looked at, you know, most, you know, I do direct primary care. So most guys in my field, they get out, they finally get the guts to quit their job because they're so miserable.

And they start a direct primary care practice. And by the grace of God, they get enough patients to survive. So then they just get a waiting list and lock it down and let out.

Get rid of the people they don't like, let in the people they do, and raise the prices till it's about right. But, you know, we've been called to spread the gospel of this, of people, more providers and more staff and more patients getting to experience medicine this way.

And so that's been really fun. But in order to do that, you can't be stuck in fear and scarcity, right? Like we are creating something. Tell me tell me about how that mindset works works for you.

Look, there are so many people, especially in our field, the medical field, and there's so much cutthroat competition where people are like, in order for you to win, I have to lose.

And that's not the case. And I always like comparing it to the big boys out there, because everybody knows for him, let's just talk about them as a publicly traded company.

Yeah, they're doing 2 million prescriptions a month, 2 million prescriptions a month. And obviously they don't have 100% of the people on Earth or in the United States under their care.

There's still 50,000 meds force out there, all different types of meds, boss. So when you think like, oh, you know what, in order for this person to win, I have to lose or I want to beat that person and vice versa.

That scarcity mindset will stop people from making money more often than not, because it's always a competition. It's always something to be burned down.

And don't get me wrong, I love competition. Like if we're going to get into it, you know, I'm going to make sure that I do everything I possibly can to stop, you know, your throat if you're if we're competing.

Yeah. But at the same time. But there is so much of this fear or scarcity mindset, I think not only in medical providers but in, in entrepreneurs in general.

Well, nobody's going to come and see me while they come and see you now.

Building Genesis and Cutting Unprofitable Services

They could change doctors, they could go to some place else. So I think a lot of that fear and scarcity mindset is keeps people where they're at. It keeps people from growing and improving themselves.

And that's that's the problem. I think it's human nature to some extent. You know, evolution, generally speaking, if you believe in that kind of stuff, is, you know, those are the people that were able to look ahead and see where some of the problems were.

And so when they ate more and died less. So I'm sure it's in our DNA, it's how we were created. But when you realize that that God owns all the cattle on the hills anyway, and that, you know, we're creating more every day, yeah, this podcast didn't exist until just now, there's always something else that we're making and creating and, and, and it's just so it's so freeing to, to be to be freed from scarcity, to be able to create is so fun.

And at the same time, it's not just how it feels. Right? Like we had a great talk yesterday about operating on facts, not feelings. Because, you know, in the medical field, you know, we're about taking care of people and it's all feel

good.

And to the extent that when a medical provider wants to go out and start a practice, how can I do what I want to do and only make a little bit? So that I don't feel guilty?

That I made a lot because I'm supposed to be like, we've been trained to not make money. It was just been brainwashed. And so then you get in here and you start scaling.

You want to build a practice and build it bigger and or scale it and actually be successful. Like I'm going to title this something to the effect of how to make more money as a medical provider.

And then in parentheses, if that's even okay to ask you. Right. Yeah. Like is that okay. So tell me about tell me about operating and facts, not feelings and what that means to someone who wants to actually be have a successful business.

Yeah. When it comes to business, this is such a good lesson. And you might think you're absolutely killing it in business. But when you really look at the numbers and you bring it down to the numbers, you realize you're not at all.

And so an example for us that we had at Genesis is that we have these laser hair removal machines that we thought were absolutely killing the game. I mean, we were full from 8 a.m., 6 p.m., open on days off, bringing all these different types of people in.

It was great. And then what we did was get a, you know, chief financial officer, a part time to look at every single one of our services and see if those services were actually making money or not.

And what happened was we found out that every single laser hair removal machine, we're losing about $14,000 a year. Having that machine. And it was like, Holy shit, no way.

And we had 12 machines at the time, so we're losing like 170 K across the entire platform. I'm just having this single service. And again, we thought ceilings wise, we were killing it.

We thought it was full all day long. There's no way we're losing money on it. It's impossible. But there were so many other factors that went into that that we ended up at the bottom line, losing money because we were actually offering the service.

And we would have never known until we looked at the numbers, looked at the facts. And once we did that and we eliminated that service, hey, income bounced back up.

That is mind blowing. By the way, I've actually heard that example one time before and I still don't get it. I'm like, then why do hair removal machines exist?

I'm confused. I think it's just the service and master of, jack of all trades, master of one, you know, our jack of all trades, master of none, but better than being a master of one sort of thing.

Yeah. We at Genesis thought let's have 30 different services. Let's make sure we cater to everything. And I think that's one of those young in entrepreneurship.

Things you do is that this client wants this. Okay. We'll get that. This client wants this. Oh, get that. Let's get this and this and this and this and this.

And then at the end of the day, you got 30 services. You got 30 different types of marketing. You got 30 different types of sales language, you got 30 different types of cross cells and verticals, etc.

that you have to do. And as a result of that, you end up diluting your brand. You dilute your marketing ad spend

because you can't spend as much. You dilute your training and your ability to scale.

And we were moving so fast that we essentially diluted our own sales training. Like we couldn't really teach a salesperson how to sell 30 things really well.

Yeah, we just couldn't. So it wasn't it wasn't so much that because it wasn't so much that laser hair removal was a crappy service because there's plenty of companies out there, you know, laser way, Millau and Laser that are making great money.

Just but that's one of their main pillars. Laser hair removal. Yeah. For us it was just like an extra add on that we had with all these other services.

Yeah. Right. So that's really what it was. And I think I guess the lesson is twofold, you know, operate off facts, not feelings. But at the same time, if you're going to roll something out in your business, make sure you have the proper marketing, the proper sales language, the proper scripts for the girls over the phone to book them, a proper follow up and make sure it's not just rolled out and saying, hey, sell this or you buy this machine.

You roll it in and you say, hey, we got this new machine. It's really nice and shiny and beautiful sell. It really doesn't work like that. And again, I thought it used to.

Be in out and then how they all work together. Right. So does what you want to buy or want to add. Is it going to cannibalize something else you already have?

Is it going to be a, you know, a natural, you know, next step for a client who needs that and that? That brings me kind of to, you know, your spider web approach and stacking services and that kind of thing, which I guess you kind of already alluded to.

How does that how does that work for you guys, both sort of within your business. And then, you know, you also have some vertically integrated businesses that work alongside.

Yeah, I think you you literally hit the nail on the head with what you were saying. Is that your services, they need to be able to stack on top of each other.

So that spiderweb diagram is if you have, let's say, weight loss as one of your pillars and you're just doing GLP ones, what can you add to those weight loss clients that could bring you more revenue?

Is it supplements? Is it another weight loss drug that you could stack on it? Is it exercise programs or a gym that you're associated with? You could sell them gym memberships to food.

Is there a certain food that you can order for them or get them as a, you know, associate with? Those are all things that are, again, in a vertical, like you said, when it comes to services, make sure you're not cannibal izing it.

Like if you have a machine for fat and weight loss, don't buy a second machine for fat and weight loss. That just means you have two machines that do the same thing.

You don't get twice as many clients doing that. You get the same amount of clients, but now you got two machines that you got to pay for. And so that was one of the things that we really pare down again, Jack of all trades, master of none.

Stackable Services and Scalable Care

We took our 30 services and we said, let's cut them down to these four pillars. Yeah, weight loss hormones, sexual health and esthetics. And if it doesn't fit in one of those pillars, then it's not something that we do.

And along with that, each of those pillars that we have there cross sold to each other. So if you have weight loss

and you come in for weight loss, we're checking your hormones to make sure that you shouldn't be on hormone therapy as well.

And if you have weight issues and hormone issues, I guarantee you I got sexual health issues. You just maybe don't want to talk about it up front, but they're there for sure.

And on the opposite end. So our esthetics is actually tied into our weight loss treatments. So when we think about skin laxity or when we think about those types of things, that's where our machinery comes in.

So we're doing pulse wave and shockwave therapy for sexual health. And then we're doing like Morpheus for not called neo or Coolsculpting for our weight loss clientele.

So again, you're using a machine across multiple different pillars, which makes it more affordable for you and more successful in the end, where you're making sure that, hey, this one service that I'm adding is going to be able to be utilized by multiple different types of clientele.

I mean, that makes perfect sense. And then the more clientele talking about the same machines in your community, basically giving you references just because of the way they were treated.

So, which kind of brings us to marketing is word of mouth and referrals is probably, you know, the best marketing that you can have. I guess, in your opinion, what makes a service scalable versus a headache?

I know, you know, you kind of you kind of, part of the answer may be it's stack ability and it's multifunctional, but anything else comes to mind on on because, you know, as I scale what to focus on and what to kick out.

I think the things that you can scale are the things that pass what's called the monkey test. I like the monkey test in Genesis. So if I can take an employee off the street and literally train them how to do that service within a few days to a few weeks, the same speed at which I could train a monkey to do it.

That's a great monkey test. And what you realize is that those very high skilled services, the very high end Botox, the very high end off label fillers, the threading, all that stuff.

Yeah, that's good. And that might build long term clientele later on, but it's going to take a near year and a half, two years for your skills to get there and for your staff skills.

And the people you're training to get there. And then they leave. Yeah, you start all over again. So the services that we like to add, or those services that are very simple as well as services that maybe a client wouldn't be attached to a provider.

Yeah. So if they're coming in and they're getting weight loss hormone therapy, sometimes sexual health to a degree esthetic machines, those can be really run by anybody and service by anyone.

And as a result, the client isn't really attached to a specific provider versus a Botox filler that this one provider in this one say and do. And they are the best in that state. And that's all they do.

Yeah, those people are great. But those people are not the best employees, nor are they the best people on your team, nor are they the best people to scale.

That's why you CDs, all of these Allergan trainers, gal derma trainers, esthetic trainers. That's why you see they never have more than one clinic. Yeah, they have one clinic.

Yeah. With one name or their name on the door. And it's a big clinic. Yes. But it's what? Because guess what? They're not a scalable nor a sellable entity.

Right? Yeah. When they're done. Focused on them. God forbid something happen to them. Just close the doors.

It's over. As literally out is the nobody to replace them.

Nobody to fill in behind them. They are the entire brand. Which feels good for about five minutes. So you realize that you really have nothing of value outside of of your name, which, you know, why not?

Yeah. Okay. So as we're going this way, like for me, you know, I'm the entrepreneur. I'm the go, go, go the growth guy. If our ratios don't look good, just bring in more money.

Let's just go. Meanwhile, thank goodness I have people in my organization that care about details and actually saving money, which I'm learning to. Yeah, obviously it's it's important.

I just it's just not natural for me. I just want to go. How do clinics improve cash flow without compromising care? Because in the end, if you give bad service, what are you doing?

Yeah. So how do you improve cash flow without compromising care? Well, you actually fucking care. Yeah. And it's hard. It's hard. It's you know, Gary Vee said that when he came and spoke with us at an event in The mastermind, that art mastermind.

I remember him saying that like, no way. How do you make more money? Like, you just actually fucking care about people. And it's so true because when you think about it, if you truly care about somebody, it seems like, well, I can't afford this or I'm not sure I could do this if you truly cared about it.

And if it was your friend, you'd be like, dude, what are you talking about? Like, you need this. You have to do this. Or if your friend was overweight, every once in a while, we'd be like, dude, you need to get to the gym, or you need to take this fat loss medication, or you need to stop fucking stuffing your face with food.

We would do that to our friends. So if you really care about somebody, you would do that to them. Now, I'm not saying when they come in you say, what's wrong with you, fatty?

Like, let's get you, you know, what's your piece of shit? Let's get you like you would talk with your friends. I'm not saying that, but what I'm saying is, if you really cared about the people walking in just like you do your own family or your own friends, you would try and connect with them in the same way.

You would say, look, this is going to help you. I know it's going to help you. I've seen it help all these other people. I've seen it, help me. So this is what you need X, Y and Z.

And there's really no other option because I'm telling you, you need to do it, and you're really caring about them getting the results that they need, not selling some random stuff or anything like that.

Because that's not the whole point.

Improving Cash Flow Through Real Care

Caring about the service. And when you care about the service, yes, what they're going to send more referrals into you. And then on top of that, they're going to spend more money with you because data shows and I'll I'll point out the data in Genesis.

Data in Genesis shows that 62% of our income in Genesis as a corporation comes from people who come into our clinics three times or more, and almost 90% comes from people who come into our clinics five times or more.

So that tells us a people that we really care about, the people that keep coming back, the people that trust us are the ones that are spending the most money.

And that trend is the same at Ford Hims, with their recurring billing being a huge part of their revenue, or laser way or ideal image. In the same way.

That's what people don't realize. The more you care. The better we got in it to care. So it comes pretty natural. But along the way it, you know, it gets beat out of you in the system because the system doesn't seem to care about patients at all.

And so you get burned out. And then when you start your own business, you're like, yeah, but I got to stay in business so it can get lost in the mix. Fortunately, you know, at Mimedx that's not a problem.

And my team is unbelievable. And our core values would not tolerate that. But after game time, it's how do I care enough to help them get the treatment they need, even if it's kind of expensive or even if it's you know, a little inconvenient just to get them to there?

And then I guess next for me is what what inspired you to care enough to start Charismatics to help a little little guys like me get going and try to. Yeah.

You know, this. You guys. Of. You guys, you guys say, you say little guys and you're running a multi-million dollar corporation. Okay, let's let's be real here.

Let's be real, though, for everybody listening this guy this guy is still in it. So but no, you know, going through that mastermind that I went through and it changed my life.

It changed my direction and it helped me grow and improve my everything. And none of that was medical at all. So there was maybe two of us out of 55 that were in the medical field in general, but it wasn't medical.

And although everything that they taught me and everything that they teach you in business is relevant, no matter what business, whether you're running a pool, noodle selling company or a medical company, all the good parts of running a business are still the good parts of running a business, no matter where you are.

So I had that there are intricacies when it comes to licensing when it comes to different types of services, when it comes to all those things that I had to figure out myself with my business partner, and we had to figure out it out, and we call it the Dumb Tax and we have paid literally to learn what not to do services, not to deliver things, not to decide that over and over and over.

And that dumb tax has gotten bigger. The dumb tax went from, you know, a few thousand dollars to $10,000 to hundreds of thousands of dollars to over the last 12 months, my business partner and I have probably lost a good, I would say, 1 to $2 million, definitely over $1 million, maybe two, and paying dumb tax.

And that's just a learning process. That's just throwing it out there, making sure that we're testing things, testing the waters, and then on the backside, making sure that, hey, once we learned that lesson, we're not doing that shit again.

And this is why. And so my mentor took, I think it was about 14 years before he started really making millions of dollars in his company. And so it took me roughly two and a half, three years to start making millions of dollars in my company.

And so if I could do that to somebody else and they can do it in 12 months, great. That's the whole purpose of charismatics to help other people level up faster and level up together, because I never had that.

And again, because you win and we're you know, you're in Tyler, Texas. I'm in. I've got we are six locations in Texas because your company is killing it in Texas does not take away from my companies killing it in Texas.

It does it at all. There's plenty of people in Texas. Yeah, that was I was going to bring that up. Yeah. Yeah. We're not scarcity but abundance. And so it helps.

It just benefits us to learn from each other and learn the best processes and procedures. And again, I don't have it all figured out. Neither do you. Neither does anybody else.

If we could take the best of each one of our services, or each one of our treatments are each one of our systems and processes and teach each other it, you know how much better we will be.

Yeah, we'll definitely all make more money. We'll all have more clientele. And again, we can't possibly see all the clients in the world. The obesity rate in the US for the first time.

I think actually, for the first time ever, it's down 1%. Okay. It's still like it's still like 47%. Yeah. It's still one out of two people are obese and more than 60% overweight.

I was going to say, and everybody else wants to lose weight. So yeah. And so it's still, you know, there's still plenty of people if you're doing weight loss, there's still plenty of old people if you're doing primary care, if you're doing geriatric chair, there's still plenty of patients everywhere.

But it's you know, and gosh, man, we've got, you know, dozens of practices in there that come regularly and others that are listed that we're all a little different anyway.

And we still have a chance to, to, benefit each other. And some sometimes it's the differences that make, you know, make the input that much more fun.

Okay. This wrap this thing up, man. Your time is precious. A real. Let's do it. Let's do it. I love it, son. What's one thing that a provider could do this week to begin making more money in their clinic this week?

Charismatics, Lessons Learned, and Final Advice

Ask for the referral. Yes. So many providers are worried about it. Asking people to send their friends to you. And don't just ask. I would say, hey, can you write down three names and maybe their telephone numbers or emails that might benefit from this same service that you're doing right now.

And this this goes back to when I used to sell rainbow vacuums door to door. Every single house we walked into, we were trained to get this sheet. It was it had ten names or ten.

Lines on it. And if you could get them to fill out and names and phone numbers, then you could give them this free little air purifier water spinny thing that was cool.

And you can add some eucalyptus to it. Made the room smell good. And there. And so that was the pitch to get ten names and phone numbers, which was ten leads.

And all you had to do again was sell 1 or 2 off of those, go into their house and you got another 10 to 20 names off the that. And so the referral system again is where you're going to make the most money and have the least amount of cost of marketing because you don't have to pay that.

Your friend bought it down the street and they recommended you so obviously if you're like your friend and you want to keep up with the Joneses, you need this as well.

But ask for the referral if you're providing a great customer service. If people love going to you and they're getting results, they're going to have zero issues giving you names and phone numbers and leaving you a five star review.

So I'll give you a two. That first one asked the referral. Number two asked every person who comes in for a five star review Google, Yelp, Facebook, whatever, asked for the review.

Get the reviews. Those two things will make you more money this week. Absolutely. That's perfect because you're going to get quick turnaround on that.

And if they're not willing to refer their friends and family to you, then you probably aren't doing something right anyway, right? Because I'm proud. I would be shocked if they were like, no, this is this isn't really good enough for

me.

I'll be like, why? Yeah, well, let's have that conversation. What it well that's good. It gives it opens that conversation up to like, okay, well where do we screw up that. Yeah.

Well then whoa whoa whoa, back up. You don't get to leave. You get me back to the office. Let's talk. Exactly, exactly. Great point, man. You've got a ton going on. Right?

So you've got your own podcast. You just wrote a book. We've got the mastermind. So tell us. Tell us about how we can find you in all these different places and get a hold of you. Yeah, I need you.

So on all my socials, it's just doctor, our Dr. Alex Spano. So at Instagram, at Twitter, at Facebook, just Dr. Alex Spano. So you can find me on any of those.

When it comes to my book, you can find it on Amazon. Just Google my name, Alex Spinoza. It's a book about anxiety, which I put myself into the hospital four times.

From anxiety and thinking that I'm having a heart attack. So probably not the best to write a book about it. But you know what it is? Some tips and tricks of how to keep yourself out of the hospital from doing it.

You can find me at Doctor Alex Bean, also.com. And that's also where I had access to my mastermind. Yeah. That claim to you're in and we love having you in it.

It's called charismatic. So charisma. Charisma. And then it changes to med so edcs, so charismatics.com or join charismatic icon. That's where you can find us on the mastermind side.

So we're all over my podcast. It is called the Spinoza Podcast. And I'm going to have obviously Clint on as well. We record in person though, so I'm going to drag your butt all the way.

Let's do X is to hang out with me for a day. So hey man, thank you so much. And of course, someone with anxiety is the person to write a book about anxiety.

Who else? Right? Like right. When I went through depression and burnout and low tea and thyroid problems, it made me such a better doctor. Oh my gosh.

Oh my gosh. Yeah, absolutely. You are your own walking billboard going absolutely. Like I kind of know what that feels like. You know instant connection.

So yeah thank you very much for all of this, man. Thanks for your time. I can't wait to bombard you at your studio somewhere. You know, someone nice. You know, when I'm big and cool like you, I'll have one of my own.

But thanks a lot, dude. Have a blast. And, have a great day, man. Appreciate it. Have a great one. Thank you for tuning in to Doctor Talks. We hope today's episode has enlightened and inspired you on your path to optimal health.

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