Introduction and podcast welcome

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100%, I will tell you, Charismatics has been one of those things that you know, you don't know what you need until you get it, and then you're like, oh yeah.

And there's days I'm like, okay, do I stay? And then I'm like, yeah, I can't because I get so much from it. You know, they say, surround yourself with people that are smarter than you.

And so learning from others mistakes and learning from their successes also. So how do I make myself as successful as, you know, you or the others in Charismatics has really challenged me to look outside the box, and I am so grateful Hey, welcome to the podcast.

This your host, doctor Clint Carter, and I am excited to invite you to meet Danielle Wildman. She runs a very successful esthetics business in the metroplex area.

But the story is much more interesting than that. So I'm Danielle, I'm going to let you introduce yourself. But sort of the question on our minds is how does a no nonsense nurse, a narcissist with 25 years in emergency and critical care medicine end up leading one of Texass most loved med spots?

Danielle's nursing and critical care background

So with that, tell us, kind of tell us more about yourself and how we got here. Sounds great. You know, Clint, thank you so much for having me. I really do appreciate it.

You know, I'm Danielle Wildman. I am a dual certified nursing narcissist and family nurse practitioner. I have like Clint said, I have over 25 years of experience.

My background really started in emergency medicine, in critical care. I spent about 20 ish years there, trauma bays. I worked in emergency rooms. I was a flight nurse for many years, but that just kind of taught me, you know, how to work quick, be on my feet all the time, always know what to do within, you know, be ten steps ahead of myself at all times.

So it just taught me that resilience and quick decision making and but also zero B. S. like I just wasn't going to put up with it. I worked in inner city Tom rooms, and so it just I just didn't have the time for that.

So then I went on to flight nursing and then you really, you know, you just don't have you have such a small amount of time and such a small space to work within that you have to be very diligent in what you do.

And then I decided, you know, after I got my Crna and did anesthesia for a few years, I decided that esthetics was what I wanted to do next. I feel like there's no stopping when you get going, especially when you first get your nursing degree.

But I think that emergency background brought me into esthetics. That gives me that precision. I also bring something that I don't think you see in esthetics much as a safety thing.

You see a lot of just real people out there doing esthetics, and there's so much that goes into it that can be unsafe that it I bring that safety part of it.

I bring that real medicine part of it that I think is very, very important. So you're just here to make everyone feel and look good, but do it safely.

Well, I mean, okay. And you were rocking and rolling at that point doing, you know, anesthesia and operating rooms. How did that lead to esthetics. Like what what made that job.

It was actually just going to be a side gig. You know, I got to yeah. Only doing like two days a week. I was doing two, 24 hours a week of anesthesia.

That's five days off. I got, I got bored and always wanted to be an entrepreneur. I mean, I wanted to be an attorney when I was little. So we'll forgive you for that.

I we'll let that side go right. But I, I was I got bored and I can only sit around and twiddle my thumb so much. It must be part of the add of me, I guess, and said I was going to do this on the side.

So I decided that I was going to open a little Botox in a building with 300ft² in an old, old building here in Loxahatchee, and it just has blossomed from there.

And the more and more I got into it, the more and more I loved it. And I wasn't working for a paycheck. I was working for what made other people feel great, instead of just covering it up with either prescription medicines or anesthesia.

So it it just became a very big passion. Well, it's a little bit addictive when you when you're able to have a patient relationship, you know, while they're awake and not having an emergency absent, you know, that that for me was kind of like the jump from er and then there you have grateful patients that are thankful for for helping them reach their goals and feel well.

From anesthesia to opening a med spa

Yeah. Go figure. Well you know, you know, you get you get to sit there instead of being dictated of your time. You're actually get to sit there and talk to them and feel, feel find out what's really bothering them.

So when you really find that out and you can start fixing it kind of from the inside out, and then put the frosting on top with a little Botox and all those, it makes a huge, huge difference in the way they feel about themselves walking out.

Yeah, it's not it's not about the wrinkle. It's about the wedding they're about to go to. Or you know what it's about. Why they can't have that wrinkle.

Absolutely right. It's all about it's not it's and has nothing to do with that. And when you make them have that like confidence within themselves and they walk out with a smile on their face, oh, that's like that's like the winning ticket.

That's like the golden crown. Well tell me okay. So it's a big there's a big difference between going to work couple times a week, working for the man, getting a paycheck, figuring out what to do with yourself and then transitioning to running your own business.

I imagine there was a lot of overlap where you were just doing it on your off days, but what were the biggest challenges to making that switch? You know, I'll tell you, biggest challenges for me was learning the business side.

Like I know how to your people like that is in my soul. It's who I am. Again, like I said, it wasn't what I planned on doing when I was little, but it it's kind of just formed within me.

But learning how to actually run a business and learn to run it from the numbers, not from my heart, has really been one of the biggest challenges because, you know, they don't teach that stuff in and medical training.

That's not part of the game. None at all. Even, you know, Crna school, they don't teach you how to bill. They don't teach you how to manage that. They don't teach you any of that.

So that was really something is that everyone's going to work for the man when they get finished being trained. Exactly. And that's really, really I think the biggest struggle opening your own business.

It's so hard. Yeah. So hard. And you know, you say it wasn't what you wanted to do when you were little. You just didn't know this is what God had for you all along.

And he's, you know, he's he's held it together for, you know, in the early years of our businesses. And, you know, we met by we're both in a Doctor Spinoza's mastermind group for medical, you know, businesses trying to learn how to do it right.

And it's just such a blessing when you get a little bit of guidance and a little bit, why are you doing it that way? He kind of education, it's been great.

100%, I will tell you, Charismatics has been one of those things that you know, you don't know what you need until you get it, and then you're like, oh yeah.

And there's days I'm like, okay, do I stay? And then I'm like, yeah, I can't because I get so much from it. You know, they say, surround yourself with people that are smarter than you.

And so learning from others mistakes and learning from their successes also. So how do I make myself as successful as, you know, you or the others in Charismatics has really challenged me to look outside the box, and I am so grateful it's been great.

Learning business and joining the mastermind group

You know, we were I was running a fairly successful business here, but I wanted to grow it bigger, more locations, you know, spread the gospel of direct primary care, if you will.

Yeah. Along with some esthetics along the way to meet people where they're at. And I just don't know how to do it. And there was no one out. So it was like, well, Spinoza's done it.

Let's let's join Charismatics and and it's it's been great. It's been fun. And, you know, along the way, part of what we're learning isn't, you know, dollars and cents.

It's is leading and and and managing. So how do you think your past in the hospital and in those settings has changed the way or guided the way that you lead?

You know, because you've got you've got staff, you've got patients. You're you're a leader in that world. How does that how do you think your hospital experiences as changed that.

So, you know, what I'll say is in the hospital you always or in the our my world especially with trauma ICU all that it was more chaos and I was always in those high end high intensity trauma bays flight nursing with very critical patients.

So you lead with chaos there, but it makes then people trust you because they know you've kind of been in the thick of all the things. So when people learn your background now, though, in business it's more about vision and consistency and those kind of things.

You're still having to deal with chaos here and there. But oh yeah, now your cousin. But you're there now, developing other people. You're there trying to grow your business.

So your goal now is to not help like so much the patient. You are there to help the patient. But now you're, as a

business owner, growing the people that are carrying your business.

So I'll tell you, being able to be in that crazy world and then bring it back to where I can really focus on the vision. And that consistency of what my vision for revive is has been pretty impressive.

And I think long term it will all play and marry very well together. You know, I love that. You know, like you said, it's it's you can't you can only you can only control the culture in the emergency room so much because there's just so much inevitable chaos that when we get out and we're able to, we learn how to build into our team.

And, you know, I can only help one person at a time. But if I build into this team of, you know, like minded people that share our values, we can do anything and the culture is great.

It's so fun. And you know, that's not how it was the hospital. Of course you get in there. Everybody's just doing their best. But it's been such a great experience.

What values I mean, what what kind of your core values, if you don't mind, you know, I will tell you. Yeah. Here's medics has been a is has been instrumental in this whole core value thing.

And it has made a huge difference for us. So when we came up with our core values, we said growth, accountability, integrity, passion, commitment and teamwork.

Yeah, we hire for them. We fire for them. I mean, I live by them and we'll even call myself out if I'm not standing up to them. Yeah. And I think that, you know, skills we can teach skills.

But when it comes to values and what you truly believe and how you act in your heart, you can't teach that. I love my the interview process. I mean, I had an interview yesterday and and by the time they get to me on the interview, they've already they're already been vetted.

They are either a good enough nurse or a good enough medical assistant or a good enough admin staff to to to handle the job responsibilities. Or at least we think they are.

They get to me and I just do the core value talk and I may threaten them. I'm like, okay, so here's our core values and I go through it. Each one has a Bible verse. This is how it appeal.

This is how it applies to each other. This is how it applies to our patients. This is why we do it. This is who we are. And I always point in the general direction of my that my the nurses station.

Leadership, core values, and hiring for culture

I'm like, this is who they are. And if this is not, this is going to sound dumb. I mean, all of it sounds good, but if this isn't who you are at your core, right?

If sometimes good enough is good enough, if you know transparency and maybe not now, or, you know, we change too much change is going to wear us out. Because evolution without compromise is like, I'm like, you're going to be miserable.

We're going to be miserable, and then I'm going to have to fire you. So just if those aren't you at your core, just politely declined the offer letter and, and, you know, go on to another.

There's doesn't make it right or wrong. That's just not a perfect fit. And you know, everyone giggles at that. But there's been a couple times where it's like, nope.

You know, when you it's okay, you know what? And that's fine if you don't have to be a perfect fit in that. I totally understand. And there's a place, there's a place for you.

I 100% agree. So when we brought the core values in to revive, it made a huge difference. It's fun. And once you know you have the right people on the bus, you know, as they say in the business world, then it's just a matter of getting them in the right seat, you know?

Right. But I know they're the right person. I don't have to mess with that. And as long as they get want and have the capacity to do their job, let's roll apps.

Okay, I love it I love it okay. So revive you know it's not it's not just another pretty face right. You know it's known for holistic science based I mean, you're, you know, nursing narcissist nurse practitioner.

How do you blend esthetics with true wellness. Like how are you making that connection? Because I'm kind of trying to do the same thing, you know, I'll tell you, I have you know, when I first started, it was all about like, you know, Botox and fillers and lasers.

We did a lot of skin rejuvenation. But the more I've gotten into it and brought in on the wellness piece of it, you realize that wellness and you're even the what you look like on the outside starts on the inside.

If you're Hawksmoor are tanking, if you're nutrition is a mess, if you're just on the edge of burnout, you're not going to feel or look good. Just like I said earlier, once we can kind of get them on board of let's just do some labs, let's really look and see where you're at.

So even when our patients first come in, we asked them a whole series of questions. So that opens that door of are you really here just for Botox or are you here because you look in the mirror and be like, what is going on with my skin?

What is happening? So then we answer that question from the inside and work from the inside out. And it makes a huge difference in the way that patients feel and feel like they're hurt. So tell me about that.

Tell me about, I don't know, some of your favorite cases that you've got. You know, there's those faces that you picture that came in thinking, I just you've got to save my skin.

I'm getting old fast. What kind of a tell us about a good transformation, a fun case. I actually have a couple of them, but one of them I'm going to tell you.

See, this poor girl came to me in just shambles. She didn't even know what she wanted. She just knew that something wasn't right. And she didn't know if she wanted Botox.

If she wanted filler, she had no clue she's a business or she had just inherited the business. But she had a messy relationship. She was married, but kind of in a messy relationship.

And I'm not exaggerating. You couldn't have a conversation with her without her just breaking down in tears every time. No matter. Even if you just said hello, she would just start crying.

So I said, okay, well, let's start out from the basics. Let's get some labs, let's get you in here. We put her. She finally made the decision that she was going to do some bioidentical hormones with us.

Yes, it was in her first two rounds. This woman, is she walks in and she's standing proud. She's standing tall. There's not a tear to be had now. She says, okay, now I need Botox.

Now I feel me about myself. Let's prevent the rest of it. I need some skin care. I want to do this. But that was all from the inside out that had nothing to do with me fixing something or covering something up with what she thought she needed.

And till this day she comes in and anyone that's standing around, she will say Danielle's. And I'm like, no, no, no. Yeah, revive saved your life. That's right.

Yeah. She's just I mean she glows when she walks in now and she's running her business even more seriously than she did before. Well, because you can't think clearly.

You can't handle the stressful decisions. You can't make decisions when you're in that place. Your hormones depleted in. You're anxious and depressed and you know you're exhausted and you're not sleeping great.

And you know, your relationships are in shambles. And it's like, let's okay, pause. Let's that's kind of why we do esthetics at all here. At Mimedx is because once you get people's hormones right, and you get them feeling right, now you had a chance to sit down and talk about some lifestyle modifications and, you know, oh, maybe you shouldn't do all of those things and you might feel a lot better and look at your vitamins situation.

And then they were feeling great. And then they would walk by a mirror and go, well. And then there we go see a friend, a friend of mine in town and spend three, five times as much with them as they're spending with me.

And I. But it's us. We got a relationship. So I just, you know, we only do sort of holistic type esthetics because it's a natural next step of wellness, right?

It is. I always tell me it's like the frosting on the cake.

Blending esthetics with wellness

Now, if the cake is the top of the yes, it's the top of the oh, the you know, the wellness pyramid, right? You want to get to self-actualization at the top where you're you feel good on the inside and it matches on the outside and your, you know, your relationships are strong and you have purpose in your life.

I mean, that's what we're trying to get. And you know, people listening to this podcast are probably like, I thought we were talking about a med spa, you know, which you're right.

It is. It's, you know, it's an esthetics and wellness clinic. So it is a med spot, right? It is. It's a esthetics wellness. Wellness in and is and and beauty or esthetics I guess it's a continuum right.

Well when you really get all the way to one, if you pump yourself so full of stuff. Yes. To try to make yourself look pretty. But you're but you're broken on the inside.

It's just not going to work. You know? It might show you might be able to fake a camera for like one second, but it's not that no one in your life is going to believe it.

No. And and if you really look at esthetics, the esthetic industry right now, a lot of that is moving into the more holistic. You have some allied working from the inside out, looking at vitamins, even looking, you know, peptides, different things like that.

How can our bodies function better to look better. It's a muscle. Yeah, yeah. All you need it. You need muscle. You need muscle in your face, in the muscle, in your body.

You need, you know that's where it comes. You know that's where that comes in. It's so fun. What what are you some of your favorite treatment combat combinations, things you know, obviously hormones pairs really well with most of this other stuff.

But what are your favorites? I'll tell you again, hormones and vitamins from the inside. But yeah, I love me some laser skin resurfacing. But I also love PRF sculpture for some collagen stimulation.

And then just to kind of relax those wrinkles a little bit, a little mineral modular neuromodulators not hurt anybody. Not but those. That kind of is my favorite. Yeah.

It really has become a core of what we do at revive. I love that we, you know, we do. We have m face, which helps

build up the muscle in the face and put things back where it goes. Yes.

And it makes you need a lot less Botox outside the rest of us didn't start doing m face when we were like 30, right? You know it. There's it's both wellness because because it's preventative.

But also it's helping you know, fill out what with where the muscle put everything back in place but a little a little a little Botox. Not not the end of the world to sort of finish it off.

Yeah. And you know, but I think that that's part of the thing when, you know, when we do consults, we actually talk about that is like where you losing fat?

Where are you losing muscle? Where are you losing bone? And how can we just replace or adapt what you already have and make it better? Well, especially all those patients who are helping them lose all that way.

Yeah. And then they get that that, you know, and call it semaglutide face, whatever. It's like all of that fullness from their face disappear just like it did from their abs in their, you know, buttock.

And so that's where having us kind of walk alongside them and help them out in that situation is so important, makes a huge difference. Just because you're like, I'm so healthy, I lost 50 pounds, but I look 40 years older. Exactly.

You know, and it's like and I look for people. I said, you know, it's not just because you were, you know, doing a GLP one, it's because you lost one.

No matter if you lose weight, you lost a lot of weight. Yeah. If you lose a lot of weight or let's say you go, when I was a bikini competitor, when I went down to my leanest, oh, I looked horrible because I was so gaunt.

But, you know, if I added a little bit of weight back then, all of a sudden I looked a little bit healthier. Absolutely. No. And yeah, there's a lot of, you know, the weight fluctuations in that world too, isn't necessarily healthy, you know, but it but you know it when shows and it's, it's and it's better than a, you know being out of control obesity by a long shot.

But exactly. Yeah. But it also taught you how to control, you know, how the inputs affect the outputs. Yeah. In your body. And then you can pass that information on to your patients as well.

And that's the one thing I do I use a lot of anecdotal. So there's not you know, I think sometimes you can overwhelm patient with science, but it's more of this is what we see.

And pretty much everything that we do at revive, I've tried. So I kind of know how it's going to make you feel. So at least I can give some sort of, hey, this is what we're seeing.

This is really what real life is, not just what a book says. And then I think when you're doing really resonate with that. Yeah. I just have to make myself be quiet sometimes, say like, oh, I've got a story for that. Yes.

Or for that, you know. Oh, you were here to talk. Yes. Tell me more about you. Maybe during these interviews, like so you're doing wellness and esthetics with a holistic approach.

And then you want to talk about Botox in the patient says. But Botox is it's by definition a toxin. It's bad for me, right? Like Botox is toxic. What do you how do you explain that?

Well, I probably have not the most best way to explain it because it's a little crazy. So I do anesthesia for a colorectal surgeon. And I said, you know what?

You'd be really surprised where we put Botox. And they'll look at me like I'm absolutely out of my mind. I'm like, yeah, you know, if somebody has a vision or something like that and you have to relax muscles, you put it all kind

of over.

I said so and then people look at me like I'm absolutely crazy. I said, so if you think it was really toxic, do you think they'd put a whole bottle into somebody if it was that toxic?

Inside-out transformations and patient success stories

And then they look at me so much and they're like, okay, let's just do it. I mean, it's just the name. Yes, it's way too late to rename neurotoxins like, we've missed that boat, right?

You know, it's it's how that specific bacteria defends itself. Sure. However, it we are using it to relax muscles that need to relax. Exactly. And and a lot of it is you're using these muscles in your face because your face is falling because you're aging, or you lost a lot of weight and the muscles wearing out.

And, you know, so let's put things back as much as we can. And then we're going to relax. What needs to relax. If you're having chronic migraines, you are not you're not worried about Botox being toxic.

If relaxing those scalp muscles makes the migraines go away, add up. Bring it, bring it. I'll let you know if I stop breathing. Let's get it right now.

This one is this one. I know you're going to have a good answer for, because since 2001, everyone knows for sure. After the Women's Health Initiative study came out that hormones are bad for you and dangerous.

All right, so what's what's your how do you help them understand that? You know, I even have some physicians in our area that are are a little hesitant. And I said, well, here's the deal.

Number one, monitored bioidentical science backed hormone therapy is safe. And I have articles from all over the world to back it. And it's also life changing.

And actually, if you look at the news right now, they're actually starting to back step on that women's Health initiative all the way, all the way back on, I noticed that the authors of it are apologizing.

Yes, yes. So I really pull things out and I say, whoa, whoa whoa, no, no, no, let me explain. So when I explain to them and they look at me and they're like, you're kidding. I said, absolutely not.

I said, you know, I have been on hormone therapy bioidentical off of it and back on, and I think I'm going to go to the grave with a pellet in my tush.

Yes. Yes, ma'am. It I tell people, I say so, you know, it's it's part of God's design. So you're right. Right. Like it's normal to feel like crap when you, you know.

So we'll say women, men are a little more linear. But women around the age 40, the reproductive years are mostly over with. And it's part of God's design.

You start making testosterone. Yeah. And then around and everything gets a little harder. But women are badass, and they just keep getting it done. And.

And then menopause hits around 50 and it gets a lot harder. And they just keep plowing ahead because everyone tells them that hormone replacement is bad for them.

But life expectancy used to be 60. So I was like, oh yeah, that sucks. But now we're going to live to be like 100. Now I'm going to spend most of our life just sort of gradually wearing out and breaking.

And that last ten years before death is just like, please take me God. Right. That that is the normative, that whole, the whole last 20 years of no hormones has, has caused a lot of miserable 80 year olds and beyond.

Right? Even though they can't think, yeah, their bones are broken, they don't have any muscle that everything hurts. You know, inflammation to the max, dementia the whole bit, you know.

And I will tell you, it's so interesting because we get to that point in our lives when all that starts to happen. Well, that's when we can't become empty nesters also.

So I'm in that spot, you know, all my kids just left, you know, they've been gone for a couple years now. But I mean, that empty nest. And do I want to feel terrible during my empty nest years? No.

Right. Like I have a shoot. I probably have 40 years left. I am not spending them feeling like I'm 90 at the age of 53. It's just not happening. And we're not drug dealers.

We're not just doing it because it feels better. We're making you healthier. Yes, you're burning your muscles, your tissues, your brain, your. So it doesn't cause breast cancer.

Let's get that out there. It's actually no breast cancer protective. If you do get a breast cancer that's estrogen sensitive then you're going to not need to be on estrogen.

It's that strong. If you if you get a prostate cancer it's by definition testosterone sensitive. So they're going to stop your hormones. But low testosterone is a prostate cancer risk factor.

Oh it's a shame. After actually. Yeah I actually had a long conversation with a urologist that I work with and I said, you know, where do you where's your PSA cut off and where do you want estrogen in guys.

You know, especially if they have a higher PSA. And he says, listen, if their PSA is a little bit high or even on the high side, pellet them and send them over, he goes, yeah, we'll work from there.

He says they are much I love that way. Then we can figure it out later. He says, lead, just go. So he sends a lot of his male clients to us, his patients to us, because he says, yeah, that's awesome.

It's been you don't have a team. We don't have that luxury. I don't have a ton of urologist. Urologist or gynecologists in my area that that have sort of seen the light.

Botox, hormones, and correcting misconceptions

They're they're less combative than they used to. But but I love a urologist that that, you know, is up to speed. I actually had a gynecologist report on one of my patients come back with the that I study warring in the bottom like, like, like look like one of those photocopied had been photocopied since 2001.

Just over and over and over again. I'm like, are you serious? You're supposed to be the hormone expert in town expressing. Well, no. Yeah. I think some people go when they go to school.

They're taught within their parameters, and sometimes you just get so caught up within your blinders that you refuse to look outside the box a little bit until it slaps you in the face and you become that patient that feels like crap or realizes, oh God, I got to do something.

It doesn't just doesn't hit home yet. I've I'm condensed. I we got a couple of them. There's a couple, you know, late 40s, female gynecologist. I just want to sneak up on them and pellet them. They would be so amazing.

It would be so amazing. Oh, my God, they would they would they would. There would be a restraining order initially, but they would thank me later. And, you know, it.

It sends you a gift later. Oh, I know, I you know, I will say, you know, kind of going back to where I started in like my background. I think in this being in a small town, because we're just south of the metroplex, about 30, 40 minutes, being in the small town and having the relationship I do with the doctors that I do have relationships with that has

really strengthened not only their trust in me, but they know how I practice.

They know that I'm not, you know, a cowboy out there doing crazy things. They know that I'm truly in it for the patient. It has made a huge difference with how they accept what I'm doing and not doing that outside the hormones that I would have.

I have the same experience in a relatively small town. Yeah, my wife was a cardiology PA before I stole her away, and then I was doing emergency medicine and family medicine trained.

And so we have a really good reputation for like having our head on our shoulders, know what we're doing and doing what we're doing for the right reasons.

It's just that we join that hormone call that gives them a little pause. Yeah, but I was resistant, man. My story was very resistant. I was like, not the bioidentical hormone called.

And then I had to I had to I couldn't fix quote unquote fix those. You know, 45 year old women that were otherwise awesome and feeling like total death.

And then finally, when I went expecting it to be just propaganda, I was like, no, no, it's everything I know, but more. And now I'm angry that I hadn't been taught that to start with, I was the when I first went to training, I was like, what are you telling me?

I'll quit this? How I don't know. And why? What is T3? Yeah. Do I care why? It's because insurance doesn't pay for that stuff so they don't tell you. So dumb.

But what it is. So your your background in the hospital, you know, like you said, safety first precision matters. You know, you as you know, you're running your business, but you've got other injectors as well.

You train them up. You're fairly passionate about making sure that things are being done right, safe and effective. Tell me a little bit about how you approach that training up your other injectors and how that's working at revive.

So, you know, it's really funny. I never really wanted to be a trainer. I didn't think I was a good teacher. All of those things, and the more and more I got into it, I just enjoyed.

What I really enjoyed is that light bulb that goes off in their head and they and you can see us. It's like their eyes opened up and they're like, oh my gosh, I, I didn't even realize.

It becomes when you see somebody take an idea and even make what I thought was a great idea, even a bigger idea, it I couldn't I don't even know how to explain it.

It warms my heart. So there's that patient piece. Yeah, but then there's that. Yeah. DAF mentoring shit piece. That really makes it a lot of fun for me.

And I'm actually working on getting out of the business and still and start working on the business. And so I'm really going to be able to mentor them a lot more because normally I'm so busy I can't see straight.

So this is again, I'm really excited for this next phase. Yeah. It's you know, and there's going to be a lot of opportunity. And you know, some of them are going to go off and quote unquote be the competition. But that's okay.

There's plenty of plenty of need out there. What you what the world needs is better, better precision safe injectors and clinicians of all kinds. Yeah, absolutely. And you know, that's the interesting part.

You know, when we do training that revives. So I train everybody when I'm taking patients that had seen me over the past five years, and they're going to start seeing a new provider.

I tell them I've trained them all and I follow up with them. How are you feeling on this? Okay, you do one now. I had them critique themselves for me.

So I don't need to critique you. You critique yourself. You know where you lacked. You know where you felt uncomfortable. Now let's build on that. I am the eternal model, so I'll let them poke me in the face just so I can tell them, hey, that hurts when you move that needle around.

So it really has become something that I love to do. And you know, we great couple people ask, are you train? Are you going to train outside? And so we're thinking about doing that too.

Yeah I will there's a need that for sure. You know I we've been blessed that the people that we have are interested in and and take it very seriously.

But if I had to get an injector to fill in a hole, I don't know where I would get one. And if I could trust them. Right. Yeah. Because you don't know where they got trained.

You just don't get it. Exactly right. You have some of them that are doing it with stuff from China right now. Yeah. That's hard. You know, Botox, let's face it, it's not a huge moneymaker.

There is not a huge margin in it. It's it's really more of a service that we provide to people that want to be more well and want their outside to match their inside.

And so, I don't know, gateway drug makes it sound dirty, but it's really it's really how what is what people think they want. And then they come in and you can offer them really what they need.

Absolutely. And so, you know, to kind of start wrapping it up, you know, someone else is listening to this. They love what you're doing. They love what you're saying.

They want to. They're considering doing the same thing. They're like, you know what? I'm I'm tired of the hospital gig. I would love that that that fulfillment, that patient relationship, the, the, the satisfaction I would get from people coming back.

What advice would you give someone is thinking about making that jump. You know what? First and foremost, know why you're doing it. Don't get distracted by all the rules.

First, figure out why. Because if your why doesn't isn't strong enough, all of the hard part of starting a business is not going to get easier. It just gets a little bit harder.

So you have to have a strong why? What's driving you to do that? Because I'm going to tell you, there are so many hard parts that you're not ready for.

And, you know, the other thing is get really get a mentor, find somebody, like I said that smarter than you that can enter you down that path. Because without it it's very, very difficult.

You think you're winning and most of the time you're probably not. Yes, Amen and amen. If you don't know why you're doing it, you're just going to quit.

Yeah, because you think working for the hospital sucks. And it does. But it's not easier than running a business. Not by a long shot, you know, just less rewarding than doing something you truly love.

So get your why and hang it on the wall. And you know, you put it next to your toothbrush every day. I love that. And you know the mentor piece, right?

Everyone should. You know, it's kind of the biblical approach.

Training injectors and building the business

Everyone should have a mentor and everyone should also be a mentor to someone a little further behind. That's right. Absolutely. It's fun. It's fun with charismatics because we have people of all types in there.

You know, obviously Doctor Spinoza has been there, done that. But there's there's so many different levels, business acumen and medical diversity. It's been it's been really fun. Yeah.

And you know, you and I get to pitch in every once in a while and but most of the time we're soaking it up best we can. If someone wants to get a hold of you once, once you get in touch, ask a question, learn more about revive anywhere you know in the southern half of the you know, metroplex might just want to drive 35 minutes out and say hi.

So how do they get Ahold of you? Absolutely. You know what? They can always call the office and or find us on our website. It's Revive clinic.com. You can find me on LinkedIn or on Instagram at Danielle Underscore Wildman.

And I'll be real honest, I'm not great on social media. But you can always find me on those other places, right? I I'm so bad. I'm so bad. I do have other people helping with that. So that's great.

We'll have all of that info in the show notes so that you can just click on it and make that connection. Come on, tell a further comment about how much you love Danielle and what she's doing in the comment section.

But Danielle, this has been great. Thank you so much for coming. And we'll have to tell everybody else and Charismatics, but they're missing out on this was great. You know.

Thanks for having me. I really appreciate it. I hope you have a great evening. Thanks be to have a great one. Okay. Bye.