

Midwest Monthly



It's Time for New Year's Business Resolutions!

This is the time of year when many people contemplate limitations in their day to day routine and what changes would help enhance their lives. It is the age old tradition of the New Year's Resolution. But rather than making last minute promises and unattainable resolutions for your business, now is the perfect time think carefully about the coming year and what may work best for your business.

1) Develop a Business or Strategic Plan– You won't be able to get where you want to be without a road map. Hold a staff sharing session and choose ideas that are attainable. To help prepare, ask your staff to identify Strengths, Weakness, Opportunity and Threats. The SWOT exercise will reveal opportunities you may have never considered. Many great ideas are sure to be discovered, but remember that too many changes can be overwhelming. Try to keep changes to five or less.

2) Set Website and Social Media Goals– There are many web templates available that offer a quick way to develop your website. Templates offer some customization and result in a professional looking site without the high cost. There has also been an explosion of businesses using not only websites, but Facebook and Twitter to market their business. If you are not utilizing these tools you may be considered outdated and overlooked.

3) Reflect on Industry Trends– Look back at the trends of 2010 and how they will affect your business going forward. Frame fashions are continually changing and your lens choices may be forced to switch to accommodate the new styles. Digital processing is sure to have an impact on your available lens choices in the future and researching this technology now will help in your decisions down the road.

4) Constantly Promote your Business- One marketing strategy for an entire year will quickly become stale and ineffective. By using a variety of different mediums throughout the year such as radio, postcards, website, Twitter, Facebook, etc., you are sure to reach ALL of your target audience. Plan your marketing efforts quarterly or even monthly allowing time for follow through and tracking of results.

5) Ask a Patient for a Referral- It seems simple, but this is an often overlooked opportunity for additional business. It could be as simple as a card handed to the patient upon dispensing their new eyewear stating "If you know anybody who might appreciate our services, please recommend us". Leave an area on the back of the card where they can write their name and give it to someone they think would benefit from your business. Have a monthly drawing for a gift card from all the referral cards you receive back from new customers.

6) Survey your employees- Sometimes the biggest employee dissatisfactions are the easiest to remedy. Determine what day to day changes your employees would benefit from and do your best to increase their quality of work life—and most likely productivity as well.

7) Create Action Plans- Make sure every employee knows how his or her job relates to the overall vision of the company. By providing each employee with their individual objectives and goals combined with measurable standards and timelines, you will empower them to make a difference within the organization.

8) Weekly staff meetings– Your time is valuable however, setting aside time each week for staff meetings gives everyone a chance to regroup and communicate any issues, good or bad. This is also an excellent way to monitor the progress made on your new business resolutions.

9) Know your customer– Everyone likes to be made to feel special. Do this for a patient and you will earn not only their loyalty, but referrals to your practice. Take a moment to make notes in your patient's records of your conversation. Use these as talking points for the next visit to show your interest in their life. Consider sending birthday cards as well as checking birth and wedding announcements to extend your congratulations. Small details like these can go a long way.

10) Make a List of Accomplishments & Celebrate– Don't forget to acknowledge and celebrate each of your achievements. The best part of creating a plan is to see it successfully through!



This holiday season is a perfect time of year to say

“Thank You”

and let you know how much we appreciate your business.

Seasons Greetings & Happy New Year!

In Remembrance



Rene E. Ortiz, age 40, unexpectedly passed away on September 27, 2010. Rene began his optical career in 1994 and joined the Midwest Labs family in 1998. At the time of his passing, he was in charge of the production department of the Midwest Labs Chicago location. Beloved husband of Lucrecia, Rene was the loving father of Rene, Angelina, Julian and Jayleen. Rene will be missed by his family and the employees of Midwest Labs whose lives were touched by his generous nature and kind words.

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