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Special Message:

HEALTHCARE 2010

2010 is a landmark year for you if you want your share of the health care bonanza. The first members of the baby boom will become eligible for Medicare in the year 2010, and this will officially touch off the "baby boom" era of health care. By the year 2040, this era will be mostly over.

You have 30 years to make your fortune from this historically remarkable event.

If you're young now, that's an entire career. You can spend the next 32 years building your future in a boom market that will catch most people completely by surprise.

But here's the bottom line: The boom starts in two years - it's inevitable, and you must now make your plans and cultivate the land to produce your harvest. If you make your inroads now, you will be rewarded when the action starts, and start it will!

Start out like you would on any project worth pursuing. Make your calls at the unit level, and keep records of who, what, where, and when. Whenever you meet someone new, write it down. Make a database so you can follow key people in your marketplace.

Grow with people. Healthcare is no different than any other field. People start small, and grow. Since you'll be getting in on the ground floor, you'll grow with them. Never underestimate the value of keeping in touch and maintaining your "Rolodex."

Study the needs of the healthcare market, and study the jargon and the unique language of the market. Become so familiar with the healthcare business that you feel like you're a part of it - you will be.

Finally, huge opportunities can be daunting and seem unavailable to you - even impenetrable. Don't forget that no market is impenetrable - there's no such thing, and even the most massive fortress was still built one stone at a time.

Start working now, build your fortress a stone at a time. Go out tomorrow and set that first stone. Consider every healthcare customer in your territory your own personal account, and someday it will be.

And while you're at it, don't listen to all the hogwash about buying contracts, no-pays, and competitor superiority - these are excuses to fail, to keep you from trying. Work your plan, it's out there if you want it, and it's big enough to make you rich!

Good Selling

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