



# HEIBEL MANAGEMENT GROUP

We are your work-life balance makers





## WHO ARE WE?

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Hello and thank you for your interest in Heibel Management Group! We are very excited to have the opportunity to help you. Heibel Management Group was founded in 2021 with the goal of helping chiropractors and wellness providers take back their lives and create a work-life balance.

People start their own practices to gain freedom, but all too often the burden of running a business steals that freedom and time. We are here to give you back your time and make running your business joyful.

How? Well it's simple- passionate people are our passion. Our goal is for you be able to focus on the care of your patients, while we take care of your business. Do you have something that makes you want to tear your hair out? We will take care of it! Does bookkeeping make your eyes swim? We got it! Do you hate hearing the phone ring while you are with patients, knowing that patients are are calling the next person when no one answers? Let us step in!

In this portfolio, we will introduce you to some of the tools we use to make your business run smoother and more efficiently. If you see something you know you'd like help with, but don't see on the list, please let us know! Just like you, we are constantly growing and looking for different ways to take care of our clients.

Chat soon!

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## OUR SERVICES

- + EHR support. Our favorite is Jane App, but we have also worked with Acuity Scheduling and love to learn!
- + Bookkeeping. We use QuickBooks Online to effortlessly keep your books, so tax time is a breeze!
- + Budget Creation and Maintenance. Let us help you keep your expenses low and profit high! The best way to do this is to create a budget and stick to it. We will assess your historical spending and create a budget for you and maintain it.
- + End of Month Reports. Do you feel like you have no idea where your business is financially? Our end of month report tracks important data like new patient growth, revenue growth, referral sources, and more. Most importantly, however, is we synthesize this information for you and condense it into an easy to digest report so you understand exactly where your business is each month.
- + Marketing. Do you need help with marketing? We work with an amazing social media marketer who will take this off your plate! Do you need help with more traditional marketing? We got you there too!
- + Scheduling Assistance. We can help you balance your life and your work commitments and make sure you are always right where you need to be!
- + Virtual Reception. The worst sound in an office is the phone ringing and ringing. Let your office be a place of peace and healing and let us take care of the ringing phone.
- + Office Management. Let us keep you stocked on paper, gloves, products, and other supplies.
- + And More! Don't see a service here that you need help with? Let us know! We have a diverse team and can probably find a solution for you, all you have to do is ask!



# LETS BUILD YOU A PACKAGE

## Maintenance Package

### Package Includes:

Weekly check ins

Basic bookkeeping

Budget Creation and Maintenance

End of month report

Expense and Income analysis and recommendations

\$800/month

## Growth Package

### Package Includes:

All Maintenance Package features

Schedule Management and patient communications

Insurance verifications

Front Desk receptionist duties- up to 5 hours a week

Project Management

\$1,500/month

## Add Ons:

### Add on to any package:

Social Media Marketing: \$300/month

Jane App set up: \$500 one time fee

Business Audit: \$1,000 one time fee





## WHY ARE WE DIFFERENT?

There are a lot of business management firms and virtual assistants out there, so why choose us?

- We don't charge by the hour. We feel its important that our clients don't feel "on the clock" with us. This means that instead of being charged a retainer for a few hours of your manager's time, we charge a monthly fee based on assigned tasks. You get a dedicated manager who isn't constantly watching the clock, but rather focused on providing the best service to you possible.
- We are a dedicated group of female entrepreneurs. We aren't just a voice on the other end of a phone, or a name on the other side of an email. We are small business owners just like you and we know what it is like! We are here to support YOU!
- We are based in the United States. There are lots of firms out there that off shore virtual assistance for a few dollars an hour. We think its important to support small business owners here at home and lift each other up. We know your market, your patients, and your clinic. You are not another number to us, but a person.
- We are passionate about what we do and love seeing your business grow. We buy into you and when you succeed, we do too.





# SMALL BUSINESS START UP PACKAGE

Starting a new business can be a daunting task; you want to start off your business on the right foot, but it is so overwhelming and you aren't sure of the right steps to take. Well, we are here to help. Sign up for our new business package and you will receive personalized assistance from a team of successful business women who can mentor and guide you!

The new business start up package includes:

- Assisting in filing your business' legal documents such as, tax filing status, state/local business filing requirements, etc. Let us help you get registered as a business in your city and state.
- Assisting in accounting setup including QuickBooks setup and recommendations for banking and credit accounts. Did you remember to keep your receipts for the rent of paper for your home office? Do you know how to categorize that expense to your best advantage?
- Creation of projected budget and a one on one meeting where we go over the budget so you feel comfortable knowing exactly how to use it to your advantage.
- Branding package! Team up with my friend, Haley, at Power Pony Studios for a branding package! Haley will work with you to figure out what your vision for your business is and help it come to life. She will create a logo for you, as well customer colors for your business.
- Website creation. Hook up with my graphic design master, Bonny, who will design and create the website of your dreams!
- General administrative assistance- do you need help buying business cards? What about ordering brochures? Do you need an exclusive office number, or to set up your customer relationship management software? I can give you recommendations on tried and true programs, and help you get them set up.
- 90 day action plan- the first 90 days of a new business is critical, it can set the tone for your business. I will create a 90 day action plan that will lay out the steps to success. Together, we will identify short, medium, and long term goals and then I will figure out how we can achieve them!
- A 15% discount on my Maintenance or Growth package! Let's keep the momentum going and let me help you with your budgeting, bookkeeping, marketing, and more. When you sign up for the business start up package, you get an exclusive 15% discount on any package for 6 months!

Starting a business is an investment in yourself, so why not give yourself the best shot at success?



# WHAT ARE MY PEOPLE SAYING?



DR. BONNY P.

Chiropractor

My absolute favorite thing about partnering with Daisy is she enables me to just show up. I get to show up as an engaged doctor for my patients every day, not worried about if the little things (or the really big things) are getting handled. And I get to show up at home, leaving work at the office, being present with my family without the anxieties of the unknowns. If you are a business owner and you find yourself wearing a million different hats, I HIGHLY recommend passing some of them over to Daisy. Rarely will you find a business consultant who genuinely cares about the outcome of her clients and really supports the mission of small business owners.



DR. LARA H

Chiropractor

Daisy is amazing! I've had my best year ever in practice so far with her support. She has a knowledge of the chiropractic industry that is indispensable. With both a servant's heart as well as being confident and business savvy, she is great to bounce ideas off of and get great support and feedback--with an understanding of the business through the numbers to support it! I've never had anyone who seemed to approach my own level of investment in the success of my business as much as she has, and that is extremely rare to find. She is efficient with her time, and more importantly, has helped me be more efficient with mine. So grateful and highly recommended! I got a 160% raise when I started working with Daisy!