Pharmapreneur Academy® Community Toolkit 2022

Teaching Healthcare Professionals to Think Like Entrepreneurs
Tools & processes that’ll actually grow your consulting business to get you starting to ‘think like a pharmapreneur’.

Presented by Blair Thielemier, PharmD, CEO Pharmapreneur Academy
# 2022 PHARMAPRENEUR TOOLKIT

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A complete set of recommendations for tools and 4 processes that'll grow your consulting business fast.

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A LITTLE ABOUT BLAIR THIELEMIER
The Founder and CEO of the Pharmapreneur Academy® Community

Blair Thielemier, PharmD, is a business development consultant specializing in pharmacist-led billing models. She consults on and produces e-learning programs for state and national organizations, pharmacy wholesalers, payers, technology start-ups. She has books and online courses available for individuals looking to leverage their pharmacy knowledge into monetized clinical programs at PharmapreneurAcademy.com. She speaks internationally about trends in leveraging pharmacists to improve value-based care.

Note from Blair:
By deploying the very same strategies I teach my coaching clients, I’ve scaled my programs to multiple six figures per year, all while raising my family working remotely for the past five years.

These are the same strategies and tools I’ve used to build a community of thousands of pharmacists in the Pharmapreneur Academy® Community, many of whom we’ve come to support in their own journey towards becoming leaders in pharmacy & business.

HEY, LET’S CONNECT!!
LinkedIn: linkedin.com/in/btpharmacyconsulting
Facebook: https://www.facebook.com/btpharmacyconsulting
Instagram: https://www.instagram.com/pharmapreneuracademy/
INTRODUCTION TO THE PHARMAPRENEUR ACADEMY® COMMUNITY

Be psyched!! You’re about to get Blair’s favorite tools & processes she uses to run her consulting business! The purpose of this toolkit is to support you in creating a clinical program that *you own* (so you can wave bye-bye to that day job for good). The tools and processes I recommend here are the ones that work for me, now in 2022, and the ones that are working for the pharmacist-entrepreneurs I’m currently coaching.

Again, these are the exact tools that we’re using to grow and manage the Pharmapreneur Academy® in 2022. Another piece of good news - if you aim to attract & retain top-notch clients, you simply have to reverse engineer what it is that you love about those businesses, and then begin integrating those practices or characteristics into your own coaching business. These tools we recommend offer all the features you’ll need to do that, so you’re able to create a delightful experience for your clients (and create a name for yourself in your niche!).

This toolkit is meant to be used as a reference sheet and guide for the budding Pharmapreneur. Check the boxes as you’ve read and tried out each of the tools and processes. Make sure to try the tool yourself before deciding whether to implement it into your own business.

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TOOLS

Use these for setting yourself & your team up to the highest quality of patient experience and services (because pharmacists really should NOT be doing #AllTheThings, you know?)
Project Management/Team Communication Tools

- **GOOGLEWORKSPACE**: Drive, Docs, Gmail, Calendar, Slides and Sheets. *Coordinate your team meetings, calendar invites and shared resources*

- **SLACK**: Communication and collaboration, great for project management

- **CALENDLY**: Online scheduling calendar, syncs with your Google calendar, most efficient way to ‘block schedule’

- **ZOOM**: Video conferencing, syncs with your Google calendar and Gmail to send out appointment reminders automagically
Marketing/Client Communication Tools

- **ACTIVECAMPAIGN:** Email service provider, create ‘segments’ of email subscribers based on interests and demographics, or just send very professional marketing newsletters and email messages.

- **CANVA:** Use their templates to make your resources look like they were created by a professional graphic designer.

- **OTTER.AI:** Never forget a conversation again, record your meetings in Zoom, then automatically have them transcribed with this AI software service. Easily send the transcription to meeting attendees.

- **VOXER:** Quickly communicate via voice or text without sharing your phone number.

- **WORDPRESS:** Own your site and your platform, this software allows you to create a website that will grow with your business.
Financial Tools

- **STRIPE**: Takes payments securely through your website, easily integrates with your Wordpress websites
- **PAYPAL**: Send invoices quickly and easily
- **HELLO SIGN**: Keep track of your contract templates and easily send for electronic signatures, making them legally binding
- **TYPEFORM**: Quickly send electronic forms or surveys and use the data collected to determine possible areas of business improvements
- **QUICKBOOKS ONLINE**: Keep track of your business expenses and income for less stress come tax time
4 ESSENTIAL EXERCISES FOR GROWING YOUR CONSULTING BUSINESS

These are 4 fundamental EXERCISES that every successful entrepreneur follows (in some variety or another).

1. IDENTIFY & OVERCOME BARRIERS
   - Practice observing your thoughts. Is your mindset limiting your opportunities?
   - Identify strengths and Weaknesses. What past experiences are? What are you not good at?
   - **Action Step:** Coaching/therapy/meditation/mastermind to help you ‘change lenses’

2. UNCOVER YOUR WHY
   - Big Picture View. How would creating a successful business impact your life?
   - Authentic Resonance. Why is it important that you achieve this goal? What will happen if you don’t?
   - **Action Step:** Can you talk about this subject with passion? Write your Elevator Pitch and Personal Story
3. CREATE YOUR SIGNATURE PROGRAM. For a long time it never clicked for me, all that I’d learned in pharmacy school, then when I began learning about personalized medicine it finally clicked for me.

- What part of your journey has clicked for you? And if nothing has yet, what is a subject you’re interested in that you think has nothing or very little to do with your license. Ex) Meditation, Gardening, Mindful Parenting, Traveling, Personal finance, Business and entrepreneurship, genetics

- What trend do you see in that interest that could maybe intersect with your pharmacy knowledge?

- **Next Step:** Walk through a patient pay conversation.
  1. Craft a Pitch that is concise and inspires curiosity
  2. Practice telling your Personal Story in a way that is captivating
  3. Create a list of three Assessment Questions you can use to identify a potential client and make an offer
  4. Make the offer and follow Next Steps

4. FOLLOW A FRAMEWORK THAT WORKS

- Normalize discomfort and disruption
- Build-in time for this growth
- Condition yourself to thrive in 2022, sleep, meditation, self-care and **Surround yourself with people who support your dreams**
READY FOR MORE INFORMATION?

Ok, now that you’ve gone through and checked which of these tools is best for your CONSULTING business... you should know that 90% of people won't show up and put this all into place. Be among that 10% that takes this TOOLKIT and actually implements it, and makes life soooo much easier for yourself!!

**In the Pharmapreneur Academy, we’ve created a community just for consultants and coaches like you!**

I support our Communities with free live trainings and online workshops on a regular basis and you’re invited to join pharmacy's leaders and get the support you need.

**SURROUND YOURSELF WITH PEOPLE WHO SUPPORT AND UNDERSTAND YOUR DREAMS**

Join The Pharmapreneur Academy Community Today!  
[PharmapreneurAcademy.com](http://PharmapreneurAcademy.com)