



## **A positive attitude beats a *recession every time...***

This may seem odd to some of you but there are practices which are actually *expanding* by 20% - 40% during the current recession. On close examination you'll find that common amongst these practices is not luck or "being in the right location" but something much more basic. You'll find that it's the **owners and their positive attitudes**. Success does not always come easy for anyone and in actual fact requires some elbow grease, determination and tenacity towards a goal. Let's compare this to a couple of other accomplished public figures. Abraham Lincoln was not without his challenges, but he left a legacy that survives today. To quote, "... **The difference between history's boldest accomplishments and it's most staggering failures is often, simply, the diligent will to persevere.**"

Thomas Edison, the grandfather of the iPod (Edison invented the first portable music on demand system for the common people - the gramophone), after **2000 attempts** and numerous attempts on his life (suspected of by the gas companies) created the lighting system still in use today. **So what do great people that run great countries or great companies or great practices have in common? Their focused tenacity towards survival and winning the game of business ownership.**

**So next time when the recession gets you down:**

- 1. Shut off the news. It does *not* reflect what is going on. There's still lots of pet-owning clients out there that need your help and are willing to pay...**
- 2. Scan your attitude for any non-productive negativity and ditch it! Fast...**
- 3. Set a goal for the week. No matter how bad things look, a good goal acts like a beacon to set your sights on. Align your staff around it.**

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[www.veterinary-practice-solutions.com](http://www.veterinary-practice-solutions.com)  
Phone: 888-675-9765  
Email: [info@vps2005.com](mailto:info@vps2005.com)

Practice name: \_\_\_\_\_

Owner's name: Dr. \_\_\_\_\_

Email: \_\_\_\_\_

**Fax: 1-888-675-9693**

