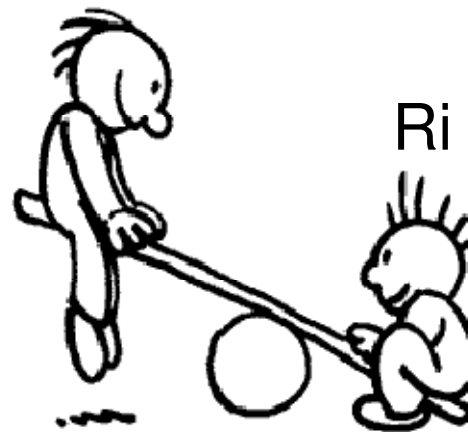# 1-c. Paul's Do-It-Ability Formula

The 4 critical yet simple criteria you need to know to evaluate any marketing project or where to put your money.

Do-it-ability

- **Speed (S):** How fast can you recover your money or get calls/bookings
  - 20: Results same or next day 10: 1 week to 1 month 0: months to year or more
- **ROI potential (R):** (Cost of marketing plus labour) / LTV of patient or production when they book
  - 20 = spend no money or very little time, 10 = only need 1 new patient to breakeven or make a profit, 0 = need a massive response or big cases to pay for project ,
- **Automation level (A)**
  - 20 = fully automated, 10 = delegated but some management, 0 requires your full time and effort ongoing.
- **Risk level (Ri)= C+Message (Ms): + Medium (Me) + Market (Ma)**
  - **Competition**: 0 = none, 10 = several, 20 = flooded
  - **Message** : Promotion risk 0: Repeated within your own office multiple times predictable results 10: yes with other offices or similar style promotions and works 20: never.
  - **Medium**: Risk within the medium. 0:Repeated within your own office multiple times predictable results 10: works for other offices 20: never tried it, and don't know
  - **Market** : Market risk. 0:Repeated within your own office multiple times predictable results , 10: opinion polls and intuition that there is a market 20: don't know if it exists

$$S+ R + A$$

$$Ri$$

The Do-It-Ability Formula is a balance of benefit and risk
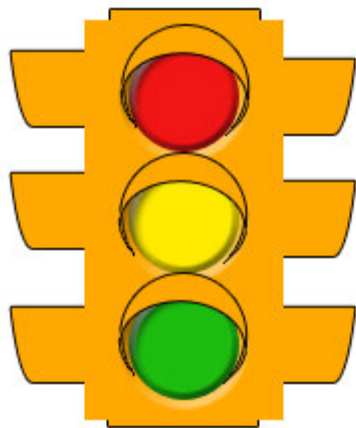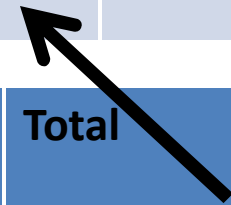$$D = S+ R + A -Ri$$

Risk is a function of MMM! Because when you get it right, it makes you go mmm!

1-c. Paul's Do-It-Ability Formula

The 4 critical yet simple criteria you need to know to evaluate any marketing project or where to put your money.

D: Do-It-Ability	+S (Speed)	+R (ROI potential)	+A (Automation Level)	-Ri (Risk Level)	Total
	0=worst 20=best	0=worst 20=best	0=worst 20=best		

Ri (Risk Level)	+C (Competition)	+Ms (Message)	+Me (Medium)	+Ma (Market)	Total
(0-20) →	0=best 20=worst	0=best 20=worst	0=best 20=worst	0=best 20=worst	Put this total in the box above

1. **Ex. Non Direct Response Mail:** S=5,R=5, A=10,Ri=25. **D = 20-15=-5, DON'T DO IT!**

2. **Ex. Best Month Ever Promo:** S=20, R=20, A=20, C = 0, Ms=10,Me=10,Ma=10 so Ri=30. **D=60–30 =30 Do it!**

3. **Ex. Yellow pages (Direct Response):** S=10,R=0, A=20, Ms= 5, Me=5,Ma=5, C=? D = 30 – 15 – C. **If C is 15 or more don't do it.**

4. **Example**: Internet: S=20, R=15, A=15, C=10, Ms=10, Me=10, Ma=10 so Ri=40. **D = 50-40 = 10. Do it!**

D < 0, Do NOT do it

D around 0, Caution

D > 0, Do it Now!