



THE REAL BUSINESS OF MOBILE IV HYDRATION
THE BLUEPRINT

90 DAYS TILL ITS DONE CALENDAR

BY MELINDA WILLIAMS-SMITH RN

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MELINDA WILLIAMS-SMITH, RN
BEDSIDE NURSE, | BUSINESS OWNER

Melinda Smith,

Registered Nurse with over two decades of dedicated service, proudly wears multiple hats as a Business Owner, Community Philanthropist, and United States Air Force Veteran. She is affectionately known as "The RN CEO". Melinda has passionately guided numerous healthcare professionals on their entrepreneurial journeys, leveraging her wealth of tangible expertise in the field. Armed with a robust background in Primary Care, Nurse Educator and Leadership spanning 20 years of nurturing and directing the health of countless patients across all demographics, Melinda's accolades as an award-winning Registered Nurse speak volumes. Beyond her clinical expertise, she stands as the visionary behind facefront sKin, a luxury brand renowned for its clean skincare solutions. She has secured major partnerships with industry giants like Macy's and Delta. She also runs Concierge Care RX a 6 Figure Luxury IV Hydration and Wellness Business.



THE REAL BUSINESS OF MOBILE IV HYDRATION

90 DAYS TILL IT'S DONE PLANNER

STOP DREAMING
AND START DOING.



BUSINESS GOALS

[illegible]

DATES OF NOTE

TAILOR TO YOUR NEEDS

Day 1 - 2 Get an IV Drip - Ask Questions during session

Day 3-5 Start Building your foundation. Create your Business Plan

Day 6-7 Create a thorough Cost Analysis - you may need to pick up extra shifts. Create a Livable Budget

Day 8-14 Hire a Medical Director - Place an Ad on Linked In , Yelp , Indeed . Research Guardian Medical Md , Collaborating Physicians, Doctors for Providers

Day 15-18 Study and Conduct market Research in Your Area

Day 19-21 Take note of where you fit in the market in your area - what value can you add

Day 22 (this will be ongoing) Start building your network . Build with Nurse Practitioners , Physicians Assistants . Create a list on this day and work on it daily. If no luck at first utilize Qualiphy and Spa Kinnect - they are telehealth NP

Day 23-37 Start to research a Healthcare Law attorney - make sure they are Well Versed in IV Hydration Laws and Regulations in your state, have MSO/MSA collaborating contracts , Resources such as policies or can refer you .

DATES OF NOTE

TAILOR TO YOUR NEEDS

Day 38- Secure Your Business - Name (do a trademark search)

Day 40- File Your LLC - will take about 21 days to be approved

Day 41- 55-Start your Website , Email Signature , Marketing and Branding Strategy .

Day 56 - Get Your Head shots , Content Creation Session

Day 60 - 75 Once LLC Approved get your EIN , Bank Account , NAV , Duns and Bradstreet , Compound Pharmacy Account , Pharmaceutical Company Account, Amazon Business Account

Day 76 - Create a Website Launch Strategy

Day 80- Create A soft launch Strategy

Day 81 if you can afford it Join your local Chamber of Commerce - they can come to your location to do ribbon cutting or a mock one if you have an event

Day 82-85 Craft a great Launch Deal - partner with a local gym , business etc to have a physical place to come . Gather your marketing material

86-89 - Notify everyone , get BTS of your friends getting drips .Collaborate w/ local businesses in exchange for promo

90 LAUNCH AND LEARN , REPEAT

MONTH _____

[illegible]

PRIORITIES



MONTHLY FOCUS



WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5

JUST LIVING MY
BEST LIFE.

SELF-CARE

DO NOT FORGET

HABIT TRACKER

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AFFIRMATION

NOTES

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MONTH _____

[illegible]

PRIORITIES

MONTHLY FOCUS

FEBRUARY

WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5

BE GENTLE
WITH YOURSELF.

SELF-CARE

DO NOT FORGET

HABIT TRACKER

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AFFIRMATION

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MONTH _____

[illegible]

PRIORITIES



MONTHLY FOCUS

MARCH

WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5

WEEK 6

SELF-CARE

DO NOT FORGET

HABIT TRACKER

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