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# Empowered

NATIONAL HTC NEWSLETTER

*HTC™ focus*

*Discover the secret to launching the most successful nurse ran business available today in this issue of the National HTC Newsletter. Learn who has already started their business and could earn "HTC entrepreneur of 2012 right here.*

## Helping Nursing Entrepreneurs

## Achieve their wildest Dreams in 2012

HTCs what are your wildest dreams as a Nursing entrepreneur? Is it to just get your business started? Is it to start earning a profit and recoup what you've spent to start your business? No, that's not a wild dream! Let's shoot for the stars. Everyday you should be looking for the hidden opportunities in your business to make it grand. It's there ladies, trust me. In this issue I want to share some concrete information regarding Becoming your own CEO and working with your business taxes. As you approach the new year there are so many strategies that can help you get on your feet FAST

and maintain your course. The first has to begin with you the CEO. Everything starts and ends with you. Remember the 5 Key elements to achieving the success you want: 1). Set your goals and write them down. 2). Develop your plans to reach your goals. 3). Be optimistic and believe in yourself. 4). Persevere through the tough times. 5). Share yourself, your skills and talents.

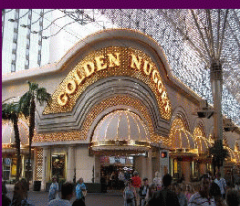
**The ultimate strategy for success is setting goals and taking action!**

**My goal for 2012 is to lead HTCs to the well of abundance and give you the opportunity to drink as much as you like.**



**HTCs You Have the Power to accomplish your wildest dreams!**

**Join Tracy McClelland and the NHTCA Members in Las Vegas Nevada in 2012**



*"An extraordinary career for nurses who want extraordinary success"  
~ Tracy McClelland*

**Register Now for the 2012 NHTCA May 14-15 Conference in 2012**

## 2012 Annual HTC Conference

Don't miss the most exciting event of the year 2012, the annual HTC conference in the fabulous Las Vegas, Nevada. May 14-15, 2012 we will celebrate our organization and its members. HTCs will experience amazing training sessions that will ultimately propel you to success in business. Guest speakers and career experts to share ways to expand our businesses and make more money. Call and reserve your room now to be included in the group discount rates. Golden Nugget Resort, group name: Health Career Centers University. For reservations call 800-634-3454. Room rates are \$45/night double occupancy.



## The CEO Factor

HTCs as CEOs here are some tips that you should consider as you begin to run a successful Health Career Training Center and be your own CEO.

**CEO Secret #1 Everything Is Marketing**-No matter what you do in your business, if you are not marketing effectively, your business will not be successful. So here are some tips:

Letters of Introduction sent in series of 5 every two weeks.

Your marketing plan should be a 90 day plan when starting out.

Make your marketing fun: Brochures, flyers with great colors

Flyer colors: 3 colors that stand out in marketing is Red, Orange and Yellow/Gold

**Marketing has 3 simple parts:**

- 1) Find a need and fill it.
- 2) Convince people to buy in.
- 3) TOMA-You want to stay at the Top Of Mind Agenda for your potential customers.

**CEO Secret # 2 Be Your Own # 1 Fan**-Turn yourself into a local celebrity with news paper articles with pictures of you as your business owner. Participate with local events, and volunteer your time to help with worth while causes. Join the local Chamber of Commerce and send faxes to all of the other small businesses in your community.

Host small FREE events for participants in your community to invite them into your business. When they arrive treat them like VIPs! You be the Guest of Honor!

**CEO Secret # 3 Expect Roadblocks**-Although you set a plan that doesn't mean that everything will go as planned. Assess your strengths and weaknesses, be honest and willing to withstand some roadblocks and look for the detours to reach your goals.

**CEO Secret # 4 Don't Underprice Your Services**-As successful HTC CEOs we should reject the idea that underpricing your services will make people decide to do business with you. In fact smart buyers understand that anything cheap can be expensive in the long run. As CEO of your life, your personal resources-time, energy, knowledge, integrity, and relationships-have a monetary value. If you value these resources too low, so will everyone else. Place a high value on everything you do. Ladies you have worked hard to obtain your credential and you paid to be certified as HTCs. Use your knowledge to become successful entrepreneurs.

**CEO Secret # 5 Put Systems to Work**-CEOs like to spend their time creating things. Everything that has to be done more than once should be systemized. Write down the steps for completing the tasks in your company and keep it in a notebook. How do you think new people go to work for McDonald's all the time, they are taught from the company training manual. You can create your own Career Center Training Manual for operations.



## CAREER WOMEN

### SELF-MASTERY

"The true tragedy in life is not that we aimed too high and do not reach our goal. The tragedy in life is that we aim too low and reach it."

~Michelangelo

## OUR STRENGTH IS IN MEMBERSHIP

Stay connected for business strength. Join our members only NHTCA organization

and expect amazing results in 2012.

[www.nationalhtcassociation.com](http://www.nationalhtcassociation.com)

*It is better to be prepared for an opportunity and not have one, than have an opportunity and not be prepared.*  
 ~Whitney Young

Members of the National HTC Organization achieving more!



## Congratulations New HTCs and New Health Career Training Centers:

- ⇒ Tonya Taylor **Heritage** Health Career Center
- ⇒ Jeanie Allen **Horizon** Health Career Center
- ⇒ Deborah Maxwell **New Directions** Health Career Center
- ⇒ Kimberly Cockfield **New Visions** Health Career Center
- ⇒ Ode Dixon **Triumphant** Health Career Center
- ⇒ Jataun Broadnax **Prostat** Health Career Center
- ⇒ Cathy Moore **New Beginnings** Health Career Center
- ⇒ Tanya Mims **Remedy** Health Career Center
- ⇒ Vanessa W. Graham **Grapevine** Health Career Center
- ◇ Cathy Merritt soon to come
- ◇ Kimberly Nance **Advanced** Health Career Center
- ◇ Bridget Boswell soon to come
- ◇ Tanis Goldman Operational
- ◇ Marylee Mitchell Operational
- ◇ Donna Solomon soon to come
- ◇ Evelyn Saul soon to come
- ◇ Cynthia McCann soon to come
- ◇ Sylette Debois Executive Board Chair

## Career Center Curriculums for Active HTCs

Foster Parent Training

Medical Assisting

Job Development Training

NCLEX-Review

C.N.A.

E.K.G. Technician



## NHTCA-EXECUTIVE BOARD

Turning Vision Into Action can start with a small group of nurses who agree to a set of standards and live each day to be the change they want to see.

President & CEO Tracy M. McClelland RN, MSN, DBA Candidate

Chairperson Jeanie Allen RN, MSN, C-ANP, HTC

Chairperson Sylette Debois RN, BSN, HTC



## Getting the most from your nursing business during Tax times

*What's your business structure and how will you file your Business Tax Returns for business success?*

Special Rules for Small businesses  
Sometimes it helps to be small. The tax laws contain a number of special rules exclusively for small businesses. While taxes are figured on your bottom line—your income less certain expenses, you still must report your income on your tax return. When you report income depends on

Income and your type of business structure. Claiming deductions: you pay tax only on Your profits, you are allowed to subtract certain expenses from your income. These expenses are called deductions. I encourage you to work closely with your small business accountant for specific details on what you can file on your taxes. I will never forget getting a **return of \$20,000 back on my taxes the first year I**

**Don't just sit there, let's turn your dreams and visions into real tangible action which leads to results.**

TRACY M. MCCLELLAND

started the business. Those results are not typical, however, what you receive on your returns will be based on your business structure, how well you have kept your receipts and your tax filing accountant knowledge of small business tax filing. For more knowledge on business tax plan to meet me in Las Vegas for our 2012 Annual HTC training conference where we will have experts teaching us step by step. Remember don't just sit there let's turn your visions into action.

NURSING SUCCESS SYSTEM  
3-DAY CERTIFICATION IN  
FEBRUARY 27-29  
& MARCH 1, 2012  
AUSTIN, TEXAS



New Certification date added to the agenda.  
April 16-18 2012  
3-Day Certification Seminar  
Atlanta, GA  
W Hotel Midtown Atlanta.  
April 19th Apprenticeship  
Registration Opens January  
30th 2012



Nursing Success System  
Tracy M. McClelland Enterprise, Inc  
1214 North Peterson Ave Suite P  
Douglas, GA 31533