



American
Business
Systems

Young parents build wildly successful business

— one satisfied customer at a time.

Overview

Brian and Laura Dean came to ABS looking for a business that new mom Laura could manage from home. As they both had experience in health care, medical billing seemed a good fit. While Laura looked after their newborn, Brian joined an ABS training session in Texas (now held virtually), and brought home a binder full of lessons and plans. Ready for overnight success, Laura sent out a marketing blitz — but then things took a different turn.

The determination and perseverance that Brian and Laura learned in their first rocky months set them up for the years of success that followed. We're so grateful now to share their story.

LEVEL
MEDICAL BILLING

From the start, Laura and Brian insisted that excellent customer service would be the primary focus of their new business. That focus on service has led to an impressive record of growth. With Laura providing a single, professional point of contact and Brian smoothly handling back-office operations, the company has grown from one client to hundreds.

Here's the most impressive statistic in all that growth: over the last five years, every bit of new business has come from client referrals or website inquiries. For Laura and Brian, their sterling reputation IS their marketing plan.

- *Started in 2013*
- *First client in nine months*
- *Three clients in first year*
- *Two part-time employees within two years*
- *Laura and Brian go full time within three years*
- *For the last five years, all new clients are website inquiries or referrals*
- *As of 2021, the business has 17 full-time employees, owns a 6,000 sq ft office space, services 400-500 providers, replaces 3-4x previous income for both Laura and Brian, and boasts a 45-55% profit margin*

Challenge

The Deans will be the first to tell you that they didn't start out following the ABS plan as it's taught, and the first few months were rocky. When their initial, rather haphazard mailings met with zero response, Brian and Laura had a tough decision to make: give up the new business or move forward with better strategy and even more determination?

Solution

With the help of their ABS trainers and a focus on their natural skill sets, the couple renewed their commitment and refined their marketing focus. Laura soon landed their first client through business networking and their business was back on its feet.

Results

Less than a decade after that uncertain start, Brian and Laura now manage billing for hundreds of providers and employ a staff of seventeen in their own 6,000 square foot office space.



"Getting that first client may be challenging," Brian reminds us. "It requires commitment, determination and perseverance. But once you do get that first client, things will happen."

The Dean's business has transformed their lives. If creating a powerful small business with a proven template (and without the recurring franchise fees) is your dream, contact us today.

Contact us today.
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