



How to Create the Practice of Your Dreams (2nd Ed.): 50 Tips and Ideas for Increasing Your Profit and Reducing Your Stress (Paperback)

By Mike Chatelain

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. ExecTech, a management-consulting firm, has been helping practice owners reduce their stress, increase their profit and reach their goals since 1991. One way we do this is by publishing a weekly Tips and Ideas newsletter. In the Tips and Ideas articles, we provide advice you can instantly use to move one step closer to the practice of your dreams. You get fresh ideas to solve old problems. You learn how to become happier, wealthier and more successful. Create the Practice of Your Dreams contains 50 of these articles. The first chapter is on marketing. You learn the virtues of bragging, how to avoid common marketing errors and how to build your own referral network. You also learn how to use the internet to promote your practice, generate word-of-mouth referrals and expand your web presence. In Chapter Two, you learn dozens of ways you can manage your patients so they become life-time patients. You learn ten solutions for an over-booked practice, how up to 35 of your patients cannot read and how to make your patients laugh. Chapter three includes...



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