

Part Four - Marketing Your Health Business for Maximal Profits – Session One (90 mins)

In this 90 minute session Paul will share with you:

- The art and science of health care business marketing
- Our 20 biggest marketing mistakes
- How to determine the success of new clinics and services
- Why the secret to increased profits is already available to you for FREE
- Pauls 28 step "Perfect Consult " program and how to put it into your business now
- Key statistics and and measures that all health business MUST know

Paul Wright B.App.Sc (Physio), Dip.Ed.(P.E.) Adv. Dip. (Business Management)

Since graduating as a Physiotherapist in 1990 Paul has opened 10 clinics, closed 4, been locked out of one and licensed 3 others – in the process he has lectured to more than ten thousand health professionals in many countries, has won awards as a presenter and author, and developed multiple DVD education programs sold around the world. Paul currently owns 3 Get Active Physiotherapy clinics, spends more time at home than his wife prefers, never misses a school concert or function and no longer lives in the same city as 2 of his clinics.

Other DVDs with Paul Wright can be previewed and purchased at:
www.getactivephysio.com.au

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HEALTH PROFESSIONAL**

presents
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presented by

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