

Part Five - Marketing Your Health Business for Maximal Profits – Session Two (90 mins)

In this 90 minute session Paul will share with you:

- 7 steps to great signs and posters
- The 12 essential marketing words and the 6 words of death in marketing
- The 3 marketing tools and how to use them
- Why Yellow Pages is costing you money and how to get better results for less expense
- The best and worst adverts and signs in health care
- Newspaper adverts that work in health care
- Your website mistakes and how to avoid them
- Pauls current Get Active marketing plan in full

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

Get Active Physiotherapy
C101, 2 Atchison St
St Leonards NSW 2065 Ph: 9966 9464
Australia www.getactivephysio.com.au

Copyright Get Active Physiotherapy 2009

**THE MILLION DOLLAR
HEALTH PROFESSIONAL**

presents
Part Five - Marketing Your Health Business for Maximal Profits – Session Two

Part Five - Marketing Your Health Business for Maximal Profits - Session Two

presented by

THE MILLION DOLLAR HEALTH PROFESSIONAL

presented by
Paul Wright

