

Your Secret Weapon: The New Ultimate Marketing Plan for Cosmetic Plastic Surgeons



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(Dr. Porter Mitchell)

YOUR SECRET WEAPON: THE NEW ULTIMATE MARKETING PLAN FOR COSMETIC PLASTIC SURGEONS



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Urbina Media Group, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Is your cosmetic practice burning you out? Do you feel like you re working harder and harder every year just to make the same amount, or possible less, than you did just 2-3 years ago? Are you tired of not having any time to spend with your family or to travel because you re always working? Do you fear that you might have to go into group practice and give up your independence in order to survive the onslaught of new competition? If you answered yes any of these questions then this book could become Your Secret Weapon for surviving and thriving in these challenging economic times. Cosmetic plastic surgeons are artist in every sense of the word. They take a patient who is unhappy with their appearance or body and transform them into a beautiful butterfly. But who helps the struggling physician transform his or her practice? This book will teach you the easy tried and true marketing tactics a practice needs and that they don t teach in medical school. Furthermore it helps a physician go from highly paid employee to possessor of an asset that creates wealth and autonomy by asking him to examine different aspects of his practice and how they relate to patient generating actives. In this book a physician can look forward to learning about: The tactic that has returned \$30 for every \$1 invested in it (page 35) The secret successful entrepreneurs know, and doctors don t, that allows them to sell their businesses for big multiples (page 9) The strategy that will guarantee you close at least 25 more patients (page 49) The huge mistake you re currently...



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