

Part One : How to Increase Profits from your Health Care Business (2 hours)

In this 2 hour session Paul will share with you:

- The 10 top reasons why health professionals operate poor businesses and what to do about it
- The 4 key ways to make more money from your business
- How your attitude is costing you a fortune
- How to convert leads into customers in one easy step
- How your team and reception staff are costing you a fortune and what to do about it
- How to get other people to do your marketing for FREE

Presented by Paul Wright B.App.Sc (Physio), Dip.Ed.(PE), Adv.Dip.(Business Management)

Since graduating as a physiotherapist in 1990 Paul Wright has opened 10 clinics, closed 4, been locked out of one and sold 3 others. He has employed countless therapists and support staff, fired some and re-hired others. In the process he has lectured to more than ten thousand health professionals in Australia and overseas – won awards as a presenter and author – and developed 11 DVD programs. Paul currently owns 3 Get Active Physiotherapy clinics, spends more time at home than his wife prefers, never misses a school concert or sports carnival, and visits one of his clinics (the most profitable one) for only 2 hours a fortnight.

DVDs/Videos Available from Get Active Physiotherapy include:

- 1/ The Million Dollar Health Professional – Part One (2 hours)
- 2/ The Million Dollar Health Professional – Part Two (2 hours)
- 3/ Women and Weights (1 hour)
- 4/ Core Stability and The Better Back Program (2 hours)
- 5/ Knee Injury Prevention and Rehabilitation (2 hours)
- 6/ Shoulder Injury Prevention and Rehabilitation (2 hours)
- 7/ Lumbar Spine Injury Prevention and Rehabilitation (2 hours)
- 8/ Potentially Dangerous and Ineffective Exercises (2 hours)
- 9/ Rehabilitation, Core Stability, Personal Training Using the Swiss Ball (1.5 hours)
- 10/ Advanced Resistance Training (3 hours)
- 11/ Bigger, Stronger, Faster – Strength and Conditioning for Rugby league and Rugby Union (2.5 hours with Ashley Jones M.Sc.)

To see a 5 minute preview of each DVDs and to order online visit www.getactivephysio.com.au and follow the links to the online shop.

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