

Healing Touch Physical Therapy & Rehabilitation P.C.

World's Best Physical Therapy. Home of Super Therapy
It's not just a business; we actually care about your well being

1605 Hillside Ave. New Hyde Park. NY 11040. 516-616-0942. info@healingtouchpt.com



Insurance companies have record profits! What about you?

For me the cost for running a P.T clinic has tripled but reimbursements have remained the same. I have the same reimbursement as 2 decades ago, the worst part is that some of the reimbursements have decreased. To make matters worse I have to deal with Physician Owned Practices (P.O.P) and Hospital owned practices (H.O.P) where referrals are never a problem. How am I supposed to run a practice in the current environment?

I was being laughed at behind my back by rich insurance executives for creating record profits for the insurance companies. While the insurance companies were getting rich, I was working so hard to meet the bills. They figured out that it's easy to pickpocket the Practice owner. I had enough of this nonsense with insurance companies, they not only decreased my reimbursements but also made treating patients very hard with unbelievable paperwork so they don't have to pay me. I knew I had to do something, so I figured out the secrets to run a very successful P.T practice to turn things around. The biggest problem I had with owning a business for more than two decades was meeting the expenses, until I figured out some hidden secrets! I hate to see another business owner spending more time in the business - away from family. As a former struggling business owner, I can tell you working harder in your business is not the answer to financial success! I will reveal all the powerful secrets I learned while in the business for more than 2 decades. I was operating like most businesses until I figured out these secrets.

I operated the business like I am the hunter and customers are the prey, so I was always looking for someone to sell something. I turned it around, I let customers be the hunter and I am the prey! Sounds great but how did I do it?

I positioned myself as the expert and go to source. This can be achieved by educating your target audience and once they realize that you are the expert-the go to source then your competition is irrelevant. You are in a category by yourself. There is

you and then everyone else! This is a dream come true for most businesses, but it is very possible if you act methodically as I did.

If you need to reap throughout the year, then you need to plant also on an ongoing basis. Most businesses only advertise when business is slow. This is the worst time to spend money on advertising because you don't have any! If you don't get any business, then how will you get any money? Now you are in a catch 22 situation. You can avoid this situation by advertising continuously rather than haphazardly until enough word-of-mouth referrals are coming in continuously. Let me give you some common-sense thoughts regarding advertising. Do you ask someone to marry you on the first date? Yet this is exactly what is happening with most advertisements. It is asking the consumer to take the final decision after watching a single advertisement, no wonder it fails miserably. If you want great results from your advertisements, then you must allow consumers to take baby steps instead of the final one. In order to increase your patient volume, implement a step-by-step process beginning with consumers visiting your website or requesting a free report from you so they are comfortable with you and then sale will happen in due time but if you attempt it in one shot, it often fails! A business looking to succeed should always look at the number of leads it is generating.

Let me give you some details about L.G.M. An example of a Lead is someone saying, "I am interested in what you are selling, tell me more about it." This can be achieved through a Lead Generation Magnet or L.G.M. A L.G.M can be anything, a report, book, or video. Something that can pique an interest in consumers on what you are offering. When someone requests a free report, at the very least it captures their email I.D. which should be used for following up. Once a patient hits "submit," the report will automatically be emailed to them from you, positioning you as an expert. A L.G.M is a must for you to succeed in your business. Get all the secrets you need to grow your business massively. Nowadays I am smiling a lot when I am making bank deposits. I can't wait to share with other practices these "secrets" So, you can have the same result as I have been enjoying for quite some time. These are not theories but the "secrets" I have figured out during the last two decades of owning a P.T practice. I have many L.G.M s including books, reports and many videos that can be customized to your clinic. I will write and follow up emails to go out automatically, once someone requests a L.G.M. Leverage my knowledge and get a head start by joining my Net-Work.

To sum up all you are getting - New patients delivered to you, positioning you as an expert in the community - the go to person so the competition is irrelevant, customizing books, reports and many videos as L.G.M, write and set up follow up emails

for only **\$199 per month**. This is an introductory price and will be changed so hurry! Since I have my clinic - I will be constantly updating on what is working to my Net-Work clinics.

What you need to do is join our network and get more than enough leads! How many patients do you need to justify paying \$199 monthly? If you're not getting enough leads, then write to me and I will not only cancel it but will give you double of your monthly payment.

I am able to make such an insane guarantee because I am so sure I can deliver plenty of leads for you! If a patient on average is worth thousands of dollars, then would it be unreasonable to charge \$1000 for the service that will deliver much more than 1 patient? You are not going to pay even half of it but a fraction of \$1000! It's only a mere \$199 per month.

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