



How To Create the Practice of Your Dreams (2nd Ed.): 50 Tips and Ideas for Increasing Your Profit and Reducing Your Stress

Mike Chatelain

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ExecTech, a management-consulting firm, has been helping practice owners reduce their stress, increase their profit and reach their goals since 1991. One way we do this is by publishing a weekly “Tips and Ideas” newsletter. In the “Tips and Ideas” articles, we provide advice you can instantly use to move one step closer to the practice of your dreams. You get fresh ideas to solve old problems. You learn how to become happier, wealthier and more successful. Create the Practice of Your Dreams contains 50 of these articles. The first chapter is on marketing. You learn the virtues of bragging, how to avoid common marketing errors and how to build your own referral network. You also learn how to use the internet to promote your practice, generate word-of-mouth referrals and expand your web presence. In Chapter Two, you learn dozens of ways you can manage your patients so they become life-time patients. You learn ten solutions for an over-booked practice, how up to 35% of your patients cannot read and how to make your patients laugh. Chapter three includes ten articles on staff management. You learn why some staff members seem so clueless, how to say NO without being the bad guy and how to get employees to do important tasks. Chapter Four is on income, profit, and wealth. This chapter covers how to lower your overhead, how to increase your collections percentage, how to increase your fees and how to spend your money in ways that increase your profit. In the final chapter you learn how to be more charismatic, how to turn moments of failure into lessons of success and how to have more fun.

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