Practiceology™ Gold – Reclaim Your Business and Life in 2024

(Private Invitation from Paul Wright – TEN Spots ONLY)

Paul! I need your help to get my systems, my team, and **my life back on track in 2024**, as 2022 and 2023 have really taken it out of me as a practice owner.

My goal for 2024 is to spend less time at work, not have my business and team dominate my every moment, and **start enjoying my life again**.

I just need someone to help me with my team training, set up my systems, complete my new team member onboarding, and keep me on track in 2024.

If that sounds like you - then understand over the next 90 days……. together we'll produce (or makeover the existing) 3 Key Systems and outcomes in your practice – called "**The Pillars",** likely in this order:

1. **"The Patient Flow System"** – reduce your stress by ensuring all clients are re-booked effectively and systems are in place to ensure all patients complete their full course of care – dramatically increasing your profits, reducing self-discharge, and minimizing expensive cancellations.

2. **"The Marketing Machine"** – ensure your practice has a consistent and systematic flow of ideal clients, without spending a fortune on paid advertising.

3. **"The Recruitment Engine"** – the Achilles Heel of most health clinics is an overreliance on key team members, including the owner of the practice. However, once you launch the "Recruitment Engine" you can finally reduce your work hours, employ only the best team members, and enforce your systems and processes without fearing a flood of resignations.

Why This Offer and Why NOW?

In our private "one one-on-one" VIP mentor program – we can only help a limited number of direct clients at any one time, and as you would expect, these clients see dramatic and often almost instant changes in their practices and their lives.

But I'm frustrated.

I see the pain health business owners like **YOU** have been through over the past few years.

Your long hours, extended lockdown periods, rising clinic costs, and staff shortages.

The inability to take holidays for fear of your income dropping so much you can't make payroll.

Being so **time-poor and busy** you don't have enough time to create, implement, and oversee important business systems – even though you know how important this is.

Or simply being so overwhelmed by the needs of your business and team – you are not able to spend any quality time with your family and friends – let alone time for yourself.

We have been trialing this mentor model with some of our amazing Practiceology™ VIP clients, and realize it I now time to "**let the cat out of the bag**" and share these amazing resources and programs with a wider audience – at a fraction of the cost of past programs.

As a VIP Member of the "Practiceology™ Gold – Reclaim Your Business and Life in 2024 Program" - You:

Understand you will be **receiving direct help** to install the exact systems, steps, procedures, and processes used by some of the world's most successful health practices.

Appreciate most of the therapist and admin team training in these systems will be **done for you** by me, the online training modules, and my team.

Understand you will **never get 'stuck'** as you have a coach to guide you every step of the way so you always know exactly what you need to work on next.

More Benefits of the "Practiceology™ Gold – Reclaim Your Business and Life in 2024"

*Access to all (past and future) Practiceology™ training – including:

 # Ultimate Recruitment, Retention, and Team Culture Program - How to Find, Build, and Keep, Motivated and Profitable Team Members in Your Health Practice - This incredible program gives you and your recruitment team the clarity, direction, and peace of mind that comes from understanding EXACTLY how to generate a flood of ideal applicants, who are desperate to work in your health practice, regardless of the wage you offer.

 # Fasttrack Practice Acceleration Program - I'll not only hand you my plug-and-play systems to increase your practice profits, improve patient outcomes, and boost team productivity... I'll also personally train your team to implement all these systems into your practice over the 8 Module "FastTrack" Program.

 # Ultimate Front Desk Training System - This 'Done-For-You' front desk training program is guaranteed to increase profits, reduce cancellations, fill empty appointment times, and improve the productivity of your admin team...immediately.

 # Other Programs and Resources - You and your team will also have immediate online access to the **"Cancellation Reduction System", "Ultimate Social Media and Online Advertising Client Attraction System", "Health Business Referral System", "Ultimate Patient Experience – the Disney Program", "Sell Without Selling Client Conversions System"** – plus other resources.

 # Collaboration with Other Practiceology™ Members and Mentors: Mix up your complementary talents with other members' skills and create amazing short-term or long-term project partnerships that can boost your profits for years to come. Many of our members collaborate and I suspect you will too.

 # My brain bandwidth. During my 25-plus years as a health professional, practice owner, speaker, avid reader, seminar junkie, and health business mentor – I have seen and heard just about everything. This is why it's not unusual for me to spot your key problem in just a few minutes and prevent you from making major business and life mistakes.

 # VIP Access to our purpose-built practice tracking software system: Ensuring you know instantly how your practice is functioning, if all systems are being followed, and your real-world business metrics.

What if I Already Have Some of the Included Programs?

As a possible past buyer of some of the programs above, you benefit from lifetime access to your past purchase – however, when you become a member of the "Practiceology™ Gold Reclaim Your Business and Life in 2024 Program", we will share with you the secrets of implementing these programs – which one to use next, how to best use it, and why.

If you are currently a member of "Profit Club" or a user of "One Minute Practice" - your monthly payments for these programs will be paused - as they are included with your Practiceology™ Gold program access.

What is Included and How Does the "Practiceology™ Gold - Reclaim Your Business and Life in 2024" Program Work?

Practice owners coming into our programs over the past 20-plus years all want the same things:

1. **A Plan – what to do next!!**

    - This plan is created with you in your initial "**VIP Set-Up Session**" where we analyze your business diagnostic (submitted by you) and tell you exactly what to do next and why, to improve your practice and remove you from the day-to-day running of it.

2. **Tools – where to find the resources!!!**

   - You get dedicated **owner access** to your personal Practiceology™ VIP Dashboard where all of the resources and training are stored.
   - Your team gets their own "**Dashboard**" – where they can access the resources and training sessions - but slightly different from what you see as the owner.
   - The "Team Dashboard" is used as a powerful recruitment tool - as your potential future team members are blown away by the amazing training, resources, and personal help they receive, because YOU are a member of the "Practiceology™ Gold program.

3. **Help – how to get assistance??**

   - **Weekly VIP Member Roundtables** – held each Wednesday from 7.45am till 8.45am – Sydney Time (all sessions are recorded if the time zone does not work for you or your team). In these engaging sessions, we plan 90-day goals, introduce new marketing systems, review member advertising, solve recruitment issues, and regularly feature guest experts so you stay up to date with the absolute latest in practice growth strategies.

   - **Weekly Team Training Sessions** – held each Wednesday from 9am till 10am Sydney Time – where we personally **train your therapists** to deliver better action plans, improve re-booking rates, reduce cancellations, stay on schedule, and assist your admin team with critical conversion and rebooking conversations (all sessions are recorded if the time zone does not work for you or your team). The fact **WE** do your team training for you, each and every week, is reason enough to join the program on its own.

   - **Office Hours with ME** – From 12 Midday until 1 pm each Wednesday (Sydney Time) – I am available in the private Practiceology™ Zoom room waiting to assist you with your specific business, best next step, or implementation problem.

   - **Practiceology™ VIP Forum** – All Practiceology™ VIP clients have 24-hour access to the dedicated VIP forum, where you can ask specific practice questions and receive assistance from me and the other mentors and members – **NEVER** feel alone again as a practice owner when you are faced with big decisions and do not know what to do.

NOTE – Some sessions may not run during the period around Christmas and New Year.

What if You Need More Help?

If you love the "Practiceology™ Gold - Reclaim Your Business and Life in 2024" program– but at some stage want extra help – you can easily upgrade to Practiceology™ Platinum VIP – where in addition to all of your "Gold" inclusions, you also get 2 x 45 minute PRIVATE one-on-one mentor sessions each month from one of our amazing Practiceology™ mentors.

You can upgrade at any time once you are in the program.

Your investment?

Your investment to be one of the **TEN "Practiceology™ Gold – Reclaim Your Business and Life in 2024**" participants, is super easy and risk-free to get started.

Invest **ONLY $598.50 AUD now** – then monthly payments of $1197 AUD – starting on January 24th, 2024 (or a weekly investment option of only $277 AUD per week starting on January 24th, if you prefer to preserve cash flow and use a weekly payment model).

So, depending on what date you register and gain access to the program, you can benefit from more than **7 weeks of program access and assistance for less than $600 AUD**.

Heck, if all you did was stop one client from self-discharging, prevent one client from canceling care, sharpen up your therapist rebooking script, or make a slight adjustment to your pricing structure (as directed in our program), you can effectively make your monthly investment back in a few weeks.

Love it Or Leave It

I know money is tight right now, and you must have total confidence and trust in the ability of this program to give you the results you want – which is why you are protected by my "Wrighty is a Goose – Money Back Guarantee".

So, before your next payment is due on **January 24th,2024**, you choose **ONE** of the following options:

Option ONE – the program was not what I expected, and did not give me the help I needed – so I want my money back.

Paul: Unlikely, but no problem – we will happily refund your initial payment, and thank you for giving the program a try.

Option TWO – the program gave me great value for money and really helped so I do not want my initial payment refunded – however, I do not want to continue with the program after January 24th.

Paul: No problems – we will be sad to see you go – but totally understand your decision and thank you for taking the program for a test drive.

Option THREE – the program is amazing, I love the support and resources, so I want to continue after January 24th - thank you so much for giving me the opportunity to be part of this program and access the amazing resources and experts.

Paul: Of course, you are staying with us, the program is incredible so why wouldn't you continue to be involved?

What if You Want to Cancel or Drop Out Some Time After the January 24th Payment?

Every business coach and mentor I have ever had, has pushed me to make all new members of the Practiceology™ program sign a lock-in contract, such as a 12-month or a 2-year commitment – however, at the moment, I just do not like that model for the following reasons:

1. It puts too much pressure on YOU to make such a long commitment.
2. It does not allow for unavoidable changes in your circumstances over the contract period.

This is why there is **NO lock-in contract** to be part of the Practiceology™ program.

However, after January 24th, 2024 – you DO need to give us **30 days' notice** of your intention to withdraw from the program – which I think is more than fair.

That being said – most of our VIP clients have been with us for many years – some for over a decade.

When Does This Offer End?

The "Practiceology™ Gold - Reclaim Your Business and Life in 2024" December intake ends at Midnight Wednesday, December 20th Perth Time **OR** when the **allocated** spots are taken – whichever comes first.

Remember, the sooner you join, the more time you have to test-drive the program, as your next payment is not due until January 24th, 2024.

Also, the sooner you join, you will be guaranteed to complete your onboarding sessions before Christmas.

How Do You Claim One of the Remaining "Practiceology™ Gold - Reclaim Your Business and Life in 2024" Spots?

Don't send me any money now!

STEP 1. Email me, "I'm In for Practiceology™ Gold" to my personal email address – paul@mypracticeology.com

STEP 2. We'll get you enrolled.

STEP 3. We will set up your "Practiceology™ Gold - Kick-Off Session" so you are guaranteed to make 2024 your best year ever.