



Drive: The Power of Execution

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A BREAKTHROUGH MARKETING GUIDE FOR YOUR AESTHETIC PRACTICE We are in the midst of a medical revolution. A few years ago, physicians couldn't even imagine the challenges that they would face today. From patient acquisition hurdles to defeating commoditization, it is a turbulent time and environment. What are the options for physicians and small business owners trying to thrive and even survive? ONE ANSWER: Tackle today's challenges with the proven, pragmatic strategies and tools that have been secrets of the nation's most successful physicians and business owners for years. Contained within this book are the details to win from an author and marketer who is passionately devoted to bringing new solutions to aesthetic practices. Trusted by the industry for her years of notable experience, her solutions are current yet tested and her methods were developed in the trenches of clinic rooms and on the front (phone) lines of practices. Written in language that is easy to understand, DRIVE is from one industry peer to another. Expect to be engaged by candid stories of what has succeeded and failed in aesthetic marketing, and discover the reasons for their respective results. Void of overly academic theories and useless clichés, DRIVE simply presents the hard facts that challenge modern day practices and provides the tools to overcome those obstacles. This is not your grandparents' marketing book. It's the foundation of your practice's lifetime marketing plan, loaded with tips, tools, and solutions to help you accomplish your goals. DRIVE will have you confidently geared up and ready to roar. Buckle up as you make it happen.

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