THE PHYSICAL THERAPY

HIRITIANS SOLUTION BOOK RESOURCES



BY PAUL GOUGH



THE PHYSICAL THERAPY HIRING SOLUTION: BOOK RESOURCES

Hey, it's Paul Gough here, THANK YOU for reading my book! It means the world to me to know that you're interested in my work.

Here's a list of all of the resources that are contained within this report - the ones I promised you in the book, which includes additional training, sample ads, hiring descriptions and the ad templates to recruit, hire and train world-class people you can trust:

- 1. Success Description Blank
- 2. Success Description PT
- 3. Success Description Front Desk
- 4. 10 Great Interview Questions
- 5. Job Ad Blank
- 6. Example Job Ad for a Front Desk Person
- 7. Example Job Ad for a Physical Therapist
- 8. Facebook Ad Example from a Clinic in Las Vegas

RESOURCES BEYOND THIS BOOK:

- 1. Online Systems Webinar: www.PaulsAutomationWebinar.com
- Invite to join 6-week Systems & Automation Master Class –
 PT Business Growth School: www.PaulsBGS.com

PLEASE READ THIS BEFORE YOU GO LOOKING FOR THE RESOURCES:

I've spent over 10 years developing and perfecting the "Outcomes Based Hiring System" for the Paul Gough Physio Rooms. Follow each and every one of the 6-steps in the book and it's highly likely that you'll fill up your team with the right people; people who you can trust to deliver the outcomes that you need. It really isn't that difficult. In fact, I put it to you that having the <u>discipline</u> to stick to <u>all</u> of the 6-steps in the book will be your hardest task. As I always say, hiring is not the problem; a lack of time allocated to do it right, usually is.

Sadly, for many business owners, they'll forever see their staff as an expense - a "necessary evil" - of being in business. That is the wrong way to look at the people who ultimately give you the leverage you need to help you to grow a more successful business. And you cannot grow a business without leverage. If you're trying, you're most likely tired and stressed out right now with little to show for it.



If there's one thing that I could wish for you and the thousands of others who will read this book, it is to know what it feels like to run a business with the help and support of people you can trust – not people you see as an expense or a necessary evil. It is truly liberating. Perhaps when you have experienced it you will reach out to me and tell me how much better and easier it is to run a successful clinic? **Reach me on social media here:** @**THEPAULGOUGH.**

CAN/SHOULD YOU USE THESE ADS?

If you are wondering if you can use all of these ads and descriptions, the answer is yes, you can legally use these for your business — you have my permission and my lawyers will not come after you if you do use them. **However, I am inserting a word of caution:**

What I want for my business is going to be very different from what you want. Use the ads and descriptions as a framework for you to work within to come to your own conclusions of what you are looking for. As I said in the book, hiring is so problematic for many clinic owners simply because they do not know what they're looking for.

To give yourself the best chance of success, I strongly urge <u>you</u> to spend some time thinking about your clinic values and ultimately, the problems that you want solving. When you know those, it's much easier to find the person who matches those values and has the skills to achieve the outcomes you want.

When you have a deep and profound understanding of these two things – coupled with allocating the necessary time to follow the process through until the end – that is what will define your hiring success.

What is more, hiring success requires that you have the right systems in place for your new hires to run for you. I would be happy to teach you the systems that you need in my **PT Business Growth School Master Class Program:**

The class details are here: www.PaulsBGS.com and the price of entry is significantly less than you or someone in your office repeatedly doing tasks that could, and should be **automated**.

Head to the next page and we'll move onto your additional resources...



1. SUCCESS DESCRIPTION (BLANK)

(You can also download a copy of this blank template, as well as the completed Success Description examples for a Physical Therapist and Font Desk person, inside the email you recieved this resource kit from):

SUCCESS DESCRIPTION
1. OUTCOME
2. TASKS
3. MEASURE
4. SKILLS
5. INTERVIEW QUESTIONS



2. SUCCESS DESCRIPTION - PHYSICAL THERAPIST

Here's how a Success Description for a Physical Therapist might look:

Outcome:

"To grow the revenue of the clinic by retaining the patients that we've got (or going to get as a result of our marketing). You will do this by creating deep and meaningful relationships with our patients and providing a world-class level of customer and clinical care that ensures patients get the health outcomes they need."

The Financial Metric of Success is: an additional \$250,000 annually

Tasks:

- Communicate with patients in a way that they can confidently make the right decision about the plan of care you suggest
- Ensure that patients achieve their clinical and health/lifestyle outcomes (in the time frame you set)
- Develop a mutually beneficial relationship that benefits both the patient and the clinic
- Communicate the value of our service with the fee/price that the patient will need to pay to access it
- Ensure that patients remain excited about the prospect of coming for physical therapy (and remain committed to the treatment plan that you suggest)
- Provide a high level of customer care that will cause patients to want to come back frequently and tell their friends and family about us as well
- Ensure that patients coming for free taster/discovery sessions convert to a first evaluation (when appropriate)
- Ensure that patients agree to a plan of care that will help them hit their health goals
- Ensure that patients complete a full plan of care (as agreed in the first session)
- Ensure that clinical notes are kept up-to-date and accurate
- Participate in, contribute to, and help to develop the in-house educational training program that is provided to all physical therapists



Measurable Outcomes:

- Conversion ratio from free taster/discovery visit to first evaluation greater than 80%
- Conversion from first session to full plan of care greater than 90%
- Completed plan of care ratio greater than 95%
- Less than 1% of claims denied due to inaccurate note taking/filing
- Net Promoter Score of 8/10

Skills Needed:

- Be able to communicate with patients in such a way that they can understand why the suggested plan of care is the best solution to solve their problem
- Communicate with patients in a way that they can see value in the plan of care being put to them in exchange for their time and money
- Willing and able to spot when a patient may be disillusioned or confused with their progress (and likely to drop off)
- To be able to communicate in such a way that the patient can confidently say yes to a full plan of care
- To be able to engage with and connect with patients at a personal level that goes way beyond a clinical outcome
- Demonstrates an understanding of what the causes are and solutions – that could lead to a patient dropping off schedule
- Demonstrates a willingness to be held accountable for performance
- Ability to thrive in an environment where measurement is the driving force behind progress

Questions: See section 4



3. SUCCESS DESCRIPTION – FRONT DESK

Outcome:

"To grow the revenue of the clinic by retaining the patients that we've got (or going to get as a result of our marketing). This will involve developing a deep and meaningful relationship with our patients, spending time getting to know each one personally and answering their concerning questions about physical therapy. We need this person to create the type of experience that customers can't wait to come back to – will be happy to pay for and just as happy to tell others about."

The Financial Metric of Success is: an additional \$100,000 annually

Tasks:

- Communicate the value of our services (in person and on the phone) and be able to explain how what we do, is worth the price we are asking
- Successfully handle price objections
- Hold a lengthy (at least 15-20 minute) conversation with new patients on the phone ensuring that patients are committed and bought into our service
- Provide an exceptional waiting room environment for our patients that they'll look forward to coming back to
- Ensure that people who call requesting appointments are placed on schedule and understand the true time and cost commitment involved in physical therapy
- Ensure people show up excited for their first appointment after scheduling
- Communicate with patients before, during and after appointments to ensure satisfaction is being achieved
- Ensure that all invoices are raised on time, every time and are sent to the appropriate person (in house or externally)
- Organize and plan all schedules maximizing efficiency and revenue for the clinic
- Foster deep relationships with patients ensuring NPS score hits agreed levels
- Develop and regularly update the procedures library so that every aspect of the role is documented and can be achieved by anyone else in the business



Measurable Outcomes:

- Conversion from incoming/warm inquiry to paying patient greater than 80%
- Arrival for first appointment greater than 95%
- Re-schedule 90% of drop-offs within 30 days
- Physical Therapist utilization ratio greater than 85%

Skills

- Be able to hold meaningful conversations with prospective patients on the phone for longer than 20 minutes (empathy)
- Be able to answer all questions asked on the phone in such a way that increases the likelihood that the person asking will want to become a customer (insightful and knowledgeable)
- Recall names and faces of patients and in doing so making all our patients feel welcomed and remembered
- Provide a warm and welcoming greeting to patients when they arrive in the clinic (experience)
- Organization and planning: plans and organizes, schedules and budgets in an efficient, productive manner, focuses on key priorities
- Follows through on commitments: lives up to verbal and written agreements regardless of personal cost
- Demonstrates an ability to quickly and proficiently understand and absorb new information
- Attention to detail: does not let important details slip through the cracks
- Persistence: demonstrates tenacity and willingness to go the distance to get something done
- Proactivity: acts without being told what to do. Brings new ideas to the company



4. 10 GREAT INTERVIEW QUESTIONS

The fifth part of the **Success Description** is the questions you will ask.

Remember, you're looking to ask questions about their **values** so you can match them up with yours and ask questions that reveal what they're good at; what skills do they have that they have demonstrated in the past for someone else.

Here are some examples to guide your interview questions - remember, these should only be copied if having done your **Success Description** you believe that they are going to give you the information you need to make a good decision on the candidate:

- "Tell me about a time when a patient didn't want to attend for PT because they didn't want to pay their co-pay... How did you overcome that challenge to keep them on schedule?" (Staff PT)
- "Can you give me an example of how you have successfully dealt with someone who resisted your care plan because of a high deductible?" (Staff PT)
- 3. "What lengths have you previously gone to, to get someone back on schedule who has dropped off? (Staff PT)
- 4. "Our company MISSION is to 'help people make better decisions about their health' can you give me an example of a time you've previously done that..." (Any Potential Hire)
- 5. "One of our CORE VALUES is to 'deliver WOW factor service' can you give me an example of a time you've previously done that..." (Any Potential Hire)
- 6. "One of our CORE VALUES is 'people first, patient second' can you give me an example of how you have done this..." (Any Potential Hire)
- 7. "Can you give us an example of how you handled an 'irate' customer who wasn't happy with their purchase?" (Customer Service)
- 8. "What changes have you seen on the Facebook platform in the last two years and how would that affect this clinic?" (Marketing Assistant)
- 9. "How have you increased brand awareness for other companies you've worked for?" (Marketing Assistant)
- 10. "What were the results of what you did?" (Marketing Assistant)



5. JOB AD (BLANK)

(Head to your email to download this resource as well as completed examples of Job Ads for a Physical Therapist and Front Desk person):

STRUCTURE FOR JOB ADVERTISEMENT	
1. INDENTIFY WHO	
2. SELL THE ROLE	
3. POSIBILITIES / TASKS	
O. I COIDILITIES / TACKS	
4. SKILL / QUALIFICATIONS	
5. WHAT WE DO FOR YOU	



6. EXAMPLE JOB AD FOR A FRONT DESK PERSON

Here's the exact Job Ad that I used to hire a front desk person while writing this book...

Position:

Front Desk/Admin/Reception for Physiotherapy Clinic

Who We Are Looking for:

Are you comfortable with talking to strangers on the phone both in person and on the phone? Are you a self-starter? Is being "organized" a top priority in your life and are you able to multi-task and prioritize projects, while simultaneously meeting deadlines and prioritizing your day? Can you communicate effectively with people from all different backgrounds — both written and verbal? Are you able to speak up when you see something that is not working and can you anticipate the needs of other people because you show up for work knowing that the smallest details always make the difference?

Do you have a positive outlook on life? Are you flexible, open to change, and committed to learning? If so, you could be just the person we are looking for to fill the position that we have available in the reception and on the front desk of one of our busy physiotherapy clinics.

About Us - Paul Gough Physio Rooms

We are a medium sized physiotherapy clinic that has been established for more than 10 years. We currently employ 18 people at our 4 clinics across the north east. The founder of the company – is a former professional soccer physical therapist, a published author and international speaker. He has grown his clinic from zero to £1million+ in revenue and we've experienced rapid growth in the last few years to get from zero to where we are today.

Much of that growth has happened because of the incredible team and culture that has been created at the Paul Gough Physio Rooms by the staff — many of whom have been with us for over 5 years and have allowed us to create a place that staff love to come to work to learn and grow — and a place that our patients look forward to coming back to time and time again.

www.paulgoughphysio.com is the website of our clinic for your inspection.

We now have a huge client database in the 10,000's and we're looking to add value to our service by bringing in another person to occupy the most important role on our front desk.

As a result, we are now offering you an opportunity to help us to continue that growth and provide an exceptional customer experience for our patients that goes way beyond what is offered by most health care facilities.

The right person is likely to have been working in a customer-facing environment and has a long track record of dealing with customers, answering questions on the phone and in person, and turning inquires into happy customers.



The Role:

You will be responsible for managing a busy front desk and waiting room experience, meeting and greeting our patients, answering the phone, converting inquires into paying patients and ensuring that all of our patients are looked after and made to feel welcomed whenever they enter your world.

Ultimately, your job is to help us grow the revenue of the clinic by booking in new patients via the phone or those who walk into our clinic directly and excelling at retaining those patients as lifelong customers of the business. You'll do that by creating the type of customer service experience that patients will be happy to pay for - and just as happy to tell others about.

The Tasks:

- Communicate the value of our services (in person and on the phone) and be able to explain how what we do, is worth the price we are asking
- Successfully handle price objections
- Hold a lengthy (at least 15-20 minute) conversation with new patients on the phone ensuring that patients are committed and bought into our service
- Provide an exceptional waiting room environment for our patients that they'll look forward to coming back to
- Ensure that people who call requesting appointments are placed on schedule and understand the true time and cost commitment involved in physical therapy
- Ensure people show up excited for their first appointment after scheduling
- Communicate with patients before, during and after appointments to ensure satisfaction is being achieved
- Ensure that all invoices are raised on time, every time and are sent to the appropriate person (in house or externally)
- Organize and plan all schedules maximizing efficiency and revenue for the clinic
- Foster deep relationships with patients ensuring NP score hits agreed levels
- Develop and regularly update the procedures library so that every aspect of the role is documented and can be achieved by anyone else in the business

Skills/Competencies Needed:

- Be able to hold meaningful conversations with prospective patients on the phone for longer than 20 minutes (empathy)
- Be able to answer all questions asked on the phone in a such a way that increases the likelihood that the person asking will want to become a customer (insightful and knowledgeable)



- Recall names and faces of patients and in doing so making all our patients feel welcomed and remembered
- Provide a warm and welcoming greeting to patients when they arrive in the clinic **(experience)**
- Organization and planning: plans and organizes, schedules and budgets in an efficient, productive manner. Focuses on key priorities.
- Follow through on commitments: lives up to verbal and written agreements regardless of personal cost
- Demonstrate an ability to quickly and proficiently understand and absorb new information
- Attention to detail: does not let important details slip through the cracks
- Persistence: demonstrate tenacity and willingness to go the distance to get something done
- Proactivity: acts without being told what to do. Brings new ideas to the company

What we will do for you:

- Provide you with ongoing training and support in the field of customer service and front desk administration
- Give you an amazing environment to work in that includes working with a team of wonderful and very supportive staff – as well as very friendly customers
- Opportunity to develop and grow in a team that is value driven and strongly encourages personality based service
- Competitive salary with chance to earn even more as we grow as a result of your impact

Compensation/Salary: \$30,000

Hours: Full time, 37.5 hours

Location:

Based mainly in Guisborough (for 4 days per week and in Hartlepool for the remaining day). This role requires Saturday mornings in the Guisborough clinic.

To Apply:

Please submit your resume and send an email with a short cover letter explaining why you think you would be suitable and what you are looking for in the role (i.e. how can we make/keep you happy in the role if you are successful?): info@paulgoughphysio.com FAO, Jess.



7. EXAMPLE JOB AD FOR A PHYSICAL THERAPIST

Position:

Physical Therapist

Who We Are Looking for:

"Do you have a positive persona that makes patients look for any excuse to come back and see you? Are you a self-starter? Are you comfortable with picking up the phone to speak to past patients? Are you able to communicate with patients in such a way that they know what you're doing for them?

Are you able to connect and engage with people on a personal level (not just on a clinical skill level)? And do you have time for people over and above their allocated clinical sessions or that which you are being paid to give? Do you love to learn and are you committed to being part of a team that puts patients and not professional ego first? Are you flexible and open to change? Do you view the opportunity to learn as a privilege and not something that you should be paid to do?"

About Us - Paul Gough Physio Rooms

If that's you, then we want to hear from you. We are a physical therapy clinic in Hartlepool that is experiencing rapid growth and are looking for another A Player to join our team. We've grown from a one person therapist to a 20 person team, and from 50 patients per week to now seeing 500. We have an incredible reputation in the town and have an abundance of people ready and waiting for you to serve.

We believe whole-heartedly in on-going education and provide an immense amount of training, teaching and coaching and as well as having people from all parts of the country working with us, we've got lots of home grown and very talented employees waiting to welcome you into our team.

Demand for this role is expected to be high and we invite you to apply if you feel able to achieve the following tasks and have the relevant skills to do so. We know that real A Players love to be held accountable for high standards of performance which means the role will come with your own key objectives that when consistently hit, will result in substantial benefits and privileges in the role that will be discussed at the interview should you be successful.

(Complete the rest of the ad from your Success Description)



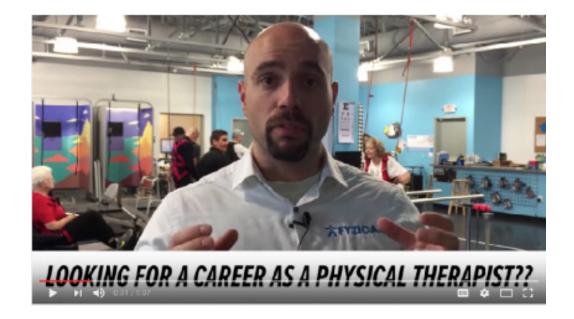
8. FACEBOOK AD EXAMPLE FROM A PT CLINIC IN VEGAS

This is the ad that we used to fill a position for a clinic in Las Vegas – with a PT we targeted from California:

Here's the wording on the Ad:

"If you're a Licensed Physical Therapist – or about to qualify to be one – then we'd love to talk about HIRING YOU to work full time at our rapidly growing private practice. We love to employ new graduates and welcome applications from new, or recently new Physical Therapists."

And here's the video:



Click HERE to watch it:

https://youtu.be/BVU7ZeWZIn0



YOUR OPPORTUNITY TO STUDY WITH PAUL BEYOND THIS BOOK

So, there's your additional hiring resources as promised from the book.

If you're looking to hire, then it's obvious that you're growing or want to grow your clinic. The question is, **do you want to grow with ease and maximum profitability?**

If you do, then I'd like to offer you my help.

Anyone who picks up a book on hiring is obviously looking to bring in more people. And, the goal of doing that is to surely allow you to grow a more successful clinic? Well, to do that, the next thing that you need to is create the systems for your business that these new hires can run for you.

Ultimately, people do not run businesses, systems do. And it is your job as the owner of the business to create those systems. To grow a successful business you need **leverage**; you will get that from your marketing message, from hiring the right people, and having automated systems which allow you, as the owner of the business, to spend more time doing high value/high dollar activity.

I can help you with all of that, and there are two ways that we can work together beyond this book:

OPTION 1: FREE ONLINE TRAINING

"Automating Growth: How to Automate and Systemize Everything in Your Clinic for Explosive Growth and Profits"

This webinar is free for you to attend; it's an in-depth online training that gives you a behind-the-scenes look at the systems I've used to scale my clinic from one premises, to four. I also show you how I automate everything that can possibly be automated, meaning I have a more profitable, easy to run business — one which grows without me.

The 90-minute webinar will show you the types of systems **you'll need if you want to grow and scale with ease.** My clinic moved away from the "manual" stuff a long time ago – which leaves most clinic owners tired and burned out – and we've never looked back.

If you want a fully automated and systemized clinic, this webinar is a great place for you to start. I will be hosting the free online training personally, and you will be able to submit your questions to me beforehand.

Here's what you'll learn when you attend:

- Precisely how to leverage "automation" so that your PT business grows without you
- The top 5 most important "Clinic Growth Systems" and how to use them to grow your practice profits
- How to find more time for spending with family AND patients



- The 7 secret "automation" aspects of my business that have helped me grow and scale with ease (no matter what country I'm in)
- "Marketing Automation" it's NEW, it's effortless, and I'll show you "2" ways to put it to work in your business with this, you'll pick up new patients 24/7
- Success Stories how other clinic owners have copied my system for explosive clinic growth... and you can do the same!

TAKE THE FREE TRAINING HERE:

www.PaulsAutomationWebinar.com

OPTION 2: ADVANCED SYSTEMS MASTER CLASS

Work with me in my Physical Therapy Business Growth School Program

Physical Therapy Business Growth School is the advanced 6-week systems and automation training that I designed to help businesses grow and scale faster.

It gives you everything that you need to create a fully automated and systemized clinic – one that grows and runs without you. I go much deeper on the free training, and I give you all of the templates, scripts, emails, hiring ads, and spreadsheets that you'll need to do it.

This is not theory — it is fact! If you know my story well, you'll know that I am rarely in my own clinic, yet it continues to run without me. The fact that my clinic continues to create a six-figure profit even though I am rarely in the country these days is not so much to do with me, but everything to do with the **systems** I created.

As I said earlier, people do not run businesses – systems do. And it is the people you hire that run those systems for you. The better the systems, the less hassle you'll get as you grow, and the more profitable you'll be!

You now know how to get the right people – PT Business Growth School shows you how to create the right systems and how to have them run on your behalf.

Tip: do not hire people without having the right infrastructure, as they'll quickly become more of a liability than an asset. For most business owners, growth brings bigger headaches, more hassles, and a smaller profit margin. It doesn't have to be that way, and on this program I show you how I avoided that trap. I also show you how 100's of clinic owners, much like you, have been able to do the same thing I did since taking this class with me.

Most people tell me that they "want systems" in their clinic, and yet, when I ask which ones, they have no clue. Can you relate? Do you know you need systems, but are just not sure which ones, or even where to start?

In this class, I'll not only show you the key systems that will generate more profit, fix leaks, and leverage automation (saving time), but I'll give you most of the things that you're going to need to create those systems with ease.

I'll give you all of the **front desk scripts** and **evaluation scripts for PTs**, and I'll walk you through the **entire patient journey experience**, giving you **example emails**, **videos**, **and process maps and blueprints** to plug all of this into your business in less than six weeks.



I'll help you create, and then implement the **right values in your clinic. I'll show you how to establish and communicate your clinic's USP** — right throughout your clinic. And, there's an entire seminar on the **essential financial principles** that every clinic owner needs to know in order to run a profitable business.

What's more, I also spend an entire seminar showing you how to create the automated hiring funnel that we covered in chapter 12. We'll go deeper into how to implement the automated hiring funnel, and **you'll get the exact emails, videos, and instructions** that we send to the candidates who go through the process as a special bonus for singing up through this book!

With this program you'll get high level business coaching from me – plus the physical material you'll need to create the key systems in record time.

You'll have access to me throughout the program, and this is the same program that has allowed 100's of clinic owners to **stop doing \$10 per hour work** in order to focus on \$500 per hour work.

This program has helped solo-practitioners get to clinic owner status with new employees coming into a fully systemized clinic allowing the owner more time to work ON it, and not be trapped IN it.

It is the same program that has helped PT Carrie Jose, of Portsmouth, New Hampshire, go from solo practitioner – stuck in a tiny treatment room in a rented facility, working day and night without anyone or anything to help her – to becoming the proud owner of her own business with its own facility. She now employs staff and has record growth year-on-year since taking the class.

It is the same program that helped Jason Han, of HealthFit in Pasadena, Ca, to go from working all day and all night in his small practice, to owning a bigger, more profitable practice which now has more staff doing the work for him. He is now free to spend more time with his baby daughter and beautiful young family.

Head over to this page, <u>www.PaulsBGS.com</u> where you'll be able to hear about their stories in full.

Best of all, this is the program that has helped 100's of clinic owners who were feeling stuck and burned out – doing the same thing day after day with little, if any, additional profit no matter how hard they worked – to escape that dreadful way of living they call the "Rat Race".

It's a 6-week program dedicated to showing you how to create <u>systems that leverage automation</u>, meaning you can grow a business with ease. And if you wanted, you wouldn't even have to be there every day.

Whether you are a brand-new start-up or an established business stuck and wanting to grow, this program is perfect for you, and there's never a better time than NOW to automate and put the right systems into your clinic.



Here's what we'll cover together in the program:

- How to auto-pilot and systemize EVERYTHING in your business so that it grows without you. This is critical to your business growth. We'll cover how to onboard new patients, evaluation scripts, stopping dropoffs and re-activating past patients, getting a "yes" – even if they say "no" – and getting referrals within 72 hours!
- Marketing Automation it's now the easiest and fastest way to grow a PT clinic (...PLUS, it's a lot less time-consuming and costly than marketing to local doctors)
- How to spend **more time with family** and still make the same money
- How to build a world-class team that runs your business for you (using the systems you'll be creating...)
- How to break free of your business's "daily grind" and transfer important responsibilities to others – getting "you" out of your own way!
- How to find, hire, and train a complete replacement for yourself so you can step aside from being a PT... to leading a team!
- How to grow and manage from multiple sites (and the technology you can **leverage** to make it easier)
- How to move beyond systems that are outdated, maxed out, or ones that you've simply outgrown (so that your growth is not being limited technologically)
- How to make the jump from Solo-PT to having a team (...and how to know when it's time to make the change)
- How to maintain your business's culture, personality, and clinical **EXCELLENCE** as you grow (and how to know if/when a brand change is needed)

Everything you need is delivered to you via a series of instant access videos, PDF scripts, live Q/A calls (with me), and an interactive online community (of hundreds of other PT Business Growth School students), to ensure that you can install these systems – which leverage automation – into your clinic without any hassle or getting stuck.

Access the Advanced Systems and **Automation Master Class. here:** www.PaulsBGS.com

This is an instant training – you can start TODAY. And, if after reading this book you have decided that you not only want to hire the best people who you can trust, but that you want the right SYSTEMS that anyone can run too, then this is perfect for you.

Do not wait another minute to get these systems into your business – go ahead and start the class now. Do that here: www.PaulsBGS.com



So, there you have it - two options to work together moving forward after this book. Pick which one works best for you and let's get to work! I'll see you on the webinar - or in the Advanced Systems Master class training program.

To your success,

Paul Gough

P.S. Here's what people have to say about this remarkable Physical Therapy Business Growth School program, now known to many around the world as "BGS":

"At the time of taking Business Growth School, I had no plans to open up my own space, mostly because I didn't believe I could! Since implementing what Paul has taught me in growth school about hiring and systems, I've moved into my own space. My monthly revenue has tripled, it's never dropped, and is continuing to grow! I have a strong team I can trust and an amazing community of clients who are a joy to work with and truly enjoy coming to see us."

- Carrie Jose, CJ Physical Therapy and Pilates, Portsmouth, NH

"I don't know where I would be without The Physical Therapy Business Growth School. In the space of 2 years we have grown from a team of two, to seven, our income has more than doubled in less than a year, and we're working less!"

- Jason Han, HealthFit, Los Angeles, CA

You can hear these business owners speak in their own words about how this program has impacted them when you go to this page:

www.PaulsBGS.com

ABOUT THE AUTHOR OF "THE PHYSICAL THERAPY HIRING SOLUTION"

Paul Gough is the No.1 bestselling author of The New Patient Accelerator Method, a revolutionary new marketing book for physical therapists; he's also an international speaker and a former professional soccer physical therapist turned successful clinic owner from the UK.

Paul is the founder of the Paul Gough Physio Rooms – a successful four location cash pay clinic that he started from a spare room in his home whilst having had no money and no business or marketing skills. Paul has since scaled his clinic from a zero to 1m +, and what's most impressive is that he's done all that in a country with a completely free, "socialist" health care system (one that provides physical therapy services for FREE for all UK residents) as his main competitor.

He is a true small business success story; he is now the owner of five companies, all of which are in three different markets and in two different countries – two of those companies have achieved \$1m + revenues.



Paul is the host of the top rated podcast, The Physical Therapy Business School Podcast (available on iTunes, Soundcloud and Stitcher). He is also a "Small Business ICON" WINNER of the Infusionsoft award for best in 'classlead nurture marketing' in 2016, an award which is selected from all across Infusionsoft's 45,000+ global customers.

He is widely regarded, both in America and around the world, as a leading authority on direct to consumer marketing, and he has a proven track record of helping physical therapists attract cash pay patients, growing their practices, increasing profits, freeing up their time, and radically shifting their entrepreneurial thinking. Every week, 10,000's of physical therapists receive his support/advice online and attend his seminars. His business success coaching programs are almost always full.

Be sure to connect with Paul on social media and let him know how this book made an impact on you: @THEPAULGOUGH

OTHER BOOKS BY PAUL:





New Patient Accelerator Method: www.paulsmarketingbook.com

The Healthy Habit: www.thehealthyhabitbook.com