

5 STEP BLUEPRINT TO *FAST TRACK* YOUR BIOMECHANICAL SERVICES BY 33% (without spending a cent on advertising)!

If you want to increase your Biomechanics case load so that you can do more of the work you love (and help those who are suffering with debilitating MSK conditions) read on ...

1 KNOW YOUR 'WHY'

Clarifying why you want to help more MSK sufferers with your biomechanical services will provide the strong foundation to do what's necessary to help more people.

For example, biomechanics may be a passion of yours that you want to maximise and get the fulfilment of helping people who otherwise wouldn't be helped.

Or you want to use more of the skills (and equipment) at the leading edge of your profession so that you can really impact your clientele's health and wellbeing.

Or you feel you need a change and developing a specific way of working with your clients could really ignite your career and professional standing in your community.

Or you recognise that there are more lucrative ways of working to reach your income goals - there's no shame in wanting to prosper from your valuable services.

2 YOUR 'IDEAL' PATIENTS

Confirming who your most favourite client is and the condition you can solve effectively will capitalise on your established expertise. Use the confidence you have in treating these cases to build your biomechanical or MSK services.

Why not have more of the clients you love coming into your consulting room with conditions that maximise your superpower as a clinician?

3 OPTIMUM OUTCOMES

Identify every step of the service that will result in the optimum outcome. Put aside any practical considerations like time, cost or compliance and list everything you would do if you were treating the world's #1 golfer, athlete or royal.

By packaging your service and offering a treatment pathway that gets outstanding outcomes for your ideal patients, this can become the basis of a business that you totally love. Because it is you who decides exactly what you will offer to your ideal clients, isn't it?

4 PREPARE LOGISTICS FOR O.B.S.

Organise the practical elements like your appointment book, patient management software, fee options, brochures & handouts.

Then arrange a time to educate and enroll your team members in the delivery of your Outstanding Biomechanical Services (OBS)!

5 PROMOTE YOUR O.B.S.

Use new communication strategies to educate your clientele about your new OBS. (If you think they're not 'new', think again. You'll need to reshape your OBS with enticing titles e.g. 'Maximising Mobility For OA Sufferers' will be far more appealing than 'Orthotic Therapy Treatment').

Educate your existing clientele through specific and highly effective internal communications, emails, SMS and Social Media.

CELEBRATE THE BOOST IN O.B.S.

Implementing this 5 Step Blueprint to your clientele who already know, like and trust you will result in a surge of biomechanical services in your clinic.

>> When Pete Macfarlane of Treadright Podiatry implemented his new OBS his biomechanical services boosted by over 25%

>> Peter Ferguson of Ashburnham Podiatry went from being a general podiatrist to specialising full time in MSK therapies and employed 2 extra FT practitioners within 18 months.

>> Mary Moore of Donnybrook Foot Mechanics ended up converting one of her clinics to 100% biomechanical services (from previously providing ~30% general care) because this matched up with her 'why'.

BIOMECHANICS Business Builder FAST TRACK

If you would like to join our new comprehensive training:

'BIOMECHANICS BUSINESS BUILDER FAST TRACK' the 5 Step Blueprint To Boost Your Biomechanical Services By 33% (without spending a cent on advertising) simply [CLICK HERE](#) for the deets.

You will leave this comprehensive training with your own completed blueprint customised exclusively for you and your clinic. All you need to do is follow the tried and tested, step-by-step plan.

This exclusive 5 Step Blueprint will show you the simplest and fastest path to boost your clinic's biomechanical services (and income!) by 33% in just 8 weeks without spending a cent on advertising (even if you are currently maxed out with a routine case load).

[CLICK HERE for deets](#) and don't miss out on this world-class training!

Here's to your great success!

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