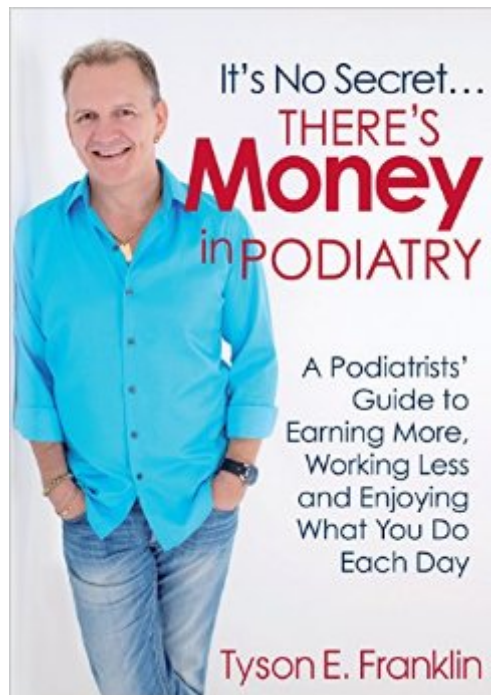


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# It's No Secret...There's Money In Podiatry



## Synopsis

"If I wanted to be a successful podiatrist the first thing I would do is read Tyson's book. In his own unique style, he shares exactly what he has done to be at the top of his game as one of the most successful podiatrists in the country. This is a book I strongly recommend." Andrew Griffiths (Australia's #1 Small Business Author) "When technology meets health, nobody integrates them into business better than Tyson Franklin." Scott Sorensen (Director Bodytech Systems & Footpoint Australia) Why do some Podiatrists have thriving, highly profitable businesses while others don't? Here's the simple truth: every successful Podiatrist thinks and behaves differently to every unsuccessful Podiatrist, and how you think and behave will have a direct influence on what you will or won't achieve in life, both personally and professionally. Does this mean that the amount of money you make equates to your level of success in Podiatry? No, it doesn't, but for some strange reason money does flow towards successful Podiatrists, and this book is all about learning what those successful Podiatrists do. From his many years experience running a highly profitable podiatry business, Tyson will share with you: • where to locate your business to maximise traffic • how to set your business apart from your competitors • how to attract the right patients to help you enjoy your job more and increase your profits • tips and techniques to streamline your operations • how to find and keep the right staff • the six Marketing Pillars that will get your message to the right people. It's No Secret, There's Money In Podiatry, however it will not happen overnight, it's something you have to work at for a number of years. It all starts with believing it's possible. By the time you put this book down you will be bouncing off the walls not just thinking it's a possibility but knowing how to make it a reality. Tyson Franklin was born with entrepreneurial DNA. Since graduating from the Queensland University of Technology in 1988, he has worked diligently towards being a successful podiatry business owner and a mentor to others. His long-term goal is to help younger Podiatrists avoid the same mistakes he made when first starting out in business, and to guide them to sustainable long-term success.

## Book Information

Paperback: 230 pages

Publisher: Michael Hanrahan Publishing (September 1, 2014)

Language: English

ISBN-10: 0992557909

ISBN-13: 978-0992557904

Product Dimensions: 5.8 x 0.5 x 8.3 inches

Shipping Weight: 9.9 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars See all reviews (15 customer reviews)

Best Sellers Rank: #239,115 in Books (See Top 100 in Books) #20 in Books > Medical Books > Allied Health Professions > Podiatry #25712 in Books > Business & Money

## Customer Reviews

I read Tyson's book as he has bought high end technology from us. Now I want to give it to Podiatrists we are working with to get them thinking about change. It was relevant to my business and will be to their business. We set out to change the way Podiatrist think about treatments and the provision of good technology to their customers. We saw that some Podiatrists got it. Tyson's book canvass the whole business and he is brave enough to share it with others. The best of human qualities We have had a number of customers who have retired from active clinical practice to work on their businesses or even withdraw given the extra \$ per hour the practice is earning. Tyson's book is a recipe for achieving this goal for all. Podiatrists in the US are 7th on the income tables of all medical professionals in the country. This book is a road map to similar performance. He freely shares his journey so that podiatry doctors can sell good medicine at a price point that reflects the investment they have made in equipment and knowledge . He shows you how to bundle it all into a storefront that can deliver pain resolution, clinical outcomes and health management. It was an easy read and a breath of fresh air.

This is just simply a fantastic book. If you own a podiatry practice anywhere in the world, you must read this book. It is easy to follow. Tyson has given the podiatrist a cookbook for guaranteed success.

As a future podiatry student, I am far from owning my own private practice but after reading Dr. Franklin's book the possibility for anyone to do so definitely exists! The book discusses what a podiatrist should do to have their business serve themselves while simultaneously serving the patient (win-win all around), while still being short enough that you may need to do further research to truly grasp such effective concepts. The casual tone and concise breakdown made this an easy read; would definitely work as a great reference point and even a positivity boost (believe in it and you can achieve it!).

I'm not a podiatrist, but I almost wish I was... The book was recommended to me as an awesome

read on business in general and I agree 100%. Whilst the book is highly targeted to helping podiatrists build a six figure income, the principles can be applied to most service based businesses. Love it

read this book on my way home from Top Practices Summit. Great book Tyson. You have given a lot of great information. This is a great asset for all young docs leaving school and entering the real world and current working docs that need a little boost! cheers!

Tyson has done an excellent job with his book, in helping reframe the mind of podiatrists in private practice to view their business from alternate perspectives (i.e. growth, marketing and money). It is so easy to become bogged down with the "doing" in a business and not know any different. The introduction is excellent and sets a great tone for the rest of the book. With simplicity, Tyson offers loads of actionable, effective ideas to put the reader in a good mindset and excited to try something new. Although written for podiatrists, majority of the concepts and ideas in this book will apply to any localised health business in private practice.

I can highly recommend this book for not only podiatrists but for anyone that is in a service based business. It is an easy read, that is both educational and entertaining. Tyson draws on his experience of owning and running multiple successful podiatry clinics and this book is jammed packed with useful, practical information with great examples that can be applied. The concept of the "Orthotic Economy" is a new way of looking at how you can make well informed decisions about investing in yourself and your business and is a game changer. Once you have read this book you will know how you can apply these principles in your business to make your business more profitable.

I always like books written by people who talk the talk and walk the walk. Tyson is not afraid to talk about what he got wrong on his journey to get it right. Very inspirational and filled with hugely practical information that I think all podiatrists would find valuable. And I think pretty much every other medical professional would get a lot of great advice to build their business. Congratulations Tyson - a great book!

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