



It's No Secret...There's Money in Podiatry

Tyson E. Franklin

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"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.

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