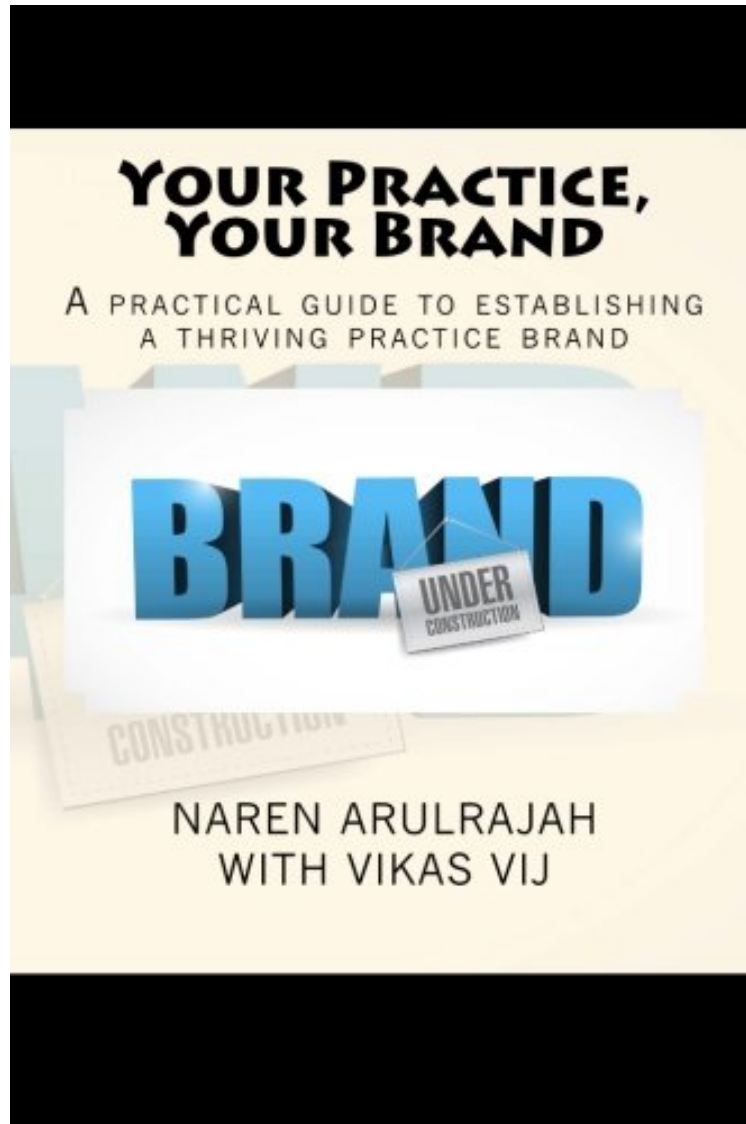


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# Your Practice, Your Brand: A practical guide to establishing a thriving practice brand

*Naren Arulrajah*

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**Naren Arulrajah : Your Practice, Your Brand: A practical guide to establishing a thriving practice brand** before purchasing it in order to gage whether or not it would be worth my time, and all praised Your Practice, Your Brand: A practical guide to establishing a thriving practice brand:

Human beings love branding because it fosters trust. In the medical profession, more than anywhere else, trust is everything. In the information age, your brand is the gold standard on which new patients will measure trust. Does your brand truly represent all that your healthcare practice stands for? Is your brand the outstanding performer that outshines your competitors in a tough marketplace? If you are a doctor, dentist, or surgeon, and you want more from your practice brand, "Your Practice, Your Brand" was written just for you!

About the Author Naren Arulrajah, President CEO Ekwa Marketing As a serial entrepreneur, who built Bizymoms.com, Ekwa Marketing (ekwa.com) and DominateLaw.com into large companies, Naren has learned lessons in both Internet marketing and entrepreneurship. Building a company with over 130 staff based around the world, learning the secrets of successful entrepreneurship, and dealing with some of the most sought after professionals in the US and UK was not served to Naren on a silver platter. He built his companies without any financial backing or support and learned the secrets of being successful while starting from beyond rock bottom. Naren not only runs and manages his own companies, but he is also sought after by many of his clients as a consultant to their own businesses. He is passionate about sharing his lessons of success with others and has helped many dentists, doctors and surgeons achieve their financial and practice goals. Today, Ekwa Marketing helps dental, healthcare and legal practices grow their business by generating long-term, measurable results. Through Naren's vision and insight many, individual doctors have grown their business by upwards of one million dollars per year over a 3 year period. Naren is a proud work at home father. He lives in Mississauga, Ontario with his wife and two beautiful daughters. He enjoys building lasting companies and helping others realize business success. Naren believes either you change the world or the world changes you. Naren loves to travel with his family, and has personally traveled to 30 states and 15 countries across Asia, Europe and the Far East.