

# Your Secret Weapon - The New Ultimate Marketing Plan For Cosmetic Plastic Surgeons

Victor Urbina

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#985224 in Books Urbina Victor 2015-11-19Original language:EnglishPDF # 1 9.00 x .27 x 6.00l, .37 #File Name: 0692556818117 pagesYour Secret Weapon The New Ultimate Marketing Plan for Cosmetic Plastic Surgeons | File size: 16.Mb

**Victor Urbina : Your Secret Weapon - The New Ultimate Marketing Plan For Cosmetic Plastic Surgeons** before purchasing it in order to gage whether or not it would be worth my time, and all praised Your Secret Weapon - The New Ultimate Marketing Plan For Cosmetic Plastic Surgeons:

1 of 1 people found the following review helpful. Marketing ideas for any business!By Patti OlivasEasy to read and

very informative. Interesting marketing ideas. I highly recommend this book if your interested in marketing period!

Is your cosmetic practice burning you out? Do you feel like you're working harder and harder every year just to make the same amount, or possible less, than you did just 2-3 years ago? Are you tired of not having any time to spend with your family or to travel because you're always working? Do you fear that you might have to go into group practice and give up your independence in order to survive the onslaught of new competition? If you answered yes any of these questions then this book could become Your Secret Weapon for surviving and thriving in these challenging economic times. Cosmetic plastic surgeons are artist in every sense of the word. They take a patient who is unhappy with their appearance or body and transform them into a beautiful butterfly. But who helps the struggling physician transform his or her practice? This book will teach you the easy tried and true marketing tactics a practice needs and that they don't teach in medical school. Furthermore it helps a physician go from highly paid employee to possessor of an asset that creates wealth and autonomy by asking him to examine different aspects of his practice and how they relate to patient generating actives. In this book a physician can look forward to learning about: The tactic that has returned \$30 for every \$1 invested in it (page 35) The secret successful entrepreneurs know, and doctors don't, that allows them to sell their businesses for big multiples (page 9) The strategy that will guarantee you close at least 25% more patients (page 49) The huge mistake you're currently making that grossly undervalues your practice (page 15) The strategy that will position you as a celebrity and authority in your community and get you free press in the process (page 43) Insight into why anyone buys anything, including your prospective patients (page 5) A stealth marketing campaign you can use to bring old patients back to your practice at a rate of \$2 to \$1 (page 39) The real reason why patients don't return to your practice after one visit (page 40) The only checklist you should be using before you hire a marketing consultant or any advertising for your practice (page 75) The book has a double your money back plus \$100 guarantee from its author if you don't find at least one worthwhile idea you can implement in your practice to generate more revenue. About the Author Victor Urbina was born and raised in El Paso, Texas, and has lived there for the majority of his life. He has been an entrepreneur since childhood, starting his own soda stand in the heart of downtown El Paso, Texas at the age of 11 that he operated for three years. He attended The University of Texas at El Paso where he received a bachelor's degree in mechanical engineering and later an MBA. He has worked for some of the biggest companies in the automotive semiconductor industry. His tenure in corporate America helped him realize that he was an entrepreneur at heart and provoked him to return to his roots. He opened his first UPS Store franchise in 2006 in El Paso and within 5 years began a national expansion opening stores across the United States. The lessons he learned in business have come the hard way at times. Most notably, a few years ago, he was on the brink of insolvency. He quickly had to learn how to effectively market his businesses and so began what has now become a lifelong journey that brings him tremendous joy and challenge. The lessons he learned are the ones he now shares. Victor and his wife, Georgialina, who holds a Ph.D. in immunology and is an associate research professor conducting lymphoma research at The University of Texas at El Paso reside in El Paso along with their 4 dogs.

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