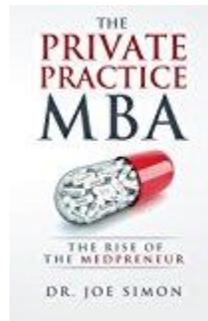


CHRIS SWENSON'S  
**MASTER NOTES**  
MASTER PRIVATE PRACTICE IN LESS TIME

**THE PRIVATE PRACTICE MBA**  
THE RISE OF THE MEDPRENEUR



BY DR JOE SIMON

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*The real cause is the fact that most doctors are not trained to be businesspeople, so they don't know how to be entrepreneurs. And the ones that do have a huge edge. The new crop of doctors coming out of medical programs nationwide understand the system is changing. They know people find their information online now, because that's what they themselves do. But they still need to compete as businesspeople in a business world, without ever having received business training.*

*They're the Medpreneurs. They're what's taking over medicine. They're the medical professionals starting their businesses with nothing down and little more than an internet connection and a laptop. They're the future, and you can become one of them. If you don't, you'll be competing against them instead—and that's a losing battle.*  
~ Dr Joe Simon from THE PRIVATE PRACTICE MBA

### **BOOK DESCRIPTION (from Amazon)**

*I'm Dr. Joe Simon, and in a nutshell, I love seeing people thrive. That's why I do what I do, and that's why I've written this book. I'm a practitioner, just like you are, or maybe soon will be. I trained as a physical therapist, so it's an area I always keep an especially close eye on. But this book is about all Medpreneurs, of course, and I'm more than confident that the lessons I've put forward here will apply to all health care practitioners who are part of this ever-growing and lucrative trend of the cash-based practice. I coach clients every day who are working on starting their own practice, or who have one already but want help making it grow or preventing it from failing. I started because it was something I had a passion and a talent for, and I've only become better at it. I've helped over 13,000 practitioners to date, and I keep doing it because it's what I love. I love the marketing and sales aspects, and I love the interpersonal aspect even more. I know this is what I'm good at, and I know what you are good at. And I know what it is you need to work on if you want to make your practice explode with success in the coming years. As I take you through the journey of this book, I want to give you a lot of my own advice on starting, running, growing, and promoting a cash-based, out-of-network private practice.*

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*And I'm also going to supplement that knowledge with examples and stories of other practitioners whom I know and have dealt with. As you'll see, a huge key to success in the private practice world is in finding your niche, and a person's niche is personal and unique enough that I want you to know how other people like you and me have found theirs. I'd like to think of this book as part of an education. Some things you pay for to make yourself better, and education tends to be one of them. What I am giving you here is an education on how to make your practice better. This book isn't the only step, because it wouldn't be possible to teach everything in one book. Your effort, time, and monetary investment will determine how well-educated you become in regards to running your practice. But I try to give away as many strategies as possible, and I'm always here in my coaching capacity to help people who want to implement these strategies.*

## NOTE INTRODUCTION

Medpreneurs? What the heck? As you will see in this note, we as therapists are considered Medpreneurs as Joe describes them. This book is filled with practical knowledge on building a great successful practice. Joe is tremendously gifted at coaching others to success. Check out these great ideas in this note and be sure to purchase his book for added details! Or hire him to work with you! Get a copy of this book today: [THE PRIVATE PRACTICE MBA](#)

## WHAT IS A MEDPRENEUR?

*"In brief, it's just what it sounds like—a combination of a medical practitioner and an entrepreneur. The word is out there gaining traction, and it's what I want you to be. I use the word because it encompasses many types of medical practice into one word—and because the advice I give you regarding it should apply equally to PT-preneurs, dental-preneurs, and all other permutations."* ~ Dr Joe Simon from THE PRIVATE PRACTICE MBA

The book itself encompasses many medical type providers. As therapists, we are a type of medical practitioner, so we are included!

Medpreneur...Medical practitioner + Entrepreneur!

## THE 6 OR 7 IDEA

*"When the people I meet with realize that they can free themselves for their families or keep their businesses open by making six or seven big but simple changes, they tend to be ready to implement those business strategies right away."* ~ Dr Joe Simon from THE PRIVATE PRACTICE MBA

Many of us get into private practice so we can have more freedom to spend with our families or to make more money.

To do so consistently, Joe indicates here that you are only about 6 or 7 big, but simple changes away from that success! 6 or 7, that's it!!

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So what 6 or 7 big but simple changes can you make with your practice to become closer to your goals? Then take action immediately...Don't hesitate!

## FAIL AND FAIL FAST!

*"Absolutely everyone starts out with a certain fear. I know you're thinking 'What if I fail?' I thought that too. It's a normal fear to have. Frankly, I want you to fail, and fail fast. When I say I want you to fail, maybe I should put it another way: I know you will fail. But you'll only fail temporarily, and when you fail, I want you to say, 'Okay, I made a mistake. Let's figure out what went wrong, fix it, and move on. You're going to lose some battles, but you'll win the war.'" ~ Dr Joe Simon from THE PRIVATE PRACTICE MBA*

This idea is echoed in nearly every book regarding private practice success! Maybe we should stop just reading it and really begin to ingrain this belief into our psyche!!!

Failure is definitely part of the journey. When was the last time you failed? Joe recommends to not only fail but to fail fast. By doing so, we can increase our learning curve and become better sooner.

Had a failure...OK...You made a mistake...Now figure out what went wrong...fix it...and move on! That's it!

## EVERYONE'S A MARKETER!

*"A mentor that I've since had once told me, 'Fail fast. Failure isn't failure; it's just testing. That's what marketers call failing.'" I told him I was a healthcare practitioner, not a marketer. But he just told me, "Joe, everyone's a marketer!" It's all true, and it's some of the best advice I've ever been given." ~ Dr Joe Simon from THE PRIVATE PRACTICE MBA*

Yes! Even you as a therapist is a marketer! Many other books look at marketing as nothing but letting others know how you can help! You have a solution for people to feel better. Marketing is nothing but letting them know you can help.

Plus, marketing is all about understanding the needs of your clients and how best to serve and help them. I think therapists were built for this! As we already do this daily. We just need to put ourselves out there and let others know how we can help.

Imagine a person suffering and feeling helpless at what to do. Are you going to be quiet and not let that person know you have a remedy that will help them? Or, are you going to let that person and others know you have a remedy? That's marketing in a nutshell!

Remember, everyone's a marketer...Including you!!!

## THE KEY MENTALITY

*"The key mentality is to look at everything you do, and think, 'How can this help my practice? How can this grow my reputation and my business?'" ~ Dr Joe Simon from THE PRIVATE PRACTICE MBA*

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Staying focused on what is important is such a big part of practice success! Darkness is always lurking to direct your focus upon unnecessary or unproductive things.

Using these questions can greatly help you stay focused.

Ask yourself, "How can this help my practice?" "How can this grow my reputation and my business?" Then don't forget to take action!!!

## TAKING YOUR BUSINESS TEMPERATURE!

*"I also want you to take to heart how much that survey helped us to solve the problem. Surveys explain an awful lot about what you're doing—and about what you think you're doing but really, aren't. These days, I recommend that practitioners have patients start with a first-impressions survey after their initial visit. If you can't get people to do it, it may be worth it to use an incentive of some amount off the copay to ensure participation. In the end, it's usually well worth the fifty bucks or so that you take off. You need to find the problems that are holding you back."* ~ Dr Joe Simon from THE PRIVATE PRACTICE MBA

How do you really know how you are serving the needs of your clients? Do you just think so?

Joe advises to utilize surveys to get a more accurate temperature of how you are really doing. Surveys can be designed quite easily with today's technology.

With surveys you not only learn what is working and what isn't, but you can also hear or see the words your clients use. Then you can begin to use their language in your marketing materials to help attract more great clients!

Find out what is working and what isn't...then seek to make the changes necessary. Your clients will love you for this! This is one of the best ways to really find out how you can truly serve the needs of your clients!

## A MUCH NEEDED MINDSET SHIFT

*"It's all about mindset—and too many of us practitioners never develop the mindset we need because we don't discover we need it until too late. Medical school is about medicine, but once we are running our own practices, a large proportion of our time (for some of us, almost all of it) will be spent as a businessperson. We don't need years in school for that, but we do need the right mindset. We need to be ready to promote ourselves and to constantly think about the health of our businesses as much as we do the health of our patients. The only reason most medical professionals struggle in business is they are unwilling to see themselves as businesspeople. Make that mindset shift, and you're already way ahead of the game."* ~ Dr Joe Simon from THE PRIVATE PRACTICE MBA

Graduate school did not prepare you to be a business person. Nor should it. Graduate school was there to help you learn and master your craft as a therapist; which is a very important product of your business.

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However, it is up to you to learn about running a therapeutic operation (business)! Making the shift from seeing yourself as just a therapist to becoming a medpreneur (as Joe advises) is so critical. We may be a great therapist, but being able to run a therapy business is another endeavor!

What is key here is noted in the final words written by Joe highlighted above, *The only reason most medical professionals struggle in business is they are unwilling to see themselves as businesspeople.*

Wow!! Spelled out so clearly! The ONLY reason most professionals struggle in business is they are UNWILLING to see THEMSELVES as BUSINESSPEOPLE!

Work on eliminating that reason now by seeing yourself as a businessperson! Focus on your business like you focus on your clients!!!

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## ABOUT AUTHOR OF “THE PRIVATE PRACTICE MBA”



DR JOE SIMON

Physical Therapist for 18 years, a business owner and consultant for 15 years. Suffered an Entrepreneurial “seizure” and started coaching other business owners on my strategic cash flow model. Have since recovered and now partner with like minded professionals.

As a Medical and Wellness Practice Investor, I look for opportunities of existing practices for sale or that may need the start up funds and advice to start and grow. Being part of the team and seeing a new practice exceed the practitioner expectations is my true passion.

Specialties: Out of Network / Cash Based Private Practice Business Model for US and Canada.

My goal is to help other medical and health professionals unselfishly learn their value for the services they deliver and generate a profit in doing so. I have a deep passion for creating, marketing, growing a private practice and I believe that if you follow my 9 step formula, everyone can be successful and create the freedom,

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meaning and financial success, that so many dream for when operating and running any professional medical facility.

To date over 12,489 Physical Therapists have been directly impacted by my business model and coaching. 42 Physician private practices and a handful of medical centers worldwide (US, Canada, Australia) have benefited from my business, management & marketing techniques. Capitalizing through a simple formula that I have used for private practice professionals from family practice to physical therapy. involving my 9 step process for out of network / cash based business.

Do not think of me as a consultant but as a strategic partner that will keep the ultimate goal in mind as you continue to do what you do best.

So no more excuses, see how I can help you and your practice today.

Learn more about Joe by visiting his website: <https://drjoesimon.com/>

## ABOUT AUTHOR OF THIS MASTER NOTE



CHRIS SWENSON

Chris Swenson is a true [Private Practice Warrior](http://imchrisswenson.com) who believes that therapists in private practice are in the best position to truly make a difference in the mental health concerns of our world. He loves helping people succeed in private practice as he studies, embodies, and teaches the fundamentals of mastering private practice. Learn more about Chris at <http://imchrisswenson.com>