

## HEALTHY WEALTHY & SMART PRESENTS:

Strictly Business Virtual Conference

### Creating and Building Your Physical Therapy Practice



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The most important point to be taken away is that I am writing this with 100% hindsight. Consider this experience as a thought. Consider it at a time when you sit and think..... “What do I need to do to move forward?”

As I think about the tipping points in my business there is one that always comes to mind first. It’s not the one that occurred first, just the one I think of first, and it is this.....

“Go outside of your industry to learn how to be successful”

This thought will serve you whether you’re thinking finance, marketing, hiring or customer service. This means going into a Starbucks and observing. This means finding people in other industries that will be mentor or be a resource to you. Every component of a business has been done by someone else. They have done the heavy lifting, they have made the mistakes. Don’t reinvent the wheel, do what you do well and trust others to lead you in doing the other parts.