

How you can develop a thriving private practice and achieve financial independence and peace of mind in today's world without sacrificing a rich personal life and without spending a fortune on seminars...guaranteed.

"Having consulted with Dr. Hayes at least once a week for the past five plus years, I can tell you that his procedures and ideas can help you create the practice and the life that you seek. I am proof that his consulting is powerful. Utilizing many of the approaches that he will share with you, I was able to achieve financial independence and retire from practice at age fifty-four! The last five years that I was in practice I only worked 22 hours a week, taking Fridays off, and I enjoyed six weeks a year of vacation...."

Dear Doctor,

It's no secret. Being in private practice is more challenging than ever before. We are living in tumultuous times in private practice. Honestly, many otherwise brilliant doctors are ill prepared for practice in this brave new world. Ridiculous third party "reimbursements", rising overhead, staffing, competition, the most demanding global economy in decades regulatory compliance, staffing, really effective marketing, collections to name just a few of the items you juggle in every single practice day.

A day doesn't go by where I don't have at least several calls from doctors about some new procedural, reimbursement or regulatory headaches, demanding records requests, nasty insurance reps, billing disputes, not to mention the extreme pressure to maintain, let alone build a practice, and manage patients who just don't understand.

Unless you are very careful, this mountain of "stuff, will consume your energy and staff, depriving you of the real joy and satisfaction in practice helping sick patients get well. After all, that is your purpose. So why has it become so difficult for so many offices?

The answer lies in not having **tested systems**. Sure, you can travel to weekend seminars, spend a small fortune, and end up a month later never

implementing anything of help. Most offices that buy a coaching program spend into oblivion and end up just like that. But not our practices. Our program works, and I invite you to see for yourself.

But don't just listen to me!

1 year ago my office was in the middle of what could be called nothing else but a "meltdown". My office manager of 12 years had retired and we had hired a person who not only couldn't get along with my staff but also cost me tens of thousands of dollars due to incorrect billing mistakes.... at the time I was considering closing the office. I was referred to Dr. Hayes and the Perfect Practice just in time! He encouraged me to stick it out and showed me systems that not only smoothed out my staffing problems but quickly put in place a turn key system that has increased our profits and more than anything else, lowered my overall stress in practice.

Thanks John-

Dr. Eric, Massachusetts

Here's the deal. I practiced smart for over 28 years (and I no longer *have* to). But, unlike some consultants who have not been in a real office for 20 years, I still see patients.

I still enjoy it. On my own terms with a minimal amount of bullshit. My clients likewise practice with more fun and real prosperity and satisfaction than ever. Learn the right skills and systems and so can you. Even today.

Doctor, Ask yourself: Do my patients regularly and gladly pay me hundreds if not thousands of dollars out of pocket? Is staffing my powerful practice actually enjoyable? Do I look forward to patient hours, or dread them?

I have always wanted better ways of dealing effectively with challenges, without sacrificing a rich private life. Look, when I am not in the office I am skiing, riding motorcycles, fly or offshore fishing, racing cars or whatever else I feel like. For more than 20 years! Like you, the last thing I want is more weekends away from my family and fun. That's why I spent the last eight years developing and testing...

The Perfect Practice Platform

12 secrets of Private Practice Mastery.

Finally, here is a turn-key system of practice management and expansion with expert telephone and web based consulting, bimonthly live teleseminars, call-in coaching days twice each month, a done-for-you patient newsletter service and an extensive body of print, audio and regularly updated web based material, and more new tools all the time. Tested in a real practice and **guaranteed to produce results** in your office too.

But just don't take my word for it.

Here's what your colleagues are saying:

"...Having consulted with Dr. Hayes at least once a week for the past five plus years, I can tell you that his procedures and ideas can help you create the practice and the life that you seek. I am proof that his consulting is powerful. Utilizing many of the approaches that he will share with you, I was able to achieve financial independence and retire from practice at age fifty-four! The last five years that I was in practice I only worked 22 hours a week, taking Fridays off, and I enjoyed six weeks a year of vacation.

If you are tired of having your practice run your life and want to get back in control, then he has a ton of practical tools and knowledge that will put your life and practice back on track. He has an amazing grasp on ways to simplify the complexities of practice. His effective use of technology alone is worth the price of admission. His unique methods of staffing his office will save you money, time, and frustration.

He has a strong desire to help other chiropractors decrease their stress and increase their happiness. He has assembled a team of experts to help you create the practice of your dreams. Best of all his ethics are impeccable and you can use any and all of his information and techniques without compromising yourself. I highly recommend that you take one of his teleseminars so that you can regain control of your practice and your life."

Dr. Jim Carroll, retired

When I first spoke with Dr. John Hayes, I believe he was on vacation in Nantucket but was kind enough to answer his cell phone and answer my questions about Perfect Practice Web and whether it would be a good fit for me and my practice. The modern style of consulting, including internet based forums, teleseminars, emailing and live coaching allowed me to incorporate his proven system into my busy professional and personal life without having to commit endless weekends to seminars in some far away city. Since incorporating Dr. Hayes' protocols, I have refined my practice and seen my collections grow by close to 20%, all while we are in what many consider a struggling economy. I highly recommend Perfect Practice Web as a practice consulting option for anyone looking to increase his or her collections and work smarter, not harder in this ever increasingly demanding economy.

Dr. Akiba Green, North Carolina

I knew Dr. Hayes would help my practice grow, reduce the headaches of running an office, and make the office more profitable.

What surprised me was how much better my life has become since I began following Dr. Hayes' advice. I now enjoy a rewarding and less stressful life outside of the office! Call me at (702) 243-2225 and I will give you more information!

Dr. Van Whaley, Las Vegas, NV.

"I have had the pleasure of knowing Dr. John Hayes for many years. Over that time I have been consistently amazed at not just the clinical acumen he developed, but at the super efficient and easy office management systems he has developed.

He practices, as do I, in a comprehensive family practice which draws many types of patients and corresponding payment plans. His use of note systems coupled with the office flow really makes even the more complicated practices easy to manage. Dr. Hayes has been able to take more time off, with more balance in his life, while running a highly successful practice, (emotionally satisfying and profitable) than anyone I have known in 25 years.

He is innovative and highly practical in solving office management and system problems. He has a very strong focus on getting results. In my consultations with him, I have experienced quantum leaps, not just in performance, but in the business applications that have propelled me into a truly profitable and less stress filled practice."

Dr. Michael H. Rogers, Pembroke Ma.

Our Clients experience faster practice growth, experience greater peace of mind and work fewer days with reduced stress and overhead. They also are ultimately financially independent and develop rich personal lives. **With my platform tools at your fingertips, these can be your testimonials too!** Our periodic live events, which compliment your entire education, can really accelerate your success track, just as it has for these clients:

*"Dr. Hayes' seminar has helped me shape up certain procedures in my practice. His system and principles are strictly designed to show me how to not only **have more time and leisure for myself** but **how to have the Perfect Practice.***

Dr. George Kreger, Randolph Ma.

"I truly enjoyed the entire (SuperConference) weekend. The information was right on. The problems of practice were addressed head on and with minimal stress. Small changes can be made to really improve practice and life.

There is a simplicity and a truth to what you present that I really appreciated. I truly believe the next 12 months are going to produce more than the last 12 years."

Dr. John Beneski, Boston, Ma.

The Perfect Practice Platform is a continuum of Teleseminar and web based Core and “Breakthrough” sessions, Audios and all support, and personalized consulting programs, continually updated and supported, using tested systems and technology that will enable you to have the practice you have always wanted.

In the first Module, we help you decide exactly what you want from practice. Most programs never go here. Yet this is crucial to our client’s success. Then in modules 2 and 3 we give you all the tools you need to hire affordable, effective staff. Our system is unlike anything you have seen before, in many cases cutting your payroll hundreds of dollars a week! We next show you how to next master the technology and data management issues once and for all. The perfect practice platform also includes extensive marketing and referral generating tools, in both the core and breakthrough sessions. But perhaps most importantly, when you adopt our program your office will run smoother and more profitably than ever before. Forget what the pundits say, this is still a great time to be in private practice and we show you why.

So what does a complete program that’s this comprehensive cost? Far less than comparable and especially traditional practice management programs!

We begin with 12 Separate Teleseminar Core Modules; valued at \$5539 These Core Modules are also repeated on an annual basis so you can truly master the concepts. The Platform contains all the original six core components that have produced powerful results, plus six additional Core Modules including mastering the web, PT/DC/MD practices, mastering human resources, cash profit centers and executive skills and wealth building.

The Classic Platform

Which is provided to all members, for easy reference by you and your staff contains all the mp3s and transcripts (300 pages) of the Core Modules. The value of The Perfect Practice Platform Core Training Sessions is \$599.

An Initial Practice Evaluation by my team, mutually structured to best suit your individual needs is also part of the platform package. Here, our staff helps you put this program to use immediately.

(Of course, additional one-on-one phone consult time is also available at very reasonable rates!). You will then receive a personal list of recommendations after my initial evaluation, to help you make the best use of the Platform, and all its components.

You will also have complete, immediate access to the Executive Summaries, which help you refine the concepts from each module in a clear, concise manner. Our on line Module Notes includes dozens of pages of sample documents including hiring and training, setting up an office and compliance manual, and theme based internal marketing. We are adding to these and updating whenever appropriate.

You will also have a direct unlimited fax access (a \$4590/year value) to Perfect Practice Web consultants from your desktop. As a Gold Client, you also have unlimited fax access to our entire team!

You will also have direct, unlimited access to our ***Perfect Partners*** Section an extraordinary compilation of supportive experts, many with special services unique to our clients! We then follow this up with **monthly** **“Breakthrough Tele-coaching”** for all Clients. Special Guest instructors who work with us still represent the best of contemporary minds from all over the country are periodically brought to you by phone and web. **You can participate in these, from the comfort of your own home, or wherever you want.** If you can't make any of our live sessions, you will have member's only access to an mp3 download, PLUS the audio CD and Transcript of EACH breakthrough session is mailed to you each month.

The Value of this exclusive teleweb coaching and personal development package is well in excess of \$11,000.

Your investment price is only \$597/ mo. Your net cost should be \$0, because our clients more than double their return in the first month, many in the first week after implementing even our most basic strategies!

No Hassle Money Back Guarantee*

If you have not completely recovered your initial investment costs (payments to date) in the first 60 days, just send me proof of your implementation strategies and your actual use of advice and systems and return all your materials in like new condition for a complete refund.

Challenge any other Practice Management firm to do that!

(file downloads from our site during the first 60 days will void this)

Because I am fully committed to the success of these tested systems and concepts in your practice and most especially your complete satisfaction, our entire program is yours for just & **\$597/month (a prepayment discount is available)**. Without personalized telephone consulting its **\$397/mo.** **Plus, if you act now, I will include our special signing bonus package at absolutely no charge.**

Recently, more of our clients said it best...

Why would you pay another consultant thousands of dollars, plus travel expenses, for you and your staff, lose income being out of your office or quality time with your family (weekends, vacations, etc) when you can have all the Practice Building information through Perfect Practice Web at an affordable rate and no hidden expenses with all the support to create the life and practice of your dreams now!

Dr. Rick Danubio, Peabody, MA

The "No hassle, No hustle" policy of Perfect Practice is one of the reasons I joined 9 months ago. I finally found a consultant who speaks my language without the "High Pressure" of other coaches. Through Perfect Practice, I have streamlined my initial exam and created a "Wow" factor in my office, which has greatly increased my referrals. I still have a ways to go to be where I want to be, but I am well on my way with the sound strategies that I get from Dr. Hayes.

Dr. James Kolwaite, D.C. NY

Perfect Practice Web has revolutionized practice management, and can do the same for your practice, and your life! That's why clients around the US and other countries utilize our products and services every day!

So now, the rest is up to you. Our record speaks for itself. If you can find a better consulting program anywhere, buy it!

But, if you are not where you know you should be, or need a guide like most doctors do, let us help you grow too.

I look forward to helping *you* achieve the practice of your dreams, *without the travel hassles and without the sales hustle.*

Sincerely, John P Hayes, Jr., DC, DABCO, President Perfect Practice Web

P.S. This letter fully describes my Gold and Above Membership Programs. If you still have questions about the Perfect Practice Platform, or becoming an "Inner Circle" client, call us 24/7 at 781-659-7989.

Name _____

Company Name: _____

Address _____

City _____ State _____ Zip _____

Email: _____ Phone: _____

Cell Phone: _____ Fax: _____

Billing Info as shown on Card if different from above:

Name: _____

Company Name: _____

Address _____

City _____ State _____ Zip _____

Credit Card Info

Type _____ No. _____

Expires _____ / _____ Security Code _____

Yes John, review my attached application, and if I qualify for membership, enroll me right now for the Perfect Practice **Platinum** Membership.

12 Payments of \$597 _____ (+ \$125 fulfillment fee one time).

I do not want a monthly personalized **telephone coaching program**.

Just enroll me as a **GOLD** Member, if you accept my application.

12 Payments of \$397/mo (+ \$125 fulfillment fee one time).

John, Save Me even more!

I prefer a Single Annual Payment GOLD PLUS Discount \$6497 _____

\$4577 Gold Discount _____ (+ \$125 one time).

I authorize PPW, LLC to charge me and I agree to pay for the above total.

I further affirm that the name and personal information provided on this form are true and correct. I further declare that I understand and accept business terms and all return policies as published on their web site.

I understand my agreement will automatically renew annually unless I cancel with 30 days written notice before my first 12 months completion. *I also fully understand the money back guarantee at 60 days as stated in this letter.

Signature _____ Date _____

FAX TO 781-659-2360 with your application.

www.perfectpracticeweb.com

Phone 781-659-7989 (24/7) email: **info@perfectpracticeweb.com**