



On Fire: Ignite Your Passion with a Cash Therapy Practice (Volume 1)

Paul E Potter PT

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TRAPPED. Many therapists and other medical professionals feel caught in the new reality of declining referrals from traditional sources and reduced co-pays. What are the options in the new healthcare economy? In *On Fire: Ignite Your Passion with a Cash Therapy Practice*, Paul Potter, PT, provides an honest discussion and practical direction to help providers chart a new course. The book includes a candid evaluation of the changing environment and the alternatives available for the future. He discusses direct access to clients and what newly empowered healthcare consumers expect, and are willing to pay for. *On Fire* goes beyond the typical “copy my model of success” approach, though it does include several examples from successful cash-based practices. The book instead focuses on helping therapists discover their own unique calling and ideal clients. It recognizes that the future won’t be shaped by one-size-fits-all business models. To plan your journey I’ve created a four-part roadmap to walk you through the stages of a small business startup. These aren’t the stages that your practice will automatically go through. They are the stages that your business should go through for the best opportunity for success. This book combines the wisdom of the past with new entrepreneurial strategies to prepare you for the challenges of building a profitable business. The difference between a successful practice and a failed one is clarity on your destination, having a sense of direction and taking the next step. This book lays out the four stages to building a successful practice including road signs to look for and detours to avoid. This book will spark inspiration, ingenuity and inventiveness in every therapist who reads it. If you yearn to rekindle the fire for your therapy career and learn about the new business of therapy, read this book.

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