



Plastic Surgeon Marketing Motto: The Secret Recipe To Grow Referrals

Phillip Guye, Joseph Preston

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ATTENTION: Successful Plastic Surgeons And Cosmetic Surgeons...

- Focused on helping elite plastic surgeons and cosmetic surgeons attract more profitable patients in the \$12 billion cosmetic procedures market, **this new book reveals The Secret Recipe To Grow Referrals so you can Get More New Patients Faster.**
- Phillip Guye and Joseph Preston are co-founders of DoctorBookPublishing.com which provides their plastic surgeon, cosmetic surgeon, dentist, physician and hospital clients with the highest level of patient acquisition success currently available in the marketplace.
- "Referrals, also known as endorsed introductions, are like oxygen for any medical practice," said Phillip Guye, co-author of Plastic Surgeon Marketing Motto. "Increased competition for patients will leave many doctors no other option than to resort to bribes as a way to save their practices. Our methods offer a legal alternative by **psychologically influencing and persuading people to the point where they feel consciously compelled and even subconsciously obligated to tell other people about your practice.** It's like mind control and our system shows you step-by-step how to do it."

This system reveals a technically legal, yet controversial **Patient Getting Strategy** so you can:

- Position yourself as THE recognized Authority and Trusted Expert in your market **so prospective patients believe every word you say** (Page 58);
- Increase consultations and patient surgeries (Page 106);
- Grow patient-to-patient referrals (Page 118);
- **Generate positive publicity to build your celebrity status in your market** (Page 123);
- Maximize referrals from other doctors and professionals with this super stealth marketing strategy (Page 95);
- Obtain hassle-free testimonials and positive reviews from your patients faster than ever before (Page 121).
- "Smart docs embrace **our subliminal marketing strategies to give them an immense edge over their competitors** so they can boost referrals and grow their practices," said Joseph Preston, co-author of Plastic Surgeon Marketing Motto.

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