

“my patients haven't noticed I'm working  
three-and-a-half days a week now...  
but my **family** sure has!”

Dr. Wayne Hemphill and family  
November, 1996 **FASTTRACK** participant

A busy, growing practice with healthy profits. For many optometrists, that's what it's all about. But Dr. Wayne Hemphill of Olathe, Kansas, wanted more...*“I wanted to cut back on my time in the office, but not at the expense of my income — many of my friends said I was dreaming.”*

The dream became reality when Dr. Hemphill called Williams Consulting Group and enrolled in **FASTTRACK**, the nation's premier operations management training program.

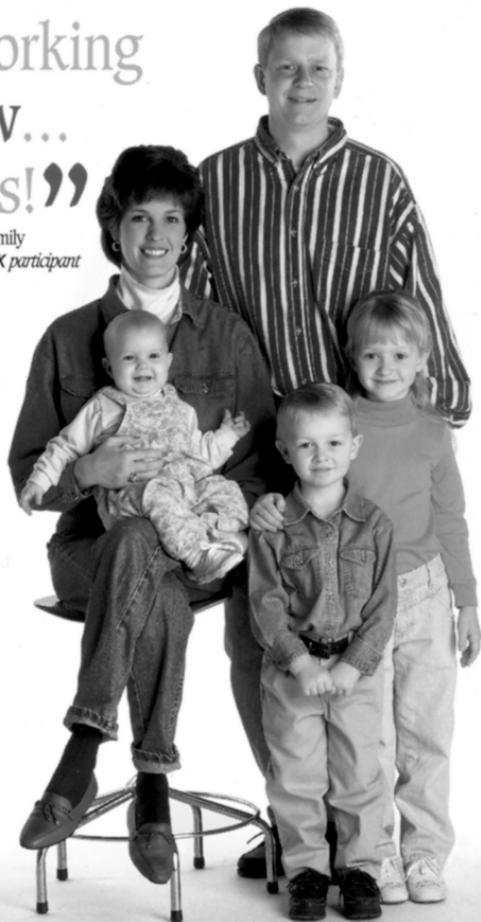
*“With the **FASTTRACK** program from Williams Consulting Group, I was able to cut my office time back to 3½ days per week, while my practice actually grew by 25%! Now, I'm in control of my practice and my time!”*

Contact Williams Consulting Group today at 1-800-676-9076 or by e-mail at [info@wcgweb.com](mailto:info@wcgweb.com), and we'll send you a free audio cassette detailing **FASTTRACK**, and what your peers are saying about our program. You can even call Dr. Hemphill at 913-782-5993 for a first-hand review of how **FASTTRACK** helped him and his practice.



**WILLIAMS CONSULTING GROUP**  
Making Successful Practices More Successful

3800 NORMAL BOULEVARD, SUITE 200 • LINCOLN, NE 68506  
402-489-6151 • FAX 402-489-7032 • e-mail [info@wcgweb.com](mailto:info@wcgweb.com)



“by focusing on the business aspects of my established practices, we were able to increase revenues in one year by over **\$175,000!**”

Dr. Mark Greer  
**FASTTRACK** participant

Having bought two established practices in eastern Tennessee, one of them nearly forty years old, Dr. Mark Greer wasn't about to rest on his laurels. *“We knew we couldn't be satisfied with simply maintaining the 'status quo.' We had to find ways to grow the practice, and the net as well.”*

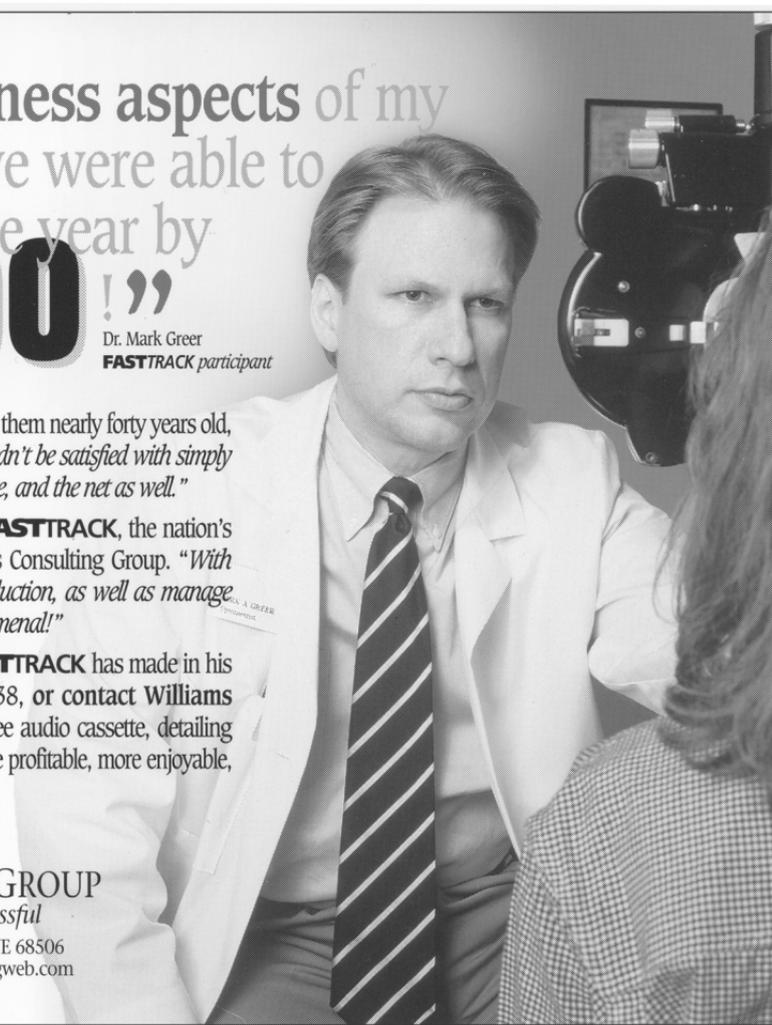
Three years after purchasing these practices, Dr. Greer enrolled in **FASTTRACK**, the nation's premier operations management training program from Williams Consulting Group. *“With FASTTRACK, we learned to better understand and affect our production, as well as manage our staff more efficiently...results for my business have been phenomenal!”*

Dr. Greer would be happy to talk to you about the difference **FASTTRACK** has made in his already successful practice. You can call him at 423-483-6338, or contact Williams Consulting Group, at **1-800-676-9076**. We'll send you a free audio cassette, detailing **FASTTRACK** and explaining how *your* practice can become more profitable, more enjoyable, and operate with a greater degree of success.



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Sorry, can't find a copy of the third ad (young married couple, both optometrists, starting a practice in either North or South Carolina), but here is the concept ....

Williams Consulting Group was a consultation service specializing in optometry practices, coaching doctors in streamlining a business, increasing market share, or preparing them to sell or be absorbed by another practice. For WCG to turn a profit, they had to have a minimum of 12 doctors sign on each month to go through the year-long optimization program.

Each month, an ad was run in each of the three publications directed at eye care practices. The ad copy – all bullet points – was written by one of three salesmen on staff, and ad layout was done by the publications, who provided that service for free. In return for the long-term contract of ad purchases, WCG was given contact information for every subscriber to the three magazines, and the WCG sales staff would then cold-call every optometrist in America each month to see if they were interested in signing up for the service.

I told the founder of the company I had a better way of approaching the market, and could eliminate the need for all the cold calls. Working with the salesmen, we chose three doctors who had experienced the best of what they enrolled in the program for. Those doctors were all contacted and asked if they would be willing to answer calls directly from colleagues, answering any questions they might have about the program. A stipend program was set up for all calls, making it worth the time for the doctors as well as the company. I then hired photographers in the three locations, and had them photograph the doctors with what was now most important to them (family, more patients, greater income). I wrote three ads, each highlighting the doctors' new outlook on their practice, and those rotated in those three publications. The ads listed the practicing optometrist's phone number first, and invited colleagues to give them a call and find out what they really thought of the program.

I was given three months to see if this new approach would work. Within 30 days of the first ad appearing, the next two months' worth of classes, seminars and office visits were filled. Within 45 days they had to hire two more consultants to increase the number of doctors they could counsel each month from 12 to 24. Within three months they were booked out 18 months, and two of the salesmen who had been making cold calls were let go.