



The E-Myth Optometrist

By Michael E. Gerber

Michael E. Gerber Companies. Hardcover. Condition: New. 218 pages. Dimensions: 8.6in. x 5.8in. x 1.0in. A successful optometry practice is a juggling act. You need to know your field of optometry, as well as how to run a small business. Your education has prepared you for the technical ins and outs of optometry practice. But what has prepared you to run a business? The E-Myth Optometrist fills this knowledge gap, giving you a complete toolkit for starting a successful practice from scratch or maximizing an existing practice's performance. Loaded with practical, powerful advice you can easily use, this one-stop guide helps you realize all the benefits that come with a thriving optometry practice. Combining the wisdom of renowned business expert Michael E. Gerber and the optometry expertise of Dr. Riley F. Uglum, The E-Myth Optometrist equips you to: Stop trading time for dollars. Free yourself from unprofitable, unproductive, and time-consuming routines. Transform from a successful optometry technician into a successful optometrist-manager-entrepreneur. Shift from tactical thinking (working in your business) to strategic thinking (working on your business). Implement innovative systems to produce consistent results as your practice grows. Manage the processes - not the people for getting things done. Schedule time for...

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