

Attention Veterinarians...

At last, you can finally learn what they never taught you in Veterinary school.



**Who Else Wants To Learn...
The Step-By-Step Secrets
Of How To Grow
YOUR Veterinary Practice
Into A...**

**MULTI MILLION DOLLAR
A YEAR PRACTICE**

Many Veterinarians are making millions per year...
doing what you are not.

Monday, 9:28 A.M.

Dear Fellow Veterinarian,

As you can see, I have attached the image of a crisp MILLION DOLLAR BILL to the top of this letter... Why have I done this? Actually, there are two reasons...

1. This is probably the most important letter that you will ever receive. I have something extremely important to tell you... something that **WILL** greatly increase your income, and your lifestyle, for the rest of your life... and... I needed a way to make sure that this letter would catch your attention.
2. And since what I have to tell you concerns money... **millions of dollars** worth of money... and your making more (millions of dollars more) from your Veterinary Practice, for yourself and your loved ones... I thought that using a million dollar bill as a little "financial eye-catcher" was especially appropriate.

I know you're busy so I'll make this brief.

Here's what this is all about:

My name is Keith Webb, DVM. I've been a Veterinary practice owner for nearly 15 years. I took my practice from scratch to over \$1 million in less than three years. The reason that I'm sending this letter is to introduce you to a strategy that can easily **TURN YOUR PRACTICE INTO A MULTI MILLION DOLLAR A YEAR PRACTICE.**

I have some important questions for you.

Think carefully as you answer...

Do You Make Any Of These 9 Serious Practice Building Errors?

1. Do you cultivate your clients for unbeatable loyalty?
2. Do you convert more clients with less effort using your telephone?
3. Do you attract lots of new clients for free?
4. Do you stand out in your crowded marketplace?

5. Does your advertising work overtime for you?
6. Do you know exactly which “killer headlines” to use in your advertising?
7. Do you know how to attract highly motivated clients who pay, stay, and refer?
8. Do you use proven marketing strategies and successful ads, letters and promotions that start making you more money immediately?
9. Do you understand the value of YOUR time and structure your practice for optimum results?

**IF YOU ANSWERED “NO”
TO ANY OF THESE QUESTIONS.**

THEN IT IS URGENT...

THAT YOU STUDY MY COMPLETE PERSONAL
STEP-BY-STEP MULTI MILLION DOLLAR
VETERINARY PRACTICE BUILDING
HOME STUDY PROGRAM

**It’s your complete step-by-step total
blueprint to a seven figure annual practice**

“The Real SECRET To Developing
A Multi Million Dollar Annual Veterinary Practice
Is
Having A Personal Mentor, Who Has Already
Achieved It For Himself...

“Take You By The Hand” And Lead You Every Step
Of The Way”

THIS IS NOT FLUFF OR HYPE INFORMATION
from “consultants” who are not veterinarians, and

have never actually done any of this
for themselves.

**This is rock solid, all meat, knowledge from a
veterinarian who actually made Veterinary millions for
himself...**

**He will make you totally understand absolutely every
step that you will ever need to know...**

**About the entire step-by-step process
all along the way,
with exacting detailed directions**

WHAT I AM ABOUT TO PRESENT TO YOU
IS BEING CALLED

***"THE ABSOLUTE BIBLE OF
VETERINARY PRACTICE
BUILDING"***

*IT COVERS EVERYTHING THAT YOU NEED
FROM "A" TO "Z"*

**"If you do what you've always done, you'll get what you've always gotten."
... Anthony Robbins**

***Put down what you are doing now and read this
letter to the end...***

***As this is your rare and limited opportunity to
change your lifetime financial position***

**This success training can be yours
READ ON**

It covers every topic you will ever need to learn...
everything that you will ever need to know, and
understand,
TO PERSONALLY SUCCEED AT BUILDING A
MULTI MILLION DOLLAR PRACTICE FOR YOURSELF.

JUST LOOK AT ALL THAT THESE FULL 9 VOLUMES

Plus audio CD's

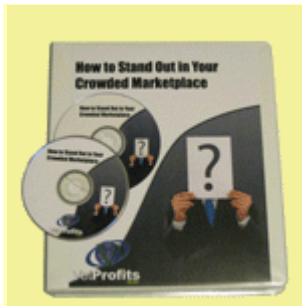
COVER



How To Stand Out In Your Crowded Marketplace

\$398

Discover The Secrets of “How To Stand Out In Your Crowded Marketplace”, And Get Clients To Choose You Over ALL The Competition



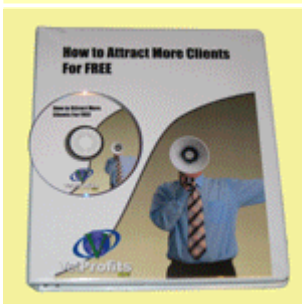
- Discover how to set your practice apart from your competitors so that potential clients choose you first... regardless of price.
- Learn how to take the focus off price so you can avoid discounting, and even mark your prices up without losing clients.
- Uncover how to educate your clients so they spend more money with you without blinking an eye.

Vet Profits Now will show you how to develop these powerful marketing tools. Choosing your ideal client and developing A Unique Selling Proposition (USP) are the cornerstones of all your marketing. Discover how to make your practice become the clear choice to do business with amongst all your competitors. Vet Profits Now will also show you how to use your USP to educate your clients so you increase the level of their expenditure with you. We'll show you how to find your USP in 125 minutes or less.

How To Attract More Clients For FREE

\$398

Uncover The Underground Secrets of “How To Attract More Clients For FREE”, And Leave Your Competition In The Dust.



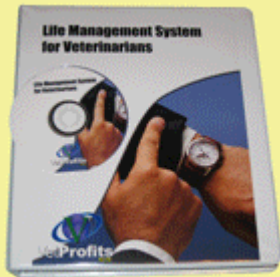
- Be given proven techniques to bring in an endless stream of the very best leads you'll ever get – referrals.
- Discover the seven simple ways to get tons of referrals.
- Find out how to double, triple and even quadruple your client base.
- Uncover a host of extremely effective examples and the keys to making them work.

Most practices rely heavily upon “word of mouth” for a large percentage of their new clients, yet surprisingly, not one in ten has a system to take control over this. Vet Profits Now gives you proven techniques to bring in an endless stream of the very best leads you'll ever get - referrals. You'll find a host of extremely effective examples and the keys to making them work.

Life Management System For Veterinarians

\$398

Take Control Of Your Life With, “Life Management System For Veterinarians”.



- Learn how to eliminate what you dislike doing, increase what you love doing, and improve your best results.
- Discover how to break free from time constraints and enjoy the freedom you deserve.
- Finally, understand the value of YOUR time and structure your practice for optimum results.

Vet Profits Now is extremely excited to announce the details of this program. This impactful program will introduce you to a new way of organizing your time and manage your clients. By understanding the value of your time, we will begin establish what you need to be doing, what you need to outsource, and what you need to delegate. This is probably the most important aspect in practice today. Many veterinarians end up giving their life away to their practice because they do everything, and dramatically limit their income because they are focused on \$10 an hour activities. Has this ever happened to you? With these findings, you will then start the process of balancing all areas of your life.

Cultivating Your Clients For Unbeatable Loyalty

\$398

Learn the Inside Secret To Practice Success, “Cultivating Your Clients For Unbeatable Loyalty”, And Never Worry About Wealth Again.



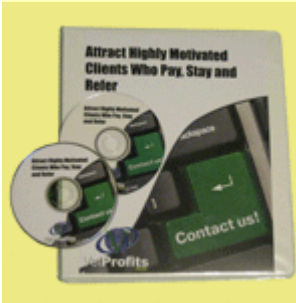
- Discover the secrets to remarkable customer service.
- Find out what highly effective techniques will get clients to spend more and come back more often.
- Uncover how to create unbelievable loyalty so that despite cheaper prices from your competitors, clients stay with you.

There's nothing more frustrating than losing clients to your competitors. Here, you'll learn techniques that create unbelievable loyalty so that, despite cheaper prices from your competitors, clients stay with you. You'll discover highly effective techniques to get clients to spend more and come back more often. This alone can dramatically increase your profitability without bringing in one new client. You'll never worry about money again if you learn to cultivate your clients.

**Attract Highly Motivated Clients
Who Pay, Stay, and Refer**

\$398

How To “Attract Highly Motivated Clients Who Pay, Stay, and Refer”...A Foolproof Way To Get Leads And Bring In More and More New Clients.



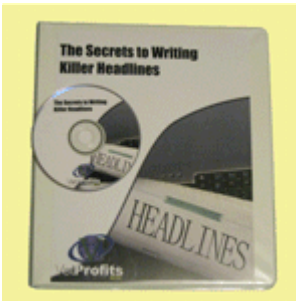
- Discover powerful lead generation strategies to attract the affluent prospects you want.
- Be given developed, tested, and perfected sales strategies that produce explosive results.
- Uncover the secrets to small classified ads and display ads that will double or triple your revenues.

Vet Profits Now has developed, tested, and perfected, powerful lead generation and sales strategies that produce explosive results. We have put these formats into this program, with foolproof step-by-step instructions. Frankly, these deceptively simple formats work so well, you'll never again have to worry about getting all the new clients you need. Be prepared, you may have to stop running the program, because the flow of new business may be so immense you simply may not be able to handle it all at once. Just as important, these formats won't cost you an arm and a leg to use, either. Besides producing phenomenal results, they're dirt cheap to put into action.

The Secrets To Writing Killer Headlines

\$398

Discover “The Secrets To Writing Killer Headlines” That Could Make You Rich.



- Discover how to write headlines that get you up to 19 times greater response to all your ads, letters and reminder cards.
- Learn the 10 hottest money making words for your headlines.
- Uncover the 5 essential rules for writing effective headlines.
- Be given the 361 best headlines ever written.

Ninety percent of the success or failure of any offer, whether in an ad, newspaper, postcard, letter or promotion is the headline. On average, five times as many people read the headlines as read the body copy. Unless your headline sells your product, you've wasted 90% of your money. In this program, you will learn how to write headlines that sell your services like crazy.

How To Make Your Advertising Work Overtime

\$398

OUT MARKET YOUR COMPETITION

Not Enough Time For Marketing?

Discover “How To Make Your Advertising Work Overtime”,

And Sit Back and Relax.



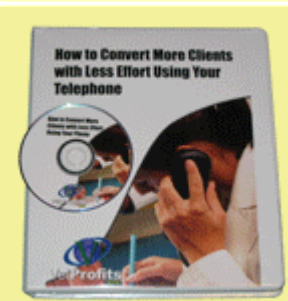
- Discover the proven formula that dramatically improves the response of your ads.
- Learn how to spend less on advertising and get better results.
- Find out how to create irresistible offers that cost you nothing.
- Uncover how to cut your advertising costs in half.

Do you ever feel you are wasting money on advertising? Most people do. This program gives you a proven formula that dramatically improves the response of your ads. Find out how to get advertising at a fraction of the regular rates and the power tips that will instantly increase your response rate.

How To Convert More Clients With Less Effort Using Your Telephone

\$398

Finally Revealed, How To “Convert More Clients With Less Effort Using Your Telephone” For Fun and Profits How To Make Your Advertising Work Overtime.



- Be given simple telephone and sales strategies, scripts and ideas that can get you new clients, increase conversion and double your appointments in less than 90 days.
- Learn how to save thousands of dollars in advertising while getting more new clients by using your telephone correctly.
- Discover the 5 golden rules for using the telephone successfully in your practice.

This program gives you simple telephone and sales strategies, scripts and ideas. But, do it wrong (like most practices) and you are throwing your money down the toilet. This may be the most important skill you will ever learn.

Veterinary Success Made Easy

\$398

Lazy Vet’s Secrets Revealed In...”Veterinary Success Made Easy”.



- Uncover hot, new and tested information for getting new clients and increasing your profits.
- Get proven marketing strategies and successful ads, letters and promotions that you can start making more money with immediately.
- Learn how to make powerful offers to instantly attract new clients to your practice.
- Discover the "secret" method every successful marketing expert uses.

This "how to" marketing manual gives you hot, new and tested information for getting new clients and increasing your profits. You can easily adapt each ad, letter or promotion for your practice because you get the results of each promotion and a description of how it was executed. No matter what type of practice you are in this is a "must have". Don't risk your marketing dollars without reading this first. Having this carefully selected reference library of example ads, sales letters and promotional materials will give your practice a huge advantage.

HOW MUCH DOES THIS "MOTHER OF ALL VETERINARY PRACTICE BUILDING PROGRAMS" COST?

The full 9 module Veterinary practice building system alone... has been selling at a reduced "entire program" price of

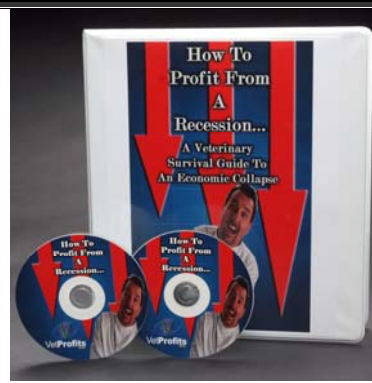
~~\$2,997~~

FORGET THAT PRICE

AND WAIT

I HAVE SO MUCH MORE FOR YOU

--	--



Vet Recession Kit

A \$147 Value

WARNING:

"Before You Spend One More Minute Or One More Penny Promoting Your Veterinary Practice During This Recession, You Must Read This..."

This is the recession survival program you've heard about- packed with proven, recession-beating, practice-building know-how... and where the ugly face of recession myths are ripped to shreds and left bleeding on the floor. You'll learn...

- **What One Type Of Free Advertising Can Make You Thousands**
- **How To Get Your Employees To Work Twice As Hard With No Increase In Pay**
- **What One Task You Should Not Delegate In Your Practice**
- **The 3 Critical Elements Of Any Marketing Campaign**
- **How To Instantly Flood Your Practice With As Many Clients As You Want**
- **Where You Should Spend 70% Of Your Advertising Dollars...*The Answer May Shock You***
- **How To Increase Your Credibility Without Even Trying**
- **How To Use Cutting Edge Copywriting Formulas To Produce Powerful Advertising That Can't Fail**
- **And Much, Much More!**

Never be a victim of an economic downturn again... get your program today. And relax, this program is unconditionally guaranteed for one full year.



**A FREE
2 MONTHS TEST DRIVE**

OF MY GOLD MEMBERSHIP SITE

See it at...

<http://vetprofitsnow.com/memberships/gold-membership.html>



- MONTHLY Tele-Seminars With You and Your Hand-Selected Experts In the Areas of Marketing, Success, and Motivation
- CD Recordings of Each and Every Tele-Seminar Delivered To Your Door
- MONTHLY "The Millionaire Veterinarian" Newsletter Delivered To Your Door
- Private Online Access To the Vet Profits Now GOLD Membership Site For Networking, Brainstorming, and Joint Venturing
- Access To My "Million Dollar Rolodex", Giving You Referrals To the People, Tools, and Resources That I Use and That Work
- GOLD Members Discount To Future Events & Seminars
- Attract All the Clients You Need Using Easy and Fun Marketing Tactics (*Online and Offline*)
- Separate Your Practice From All Your Competitors So YOU Are the Clear Choice
- Write Simple Sales Letters, Emails, Web Pages, Ads, and Brochures That Make You Money
- Discover How To Create Leverage In Your Practice So You Can Create Higher Income Opportunities (*For Greater Income, Less Work, and More Free Time*)
- Turn More Leads Into Sales (and Get Them To Buy From You Over and Over)
- Learn the Secrets To Having an Endless Stream Of Referrals
- Discover How To Identify and Maximize Joint Ventures
- Create Winning Headlines That Will Explode Your Advertising Results
- Systematize Your Practice Operations To Grow Painlessly and Free Up Time
- Stay Motivated and Learn New Tricks To Getting More Things - *The Right Things* - Done Quickly
- Redesign Your Practice So It Fits You and the Lifestyle You Desire



A free 20 minute consultation with Dr. Webb where you can ask him any questions you have about practice management, practice building or practice marketing... He holds nothing back.

THIS ENTIRE PROGRAM, WITH ALL

**BONUSES, IS YOURS
IF YOU ACT NOW,
FOR ONLY
\$2,497**

Here is my GUARANTEE...



**My One Year
100% Money-
Back Guarantee!**

You can take it, look at it and try it out for one full year. If for any reason you don't think "Recession Survival Course" is the "real-deal" and you don't get at least a 5 times return on your purchase price...let me know and I'll issue you a full refund of your entire investment.

Testimonial



Doug Garber
MWI Veterinary
Supply

“When Dr. Webb opened his first Pet Doctor Hospital, all of the representatives in the area thought his location was terrible and I agreed. He was opening in a declining suburb with several hospitals in the area. He opened at that location anyway. By using his excellent marketing skills, he built a million dollar practice in less than three years. The growth was amazing. I have been in the veterinary industry for 27 years and Dr. Webb is the best I know at marketing a veterinary hospital.”

Testimonial



Dr. Rod Munsell
Managing
Partner
Neighborhood
Pet Health
Center
North Richland
Hills, Texas

“Dr. Webb appreciates the value of leverage and has persistently expanded its role in his practices to make him one of the most efficient veterinarians I have heard of. I saw Dr Webb take a start up practice in a shopping center to well over a million dollars gross with exceptional net within 3 years in an established suburb of Dallas. Although, I am not privy to specific numbers, I think it safe to say that Dr Webb cleared seven figures when he sold his practice to a major corporation.”

“I would encourage any veterinary practice owner who is interested in practical information on marketing, practice management, staffing, computer leveraging, practice, start up, practice sale or even hospital design to seek his help. Dr Webb has been very successful repeatedly and best of all, he is a veterinarian just like you and me.”

Testimonial



Steve Cranfill
Bayer Animal
Health

“I don't know how he did it, but Dr. Webb grew his first clinic to over \$1,000,000 in less than 3 years right before my eyes. I've never seen most of the marketing techniques he runs past me, but they must work because I've never seen practices grow as fast as his; And I visit A LOT of hospitals. He always seems to stay a step ahead of his competition.”

Don't put it off until later
You know that you will only get busy with

something else, and forget

**THE REST OF YOUR LIFE
IS JUST TOO IMPORTANT
TO RISK PUTTING IT OFF**

**DON'T PUT
IT OFF!**

**DON'T MISS
OUT!**

Your loved ones deserve the increased lifestyle

GO ON THE INTERNET AND... GO TO...

<http://vetprofitsnow.com/memberships.html>

Payment terms are available

SIGN UP RIGHT NOW

OR call to order at 1-888-375-3484

Wishing you success and prosperity,



Keith Webb, DVM

P.S. We weren't taught in school how to market and build our practice, so everything we know has come from trial and error. I have built more than one successful practices and have condensed my marketing and practiced building know-how into this product. It will be your shortcut to building your practice and save you money and trial and error marketing.

P.P.S. Purchase this course and cut years of trial and error and thousands of dollars worth of ineffective advertising out of your life. I give you everything you need to effectively market your practice handed to you on a silver platter. We cover every aspect.

P.P.P.S. According to the Benchmarks of Well Managed Practices. You know your practice is healthy if:

Annual number of hospital invoices per Full Time Doctor (FTD) is 5000, mine was 8831

Annual medical revenue per FTD \$509,000, mine was \$841,815

Number of active clients per FTD 1200, mine was 2599

Number of active patients per FTD 2190, mine was 4095

Number of new clients per month per FTD 25-30, mine was 62

P.P.P.P.S. LET ME RECAP THE GUARANTEE FOR YOU:

**Remember, all the risk is on me.
your satisfaction is absolutely guaranteed,**

I want you to kick the tires on my full Veterinary practice building and marketing system for a full year. **If you see serious results in your practice within that time, I don't want your money and, you'll get every penny of the purchase price back!**

You have nothing to lose

**Don't gamble with your success.
Take action now.**