

PPMLIVE25 • WARNING • PPMLIVE25 • WARNING • PPMLIVE25 • WARNING



PPM LIVE PRESENTS

# INSURANCE BUSTERS



WITH  
**PAUL GOUGH**

23 - 26 OCT. 2025  
ORLANDO, FL

**THE 3-DAY CASH PAY  
MARKETING SUPER CONFERENCE  
FOR PT PRACTICE OWNERS**

**WHEN THE CLAIMS GET LOST  
AND THE CASH RUNS DRY...  
WHO YA GONNA FALL!?**





## DAY 1

# AGENDA

9:00am:

Doors Open For Networking

9:30am - 9:50am:

**Opening Ceremony Ceremony**  
(Politically Sensitive" Advisory Warning In Place)

9:50am - 11:10am:

**The Ultimate 7-Figure Cash Practice Business Model**  
w/Paul Gough

11:10am - 11:30am:

Break

11:30am - 12:50pm:

**The Concierge Revolution:**  
How Any Practice Can Add Predictable Recurring Revenue  
(and Profit) Without More Patients, Staff, Or Stress - **Part 1** w/Paul Gough

12:50pm - 2:15pm:

**Lunch Break**  
Lunch Provided For Mastermind Members/VIP Gold

2:15pm - 3:00pm:

**The Concierge Revolution:**  
How Any Practice Can Add Predictable Recurring Revenue (and Profit)  
Without More Patients, Staff, Or Stress - **Part 2** w/Paul Gough

3:00pm - 4:00pm:

**AI Breakthroughs 2025:**  
Grow Your PT Practice in 2026 Without Growing Payroll  
w/Paul Gough

4:00pm - 4:30pm:

Break

4:30pm - 6:00pm:

**America's Got Marketing Talent:**  
5 PhysioFunnels Users Share Their Best Marketing Secrets For You  
To Copy & Implement (...And Crown One Our 2025 Winner)  
brought to you by **PtEverywhere**



## CAFE 80'S AFTER PARTY

Crystal Ballroom B

7:30pm - 11:00pm

brought to you by **PtEverywhere**

## DAY 2

8:30am:

Doors Open For Networking

9:00am - 10:00am:

**The Highest Impact & Best ROI Marketing Campaigns of 2025**  
From The PhysioFunnels & Mastermind Community

10:00am - 10:40am:

**Why Old School SEO Is DEAD:**  
And How AI-Driven Content Is Winning The Google SEO Race  
w/Skylar Lerner

10:40am - 11:20am:

**Meta Ads Success:**  
The Top 10 Highest Converting Facebook and Instagram Ads of 2025  
w/Sarah Miller

11:20am - 11:45am:

Break

11:45am - 1:00pm:

**From Inconsistent Posts To Booked Solid:**  
The Social Media & Brand-Building Blueprint For Clinics Ready To Win With AI In 2026  
w/Jason Massey - Brand Manager of Paul Gough

1:00pm - 2:30pm:

Mastermind Lunch Break

Non-Member/Silver  
& Gold Ticket Guests

**Special Session w/Paul Gough**  
**"Triggering The Transformation" -**  
How To Break Free From Being Small, Stuck & Struggling,  
To Being A Profitable & Scalable PT Practice



Powered By





## DAY 2

## CONTINUED

2:30pm – 3:45pm:

**"The Pivot!"**  
It's Time To Decide What You Really Want From Your Practice (and Life!)  
**\*Unmissable Session\*** w/Paul Gough

**3:45pm - 4:10pm:**

**Break**

4:10pm – 5:30pm:

**Build Your BRAND, Build Your BUSINESS,  
Build Your WEALTH!**  
w/Paul Gough

**5:30pm - 6:40pm:**

**FREE "Alcoholic Beverages Bar"** In The Vendors Hall  
(Brought to You by **STIMPOD**)

6:40pm – 8:15pm:

Get Your Drinks & Take Your Seats For This Year's  
**Mystery Celebrity Guest**

## SATURDAY BREAKOUTS

### MODALITY MORNING

**STIMPOD** - "Miracle Results. Revenue Revolution"  
**CAREWEAR** - "Wearable Light-Therapy Revolution"  
Vendor Hall - 7:30am - 8:30am

### GUEST BONUS SESSION

"Triggering The Transformation"  
Crystal Ballroom (Main Room) - 1:00pm

### NEW MEMBER Q&A DRINKS RECEPTION

In The Atrium - 8:15pm - 10:15pm



**COACHING ZONE** w/Luke Hockborn

Vendor Hall - See Luke During Breaks

**AUTOMATION LAB** w/SophieBeth

Vendor Hall - Session Times in Vendor Hall

## DAY 3

9:00am – 10:15am:

**The 5 Big Decisions That Changed Their Future:**  
How These 5 Clinic Owners Found Their Freedom From Insurance Of The  
9-5 Grind Of The Treatment Room - w/Luke Hockborn & Special Guests

10:15am – 11:15am:

**"Coffee with Goughy"**  
Get Your Hot Morning Coffee And Settle In For An  
Unmissable Session with w/Paul Gough **LIVE**

**11:15am - 11:45pm:**

**PLUS, The "Teach And Get Rich" Book Signing** w/Paul Gough

11:45pm – 1:00pm:

**How To Grow Profitably By Following The Proven Path Of 9 Of  
The Most Successful Clinic Owners In The Planet Paul Community**  
w/Paul Gough & Greg Crabtree

1:00pm – 1:10pm:

**America's Got Marketing Talent WINNER**

**1:10pm – 1:30pm:**

**Break**

1:30pm – 3:00pm:

**How To Erase Any Head Trash & Self Doubt, Make Use Of,  
Implement, & Profit Massively From Everything You've  
Heard In The Last 3 (or 4) Days** - w/Paul Gough

**3:00pm:**

**Workshop Wrap**



Powered By





# SESSION 1



# The Ultimate 7-Figure Cash Practice Business Model

w/Paul Gough

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:



**PAUL GOUGH: CEO MM Group**  
**Profit and Loss Trend**  
 All Companies

2025-06 <--- Select Month

	For the 12 Months Ended			For the 3 Months Ended			For the Month Ended		
	2025-04	2025-05	2025-06	2025-04	2025-05	2025-06	2025-04	2025-05	2025-06
<b>Revenue</b>	13,770,564	13,921,853	14,125,200	3,498,104	3,720,891	3,693,507	1,166,386	1,326,936	1,200,185
<b>Cost of Goods Sold</b>	208,273	209,494	204,545	57,176	51,665	48,251	19,903	13,853	14,496
<b>Gross Margin</b> as a % of sales	13,562,291	13,712,359	13,920,654	3,440,928	3,669,226	3,645,256	1,146,483	1,313,083	1,185,690
<b>Direct labor</b> as a % of sales Direct LER	3,306,836	3,339,181	3,366,707	819,459	837,081	828,634	291,340	294,799	242,494
<b>Contribution Margin</b> as a % to sales	10,255,456	10,373,178	10,553,947	2,621,469	2,832,145	2,816,622	855,143	1,018,284	943,195
<b>Operating expenses:</b>									
Facilities	1,307,906	1,313,879	1,290,590	338,277	334,307	315,644	105,470	112,024	98,150
Marketing	1,334,915	1,361,019	1,371,588	375,079	405,836	404,932	142,213	146,006	116,713
Management Labor	2,852,957	2,879,317	2,917,562	738,383	733,584	729,398	243,903	243,457	242,038
Payroll Taxes and Benefits	1,498,780	1,499,970	1,518,579	380,025	375,077	378,002	125,246	129,493	123,262
Other OpEx	1,343,295	1,258,044	1,277,860	331,694	353,843	369,500	130,325	124,565	114,610
<b>Total Operating Expenses</b> as % to Sales Management LER (compared to CM)	8,337,853	8,312,228	8,376,180	2,163,459	2,202,647	2,197,477	747,157	755,546	694,773
<b>Net Operating Income</b> as % to Sales	1,917,603	2,060,950	2,177,767	458,010	629,498	619,146	107,986	262,738	248,422
<b>Total LER</b>	2.20	2.21	2.22	2.21	2.34	2.34	2.14	2.44	2.45
Facilities as % to CM	13%	13%	12%	13%	12%	11%	12%	11%	10%
Marketing (as % to sales)	10%	10%	10%	11%	11%	11%	12%	12%	10%
Payroll Taxes and Benefit (as % of Labor)	24%	24%	24%	24%	24%	24%	15%	12%	12%
Other Operating Expense (as % to CM)	13%	12%	12%	13%	12%	13%			
<b>Cash</b>	1,573,406	1,603,692	1,789,209						
<b>Line of Credit</b>	196,998	217,698	238,698						
<b>Months of Core Capital</b>	1.33	1.32	1.65						

# Of Companies in Model To Date

9





**CEO MM - CLINIC 1**  
**Profit and Loss**  
**Summary View**

	2025-06				← Select Month			
	For the 12 Months Ended		For the 3 Months Ended		For the Month Ended		R3 Annualized	
	2023-06	2024-06	2023-06	2024-06	2023-06	2024-06	2023-06	2025-06
Revenue	831,319	989,009	226,474	299,805	96,544	93,160	115,356	1,589,143
Cost of Goods Sold	5,177	28,035	2,528	6,545	-	396	-	16,206
Gross Margin	826,142	960,973	223,946	293,260	96,544	92,765	115,356	1,572,936
GM as a % of sales	99%	97%	99%	98%	100%	100%	100%	99%
Direct labor	174,759	219,984	40,176	49,200	12,927	15,975	22,983	289,062
as a % to Revenue	21%	22%	18%	16%	13%	17%	20%	18%
as a % to GM	21%	23%	18%	17%	13%	17%	20%	18%
Direct LER	4.73	4.37	5.57	5.96	7.47	5.81	5.02	5.44
Contribution Margin	651,383	740,989	183,770	244,060	83,617	76,790	92,373	1,283,875
as a % to Revenue	78%	75%	81%	81%	87%	82%	80%	81%
as a % to GM	79%	77%	82%	83%	87%	83%	80%	82%
Operating expenses:								
Facilities	288,506	358,511	25,294	27,412	8,675	9,292	9,182	108,865
Marketing	106,820	117,056	31,430	33,813	8,850	13,203	15,255	185,287
Management Labor	103,093	133,403	46,951	66,601	16,067	22,204	28,995	348,479
Payroll Tax and Benefit	200,118	298,366	12,727	20,972	4,784	8,954	9,807	103,577
Other Operating Expense	53,413	75,104	17,858	25,556	8,230	5,890	10,021	141,030
Total operating expenses	542,036	731,982	134,260	174,353	46,605	59,543	73,261	887,238
OpEx as % of Revenue	65%	74%	59%	58%	48%	64%	64%	56%
as a % to GM	66%	76%	60%	59%	48%	64%	64%	56%
Management LER (compared to CM)	3.25	2.48	3.91	3.66	5.20	3.46	3.19	3.68
Net operating income	109,346	9,007	49,509	69,707	37,012	17,246	19,113	396,637
NOT as % to Revenue	13%	1%	22%	23%	38%	19%	17%	25%
as a % to GM	13%	1%	22%	24%	38%	19%	17%	25%
Other income (expense):								
Other income (expense)	(39,189)	8,773	87	2,030	21	717	606	6,283
Interest expense	540	14	34	0	2	0	-	-
Depreciation	-	-	-	-	-	-	-	-
Other Expense	(35,161)	(4,639)	(4,818)	(239)	(2,200)	-	-	-
Total other income (expense)	(73,809)	4,148	(4,697)	1,791	(2,176)	718	606	6,283
Net Income	35,538	13,155	44,813	71,498	34,836	17,964	19,719	402,920
Net Income as % to Revenue	4%	1%	20%	24%	36%	19%	17%	25%
as a % to GM	4%	1%	20%	24%	36%	19%	17%	26%
Total LER	2.20	1.85	2.57	2.53	3.33	2.43	2.22	2.35
Facilities as % to CM	16%	16%	14%	11%	10%	12%	10%	10%
Marketing (as % to sales)	12%	13%	14%	11%	9%	14%	13%	13%
Payroll Taxes and Benefit (as % of all labor)	14%	14%	15%	18%	16%	23%	19%	19%
Other Operating Expense (as % to CM)	12%	15%	10%	10%	10%	8%	11%	11%



## The Concierge Revolution:

## How Any Practice Can Add Predictable Recurring Revenue (and Profit) Without More Patients, Staff, Or Stress - **Part 1**

w/Paul Gough

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

---

---

### Biggest Action Point From This Session:

## The Concierge Revolution:

## How Any Practice Can Add Predictable Recurring Revenue (and Profit) Without More Patients, Staff, Or Stress - **Part 2**

w/Paul Gough

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:

---

# AI Breakthroughs 2025:

# Grow Your PT Practice in 2026 Without Growing Payroll w/Paul Gough

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

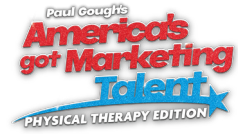
## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:



## America's Got Marketing Talent

brought to you by **PtEverywhere**



**IDA HIRST**

PT Specialties, Pleasanton, CA

---

---

---

---

---

---

---

---



**JASON HAN**

Healthfit, Pasadena, CA

---

---

---

---

---

---

---

---



**JENNIFER PENROSE**

Penrose PT, Lacey, WA

---

---

---

---

---

---

---

---



**JUSTIN VAIDYAN**  
Arise PT, White Plains, NY

---

---

---

---

---

---

---



**KEN CHENG**  
South Jersey PT, Hainesport, NJ

---

---

---

---

---

---

---

**Biggest Takeaway From This Session:**

---

---

**Biggest Action Point From This Session:**

---

---

Paul Gough's  
**America's  
got Marketing  
Talent**  
PHYSICAL THERAPY EDITION

All **FIVE** Of Our Finalists Are PhysioFunnels Users & Have Achieved Incredible Business Success In Their Private Practices During **2025**.

Whether that's increasing revenue by over **\$216K**, increasing profits by **nearly \$100K**, or running "super-workshops" that generated **\$20K**, and generated significant media attention...

On average, these 5 **PhysioFunnels** user Finalists added an **ADDITIONAL \$216K** in **REVENUE** & an **ADDITIONAL \$96K** in **NET PROFIT** since **PPM LIVE LAST YEAR**



Scan The QR Code  
And **Vote** For Your  
Favorite Now!

But Only **ONE** Can Be Crowned  
The Winner For The Second  
America's Got Marketing Talent  
Competition & A Chance To  
**WIN** A Trip To Miami



Todd Celebrating His Success  
With Paul On a 50ft Yacht  
In Sunny Miami Earlier This Year





# How Would It Feel In 12 Months From Now For You To Be Able To Say to Yourself:

## “I’VE HAD MY BEST YEAR EVER!”

I know you might not believe me right now, but it is possible! And dozens of clinic owners (many in this very room) have achieved their best year ever!

You absolutely can move away from a business with inconsistent, unpredictable revenue, and just as many bad months as good months, to more **CONSISTENTLY** profitable business that makes **GREAT** money **WITHOUT** you having to be in the treatment room 9-5, every single day.

The Mastermind is going to give you the **SKILLS**, tools and coaching to achieve your real **PROFIT** potential which supports your **LIFESTYLE** goals, and gives you everything you need including:



- ✓ **Live KPI Dashboard** to make smart, profitable decisions
- ✓ **World-Class 1:1 Coaching** built on real-time data
- ✓ **Weekly Group Calls** to maintain momentum and sharpen your thinking
- ✓ **Peer Accountability Groups** to keep you focused and supported
- ✓ **In-Person Events** that create clarity, energy, and deep connection
- ✓ **The “Vault”** - done-for-you templates, checklists, & systems to save time & eliminate guesswork

**All Of This, Wrapped In A 12-Month Roadmap That Has Already Helped Dozens Of Clinic Owners Scale Faster, Earn More, & Finally Step Into The Role Of CEO.**

PAUL GOUGH’S  
**BEST YEAR**  
MASTERMIND

**Speak To A Member  
Of Team PG At The Event  
If You’re Ready For Your  
Best Year Ever!**



# Café 80

WHERE THERE'S ALWAYS MONEY TO BE MADE  
*especially in the PT profession*



## AFTER *Party*

RENAISSANCE HOTEL

*Crystal B* FLORIDA  
*Ballroom*

7:30PM - 11:00PM

Uncover **YOUR** Success For **2026**  
And **HOW** To Achieve It...

# ***COACHING ZONE***

From ***PHYSIOFUNNELS***

**Transform Your Personal Goals Into Reality**

- Get **CLARITY** On Numbers Needed To Succeed
- Turn Your Business Into A Vehicle For **ACHIEVING** Your Goals
- Get The **ACTION** To Take From My Team Of Business Coaches

**Visit the Coaching Zone**  
**in the Vendor Hall and speak to Luke or one**  
**of the other members of our team and reserve your**  
**1-1 30 Minute Space this weekend**



## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Why Old School SEO Is DEAD:

## And How AI-Driven Content Is Winning The Google SEO Race

w/Skylar Lerner

[illegible]

## Biggest Takeaway From This Session:

---

### Biggest Action Point From This Session:

## Meta Ads Success:

# The Top 10 Highest Converting Facebook and Instagram Ads of 2025

w/Sarah Miller

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:



## From Inconsistent Posts To Booked Solid:

The Social Media & Brand-Building Blueprint For Clinics Ready To Win With AI In 2026 - *w/Jason Massey - Brand Manager of Paul Gough*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:

---

## "The Pivot!"

## It's Time To Decide What You Really Want From Your Practice (and Life!)

**\*Unmissable Session\*** - w/Paul Gough

[illegible]

## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

---

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

---

# PAULA<sup>TM</sup>



**NEVER MISS ANOTHER PHONE CALL AGAIN!**

*Meet PaulAi - Your AI Receptionist That Books  
Appointments While You **SLEEP!**"*

**PaulAi** is the 24/7, never-takes-a-break, never-asks-for-a-raise AI receptionist built in the Paul Gough style - meaning she doesn't just answer phones... She converts callers into **PAYING** patients.

Using our proven scripts & patient-conversion psychology, PaulAi:



Never Complains About Mondays



Answers Every Call, Day Or Night



Asks The Right Questions To Qualify  
Leads (Using Paul's Perfect Patient Method™)



Books Appointments Directly Onto  
Your Clinic's Calendar

If you're missing just 1 call a day (and I know for a fact, it's way more than that)  
- **PaulAi** pays for herself.

**Ready To Hire PaulAi And Never Miss A Phone Call Again?**

*Speak To A Member Of Team PG At The Event!*



## The 5 Big Decisions That Changed Their Future:

## How These 5 Clinic Owners Found Their Freedom From Insurance Of The 9-5 Grind Of The Treatment Room

- w/Luke Hockborn & Special Guests

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:

## "Coffee With Goughy"

Get Your Hot Morning Coffee And Settle In For An  
Unmissable Session w/Paul Gough **LIVE**

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

---

### Biggest Action Point From This Session:

---

# How To Grow Profitably By Following The Proven Path Of 9 Of The Most Successful Clinic Owners In The Planet Paul Community - *w/Paul Gough & Greg Crabtree*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:

---

# SESSION 4



## America's Got Marketing Talent WINNER

brought to you by **PtEverywhere**This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

---

### Biggest Action Point From This Session:

---

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Workshop Wrap

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Biggest Takeaway From This Session:

### Biggest Action Point From This Session:



## Here's a Summary Of The Amazing Achievements By Our Members Participating In The 'America's Got Marketing Talent' Competition This Weekend

On average, the five finalists increased their revenue by an  
**ADDITIONAL \$216,343** since the **LAST PPM LIVE...**  
...And, **REDUCED** their treatment time by **OVER 25 Hours. BOOM!**



**Jason Han, HealthFit Physical Therapy, Pasadena, CA**  
**Business Growth Since PPM Live Last Year: \$230,840**  
**Treatment Time Reduced: 32 Hours**

**"Thanks to Pauls Marketing team, The Ultimate Workshop Machine run's without me.**

**"Paul made me realize my REAL job is marketing - on stage, on video, online - that's the fuel for growth."**



**Jennifer Penrose, Penrose Physical Therapy, Lacey, WA**  
**Business Growth Since PPM Live Last Year: \$329,949**  
**Treatment Time Reduced: 32 Hours**

**"Pauls Medicare Concierge Plan saved one-on-one care and most importantly allowed us to be profitbale"**

**"Pauls Ultimate Workshop Machine is my evergreen profit engine - one event change's an entire quarter's profit"**



**Ken Cheng, South Jersey Physical Therapy, Hainesport, NJ**  
**Business Growth Since PPM Live Last Year: \$203,002**  
**Treatment Time Reduced: 24 Hours**

**“Before PhysioFunnels we were stuck. Since starting with the team we broke the \$500k ceiling and we’re looking at \$1M Clinic.”**

“Four hours a day on marketing beats four hours a week - that’s how you scale, that’s when we broke the \$500k ceiling.”



**Ida Hirst, Physical Therapy Specialities, Pleasanton, CA**  
**Business Growth Since PPM Live Last Year: \$138,249**  
**Treatment Time Reduced: 14 Hours**

**“PhysioFunnels is helping us get OUT of Insurance faster and safer than any other way. That shift to getting a real marketing system has made us profitable again for the first time in 3 years.”**

“Pauls Marketing team meant weekly emails and pipelines fill our workshops and keep us profitable”



**Justin Vaidyan, Arise Physical Therapy, White Plains, NY**  
**Business Growth Since PPM Live Last Year: \$179,675**  
**Treatment Time Reduced: 24 Hours**

**The PhysioFunnels Marketing System took me from 8% profit... to 20% and now I’m on pace for a \$1M Cash Pay Clinic.**

“The Workshop Machine isn’t just about putting on an event each month - it’s about creating trust with leads and that is what is keeping my clinic full.”

## **Jason Han, HealthFit Physical Therapy Pasadena CA**

**Business Growth Since PPM Live Last Year: \$230,840**

**Treatment Time Reduced: 32 Hours**

**Lead Marketing Strategy: Authority Based Marketing**

*“Paul’s Workshops are like owning your own cash machine that you can go to every single month”*

Before discovering Paul Gough’s world, Jason Han was already an exceptional clinician with a remarkable résumé — from working with the Pittsburgh Steelers to travelling the world as a physio for Cirque du Soleil. But like many great therapists, he found himself trapped in the grind of business ownership without the structure, marketing, or systems needed to grow beyond himself.

After Cirque closed in 2012, Jason opened his first cash-based practice in 2013 — literally out of an equipment closet inside a gym. A few years later, he and his wife (a chiropractor) opened Health Fit in a 2,700 sq ft space in Pasadena. The clinic grew on word-of-mouth and early social media — but without a clear grasp of marketing, numbers, or strategy, the business couldn’t scale. Add to that the pressures of IVE, long weeks, and no systems, and Jason was running hard but standing still.

That’s when he saw a Facebook ad for Paul’s first Business Growth School. He joined, immediately implemented new phone scripts, lead generation, and automated onboarding — and everything changed. Today, Health Fit occupies nearly 6,000 sq ft, employs 16 team members, and combines physical therapy, chiropractic, and cutting-edge wellness and regenerative therapies. This year marks their 10-year anniversary — and Jason credits that milestone to the structure, mindset, and marketing muscle built through Paul’s coaching and the PhysioFunnels community.

### **How Has Paul Gough / PhysioFunnels Community Helped You Achieve Growth**

The Paul Gough community has been my sounding board, Mastermind progress group, and constant push to take action. Paul’s mentorship — along with guidance from Marketing Coaches Skylar, Cam, Amy, and the mastermind coaches — gave me the systems and support to grow from a single room to a multi-disciplinary business.

Weekly calls with Paul’s PhysioFunnels team keep our marketing sharp, data-driven, and moving forward. PhysioFunnels centralizes everything: leads, automations, workshops, and SpeedyDialer follow-ups. My team knows exactly where every patient is in the journey, and I can see results in real time.

The “consistent brainwashing toward execution,” has changed how I think and lead. I’ve learned that if I stay visible, communicate clearly, and follow the proven systems, growth becomes predictable. Because of Paul, his mastermind coaches, and the tools they built, my business now runs on systems — not stress — and the team grows alongside me.

Marketing That Built Momentum

### **Jason’s marketing success rests on three pillars that any clinic can model:**

#### ***PhysioFunnels + Ultimate Workshop Machine***

Switching from ActiveCampaign to PhysioFunnels simplified automation, pipelines, and workshop follow-up. Every workshop now tracks “registered → showed → converted,” ensuring no lead slips through the cracks.

#### ***Retargeting and Website Traffic***

From early Facebook pixels to today’s optimized Google and Meta campaigns, Jason has always stayed ahead of digital

trends. Working with the PG Marketing team, his website now attracts and converts consistently, turning clicks into consults.

### ***Email Marketing at Scale***

Health Fit's email list of 5,000+ people gets two broadcasts per week — Wednesdays and Sundays. Thanks to Paul's coaching, Jason learned to stay omnipresent and lead with value. That consistency keeps ex-patients and prospects engaged and returning, especially for new services like regenerative therapy.

## **Campaigns That Delivered Real Revenue Workshops with Stage-Specific Follow-Up**

Each event feeds into PhysioFunnels, which tags attendees, no-shows, and non-converts. Tailored texts and emails through SpeedyDialer turn registrations into discovery visits, and discovery visits into packages. It's a simple, replicable system that turns education into income.

### ***Consistent Email → High-Ticket Launch***

By emailing twice a week and sharing real stories, Jason primed his list for the launch of regenerative therapy. One high-school friend, who'd been silently reading for months, reached out, brought his son, and purchased over \$5,000 in services — proof that staying visible pays off.

### ***Mindset Shifts That Changed Everything***

Pauls Philosophy of 'I am the marketer' - At least half of Jason's role is now marketing — not treating.

Personal development first. You can't lead others if you're not sharp mentally and physically. Jason Credits, Paul, and his Mastermind Community to always be focussing on becoming 1% better.

High-leverage focus. He invests in assets that scale — automations, workshops, education — and coaches his team until it runs without him.



## **The Paul Gough & PhysioFunnels Effect**

Jason describes the community as “consistent brainwashing toward action.”

Weekly calls with Paul, Skylar, Cam, and Amy keep him accountable and evolving.

PhysioFunnels centralizes every lead, pipeline, and automation — layered now with AI tools to move faster and work smarter.

He credits this structure for his ability to step back from the daily grind and step into leadership with confidence.

## **Results That Prove the System Works**

- Team of 16 across PT, chiropractic, and wellness with 20% Profit 7-Figure + Business
- 10-year anniversary and consistent expansion (now not treating ANY patients)
- Added regenerative therapy with strong early ROI
- Reusable, systemized workshop assets in PhysioFunnels
- Raised \$80,000 for a teammate in crisis — a true community win

## **Jason's next chapter is bold:**

He's launched Health Fit Regenerative Therapy Lab, positioning his clinic as a thought leader in modern, science-backed wellness. He's also doubling down on AI-assisted marketing and operations to build faster, smarter, and with precision — keeping the mantra alive: build, ship, refine.

***Before Paul's coaching, Jason had skill but no structure. Thanks to the Mastermind, PhysioFunnels, and Paul's constant push for execution, Health Fit has become a model of what a systemized, profitable, and community-driven clinic can be.***



## **Jennifer Penrose, Penrose Physical Therapy**

**Lacey CA**

**Business Growth Since PPM Live Last Year: \$329,949**

**Treatment Time Reduced: 32 Hours**

**Lead Marketing Strategy: PhysioFunnels Marketing Systems**

*“Paul’s Workshops WORK! One event can change an entire quarter. My business has never been in better shape”*

Before joining Paul Gough’s world, Jennifer Penrose was already a respected clinic owner delivering exceptional one-on-one care. But like many, she was missing the business and marketing strategy that turns a good clinic into a great one.

For the first decade after opening Penrose Physical Therapy in 2007, growth came through word-of-mouth and physician referrals. Patients loved the care, but the business had no formal systems or marketing engine behind it — and momentum began to stall.

Everything changed in 2017 when Jennifer met Paul Gough at a conference in Chelan, Washington. She started listening to his podcast, enrolled in the Accelerator Program, and quickly joined the Mastermind. From there, she dove into multiple events and bootcamps — learning not just tactics, but an entirely new way of thinking.

Thanks to Paul’s coaching and the guidance of the business coaches, Jennifer went from a handful of staff to a thriving team of over 15, built solid systems, and completely reimaged how she serves her community.

### **How Has Paul Gough / PhysioFunnels Community Helped You Achieve Growth**

“Paul’s coaching gave me the strategy and courage to lead my business through change. When I first joined the Mastermind, I was a clinician trying to manage growth through intuition. The combination of Paul’s mindset work, the financial focus (and the dashboard!), and the practical coaching from Mastermind Business Coaches Luke, Emma, and Chris helped me build systems for every part of the business.

The Paul Gough community itself is what kept me accountable — it’s not theory, it’s action. Every Progress Group call gives me one or two things to implement right away, and the results compound.

PhysioFunnels has been transformational: every lead, task, and automation runs through one place. My team uses it daily to track pipelines, nurture follow-ups, and close the loop on every workshop lead. It gives me confidence that the marketing I invest in actually converts.

Paul’s biggest impact on me has been his belief in what’s possible — and the expectation that I lead from the front. Thanks to his coaching, his team, and the PhysioFunnels system, we’re not just a clinic anymore; we’re a structured, scalable business with predictable growth and profit.

### **Marketing That Multiplied Growth**

With the help of Paul’s team, Jennifer transformed how she reaches her community.

Thanks to the Ultimate Workshop Machine, Her monthly workshops now sell out consistently, often requiring second or third sessions to meet demand.

She pairs these with a weekly newspaper column, podcast episodes tied to campaigns, and email follow-ups run through PhysioFunnels. Together, they deliver predictable leads, credibility, and trust long before anyone steps in the clinic.

The “Regen 101” Workshop became her most profitable campaign to date — generating \$31,000 in sales from one event. A second Peripheral Neuropathy/Stimpod workshop brought in another \$18,000 shortly after.

She also runs one of the most reliable Black Friday promotions in the community — a systemized annual campaign that boosts end-of-year revenue, proving that marketing consistency compounds over time.

### **Bold Changes: Medicare Concierge and Regenerative Therapy**

At PPM Live 2023, Jennifer made the biggest decision of her career — to roll out Medicare Concierge and reclaim the freedom to deliver one-on-one care without cutting corners. With guidance from Paul and the Mastermind coaches, she trained her team, refined the front-desk language, and educated patients on the new structure. The result? A seamless transition that preserved the



standard of care while improving margins.

Alongside Concierge came a new service line: regenerative therapies — Shockwave, EMTT, and Stimpod. These premium options gave patients faster results and gave the business a healthy mix of high-value services that support its core mission. By pairing Concierge and Regenerative programs, Jennifer created a clinic model that's sustainable, profitable, and perfectly aligned with her values.

## The Role of Paul's Coaching and PhysioFunnels

Jennifer calls Mastermind her “strategy and mindset engine,” and Mastermind Progress Groups her “execution lab.” Each call gives her and her team a single next action — something they can implement right away. From leadership calls with Luke, to recruitment sessions with Emma, to strategy planning with Chris, she uses the coaching team as her board of advisors.

And with PhysioFunnels as her clinic's “single source of truth,” her whole team can move leads forward — even across time zones.

As she says, “We were already a great one-on-one clinic. But thanks to Paul's coaching and the systems we've built, we've become a business that delivers great care sustainably.”

## Results That Prove the Model Works

- Transitioned to Medicare Concierge while maintaining patient retention (and INCREASING PROFITABILITY)
- Added high-value regenerative therapy lines that fuel profit (without treating patients her self)
- Increased staff to over 15 clinicians and support team members (spending ALL her time as a CEO)
- Hosted multiple sold-out workshops that generated \$49,000+ in direct revenue (Became THE authority in town).
- Reclaimed freedom to lead, not just treat (the ULTIMATE SUCCESS in business and life)

## Looking Ahead

Jennifer's next bold move is already in motion — hosting a Health Heroes event at the Lacey Community Center with over 150 guests expected, full media coverage, and a new book project tied to it.

She's also exploring medical partnerships for injection-based regenerative therapies — continuing to innovate while protecting her clinic's one-on-one values.

Her words to any clinic owner sitting in the room:

“If you want to go farther, faster – with resources for your whole team instead of everything relying on you – this is the place. You'll hit your goals quicker here than on your own.”

***Before Paul's coaching, Jennifer had a great clinic. Thanks to the Mastermind, PhysioFunnels, and the community around her, she's built a great business — one that's profitable, scalable, and future-proof.***



## **Ken Cheng, South Jersey Physical Therapy Hainesport NJ**

**Business Growth Since PPM Live Last Year: \$203,002**

**Treatment Time Reduced: 24 Hours**

**Lead Marketing Strategy: Ultimate Workshop Machine**

***“Before PhysioFunnels we were stuck. Since starting with the team we broke the \$500k ceiling and we’re looking at \$1M Clinic.”***

Before discovering Paul Gough’s world, Ken Cheng had already spent years trying to crack the code of private practice success. He opened South Jersey Physical Therapy and Sports Medicine in 2014 with a partner, and for the first 5–6 years, the business felt like it was running in circles — busy, but never breaking through.

When reimbursements were strong, the clinic did well. When they dropped, Ken scrambled to find another way. Even after transitioning from insurance to cash pay, the business stayed stuck around \$300K a year — with no profit to show for it.

Then one day, scrolling through Facebook, Ken came across an ad for Paul Gough’s Mastermind Event in New Jersey. The message hit home: stuck in the trenches, treating full-time, and unable to grow. It felt like it was written directly for him. He then came to PPM LIVE. And within 9 months of executing what Paul and the mastermind coaching team taught him, Ken finally broke through the \$500K glass ceiling — with margin and momentum that had never existed before.

### **How Has Paul Gough / PhysioFunnels Community Helped You Achieve Growth**

Joining Paul Gough’s Mastermind ended years of running in circles. Paul, Luke, Emma, and Chris each played a part in rebuilding how my business operates — from front-desk language and financial dashboards to campaign strategy and accountability.

The PhysioFunnels platform gave me visibility I never had before. Every lead, every pipeline, every conversation lives in one place, so I finally know what’s working and what isn’t. With Paul’s marketing team helping me build workshops and ad campaigns, I no longer rely on hope or word of mouth — I have data, systems, and structure.

Most importantly, Paul’s coaching changed my mindset. He taught me that I can’t scale if I’m treating full time — that my job is to be the marketer and leader, not the technician. The combination of the Mastermind community, the PhysioFunnels technology, and Paul’s no-nonsense accountability gave me the clarity and discipline to break past the \$500K ceiling and finally run a business that grows with margin and confidence.



---

**SPEAK TO A MEMBER OF TEAM PAUL OR VISIT THE PHYSIOFUNNELS BOOTH AT THIS EVENT IF YOU  
WANT RESULTS LIKE THE 5 CONTESTANTS IN THIS WORKBOOK**

## The Turning Point: From “Therapy Company” to Growth Engine

Before PhysioFunnels, every lead was a manual chase, and the follow-up depended on luck. Thanks to Paul’s coaching and the PhysioFunnels system, Ken now has total visibility into his pipeline — every lead, every touchpoint, every next step.

When his business partner left and finances became a black hole, mastermind coaches Chris and Luke walked him through the Financial Cockpit, giving him complete clarity on cash flow, profit, and where to invest next. For the first time, Ken could make financial decisions with confidence.

### Marketing That Created Momentum

Three key campaigns have driven consistent growth:

#### *New-Therapist Launch via Email + Stories*

Using PhysioFunnels, Ken emailed 1,200+ past and current patients, featuring six success stories and photos of Dr. Gina. The campaign reactivated lapsed clients and built authority around his new hire — filling her diary and freeing up Ken’s own schedule.

#### *Workshops Built the “Ultimate Workshop Machine” Way*

With Paul’s Workshop system, Ken ran packed Back Pain and Peripheral Neuropathy/Stimpod workshops that drew 40+ sign-ups each and converted reliably into plans of care. Workshops have now become a cornerstone of his marketing — predictable, scalable, and repeatable.

#### *Price-Lock ‘Loyal Patients’ Campaign Before a Move*

Ahead of his clinic relocation, Ken ran a “thank-you to loyal patients” campaign, offering packages at current rates before a planned increase. It generated \$70,000 in sales and reset the average visit rate from \$175 to \$279 — without pushback.

### The Role Of Paul’s Coaching And PhysioFunnels

Ken credits Paul’s world with ending years of “plateaued hustle.” As he puts it: “Seeing other high-performing clinic owners in the community stopped me from overthinking and got me moving. Execution beats perfection every time.”

PhysioFunnels has become his clinic’s heartbeat — tracking every conversation, campaign, and conversion in one place. And with ongoing support from Paul’s team — from marketing to finance to recruitment — Ken now runs his business with confidence, clarity, and control.

### Results That Prove the System Works

- Broke past \$500K annual revenue for the first time (shifted to marketer away from clinician)
- Increased average visit rate from \$175 → \$279 (and there’s MORE to come)
- Added a new PT with a fully booked schedule (able to step back and LEAD)
- Installed a financial cockpit for full visibility and profit planning (true CEO activity)

### Looking Ahead

As South Jersey Physical Therapy and Sports Medicine moves into a larger facility, Ken’s next phase is all about thought leadership — hosting partner workshops with organizations like Healthtrax, YMCA, and local fire/police departments, expanding to YouTube and podcast platforms.

His words to clinic owners still hesitating:

“Luke once asked me, ‘Do you want to f\*cking make money or not?’ If you want real systems, real strategy, and coaches who actually pick up the phone, join. This community will stop the flailing — and get you paid.”\*

*Before PhysioFunnels, Ken was running hard but standing still. Thanks to Paul’s coaching, the Mastermind, and a financial cockpit that tells the truth, he’s now leading a profitable, growing clinic with freedom to focus on the future.*



# Ida Hirst, Physical Therapy Specialties Pleasanton, CA

**Business Growth Since PPM Live Last Year: \$138,249**

**Treatment Time Reduced: 15 Hours**

**Lead Marketing Strategy: PhysioFunnels Marketing System**

*“PhysioFunnels is helping us get OUT of Insurance. That shift to getting a real marketing system has made us profitable again for the first time in 3 years.”*

When Ida Hirst opened her clinic in 1989, she was a young physical therapist renting a single room in a hand clinic, determined to specialize in head, neck, and jaw (TMJ) disorders. Within a few short years, that one room grew into a thriving standalone practice with a loyal patient base.

For decades, the business ran 100% on insurance — and it worked. Until it didn't. When California's workers' comp reform and the legalization of physician-owned practices hit, everything changed overnight. The clinic dropped from 80 patients a day to 18, with a full building and payroll still to cover. Ida came dangerously close to closing her doors.

Her husband — with a background in sales — made one simple but powerful observation: “You’ve never truly promoted this clinic.” That challenge set her on a new path. She invested in marketing help, rebuilt volume, and survived. But profit kept eroding under the pressure of insurance reimbursements.

Years later, when searching for guidance to transition out of insurance, a consultant told her, “You need to call Paul Gough.” She did — and that call changed everything.



## How Has Paul Gough / PhysioFunnels Community Helped You Achieve Growth

When I joined Paul Gough's Mastermind, I finally found a roadmap and a community of people who understood exactly what I was trying to do. Paul's coaching helped me transition away from the limitations of insurance without risking the stability of my clinic. His mastermind coaching team — especially Luke and Emma — guided me step by step through pricing, positioning, and team training so I could move toward cash pay with confidence.

The PhysioFunnels system gave us the backbone we were missing: automated follow-up, clear pipelines, and visibility across every patient journey. Now we track conversions, nurture relationships, and reactivate past patients automatically.

Paul's Progress Groups and coaching calls gave me the courage to implement Medicare Concierge and Regenerative Therapies — and to price them properly.

Most of all, the community showed me proof. Seeing peers succeed using the same systems made growth feel not just possible, but inevitable. Thanks to Paul, his coaches, and the PhysioFunnels platform, I've built a profitable, modern practice that finally rewards the decades of work I've put into it.

## Marketing That Rebuilt the Foundation

---

**SPEAK TO A MEMBER OF TEAM PAUL OR VISIT THE PHYSIOFUNNELS BOOTH AT THIS EVENT IF YOU  
WANT RESULTS LIKE THE 5 CONTESTANTS IN THIS WORKBOOK**

Ida learned early that consistency beats heroics. With the help of Paul's team, her clinic sends weekly (and sometimes twice-weekly) emails, runs reliable Google Ads, and stays visible on social media. Adding a simple website chatbot turned into a big win — giving prospects instant access to answers after hours and generating more qualified leads.

She's also reactivating through the Ultimate workshop machine — with monthly in-person events showcasing her new regenerative technologies.

## Campaigns That Made A Difference

### ***1. 35th-Anniversary Open House***

Ida turned her 35th anniversary into a powerful community event run through PhysioFunnels. Guests came for free screenings and stayed to learn about orthotics and therapy services. The open, relationship-first atmosphere led to multiple new evals and cash sales — proving that generosity builds trust.

### ***2. Executing on the Ultimate Workshop Machine -***

Teaching clearly, demonstrating Shockwave and EMTT live, and offering discovery visits on the spot turned educational events into consistent conversion opportunities. These workshops became Ida's bridge between patient curiosity and confident cash-paying commitment.

## Overcoming the Big Three Challenges

### ***1. Getting Off Insurance Without Collapsing Cashflow***

Dropping one major plan didn't fix revenue — the slots just refilled with low-paying patients. The breakthrough came when Ida implemented Paul's Medicare Concierge to serve seniors better and introduced Shockwave/EMTT to attract self-paying patients. That combination stabilized volume while lifting margins.

### ***2. Operating While Understaffed***

Even with a lean team, Ida hit \$130,000 in monthly revenue by focusing on quality over quantity — fewer visits, higher-value packages, and premium services.

### ***3. Teaching the Team to Sell Value, Not Price***

With Paul Gough's sales frameworks, her front desk shifted from quoting copays to leading real conversations about outcomes and life-changing results. Adding Prompt and PhysioFunnels automations ensured every lead got the follow-up it deserved.

## The Paul Gough and PhysioFunnels Effect

The Mastermind and Progress Groups gave Ida real-world answers from clinic owners who've already made the same transition. She saw how peers built concierge programs and regenerative therapy lines — and followed the blueprint.

PhysioFunnels + Prompt created the operational backbone: automation, lead tracking, reminders, and reactivation without chaos. It's the system that ensures every patient conversation leads to a next step — and every next step leads to a sale.

## Results That Prove the Model Works

- **Successfully introduced Medicare Concierge + Cash Model (increasing PROFIT)**
- **Maintained strong monthly revenue even when short-staffed (streamline model)**
- **Introduced regenerative therapies to increase per-visit value (future proofing the clinic)**
- **Hired PhysioFunnels team to build automations that nurture leads 24/7**
- **Reclaimed profitability and freedom after years of insurance dependence**

## Looking Ahead

Ida's next chapter is about freedom and stepping into the educators role to put her clinic on the map. She's relaunching monthly workshops — starting with shoulder pain, then rotating through back, knee, and neck topics — each featuring live demos of Shockwave and EMTT.

The goal: consistent cadence and community connection, and continued growth.

***Before Paul's coaching, Ida had a respected clinic trapped in an unsustainable model. Thanks to the Mastermind, PhysioFunnels, and a clear transition plan, she's built a profitable, lower-volume business that puts her — and her patients — back in control.***

## **Justin Vaidyan, Arise Physical Therapy, White Plains, NY**

**Business Growth Since PPM Live Last Year: \$179,675**  
**Treatment Time Reduced: 24 Hours**  
**Lead Marketing Strategy: The Ultimate Workshop Machine**

*“The PhysioFunnels Marketing System took me from 8% profit... to 20% and now I’m on pace for a \$1M Cash Pay Clinic.”*

Before discovering Paul Gough’s world, Justin Vaidyan was like so many talented physical therapists - skilled in the clinic but limited by what he didn’t yet know about marketing, leadership, and business.

After three years in a large outpatient setting, he felt stuck and under-stimulated. Then, in 2020, the pandemic hit - and with a baby on the way, Justin suddenly found himself without a job. Rather than retreat, he decided to build something better. He rented a small space inside a local gym and began to rebuild. By the end of that year, his schedule was full.

But the real leap came when he took what had been his house down-payment and used it to renovate an abandoned dry cleaner’s into what would become Arise Physical Therapy. The doors opened in 2021, his first hire soon followed — and so did the realization that to sustain this growth, he’d need something more than clinical skill. He needed strategy.

That’s when Justin found Paul Gough at PPM Live 2022, and everything began to change.

### **How Has Paul Gough / PhysioFunnels Community Helped You Achieve Growth**

Before joining Paul’s world, I was a busy clinician trying to build a business by instinct. The moment I joined the Mastermind, everything changed. Paul’s coaching gave me clarity and direction - not just ideas, but an exact model to follow. His team of mastermind coaches helped me implement structure: Emma and Jeremiah refined our front-desk follow-up and sales process, Luke built my financial cockpit so I knew what the numbers really meant, and Chris guided me on how to plan cash flow and hiring decisions with confidence.

PhysioFunnels became the foundation that tied it all together - one system to manage every lead, track every step of the client journey, and measure conversion rates so I could actually see progress in real time.

What makes Paul’s community different is you are surrounded by ambitious owners who are doing it, not just talking about it. That belief by proximity lifted my standards and gave me the confidence to scale.

Thanks to Paul, his team, and the structure of PhysioFunnels, I finally run a business that’s predictable, profitable, and no longer dependent on me treating every patient.

### **Marketing That Multiplied Momentum**

With Paul’s direction, Justin learned how to move beyond word-of-mouth and step into predictable marketing. He added Google and Facebook ads to create a reliable lead flow, reignited his in-person workshops through the Ultimate Workshop Machine, and built partnerships with local gyms. He even flew all the way to DUBLIN to learn from Paul how to convert all of his leads.

One clinic workshop drew 12 sign-ups and converted five into full plans of care - worth roughly \$10,000 in revenue - all from a simple, repeatable system anyone can implement.

Every campaign now runs through PhysioFunnels, allowing follow-up, nurture, and tracking of results in real time.



## From Solo Hustler to CEO

Starting at an event, then joining Paul's Best Year Mastermind and later CEO Mastermind became the turning point. Justin learned how to protect time for leadership, not just treatment - renting a co-working space twice a week to focus on marketing and growth projects.

He embraced the mindset shift that "the business can't outgrow you unless you grow first," transforming from clinician to true CEO.

### The results speak for themselves:

- Profit margin up from 8% to 20%
- Two full-time PTs and a third now joining
- Consistent lead flow and structure that scales
- Confidence to lead, delegate, and grow with margin
- Out of the treatment room - CEO role embraced!

### Belief by Proximity

Justin credits the Paul Gough community for surrounding him with business owners who made growth feel inevitable. Borrowing systems from peers, learning from others' playbooks, and seeing real examples of success gave him the belief — and accountability — to execute faster.

As he puts it, "You pay for accountability — and that accountability turns plans into progress."

### Looking Ahead

With a third PT on the way, Justin's next bold move is to scale his brand — reducing treatment hours, developing Arise's social media presence, and hosting more workshops and community partnerships.

His journey proves what's possible when you stop relying on referrals and start following a proven model.

Justin's advice to anyone on the fence:

"Join. Close proximity to like-minded winners raises belief — and belief drives the kind of action you can't achieve alone."

*Before Mastermind & PhysioFunnels, there was chaos. Thanks to Paul's coaching and the Mastermind framework, there's now structure, profit, and freedom.*



**PAUL RECOMMENDS** ✓

# ***PtEverywhere***

**The All-in-One Growth Solution for your Physical Therapy Practice**



Practice Mgmt



Scheduling



Charting / EMR



Payments / Billing



Patient Portal



HEP



Telehealth



Messaging

**Save Time.  
Elevate Patient Care.  
Increase Revenue.**

Level up your practice with a comprehensive **EMR+** solution that delivers scheduling, documentation, billing, and patient management on both web and mobile apps.

PtEverywhere empowers cash-based, hybrid, and in-network practices to attract, connect, motivate, and retain patients.

***[pteverywhere.com](http://pteverywhere.com) // [css@pteverywhere.com](mailto:css@pteverywhere.com)***

Download on the  
App Store

GET IT ON  
Google Play



# THE SINGLE MOST VERSATILE PHYSICAL THERAPY EMR

Everything you need for clinic and patient success in one convenient platform.

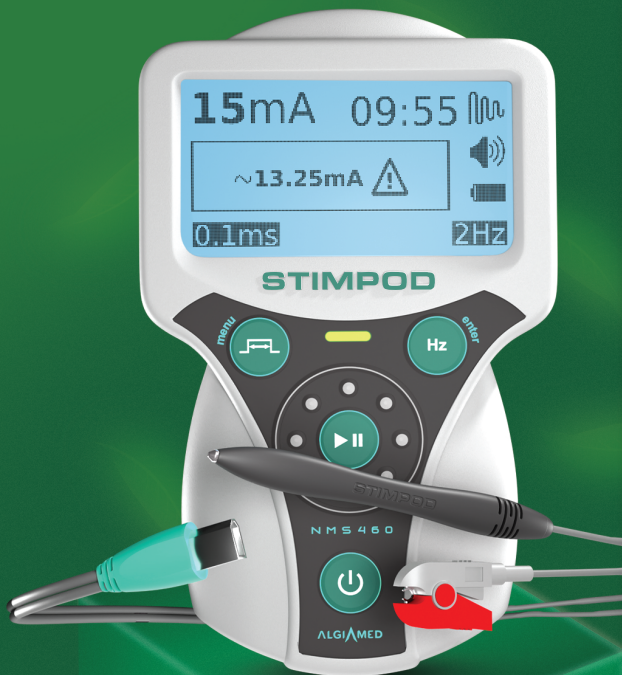


- **Practice management in your pocket.** The EMR+ platform helps you simplify the management of your practice: schedule, document, invoice, and share intake and HEP from one easy-to-use interface.
- **Easy online scheduling via web and mobile app.** Simplify scheduling with the tool that makes online booking via web or app a breeze. Coordinate schedules so your patients can choose their own times, services/classes, locations, and providers.
- **Simplify charting and ensure HIPAA compliance.** Check in a patient using PtEverywhere, and let the system automatically create a note attached to the patient.
- **Ensure timely and accurate payment collection.** Manage payments for any payment model: in-network, hybrid, out-of-network, or cash / private pay.

***[pteverywhere.com](http://pteverywhere.com) // [css@pteverywhere.com](mailto:css@pteverywhere.com)***







# What Do These Top Paul Gough Workshop Clients Have In Common?

## They all use **STIMPOD**

If you haven't started using Stimpod in your clinic you're not only leaving a lot of money on the table, but your patients just aren't getting the state-of-the-art treatments they deserve.

If you're serious about creating some of your best months ever, it's time for you to learn why these clinic owners and their patients have fallen in love with Stimpod ...

**Success leaves clues.**

### EXCLUSIVE OFFER BENEFITS

- **\$0 Down Financing**
- **No Payments for 90 Days**
- **100% Uptime Promise**
- **Our Doctor Flies To Your Clinic For a full day of Staff Training & 2 Neuropathy Workshops**
- **\$100,000+ year 1 revenue guarantee or we'll buy back the Stimpods!**



If you're not using Stimpod your patients are really missing out. Dr Collins flew in and it was a game changer.

-Todd H



With Stimpod we're better equipped to help problems like Sciatic pain and Neuropathy for our existing patients, and we're attracting a whole new patient population.

-Ellen T



Dr Collins flew to Bermuda and helped me CRUSH IT. 6 complex cases, 3 workshops 75 attendees. Very happy patients!

-Tanaya B



Within 30 days of getting our 5 Stimpods we need more. We've had remarkable outcomes, most starting with the very first treatment. The Dr Collins fly-in was so powerful it really helped us launch this the right way!

-Kevin T



I started with 1 then I called Stan and quickly got 5 more. Stimpod has literally transformed my practice

-Ricky M



My patients are thriving. The results have been fantastic. I was skeptical at first, but I've seen real results with my patients. I've already ordered more Stimpods.

-Will H



Now that my clinicians have seen it in action with their patients, they know Stimpod really works and they use it every day

-Ken C

Check it out

[www.StimpodUSA.com](http://www.StimpodUSA.com)

SCAN ME



*Don't wait... you deserve it  
Let's make these your best months ever... and make 2026 your best year ever!*



# We Catch Them Before They Fall!

## SHIFTING THE FALL RISK PARADIGM FROM REACTION AND REHAB TO ASSESSMENT AND PREVENTION

- UprightVR's SafetyNet™ is redefining fall care with a new approach focused on prevention rather than reaction.
- Virtual reality (VR)-based solution designed to assess fall risk.
- Enables clinicians to identify risk factors in seniors and other at-risk groups.
- Supports targeted interventions by highlighting individual patient needs.
- Focuses on prevention by identifying risks before a fall occurs.
- Improves clinical outcomes and quality of life for patients at risk of falling.

## SYSTEMIC FALL REDUCTION



## SOLVING A SOCIETAL CRISIS

REDUCING FALLS, INJURIES & EXPENSES TO IMPROVE LIVES

The Cost and Societal Impact of Falls is Staggering



"Ask Us How One Balance Workshop Can Generate Up To \$55k In Additional Revenue!"

## ADVANTAGES OF OUR BREAKTHROUGH VR TECHNOLOGY

- Scientifically superior to decades-old tests.
- Evidence-based assessment.
- Computerized Dynamic Posturography assessment.
- Can test anywhere seniors live or receive care.
- Low-cost - costs less than a single fall.
- Actionable intervention strategies.
- Patient tracking & secure HIPAA data management.





# MEASURE. MOVE. PROGRESS

Ready to take your practice to the next level?

WITH KINVENT, YOU DON'T JUST CREATE CLIENTS RESULTS  
**YOU UNLOCK YOUR PRACTICE'S FULL POTENTIAL**



SAVE  
TIME



INCREASE  
REVENUE



OBJECTIVE  
DATA



INCREASE  
SESSIONS

**1 SINGLE APP**  
**1 COLLECTION OF CONNECTED DEVICES**



DISCOVER OUR FULL RANGE OF SENSORS ON OUR WEBSITE: [WWW.KINVENT.COM](http://WWW.KINVENT.COM)



## THEY TRUST US



**BROOKS**  
Rehabilitation



**PRINCETON**  
UNIVERSITY



**FAU**  
FLORIDA ATLANTIC  
UNIVERSITY

**UF** UNIVERSITY of  
FLORIDA

### BOOST REVENUE GROWTH

#### Earn up to \$2,000 more per month

By leveraging objective data, you can charge an additional \$100 per session with just 20 clients, unlocking effortless revenue growth.

### SAVE TIME & SEE MORE CLIENTS

#### Reclaim up to 30 hours/month → Valued at \$900

Kinvent's AI-driven app streamlines evaluations and optimizes training cycles, helping you handle 20+ new or returning clients each month.

### INCREASE SESSION FREQUENCY

#### Double your prescribed sessions

Higher satisfaction rates lead to stronger loyalty and more frequent follow-ups, amplifying your long-term impact and revenue.

### DRIVE CLIENT ENGAGEMENT

#### Secure up to 45 extra sessions/month → Worth \$4,500

Interactive training and real-time progress tracking keep clients motivated and involved translating into more booked sessions.

### REDUCE OPERATIONAL COSTS

#### Cut session costs by up to 50% → Save \$3,500/month

With enhanced client independence, you can delegate routine sessions to assistants, significantly lowering costs without compromising care quality.

KINVENT, CERTIFIED BY



**FDA**  
REGISTERED



FOR MORE INFORMATION, VISIT OUR WEBSITE: [WWW.KINVENT.COM](http://WWW.KINVENT.COM)



# Empower EMR™

## AI + Automations to grow your practice!



Select a location

Boston

Select your visit

Initial Evaluation

Select a provider

Any Provider



# Turn Recovery into Revenue with Pulse PEMF

The Wellness Upgrade Your Competitors Don't Have



Pulse PEMF isn't a "nice-to-have" tool. It's a profit engine that flips traditional care on its head — and the clinics who adopt it first, win big.

## Why Owners Invest in Pulse



### New revenue stream, no insurance hassle

Cash-pay packages your patients will happily buy again and again



### ROI that pays for itself fast

Most clinics see full payback within months — then it's pure margin



### Retention & referrals on autopilot.

Once clients feel it, they don't stop. They tell friends. They keep coming back



### Plug & Play Integration

Non-invasive. Delegable. Staff-friendly. No added burnout — just added revenue



### Future-proof your clinic

Stand out with a wellness tech that makes yesterday's recovery tools look obsolete

## The Bottom Line

With Pulse PEMF, you're not just offering therapy.

You're building continuity programs, memberships, and passive upsells that keep revenue flowing month after month. 🔥 Each machine can deliver endless ROI.

**Exclusive PPM LIVE 25 Show Special for Attendees!**



**Patrick Keenan**  
(619) 742-1160



**Scan**

TO GET STARTED!





# Improve Patient Outcomes and Increase Practice Revenue

Add **Shockwave** and **EMTT®** to your continuum of care



Focused Shockwave



Radial Pressure Wave



EMTT®

*"These technologies have been revolutionary for my practice. In addition to helping me provide exceptional patient outcomes, they've been revenue generating machines. Truly a win-win!"*

*Dr. Keith Roed, PT, DPT, CMPT, Astym Cert.  
Impact Physical Therapy and Wellness LLC*

## Benefits:

- ▶ Evidence-based
- ▶ Non-invasive
- ▶ No anesthesia
- ▶ No risk of infection
- ▶ No downtime
- ▶ No scarring
- ▶ Faster, easier healing

**CuraMedix**  
Innovative Technologies for Advanced Healing

**Interested in learning more about shockwave and EMTT®?**

call: 877-699-8399 | visit: [www.curamedix.com](http://www.curamedix.com) | email: [info@curamedix.com](mailto:info@curamedix.com)

## FASTER RELIEF. HAPPIER PATIENTS. MORE PROFITS!



### RELIEF + RECOVERY

- *Pain & Injury*
- *Muscle Fatigue*
- *Post-Treatment Soreness*

### HOW CLINICS WIN

- *\$50/Week Rentals*
- *Use In-Clinic & At Home*
- *Upsell For Long-Term Wellness*
- *Professional Education From CareWear Physical Therapy Team*

### WHY IT PAYS

- *FAST ROI From Your First Patient*
- *+\$70K-\$100K/Year Revenue*
- *No Staff, Compact, Quick To Apply*

Scan The QR Code To  
Schedule An Appointment







# INSURANCE BUSTERS

If the claims get lost and the cash runs dry...

**Who you gonna call? Insurance Busters**

If you got no cash and it don't look good...

**Who you gonna call? Insurance Busters**

I ain't afraid of going cash ... (x2)

If you're seeing red in your bank account...

**Who can you call? Insurance Busters**

One more denial living in your head...

Oh, **who you gonna call? Insurance Busters**

I ain't afraid of going cash... (x2)

**Who you gonna call? Insurance Busters**

If you're all alone, pick up the phone

And call **PAULA**

I ain't afraid of no codes...

(I hear they don't like the cash...)

I ain't afraid of no claims...

Yeah, yeah, yeah, yeah

**Who you gonna call? PAULA**

If you've had a dose of freaky claim...

You'd better call **Insurance Busters**

Let me tell you something

**CASH JUST** makes me feel good

I ain't afraid of going cash... (x2)

Don't get caught alone, oh no

**Insurance Busters**

When the claim comes through your door

Unless you just want some more

I think you better call **Insurance Busters, Ow**

**Who you gonna call? Insurance Busters**