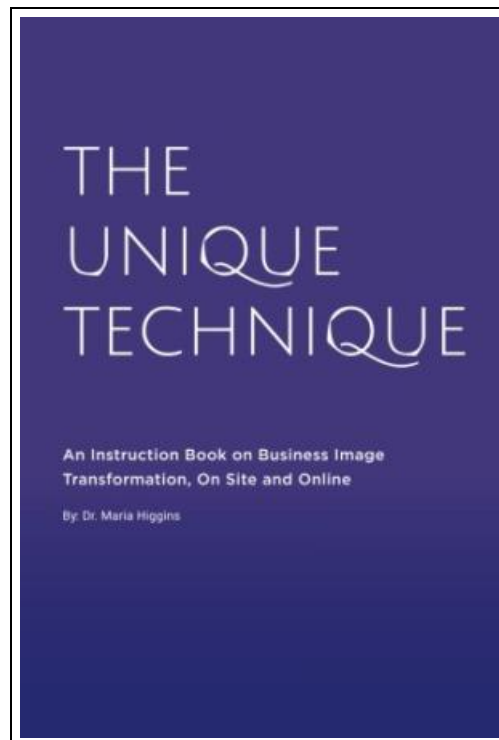


The Unique Technique: An Instruction Book about Business Image Transformation, on Site and Online (Paperback)



Filesize: 4 MB

Reviews

This type of publication is every thing and helped me seeking ahead and much more. It usually fails to charge too much. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Juliet Mertz)

THE UNIQUE TECHNIQUE: AN INSTRUCTION BOOK ABOUT BUSINESS IMAGE TRANSFORMATION, ON SITE AND ONLINE (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.I am an optometrist. I owned a very traditional medical, white coat practice in Pittsburgh, Pennsylvania near the University of Pittsburgh for 10 years. I became bored and uninspired in this vanilla business environment and sterile space. Feeling restless, I sold my practice and began the search for a new place to start a fresh concept in optometry. I found Frederick, Maryland, which is a historic, walkable little city that tops the triangle with DC and Baltimore. I relocated to a new town, in a new state with a brand new practice - Unique Optique. I was an outsider and a transplant, trying to win Frederick s trust and convince the residents of this town to come to my practice to spend money on high-end glasses. To accomplish this feat, I decided that I needed to show our authenticity, exude genuine sincerity, and smile through adversity. I embraced my flaws; I was vulnerable and real. I used social media, in-house events and the decor of the office to display the business s personality. People instantly related to the practice. They saw that I was not perfect, but I was earnest and that I truly cared. I was proud of my venture. Unique Optique s reviews were stellar and real. The practice grew steadily and by the end of the first year, I was recognized as the Start Up Entrepreneur of Frederick County. Soon, I had requests from business owners and entrepreneurs to come and visit the practice and discuss our unique image strategies. People wanted this quality for their own businesses. I realized that I had helpful and valuable information and put my techniques down on paper. While developing my...



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