

CAA member contributes to small business book



Dr Ari Diskin

“There are a range of books on the business side of practice for the chiropractor. This book is outstanding. Dr Diskin’s succinct description of the way to build a healthy life and practice is worth the price of the book a thousand times over. I trust you will use these gems that have stood the test of time. Why reinvent the wheel?”

This is what Dr Brian Kelly, President of the New Zealand College of Chiropractic, recently wrote about the chapter CAA member Dr Ari Diskin contributed to the new Australian book, *Secrets of Small Business Owners Exposed!*

Why contribute to a book about small business?

“Simple, the chiropractic, wellness and healthy life message that we are expert at and qualified to assist people with, has to be available and accessible in forums where decision makers and centres of influence look to,” Dr Diskin said. “There are over 1.8 million small businesses in Australia currently, and a very high proportion of the employed population are involved in or aspiring to get involved in business in some capacity.

“We can’t wait for people to discover or seek us out. When they are in pain with their health and consequently life compromised or failing; we must be proactive in educating them, those they care about, their staff, and beyond this their customers about all they have to gain, and we can contribute as a vital part of their business and

life success tools. As I see it, cultural change from reactive sickness care to proactive health or wellness care is a must,” he said.

“A book is much more permanent than a magazine or brochure. As well as the business audience, the book also serves as a tool for chiropractors to have

in their practices for their practice members to dip into, or to gift or sell to them. It refers the reader to some of the classic books about chiropractic and wellness and reinforces our position as the pre-eminent choice for health and wellness,” Dr Diskin said.

The book takes you up close and personal with 15 business owners from a wide variety of businesses and drawing on their vast experiences provides a kaleidoscope of useful strategies, ideas, tips and insights about success in business.

Dr John Hinwood wrote recently that Dr Diskin’s “thoughts, ideas and business approach shows chiropractors up as smart business people. Thanks for taking the time to write this.”

The book is available for \$32.95 and includes bonus gifts including a guide written by Dr Diskin titled *How to Harness your Stress to Work for You*. Ari is donating \$10 to the ASRF from each book purchased from him if you specify “ASRF” on your order from.



Order forms available at www.DiskinLife.com