



VIVID VISION

*“Your business is there for only one reason.
To give you the life you so deserve and desire.”*



SNAPSHOT

It is December 31st, 2025, and **Coach Peter Wishnie, LLC** has helped 100s of business owners and executives give them the life they so deserve and desire. Many consultants promise their clients more money while working less, but at this company we deliver on the promise.

When people think about CPW, they see a company that is sincere and provides results without any fluff. **At CPW, we focus on three different pillars.** The first is making sure all the company's systems and protocols are in place and written down. Every employee will understand their role and how they affect the overall growth of the organization. Included in this pillar is understanding KPIs and how to analyze them which helps the owner or CEO of the company develop action plans which in turn translates into always staying on track to meet the company's goals.

continues >

"Snapshot" continued...

Pillar Two is about mindset. Most people know what to do, but not everyone does it. One of the reasons for not doing something is not knowing if the results will be there after all the work they put in. This is more than accountability. This is about getting the passion back into your position or business. It is about helping you get excited about getting out of bed every morning. It is about feeling good about what you are trying to accomplish and knowing anything is possible. It is also about putting in systems that help every employee feel excited about working with you to make your business the best it can possibly be.

Pillar Three is about leadership. As a John Maxwell certified coach, CPW will teach you how to be the best leader you can be and in return you will teach your team to be leaders as well. To have more time and freedom requires leadership. Systems help and is necessary, but can you imagine an organization that is made up of people who make quality decisions daily without asking you what they should do. It is time to stop being everything to everyone. People today want to feel empowered and feel their ideas are being heard and implemented.

OUR CULTURE

CPW is an organization that helps thousands of business owners, C executives and department heads become better leaders and get the results they are looking for easier and faster.

This is all accomplished by getting the whole organization to buy into the company's mission and vision. CPW believes in making your business fun and a place where people want to be part of something bigger. In today's world, people want to work for a company that is more than just about making money for someone else. They want their voices to be heard and their ideas to be implemented. They also want to work for a company that gives back to society. This can be done by not only donating money but also by allowing the team to volunteer at certain events.



Our culture at CPW is represented by this wheel ↗

VALUES

HONESTY: We will not sugarcoat anything. We will listen to you and will give you honest feedback.

ACCOUNTABILITY: It is great for someone to tell you what to do, but we will tell you the number one thing you must do right now. Many business owners have a huge list of what they need and want to do but, in most cases, there is the one thing that is the biggest needle mover. Not only will we discover this one thing, but we will hold you accountable.

CANI: Constant and Never-Ending Improvement. One of the biggest problems in running a business is basically thinking everything is good now and just resting on your laurels. A great business knows that things never stay the same, and like a great football coach who has a great team, still tries to improve game to game, and year to year.

EXCELLENCE: We believe in being the best which will translate into you providing the best service to your customers, clients, or patients. It also means providing excellence to your team and anyone who walks through your doors.

INTEGRITY: We will always do what we say and even over-deliver to get you the results you really want.

TEAMWORK: We will work with you and your team to help you scale your business to the next level and beyond. Your team will be involved in the growth of the organization because it is the only way to have quick and sustainable

PASSION: There is only one way to do something and that is with passion. You need to be hungry, and passion is tied to your purpose. Not just your purpose of your business, but also your purpose in life. CPW is very passionate about getting you the results you want, and we will help you get that fire in your belly back-that is if you have lost it.

WHY I DO WHAT I DO

I was 29 years old and just finished my residency program in podiatry. I was very close to moving to Rhode Island from New York to work for another doctor. At the very last moment I changed my mind and said, "I want to be my own boss." A few months later I purchased a practice in New Jersey.

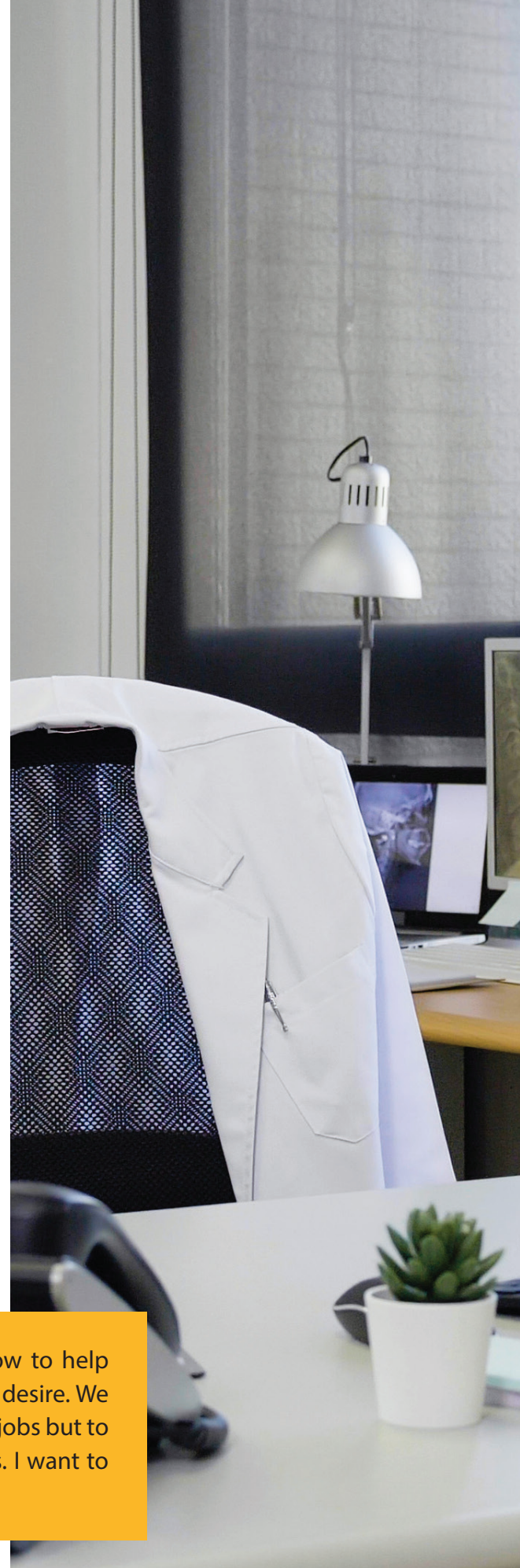
I had no clue how to run a business. I just knew this is what I wanted. To be my own boss and make my practice truly mine. Between student loans, the purchase price of the practice, and using up a credit line, I was in a \$300,000 hole before I even saw my first patient.

I thought I was buying a practice that had a good steady patient flow. However, right before closing, the previous owner started discharging the patients. The practice was not as viable as I thought. I was losing about \$7500 a month for three months in a row. I ate through the credit line loan. I knew this could not continue like this and something had to change.

I read book after book, hired a business coach, and did whatever I needed to do to make this work. Failure was not an option. We put in systems and workflows, learned the key KPIs to measure and how to analyze them, and how to hire the right team to make this work. **After one year, I netted more money than the previous owner did in any one of his 17 years of working.**

I have been in business for over 33 years, and I have made multiple 7 figures for 30 consecutive years. During these years I have learned key secrets that have helped me work a lot less and while growing the business year after year. **In 2022, I sold the business for \$2 million more than I paid for it.**

The reason I sold it was mainly because my passion is now to help other businesses learn to have the life they so deserve and desire. We became business owners or leaders not to be slaves to your jobs but to have the freedom to enjoy our family, hobbies, and friends. I want to help you live your best life.



HOW WE WORK TOGETHER

Our first step is to dig deep into your real purpose of your life and your business. Why do you do what you do. Trust me, no matter how great things are, you will have days where you just want to stay in bed. Your purpose is what maintains your motivation and fuels your passion for growth.

Then we will dig into your organization and figure out the strengths, weaknesses, opportunities and threats of your company or your team. At this point we will create a simple game plan that will scale your organization quickly.

There are three pillars that we will be focusing on.

Systems and Protocols

Mindset

Leadership



WE HAVE SEVERAL PROGRAMS



One on one sessions for three and six months



Group sessions



Workshops

WHO WE WORK WITH

- ✓ Health and Wellness Organizations including physicians, chiropractors, therapists, and dentists.
- ✓ Lawyers and Accountants
- ✓ Executive Accelerators: C-levels, directors and department heads, and VPs.
- ✓ Construction Companies
- ✓ Think Tank Company Policy Makers.

I have developed →

THE MULTIPLE 7 FIGURE ACCELERATOR FORMULA USING THE B.O.S.S. METHOD

BUSINESS OPTIMIZATION SUCCESS SYSTEM

1

OPTIMIZING A SUCCESSFUL MINDSET

Everything starts with the proper mindset. Whatever your mind believes, you will achieve. In this system, you will learn how to achieve things that you have never thought would be possible. Starting with the proper mindset will allow you to reach the top 2% in your industry. Not only will it help you with increasing your bottom line, you will feel mentally stronger, which will lead to less stress in your life.

2

THE TEAM OPTIMIZATION SYSTEM

In order to have a business that brings in more revenue while you are working less, you will need to be surrounded by the right team that can make decisions based on the organization's vision and mission. This system will help you get a staff of A players that love to come to work and make a difference.

3

SCALEABLE OPTIMIZATION SYSTEM

This system will help you increase your PCR (per client revenue) which will allow you to make more money without actually seeing more clients. We will put together protocols that will assist you in giving your clients high end customized products. Just by following this system you can expect a double digit increase in your collections.

4

CLIENT EXPERIENCE OPTIMIZATION SYSTEM

The fastest way and the least expensive way to increase your client volume is by giving the patients the best experience in your business. They will be leaving your office and telling their friends and family about you and they will be writing great online reviews. With this system you will be getting the complete systems manual that you can use to train your A team and make sure you have a smooth-running well-oiled machine. Immediately, this will put you in the top 1% of all businesses in your industry because most businesses do not have their systems written down.

5

METRIC OPTIMIZATION SYSTEM

How would you like to know what is happening in your business even if you are not there? This system will allow you to know the top one to three things you must focus on right now. It will help you strengthen the things that are going well, and it will help you with improving things that aren't. In addition, your staff will learn how to perform and analyze these metrics so they can assess what areas of their job they need to focus on.

6

THE SALES OPTIMIZATION SYSTEM

What would happen to your revenue if every client who needs a service gets this service. This system will allow you to get clients and customers get what they want, better, and faster. Your customers will pay you if you provide value. This system will show you exactly how to do that.

7

THE MARKETING OPTIMIZATION SYSTEM

Learn how to market your business effectively without costing you an arm and a leg.

Learn how to make your present customers and clients your marketers. They will go out and recommend you to their friends and family. You will also learn how to increase your SEO (search engine optimization). When people search for someone in your industry and in your area, they will be calling you first. Learn effective ways to promote yourself on the major social medial platforms.



WHAT PAST CLIENTS ARE SAYING

“Dr. Wishnie, with Top Practices, has been a great asset! In the 3 months with him, I was able to boost my patient volume up by about 30%. He doesn’t just offer you a regimen or a step by step on how to tackle your concerns, **he offers a mindset**. It’s a vibe you feel during the sessions. I recommend Top Practices, with Dr. Wishnie, to everyone. **Money and time well spent**. Thank you for your pearls of wisdom.”

-Dr. Nadia Shah

“I just wanted to thank you for helping me make sense of my ‘numbers’! Before your course, I saw them, just not on a regular basis. Nor did I have a full understanding of how they so directly related to what was going on day to day in my practice. I learned how by looking at my numbers for production, collection, new patients, total patients, surgery collections etc... I can really make the changes in my habits, my processes and in my staff to grow in all capacities! I find that I am now looking at day to day numbers and have more of a sense of urgency about them because **I now have the tools to positively impact all aspects my practice!**

I also wanted to compliment you on how you taught the course. You really took the time to make sure I understood what was being discussed and took the time with each doctor on the call to make sure you did the same for them. **The ‘one-on-one’ was an invaluable part of the course and I know the individualized attention cemented the information I needed to understand**. Interesting to me was how much I also learned just listening to the advice you gave the other doctors on the calls about how to approach their particular challenges. Your course was not just a numbers course, but also a course with numerous pearls on how to evaluate the many different “fingers” (or toes! ☺) Of the practice; from when to look at hiring more staff, taking on a new associate, billing, front office dynamics just to name a few! We have all made some financial decisions we have regretted, and you graciously shared yours so we don’t make the same ones!

One thing is certain. I very much enjoyed your course. I the only regret I have is that I did not take it sooner!”

- Adriana Karpati, DPM, FACFAS, CWS

“I’m an attorney, but I’m no stranger to building professional practices, and Peter’s simple and easy-to-understand process will help you get the joy back and have **more of what you’ve always wanted, worked for, and deserved** from your practice.”

- Dave M. Frees, III, Attorney, Adviser, and creator of The Business Black Ops Events and the Business Force Multiplier System.

“Dr. Peter Wishnie shares key strategies to not only thrive in the medical field but to also **master the business side of the business**.”

- Cathy J. Hanlin, C-Level Executive, Life strategist and Results Coach

“If you’re looking for an **intelligent and supportive guide** to help grow your practice, there’s no better person to lead and teach than my friend and colleague Dr. Peter Wishnie.”

- Dr. David Weiman, Licensed Psychologist, Weiman Consulting, Philadelphia, Pennsylvania.

GIVING FORWARD

I believe in a world where no child goes hungry or uneducated. That every child has the right and ability to grow up and live their dreams. I donate to **Feeding America** and **Save the Children**.



Peter Wishnie
NEXT LEVEL LEADERSHIP

