

LET'S TALK ABOUT SUCCESS.

DR. TIM THAYNE

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MEMBER PROFILE

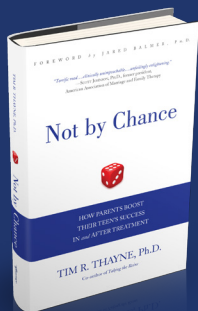


Dr. Tim Thayne

Lehi, Utah

Founder of Homeward Bound

PUBLISHED TITLE:



Not By Chance

A BEHAVIORAL HEALTH SPECIALIST GROWS HIS PRACTICE AND HEALS HIS INDUSTRY

Dr. Tim Thayne is a lauded behavioral therapist and the founder of Homeward Bound, a nationwide team of therapists who provide counsel and care to the families of struggling teens and young adults. After the particularly difficult relapse of a star student, Dr. Thayne realized that a young person would have to be superhuman to maintain the changes made in the structure of a treatment setting. If their home environment hadn't been sufficiently prepared to sustain that change, relapse was more likely. This is where the idea of creating a necessary toolkit to address the struggles of the transitional period came to fruition. Here are some highlights detailing how Advantage|ForbesBooks helped Dr. Thayne spread his message and help more families:

- The book generated newfound durability for the outcomes of treatment programs. Parents finally knew what to do to continue helping their teen through the process.
- Dr. Thayne now leverages his book as a powerful tool to reach new clients.
- By employing the Authority Marketing System™, Dr. Thayne expanded his marketing efforts using his published book as a platform.
- Dr. Thayne has witnessed a 15% rise in revenue each year since the release of his book.
- After running social media ads for his practice, Dr. Thayne garnered more than 200,000 impressions for his website and social media accounts.

SUCCESS BY THE NUMBERS

210%

OVERALL BUSINESS
GROWTH

25X

RETURN ON
INVESTMENT

3X

INCREASE IN
CLIENT BASE

15%

Y.O.Y. REVENUE
GROWTH

"When you go to the website, I do look like the authority, and that is one of the things I appreciate most about Advantage|ForbesBooks; it wasn't just about the book - it wasn't just about marketing the book. It was about growing authority, helping grow us into the authority and into the expert - taking on all kinds of marketing for us and ultimately, growing with us."

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