

ELECTIVE SOLUTION SALES: Increase Cash Flow, Magnetically Attract More From the Public, Impact More Lives, and Add FUN to Your Clinic!

1. Choose an Elective Service

What do you love to do?
What do your patients/clients NEED that ins doesn't cover?
What do they WANT?

Examples: "Massage for Fibromyalgia", "Laser for Shoulder Pain Relief", "Yoga for Chronic Pain"

You can also research on Google Keyword Planner and...

<https://app.buzzsumo.com/research/most-shared>

Survey all your patients/clients and ask what they would like to see.

2. Turn it into a full-fledged "Solution Program"

Define It Thoroughly

- a. What is it? What does it do?
- b. Who is it for? and who is it NOT for?
- c. Why should they sign-up? What pain points does it solve?
- d. How does it work?
- e. How long to see results? How long is the program, or does it take?
- f. How much?
- g. Why start now and not wait?

Schedule It

What day(s)?
What time(s)?
Frequency, Length, Duration

Give it a NAME!
(Necessary to build a brand)

4. Start Communicating

Begin with "Past Patients"

Call them using provided script (and get email if you don't have already).

Email them link to "Info Page"
Send 5 more emails shattering false beliefs, telling stories, sharing case studies.

Email invitation with Free VOUCHER. Instruct them to call or Claim Online (link to "Info page")

Instruct PATIENTS APPROACHING DISCHARGE to sign-up since they will benefit. Give them a flyer with the free voucher offer.

Place Tent Cards, Flyers (or Rack Cards) in Clinic

Use content from "Article for Public" to create a Facebook Ad (or Offer)

Create a Groupon offer with pricing.

Advertise to Community

Drive people to your "Info Page" that has the free voucher sign-up (except Groupon people)

3. Create Your "Communication" Material

VERY IMPORTANT:
Start with making a list of "FALSE BELIEFS and FEARS" people have about committing to the program. This is where your content will be coming from for all materials! See the chart we provided.

For IN the clinic

- a. Table Tent Cards
- b. Flyer or Rack Card

For Public

a. Customize template provided called "Article for Public." You will need this content to use in next step.

For WEBSITE

a. Lead Magnet. Links to the "Info Page" Watch instructions at...

(Recommended) Make a video simply reading the "Article for Public"

b. Info Page with "Claim Your Free VOUCHER". Can simply Call to claim -or-

(Optional) Enter Name and Email to Claim Online

Thank You page with your video (Use script provided and do selfie video using the app "Teleprompter").

d. Since they will be added to your email list, make some "Auto-Emails" so they will get 5 more communications without you having to do the work!