

DOCTOR INTEGRATION

FOR ROCK STAR HEALTH COACHES


LET'S START OUR DAY WITH SOME INSPIRATION

“The critical ingredient is getting off your butt and doing something. It’s as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.”

–Nolan Bushnell, entrepreneur



RECAP OF LAST WEEK

- Understanding Your Resources
 - Knowing the Market
 - Knowing Your Product
 - Knowing the services you offer
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- The bottom of the slide features a decorative graphic consisting of several overlapping triangles in various shades of blue, creating a modern, abstract design.

HOMEWORK LAST WEEK

- Go to the resources listed above (page 4 of last week's PPT) and explore each
- Touch base with your accountability partner
- Pick 2 products to research

TODAY!

- Creating a sales binder that expresses:
 - Who you are
 - What you do
 - Your offerings

GENERAL FLOW

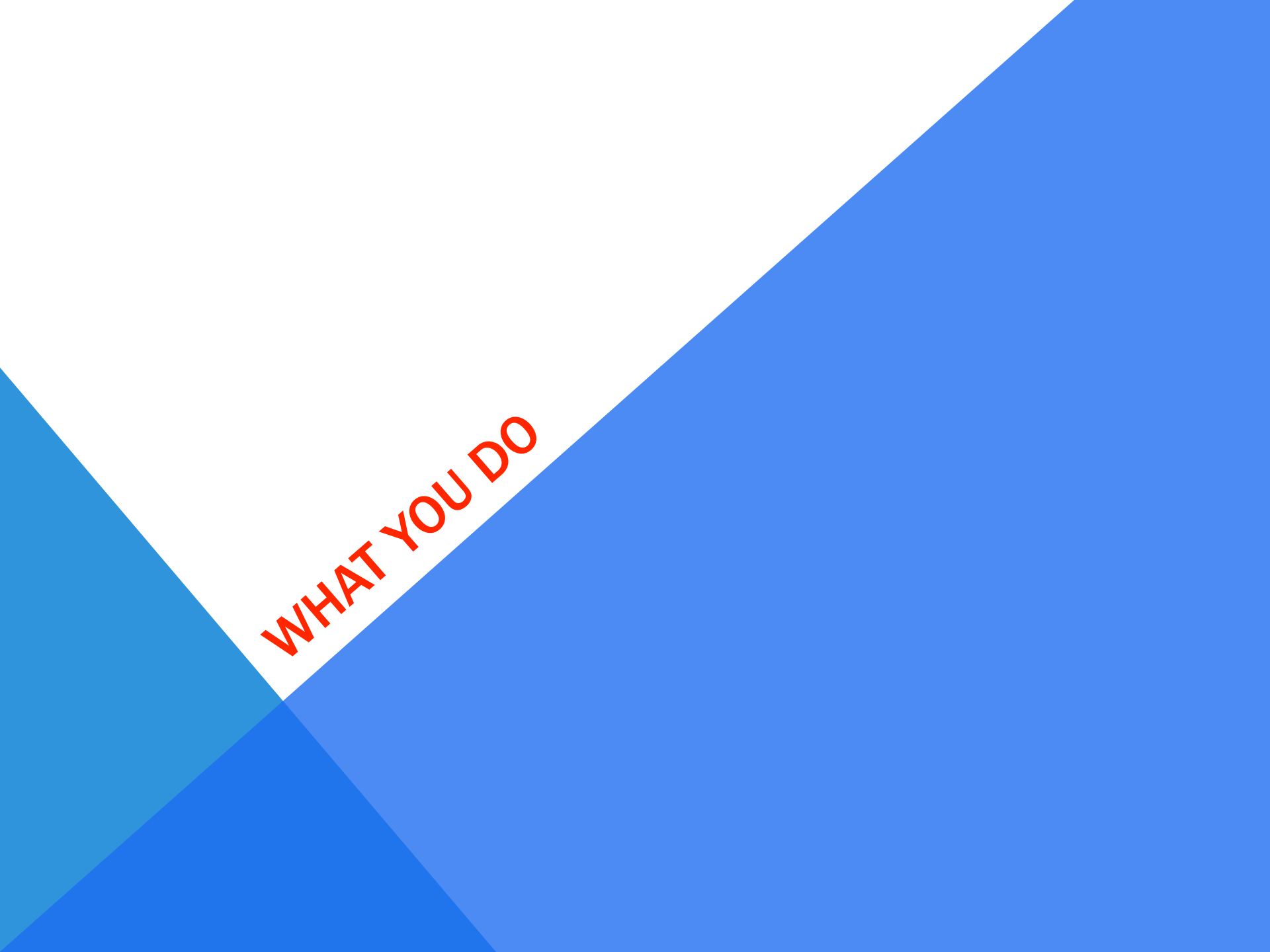
- Who you are
- Coaching Content
- Coaching Work
- Supplementation:
 - Protocols
 - NYT Article:
http://well.blogs.nytimes.com/2015/02/03/sidebar-whats-in-those-supplements/?_r=0
 - Infographics
- Doctor-Specific Paperwork
- Degrees and Certifications

CHECK OUT SOME OF YOUR RESOURCES

- Dropbox: <https://www.dropbox.com/sh/8rauhysbt6admzd/AABwQXtWxPjIHowRkjmXdxsCa?dl=0>
- Print off the following:
 - Why You Should...
 - Why Dr. Frank Lipman...
 - Product Infographics
 - OPC-3 Original Research
 - Protocols
 - Proposal for Health Professionals
 - Brochure
 - Intake Form Blank
 - HP1 Overview
 - Projected Income Calculator
 - Doctor letter
 - Doctor Integration Programs
 - Isotonix 101
 - 5 Steps to Partnering...

The background consists of several large triangles. A large white triangle is in the top-left. A medium blue triangle is in the bottom-left. A large blue triangle is on the right. A smaller blue triangle is at the bottom-left, overlapping the medium blue triangle.

WHO YOU ARE

The background consists of several large triangles. A large white triangle is at the top left. A medium blue triangle is at the bottom left. A large blue triangle is on the right side. A smaller blue triangle is at the bottom center, overlapping the other two.

WHAT YOU DO

YOUR OFFERINGS

“Never give in—never, never, never, never, in nothing great or small, large or petty, never give in except to convictions of honour and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy.”

- Winston Churchill, British Prime Minister



HOMework

- Create your own binder:
 - Aim for completion, not perfection
 - If you haven't found an accountability partner yet, reach out to someone and schedule a 1-on-1.
 - Make a list of 5 doctors in your area you'd like to reach out to, and put their names on a Google Drive spread sheet, with:
 - Name
 - Contact
 - Address
 - Specialty
 - Relationship (if any)
 - Touches
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