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IMPORTANT FIRST STEPS IN PRE-SELLING
PLEASE READ FIRST

NOTE: The Full Training audio CD and DVD’s you will receive with your Vevazz
This document and auto track is only pre-selling

Use www.slimlinesystem.com/preselling to download documents

1 Programs you need to open documents in this program:

- Microsoft office 2007 (or newer?) (student or home edition)
  *Microsoft office 2003 can be used (student or home edition) if you install the free plug in from Microsoft at this link below:
  conversion 2003 Microsoft Office Compatibility Pack for Word, Excel, and PowerPoint File Formats
  *Or try free programs to view/edit these files including Publisher at: https://www.libreoffice.org/
- Publisher 2007
  If you don’t have it you can buy it separately from Microsoft for $50-$139*
  *Google “buy Microsoft publisher 2007” or buy at the link below:
  http://www.amazon.com/Microsoft-Publisher-2013-1User-
  Download/dp/B00B1TG5X0/ref=sr_1_1?ie=UTF8&qid=1423968218&sr=8-1&keywords=publisher
- Adobe Acrobat reader
  *This is FREE and can be downloaded at the link below:
  https://get.adobe.com/reader/

TRAINING AND PRIORITY STEPS FOR PRE-SELLING)

1. Read this manual in full
2. After reading this manual in full return to page 1 and follow step by step actions to save you time.
3. Listen to the “Quick Start Marketing Guide” audio CD or the audio file on the website (they are the same).
www.slimlinesystem.com/preselling
4. Watch the DVD trainings of how to do the system.

Notes and Why I should do this:

- It will say “laser” in the audio track – but now you simply say “laser-like” in place of “laser” when speaking.
- There is Bonus material audio CD “How to talk about Vevazz” to support you.

BE SURE TO READ THE NOTES AND WHY (IN GRAY). ITS GOOD INFORMATION
2 Register your domain name officially online

Note: Domain name registration and website hosting are different

1. Choose a domain name for this business (I suggest: www.yourcityyourstateLaserLikeLipo.com)
2. Choose and contact a company to provide your domain name.
   *One company option is www.GoDaddy.com or use the company you have your current website’s domain name registered through.

3 Website hosting with us for Free

If you would like the FREE WEBSITE HOSTING I PROVIDE you must change your “Domain name settings” (DNS) to:

- ns2.bh-73.webhostbox.net
- ns1.bh-73.webhostbox.net

*You can change the DNS most of the time during registration (sometimes after) contact your chosen domain name provider if you need help changing the settings.

4 Register your domain name with us

1. Register your domain name
2. Email me the following:
   - URL you registered
   - Your address
   - Your phone number
   - Your email
   - A photo of yourself
   - A short Bio about you
3. Your website will be loaded within 2 weeks of receiving this information.

5 Daily Deals Special set up for Groupon or Living Social

Contact Nate Leadholm at (nate.leadholm@gmail.com)
1. Tell Nate you are Jamie Fettig’s client and want to run a Groupon?
2. Ideally you want to get the lowest number of sessions for the highest price, balanced with how many people are projected to buy.
3. Watch the Groupon training on how to upsell people - Remember, schedule only the consultations, not the laser like lipo sessions.

Notes and Why should I do this:

- Groupon does not make you money by selling on Groupon, upselling makes you the money, and the patients the best results
- Nate is aware of the specials I recommend and will set up and get your daily deals special to run in que for Groupon or Living Social.
Clear Gage or Patient Payment solutions allows more people to sign up for your program because it eliminates the money issue.

Contact:
Michelle Brown
Patient Payment Solutions
907-854-8329 or 800-501-3897
Michelle@ppscollect.com
Or
Chip Hunziker
Clear Gage Inc.
813-774-6547
www.ClearGage.com
chip.hunziker@cleargageinc.com
- Tell either one that I sent you, and they will waive a lot of the set up fees.

Or
If you want to act as a collection agency, you can save 6% by having a typical credit card company run your payments.
Jane Haley
Meritus Payment Solutions
877-421-5990 ext 180
fax: 800-420-1251
www.merituspayment.com
jhaley@merituspayment.com
- Can respond immediately to changes in the industry or to individual merchant needs.
- Can provide hardware and software or reprogram existing equipment to make transition. (i.e. Point of sale (POS) and networking options).
- Offers recurring billing to get paid automatically on a regular schedule.
- Offers Automated Clearing house (ACH) transactions less expensive than paper checks or credit cards.
- Offers Merchant Cash Advance that can be obtained in less than a week.

Notes and Why should I do this:
- You MUST have some way of doing financing. You will collect over 90% of the money you send to financing, and you will close 20% more people by offering financing. You don’t have to use one of my two companies above, but you must have a way to do financing.
- Care credit is not a good option, as many people are turned down by care credit. You can also use care credit, but need a back up that isn’t dependent on credit scores.
- Payment Payment Solutions is Alaska time so you may want to account for time difference when calling or looking for a return call.
1. **Office Schedule set up**

   1. Determine Time Allotment  
      *Amount of time to allow for an appointment will depend on the number of rooms used for the program and the number of paddles being used.  
      **Examples below:**  
      One room (Vevazz, measuring and vibrating lymphatic machine all in one room)  
      - 8 Paddles = 30 minutes for each session  
      - 16 paddles = 30 minutes for each session  
      
      Two rooms (Vevazz in one room) (measuring and vibrating lymphatic machine in 2nd room)  
      - 8 Paddles = 10 minutes for each session  
      - 16 paddles = 10 minutes for each session  

   2. Set up or Print out a schedule with a “separate room” or “separate doctor” depending on your current software.
It’s best to have all scripts and information available to staff as well as paperwork ready for new clients to sign up before generating calls through marketing options. Prepare for success.

### Phone scripts

There are 3 scripts available to everyone answering the phones.

1. Download and print the phone scripts (from www.slimlinesystem.com/preselling)
2. Have and Keep phone scripts by the phone before generating calls to come in through marketing options.
3. Get the name and phone number of the patient at the beginning of the call, so you can call them back if you don’t get them scheduled for the consult over the phone.

#### Notes and Why should I do this:

- The **only** purpose of the phone script is to get people scheduled for the consultation.
- Do not try and answer questions and sell over the phone. Only get them to schedule for the consult.
- If someone is good at getting them to schedule for the consult you may not want to give them the script where they have the person called back by the doctor.

### New Patient paperwork and forms

1. Download and print all New Patient forms (from www.slimlinesystem.com/preselling)
2. Have New Patient fill out all paperwork including:
   - 2 page 10 question commitment evaluation questionnaire
   - Contact consent form
   - HIPPA records consent
   - Intake form

#### Notes and Why I should do this:

- The purpose of the intake form, is to find the 14 reasons in their life that are keeping them overweight and in fat storage mode, instead of fat burning mode. You don’t have to ask about them all. Save time in the consultation to show them, they cannot do this on their own, unless they are willing to change all these things.
- The 10 question intake form, is to figure out what their level of commitment is, This will determine what you recommend for their care plan. The more committed they are, the more you recommend.
- The less committed they are, the less you recommend.
CONSULTATIONS

1 Preparation

Calculations

1. Print Session Calculator recommendation table (from www.slimlinesystem.com/preselling)
2. Use information on the 2 page 10 question commitment evaluation questionnaire and the session calculator table to figure out the recommendations and cost before the consultation with the patient.
3. Review the scheduling script

Flip chart

The Flip Chart is used during consultations with new patients.

1. Get a free standing table top flip chart
2. Have all consultation information including the recommendations and cost printed and bound so the finished product will sit on a triangular base on the desk in the New Patient consultation room.
3. Use the flip chart to present the information as you go through each point.

Notes and Why I should do this:

- If you want additional instruction on using the flip chart it will be available on a training DVD when the machine ships.

2 Client Schedule set up

1. Get a schedule laid out with the days and times booked for the client (Like the schedule excel file).
2. Schedule them 3 days per week. (Monday, Wednesday, Friday) or (Tuesday, Thursday, Saturday)
3. Set specific Time (not a specific date on the calendar)
4. Have client prepay to hold their spot.
5. Notify the client you will let them know 2 weeks before the actual calendar day they start their program on based on the arrival date of the machine.

Notes and Why I should do this:

- Do not schedule people back to back days. The fat cells stay open for 24-48 hours so there is no benefit to doing session on back to back days. If people cannot do every other day, or you do not want to be in for every other day, schedule 2 days a week.
- You will get 10% less results in 12 sessions done 2 times a week, vs. 12 sessions done 3 times a week.
- Schedule patients at the same time of day for each appointment.
- Let them know they need to reschedule 48 hours before appointments they cannot make.
1. All Marketing

1. Put in all the marketing and advertising your face, your address, and a bio of you and your clinic.
2. As much as possible (because it works very well) put in testimonials, case studies and human interest studies of results other people have gotten.
3. Don’t be afraid to use a lot of text if it is telling a story. Most advertising people recommend lots of white space. But, this isn’t good for most small businesses.
4. Must have a call to action, telling them what you want them to do in all marketing. You must tell them exactly what to do as a response to the ad you are doing.
5. Must have a reason for them to act now in all marketing (Why do you think all those stores have “Sales”? Because they work).

Notes and Why I should do this:

- If you have any doubts about how you are changing any marketing, email it to me and let me look at it before it goes to print. Give me enough time to critique it, and for you to make changes before it goes to print.

2. Inner office marketing

Basics in office marketing

Brochures

1. Download the generic brochure (from www.slimlinesystem.com/preselling)
2. Add contact information to the brochure by:
   - Adding a white sticky label on the generic form.
   - Changing the contact info on the EPS (photo shop editor software) files and print that way. Must have Photoshop to do this.
   - Your printer can change this contact information for you or you can change contact info yourself through Adobe Photoshop ($500 program).
3. Give these printing details to your printer: “Print on 8.5 x 11 paper, trimmed, folded in half and bound like a booklet”.

Notes and Why I Should do this:

- The page numbers are correct. In book printing pages go together differently and make more sense once assembled.
- Hand the brochure only out to patients that say “no” to signing up and “no” to the presentation.
**Flyers**

1. Flyers can be downloaded (from [www.slimlinesystem.com/preselling](http://www.slimlinesystem.com/preselling))
2. Print Flyers on colored paper, like pink or something bright so they stand out.
3. Hang up flyers everywhere in the office
   - Hallways
   - Front Desk
   - Bathrooms

**Notes and Why I should do this:**
- Posting flyers in the office gives you the opening you need to tell them about it, get them to sign up and put down a deposit.

**Letters**

There are 4 different patient letters to choose from.

1. Download Patient Letter (from [www.slimlinesystem.com/preselling](http://www.slimlinesystem.com/preselling))
2. Print Letters
3. Mail out patient letter to your entire database every couple weeks or months.

**Notes and Why I should do this:**
- This letter is double sided.
- We tested multiple letters to see if one worked better than the others. They all worked the same.
- A month or two later, you can send out the letters again, as people who were interested, but not ready at the time, will be interested again.

**Emails to your current contacts**

Several sample emails are available to choose from so you can email more than once to your list and get more people to sign up.

1. Download sample email (from [www.slimlinesystem.com/preselling](http://www.slimlinesystem.com/preselling))
2. Email out to your current email contacts

**Notes and Why I should do this:**
- A month or two later, you can send out the letters again, as people who were interested, but not ready at the time, will be interested again.
- Every every quarter or so there after, mixing up the emails and specials, etc.
### Additional office marketing

**Before and After photo 3 ring binders**

1. Buy 3 ring binders and (upper loading) clear plastic sleeve paper protectors for 11 ½ x 8 ½ paper at your office supply store.
2. Print off the before and after PDF file you get when your machine ships to you.
3. Assemble with a cover on the binder with your office name and the text from the covers on the brochure.
4. Make it available for your patients to see.
   - Put it in the room where people wait for the initial consult
   - Put it in the reception area

**2 x 3 Office sign**

1. Download the “poster” file (from [www.slimlinesystem.com/preselling](http://www.slimlinesystem.com/preselling))
2. Send this to a printer to print on foam board poster board.
3. Get an artist easel at a local art supply store like hobby lobby.
4. Set the poster up on the artist easel in the reception area or other conspicuous place.

**Free Information packets**

1. Print off the Free information packet (about ten pages long) this will be with the marketing DVD’s when you receive them (if you ordered them).
2. Collect potential New Patient information via your website or get referral contact information from existing or New Patients. (This is included in the website we give you).
3. Copy the DVD that comes with your marketing DVD set. It is the DVD of me doing a public presentation to get people to come in for a consult.
4. Print your phone number on the top of the DVD’s, because at the end of the DVD I tell people to call the number on the DVD.
5. Mail or give the Free information packets to potential clients along with a copy of the Public Presentation DVD about the laser like lipo and how it works.
6. To turn the free reports and DVDs from mildly effective to very effective follow up with people after sending it to them. I provide a script with the marketing DVD’s you can use for this follow up purpose.

### Ads in your local paper

Enclosed is a copy of one full page ad. Newsprint ads are best run on Tuesday, Always. Test after test after test. IF you edit the ad, please send to me (Jamie) to make sure it will work in your area. This is a free charge.

- It did well for us
- Cost us $2,500 to run in a town of 50K people
- Before noon it had 11 people signed up for the free presentation
- 3 people paid and gave Credit Card information over the phone for treatments.
- But I answered the phone myself, spent 10-15 minutes on the phone with each person and that is how I got them signed up over the phone.

### Notes and Why I should do this:

- Some areas newsprint ads do not work that well.
- Display advertising is the last on my list of scale of effectiveness of marketing. As noted in my marketing DVD’s training. (if you ordered them)
Google Adwords Pay Per Click Campaign

Google Adwords can generate 5-20 New Patients calling you for your services without doing anything else for $1500 a month. This works very well for almost all people who do it.

If not, there is no contract, so you can cancel at any time if it doesn’t work for you. You often see calls in the first week of getting this set up. Plus, they don’t require money from you up front. They get paid when you get leads. - Jason doesn’t accept everyone, because they put all the money up front. So, if you don't get accepted, you can use James Ramon.

Contact:

Jason Ortiz
Local Giant, LLC
970.214.1409 mobile
jason@localgiant.com

- Tell him I sent you and he will know exactly how to get everything set up for you.

I-velocity does similar – but they accept everyone.

Contact:

Dr. James Raman
I-velocity Marketing
1-800-450-2819
www.ivelocitymarketing.com
e-mail: jamesroman@ivelocitymarketing.com

Notes and Why I should do this:

- You pay around $100 per lead, but it is worth every penny, because of the 10 leads you get, you should close at least 5-8 of them on a $2,000 package, making your $1,000 turn into $10,000 to $16,000.

Free Google place page listing

To fill out a FREE google place page:
1. Go to google and type in “google business place page”
2. Fill out your business information

Notes and Why I should do this:

- 60-70% of all people use google to find a local business (not the yellow pages).
- You need to be in google so when they look for you they can find you, call you or come to you.
- You must be in front of them when they are looking for you and Google Adwords will help insure that you are.
Public Presentations marketing

If you are comfortable speaking in front of a small group this is an excellent way to get people to sign up. People love a free information meeting to decide if they want something or not. If you are not comfortable with public speaking but think you can get enough people signed up for the presentation Dr. Jamie is willing to come in and give the meeting for you for a small fee.

Logistics and information for presentations

1. Set a time and find a location for a public talk.
2. Choose a location not much bigger than the number of people coming or at least the chairs not much more than the number of people coming. You can have as many people as you are comfortable speaking to.
   - A large room in your business will do.
   - Renting a room at a local public library is an option I use as it seems the library is almost endorsing you for holding it there.
3. Reserve an hour in your schedule for the presentation
4. If you do reminder calls the day before you can expect about 75% of the people to show up.
5. Add the public presentation details and information to your current marketing.
   - Letters
   - Flyers
   - Emails
   - Website

Notes and Why I should do this:

1. Remember, in the pre-selling, Invite them to sign up for the sessions first. If they do not want to sign up that is when you invite them to the presentation. Do NOT invite people to the presentation in less they have already said no to signing up for sessions.
2. Also ask them, Who are you bringing with you that also might want these services? This will get double the people to your presentation.

Preparation and technical requirements for presentations

1. Use the referral script (from www.slimlinesystem.com/preselling) when inviting people and getting them to register if they do not sign up for the sessions in the initial visit.
2. Download and review the powerpoint (from www.slimlinesystem.com/preselling)
3. Review the DVD of me doing the presentation.
4. Technical options:
   - Use a projector to display the power point with your computer or you can use a large screen TV.
   - Or you can print off the power point slides onto overhead transparencies and use an old overhead projector.

Notes and Why I should do this:

- If people want it, they will wait in line. Don’t worry if you think you can’t handle them at the end of the presentation. They will wait.
USING SCRIPTS

Scripts can be downloaded (from www.slimlinesystem.com/preselling)

- **Bottom line script** - For people who can be down, direct and comfortable with it (not for everyone), and it works for when you are preselling to existing patients in the office.
- **Patients asking about flyers script** - For people asking questions about the flyers you have hung up.
- **Sign up script for talk script** - To get people to bring friends with them to the talk.
- **Scheduling script** - for when people call up and have questions, to get them scheduled for a consultation
- **Key script** - This script must be read and used like it is so you will get the maximum number of people signed up before you get the machine. When they use the excuse of wanting to wait until you get the machine, you must be clear and honest with them, that once the initial spots are gone, the price will go up, so don’t wait if they want to do it. They must pay for their spot to hold their scheduled time.
- **Groupon script** - will come with the training DVDs – but remember, schedule only the consultations, not the laser like lipo sessions.
- **Consult scripts** - These scripts will come with the training DVDs

GUARANTEE OPTIONS

You can change the refund policy to guarantee, if you are allowed to use guarantees in your state. (We could not use the word “guarantee” in North Dakota).

It is not a “refund” guarantee but we will do more sessions for free until you get the results we promise (guarantee).

If you have open spots on the laserlike lipo schedule, put something in the ad coming up such as:

- Come in for your first visit, lose noticeable difference on the tape measure, before and after, or your first visit is free. (As you do the session, educate and sell them on a package deal of sessions. Just like the groupon scripts).
- Or charge $250-$300 for the first session when they see the results.
- Some do a $99 special for the first visit and session.
- Do free consultations for people if you can do “free” in your state.
SET UP VEVAZZ
See PDF for Operations and Set up on www.slimlinesystem.com/preselling
Or the same packet that came printed with your machine.

OPERATING VEVAZZ
Instructions are located for computers on the main Data DVD in the “Training Manual document”
Or Operations and Set up document on www.slimlinesystem.com/preselling
Watch the operation DVD’s included with your machine.
Basically, Push start to start and stop to stop
It will shut off after 10 minutes automatically if you don’t push stop.

1. Place the Velcro strap in place over the area to be treated and close the strap.
2. Place the large paddles under the Velcro belt next to the skin in the desired area to be treated.
3. Note: The lights can be about 1 inch apart or so and still produce the desired effect because the lights have a little bit of over spray.
4. Place the small paddles in the appropriate lymph node regions
5. For any treatment area above the diaphragm – place them in the inguinal (groin) regions of the lymph node clusters – one on each side.
6. For any treatment above the diaphragm – place them in the axillary (armpits) regions of the lymph node clusters – one under each arm.
7. For anything above the neck – place them in the supraclavicular (above the collar bone) lymph node regions – one on each side.
8. Then
9. Hit start.

SUPPORT
If you have questions about the business, results, marketing, etc. Follow up support is through email at Jamie@healthyhuman.org
If you have questions about payments, the machine not working, technical things, etc. Email Brad at boodnair@gmail.com

1. Support: I will respond within 24 hours
2. Any questions or comments you have about the training manual material.
3. Free ad reviews and critiquing

- I’m not the best marketer, but since I have been studying direct response marketing for over 10 years, I am better than most.
- I know what works and what is needed
- I would HIGHLY recommend running all ads by me before spending money on them. You will likely bring in more people from the ads and save a lot of money in bombed ads.

- Machine use, machine warranty, payments, to Brad.