



WEBINAR TRAINING

WORKBOOK

**3 MUST USE STRATEGIES THAT WILL GENERATE NEW PATIENTS &
REFERRALS & BUILD-UP YOUR REPUTATION**

3 WAYS TO GET MASSIVE VALUE FROM THIS WORKBOOK

1

PRINT this workbook and use it during our master class to stay fully engaged and take notes on the actions you want to implement quickly. If you want to save some ink, you can print this book in black and white ;-)

2

Think of ONE QUESTION you want answered while we are live together. If we don't answer your question during our training, you can ask it during the Q&A session.

3

To maximize your time on this webinar, at the end of the session decide on just one ACTION you plan to complete in the next 24 hours. Taking action right away will give you instant momentum to start seeing BIG results.

Note: Please fill in the blank your best answers after listening to each section of this webinar training. The purpose of this workbook is to make sure that you totally understand the key points that we want to deliver to you.

STRATEGY 1: USE FOOT IN THE DOOR OR FRONT END OFFER

1. FITD works by first getting a small.....and then getting an even better later.

2. What are the two types of practices that benefit from this strategy?

Practice Type 1: _____

Practice Type 2: _____

3. Please list some examples of FITD offers?

4. What is a Sales Funnel? Please fill out the empty spaces below with your answers.

The website visitors take on the way toyour products or services.

5. There are 4 steps to a Sales Funnel, what are they?

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

FOOD FOR THOUGHT: What are some ideas for foot in the door offers for your practice?

Idea 1: _____

Idea 2: _____

Idea 3: _____

FOOD FOR THOUGHT: What are your low cost, entry level services?

Service 1: _____

Service 2: _____

Service 3: _____

FOOD FOR THOUGHT: What is your (high end) core service that generates the most profit?

6. What are the two web pages you need to set up a part of a sales funnel?

Web page 1: _____

Web page 2: _____

7. What information do you need to capture on the main landing page?

Info 1: _____

Info 2: _____

Info 3: _____

8. What are the two web form call-to-action (CTA) buttons that you shouldn't use?

Call-to-action 1: _____

Call-to-action 2: _____

9. What should you feature on the confirmation or thank you page?

10. The email follow-up sequence will run for how many days?

11. On which days should you send out the follow up emails?

12. Can we use SMS text for following up?

Yes

No

13. How soon should your staff call a new lead when they come into the sales funnel? Please check as many options that are most preferred?

- ASAP
- Within 5 mins
- Within 10 mins
- Within 30 minutes
- Within 24 hours
- After 2 days

14. Which three channels are best for promoting your funnel on?

Channel 1: _____

Channel 2: _____

Channel 3: _____

15. Who can you target with Facebook and Instagram ads? Please check all correct answers.

- Existing website audience
- Existing email list
- Existing fans and their friends
- Similar people to your website and email list audience
- New prospects by their demographics, interests, locations
- Target other relevant healthcare practitioners' Facebook, Instagram or other general health community pages

16. Where should you feature your core lead magnet or foot in the door offer on your website?
Please check all that apply.

- Top or footer bar on mobile devices
- Exit or website corner popup
- Email signatures, newsletter
- Website header banner
- Facebook cover banner

WHAT ARE YOUR IDEAS, THOUGHTS AND ACTION ITEMS?

STRATEGY 2: BUILD AND NURTURE REFERRAL NETWORK

1. When meeting with potential referrals for the first time, which are some of the tactics you should use? Please check all that apply.

- Invite them out for coffee, breakfast or lunch
- Ask them about their work and patients' cases
- Promote yourself aggressively
- Ask for referrals early in the meeting
- Propose how you can help them
- Show relevant case studies
- Explain the value of referring patients to you
- Highlight differences and advantages over other specialists
- Get help from practice managers, physician liaisons

2. Should you send introduction letters to potential referral contacts?

- Yes
- No

3. Should you consider setting up a referral program to other sub-specialists?

- Yes
- No

4. What is the key strategy when communicating with prospective referral doctors?

- To give
- To take
- To promote yourself aggressively

5. How soon should you send back reports to your referring doctors?

- 3 to 7 days
- 7 to 10 days
- 10 days to 15 days
- Maybe a month

6. Can you buy food for your referral partner's employees too?

- Yes
- No

7. Complete the empty space with the best word.

Send them _____ gifts on special occasions.

8. Which types of content can you produce and share with referring doctors? Please check all that apply.

- A helpful article you wrote or that you came across
- eBook
- Guide
- White papers
- Webinars
- Seminars
- Workshops

9. What is the key take away from this tactic?

Once you start _____, the whole game will change to _____

WHAT ARE YOUR IDEAS, THOUGHTS AND ACTION ITEMS?

STRATEGY 3: USE AUTOMATED WEBINAR SALES FUNNEL

1. Please list the top 3 benefits you get from using a webinar to connect with and generate more new patients.

Benefit 1: _____

Benefit 2: _____

Benefit 3: _____

Other benefits if any: _____

2. Fill in the empty space with the best word to complete the sentence.

A webinar is a great engagement tool for people to Know, Like and _____ you in a short amount of time.

3. Please list the top 2 benefits of using webinars to nurture and grow your referral contacts.

Benefit 1: _____

Benefit 2: _____

4. Please list the top 3 reasons why you should use an automated webinar system.

Reason 1: _____

Reason 2: _____

Reason 3: _____

Other reasons if any: _____

5. Fill in the empty space with the best words to complete the sentence.

The ability of automated webinars to give you a reliable, duplicable, _____ way to grow your patient base can take your business to the next level.

6. How many modules are in our signature online course "AUTOMATED WEBINAR SALES FUNNEL"?

7. Please click on the items that are included in the course material.

- Swipe files
- Checklists
- Plug 'n' play templates
- Resources

8. Which of the following items is a bonus offer in the course?

- The full Automated Webinar System Training Course with lifetime access
- Private Facebook Group
- Live weekly call troubleshooting session with OMD team
- Tech tutorial library

9. What is the price of the course in USD?

10. How much can you save if you purchase the course in one complete payment?

11. How much is each installment if you pay in 3 installment payments?

12. What is the special offer if you purchase the course today?

13. How many days are in the refund policy?

14. What is the key takeaway if you want to get the refund?

You DO have to do the _____!

WHAT ARE YOUR IDEAS, THOUGHTS AND ACTION ITEMS?

QUESTIONS AND ANSWERS

Please list your top 3 questions for Online Marketing For Doctors team:

Question 1:

Question 2:

Question 3:

Please email us your questions at coursesupport@onlinemarketingfordoctors.com, to make sure that we address your questions that we weren't able to get to in the webinar.