

# In-Office Weight Loss Seminars

## MASTER THIS!

### Set a Date to Have the Seminar

1. Deadline is the great business aid
2. Schedule your seminar to be on Monday or Tuesday so that you have the rest of the week to get people in for appointments you'll make at the seminar

### Ads to Get People to Register for Your Seminar (Test, Test, Test!)

1. Ad
  - a. Great Headline
  - b. Call to Action
  - c. Urgency
  - d. Phone number (to register)
  - e. Website (to register)
2. Main Newspaper
  - a. "A" Section, page 3
  - b. Local section
  - c. Not sports section!
  - d. Not entertainment, but better than sports
  - e. Not obits or classifieds
3. Online Newspapers
4. TV
5. Google Adwords
6. SEO (See Russ)
7. ValPaks
8. Radio
9. In-Office: Notices on walls and fliers at checkout
10. Grocery store fliers

11. Trade shows
12. Lead boxes in local businesses
13. Voice Broadcasts to Your Current List (See Russ)
14. Telemarketing
15. Fliers around the office and in sacks at purchase
16. Starbucks free coffee certificate

#### Registering People for the Seminar

1. Scripting for Registrations over the phone
  - a. Enlarge the script and put it by the phone
  - b. Roll play using the script in staff meeting
  - c. As soon as someone registers over the phone, mail out invitation
2. Registering online – see [www.ClubReduce.com](http://www.ClubReduce.com) / [www.WeightSeminar.com](http://www.WeightSeminar.com)

#### Night Before Seminar

1. Call people to confirm for the next day's seminar
2. Email people to confirm for the next day's seminar

#### Day of the Seminar

1. Start in the morning to call anyone who wasn't personally reached the night before
2. Get packets ready – include information about your office, business cards, pens, fridge magnets...things they'll keep with your name on it
3. Set up a few less chairs than people that are scheduled
4. Prepare two labels with each appointment time available (put one label on potential patients paperwork that they take home and one label on their paperwork you keep) Make the appointments for that week. Don't schedule out too far
5. Set up snacks for after the seminar to keep people lingering (veggie tray, fruit tray, bags of nuts, fruit leathers, waters)

### Seminar

1. Staff checks off everybody on the registration log
2. Staff gives out registration slips to everyone
3. After registration slips are filled out, staff gives out information packet
4. Have \$100 off coupon inside packet with their name already written on it
5. Doctor or staff does the power point
6. Doctor or staff CLOSES the entire crowd – You Must Invite Them Back!
7. GOAL: Get people scheduled for an evaluation
8. Have drawing
9. Put out refreshments
10. Get people scheduled and take their money. To make it quick, put label on their \$100 Certificate and put a label on their registration form
11. Staff fills out statistic sheet

### Day After Seminar

1. Enter all appointments and payments into computer if not done night before
2. Send emails to all no shows
3. Send postcards to all no shows
4. Remind all potential new patients of appointments today and tomorrow

### Schedule Next Seminar and Start Process Over Again