

Goals:

How much are we going to make our first month doing this?

How much are we going to make our first year doing this?

What is our overall goal with this program?

Marketing:

When will we schedule our first seminar?

What do we need to do to start mailing our patients for the 1) initial letter inviting them to the seminar and telling them WHY we are doing weight loss and 2) to do our monthly newsletter.

What marketing is currently working for us? Can we use that for weight loss?

Do we have someone who can be our community relations director, or will we hire someone? (Train at Club Reduce)

Staffing:

Who will do the seminar?

Who will do the initial one-on-one evaluation?

Who will explain the program once they purchase?

Who will do the weekly accountability meetings and weekly follow up calls?

Who will do the body wraps?

Office Layout:

Where will we hold the seminars?

How many chairs can we fit?

Where will we do the initial one-on-one evaluation?

Where will we explain the program once they purchase?

Where will we have the weekly accountability meetings?

Where will we do our body wraps? (Best to have at least 2)

Where will we put our sauna?

Where can we have our whole body vibration? (Optional)

Obstacles:

Is there anything at all that is standing in the way of implementing this program and achieving our goals?

What will we do to overcome any and all of these obstacles?