

Adjusting attitudes

IMPLEMENTATION GUIDE

THE ULTIMATE
PATIENT RETENTION
SCRIPTS



THE ULTIMATE GUIDE TO
KILLER RETENTION
FROM START TO FINISH!

BY CLAYTON

Thank you for purchasing *The Ultimate Patient Retention Scripts*. This implementation guide will guide you from start to finish in order for you to have success with these scripts.

1. First, you need to decide whether you want to send these scripts in a written format or use them to create videos.
2. You will next need to decide on an automated email marketing program. Programs such as Mailchimp, Aweber, Infusionsoft and Constant Contact will work great. These programs ensure that your emails get sent at a pre-selected frequency. Making the system automated will be the key to your success.

Using Scripts in a Written Email Format:

1. As part of *The Ultimate Patient Retention Scripts*, you have received 6 scripts from the 40 scripts included in the *Adjusting Attitudes System*, our flagship membership program. These scripts will allow you to convert more new patients and allow you to plant a solid seed for wellness care. If you are implementing them in a written format you simply need to create a campaign or email sequence with the automated email marketing system you have chosen. In order to do this, please follow the help section of the program you choose.
2. The next step is to set the frequency so that your emails get sent once every 3 days. Through our research with *Adjusting Attitudes*, we have found this frequency to coincide with the emotional journey your patients go through in your practice. This way, you are addressing the emotions at hand during the first few emotional touchpoints. Because this is automated you are now able to connect with your patients regardless of how busy you are or if you are on vacation and ensuring consistent education on the regular basis.

Using Scripts in a Video Format:

1. As part of *The Ultimate Patient Retention Scripts*, you have received 6 scripts from the 40 scripts included in the *Adjusting Attitudes System*, our flagship membership program. These scripts will allow you to convert more new patients and allow you to plant a solid seed for wellness care. If you are implementing them in a video format you simply need to create a campaign or email sequence with the automated email marketing system you have chosen. In order to do this, please follow the help section of the program you choose.

2. Recording videos:
 - a. Hire a videographer to shoot and edit the videos for you.
 - b. Record and edit the videos yourself:
 - i. One of the easiest and most cost effective ways for hosting your own videos is to create a YouTube Channel. YouTube allows you to host these videos for free and select various privacy settings.
 - ii. In order to create a YouTube account, you first need to create a Gmail account with a Google+ Page. This step literally takes 30 seconds. Once you have opened your Gmail account and Google+ Page, you can set up your YouTube account and finally create your YouTube Channel that will host your videos. Make sure you're signed in to YouTube. Go to All my channels. If you want to make a YouTube channel for a Google+ page that you manage, you can choose it here. Otherwise, click *Create A New Channel* and fill out the details to create your new channel.
 - iii. Materials you will need and we recommend:
 1. Tripod
 2. Microphone (wired or wireless)
 3. High Definition Camera
 4. Editing software (if using Windows, Movie Maker is a great free option. If using Mac, iMovie is also an equal option). These videos will not have complicated editing requirements so we suggest sticking with simple editing software and avoid the complicated expensive programs.
 5. If you do not have the resources/time and confidence to edit these videos on your own, you can outsource your editing using free lancers available on websites, such as Elance.com and ODesk.com to name a few. You simply create an account, post your job and hire who you feel is the most qualified professional.
 - iv. You are now ready to upload your videos to YouTube. Here is how to do it:
 1. Sign into YouTube.
 2. Click the *Upload* button at the top of the page.
 3. Before you start uploading the video you can chose the privacy settings.
 4. Select the video you'd like to upload from your computer.
 5. As the video is uploading you can edit both the basic information and the advanced settings of the video, and decide if you want to notify subscribers (if you untick this option no communication will be shared with your subscribers).
 6. Click *Publish* to finish uploading your public video to YouTube. If you set the video privacy setting to *Private* or *Unlisted*, just click *Done* to finish the upload or click *Share* to privately share your video. We suggest making your videos public.

7. If you haven't clicked *Publish*, your video won't be viewable by other people. You can always publish your video at a later time in your Video Manager.
3. The next step is to create the emails and include the hyperlink of your YouTube videos in the body of your email that directs your patients to your video. For example, you can write *Watch Your Video Here* and create a hyperlink within this text that brings them to the URL of the video you want them to watch.

Set the frequency so that your emails get sent once every 3 days. Through our research will *Adjusting Attitudes* we have found this frequency coincides with the emotional journey your patients go through in your practice. This way you are addressing the emotions at hand during the first few emotional touchpoints. Because this is automated you are now able to connect with your patients regardless of how busy you are, if you are on vacation and ensuring consistent education on the regular basis.

4. As part of the *Ultimate Patient Retention Scripts* you have received the following scripts:
 - a. Consult/Exam
 - b. Report of Findings
 - c. Foundational Principles of Chiropractic
 - d. Subluxation
 - e. Causes of Subluxation
 - f. Adjustment

It is now time to create the body of the email. The key here is to write a compelling introduction to the video in order to get your patients to click on the link and view your video. They need to be intrigued. Here are our recommendations for each video.

- a. Consult/Exam:

This video shares exactly what to expect from your first visit to a chiropractor and understand what your chiropractor was looking for. Watch your video now! (add hyperlink)

- b. Report of Findings:

In this video, you will discover what to expect from your examination findings and what your road to recovery may look like. Be informed and watch your video here! (add hyperlink)

c. Foundational Principles of Chiropractic:

Find out why you don't have to believe in chiropractic for it to work. This video discusses the foundational principles of chiropractic. Click here to watch your video. (add hyperlink)

d. Subluxation:

Discover the number one reason why people never achieve their full potential. Learn about subluxations by accessing your video here. (add hyperlink)

e. Causes of Subluxations:

If you thought pain was the only reason to see a chiropractor...think again. The most common causes of subluxation may be hidden in your daily routine. Watch your video now! (add hyperlink)

f. The Adjustment:

Different positions and weird noises... watch this video to learn more about the adjustments your chiropractor is performing on your spine. Watch it here! (add hyperlink).

5. Subject lines for your email for both written and video format:

- a. Consult/Exam: Learn More...
- b. Your Chiropractic Exam Results: Learn More...
- c. Foundational Principles of Chiropractic: Learn More...
- d. Subluxation: Learn More...
- e. Causes of Subluxations: Learn More...
- f. The Adjustment: Learn More...

Getting Patients Started:

Once you have completed the work above you are now ready to implement these scripts and send automated emails to your patients. Make sure you capture your patient's emails on your new patient intake form. Upon completion of their new patient consult and exam, simply add their email to the designated campaign in your automated email marketing program. Your patients will now receive their emails in the specified sequence and frequency.

Follow Through:

At this point it is imperative that both doctors and staff reinforce the importance of these emails to the patients. These scripts should become part of the conversation that you, the chiropractor should have with your patients during regular office visits. This will avoid straying from any other conversation than chiropractic and therefore create value for your patients during their visits. You will have better present time consciousness and have your patients thinking you spent more time with them than you actually did.