

WEBVTT

1

00:00:30.450 --> 00:00:32.350

Dr. Z - Functional Medicine Academy: Hello! Hello!

2

00:00:35.870 --> 00:00:37.700

Dr. Z - Functional Medicine Academy: Yay!

3

00:00:38.460 --> 00:00:41.239

Dr. Z - Functional Medicine Academy: Got all you pretty faces.

4

00:00:42.030 --> 00:00:48.540

Dr. Z - Functional Medicine Academy: and it's so good to see you. If you guys can make me my team if you can make me co-host, too. That would be awesome.

5

00:00:49.173 --> 00:01:02.969

Dr. Z - Functional Medicine Academy: Yay, 11. We're finally here. I'm so excited I'm so excited because I get to do whatever I want in classes with you guys and and I'll try to answer any questions you have to. I love being able to answer questions.

6

00:01:02.970 --> 00:01:18.969

Dr. Z - Functional Medicine Academy: but the thing that I feel is the most timely right now is helping you plan your October launch. So if there's someone who wants to talk about something else, let me know. But otherwise I think we should just like, do the actual logistics and planning details. How does that sound for everyone?

7

00:01:20.080 --> 00:01:20.960

Dr. Z - Functional Medicine Academy: Good?

8

00:01:21.610 --> 00:01:35.170

Dr. Z - Functional Medicine Academy: Okay. Awesome. Who is there anyone here who hasn't heard me talk about? Why, everyone wants to do a launch in October? Are we all at the same place, or are we, still wondering what the heck launches? It's okay. You can be wherever you're at.

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00:01:35.620 --> 00:01:37.549

Dr. Z - Functional Medicine Academy: Just tell me everyone heard it.

10

00:01:38.840 --> 00:01:59.849

Dr. Z - Functional Medicine Academy: You haven't heard Lindsey. Okay, so let me just do the short, short version, 1st of all for everyone. I emailed out a link. Today it'll get in your portal. But I was like, this is the fastest way for me to get it. And I put it in Facebook. So in the in the big Facebook group, you know, we're closing the small one eventually. So just make sure you're all in the big one, but in the big Facebook group and sent to your email.

11

00:02:00.128 --> 00:02:21.301

Dr. Z - Functional Medicine Academy: I put the link to the State of the Union on Sunday. So if you weren't there or you're like, I didn't capture all the details. I want to hear it again. Please go watch that I'm not gonna leave it up forever. Right? It's very timely. But I do want to make sure you get it, because that's where we talked a lot about the time. And I'm gonna do a very short version.

12

00:02:21.710 --> 00:02:31.740

Dr. Z - Functional Medicine Academy: So please make sure you get that when some it's your 1st class. Oh, my gosh, well, well, welcome. It's just like feet 1st diving in. So yay

13

00:02:31.850 --> 00:02:45.810

Dr. Z - Functional Medicine Academy: doesn't not? All our classes are the same. I just wanna make sure you know that some will be very basic level. Okay, there's gonna be. I'm gonna talk about some advanced stuff. Okay? So if you're not ready for it. That's okay. Just listen and know, hey, that's coming later.

14

00:02:45.830 --> 00:02:50.979

Dr. Z - Functional Medicine Academy: Yes, the one that has 3,500 in it on Facebook. They're actually both private groups.

15

00:02:51.272 --> 00:03:07.639

Dr. Z - Functional Medicine Academy: We say, it's a public group, but it's not. It's still private group. But that's the one that we are definitely keeping. It's just too hard to post things in more than one place. So we're just putting everyone in there for really private stuff behind the scenes only for people who are in the program go to school

16

00:03:07.780 --> 00:03:09.650

Dr. Z - Functional Medicine Academy: right? That that's where you can.

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00:03:09.800 --> 00:03:30.750

Dr. Z - Functional Medicine Academy: you know, have every discussion there is. We've got staff in there answering, and all that kind of stuff. Okay, so yay, thank you. If you are brand new here, please always update your name. So I know who you are in your license that way. If you ask the question, I can give you some specific support if that's needed. Have your camera on, unless you're in a situation where you can't

18

00:03:30.968 --> 00:03:41.450

Dr. Z - Functional Medicine Academy: but please make sure you get to know you. So that when I see you at Mastermind I know who the heck you are. It's not the 1st time I'm meeting you. And the more I get to know you the more I can help you.

19

00:03:41.560 --> 00:03:47.659

Dr. Z - Functional Medicine Academy: Okay, the short version of why we are doing what we're doing is

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00:03:48.225 --> 00:03:59.799

Dr. Z - Functional Medicine Academy: in order to like make the. And maybe one of my staff members can just share the link to the bigger Facebook group, just to make sure everyone's in the same place. And I do a lot of posting in there, too.

21

00:04:00.274 --> 00:04:04.410

Dr. Z - Functional Medicine Academy: So I'm in there a lot. You'll see me. Okay. So

22

00:04:05.192 --> 00:04:21.820

Dr. Z - Functional Medicine Academy: right now, what's coming is what I call making the term, and that's going from Q. 4 to q. 1. So if you've never heard those terms before, it's basically October 1st today, woo big day for us. So October 1st till the end of March, and whatever you do

23

00:04:21.920 --> 00:04:49.529

Dr. Z - Functional Medicine Academy: during this time, really not only makes your January and your spring better, but quite honestly, financially, sets you up for the rest of the year. The example I gave from a patient standpoint that hopefully everyone either relates to. Not that I want you to have bad behavior, but I know you're human, or you've helped someone who has this behavior. But it's like they enter this time of year, and they sort of write it off. And they're like, gonna just slide into the rest of the year. And I'll worry about health or weight, or whatever my issue is in January.

24

00:04:49.580 --> 00:05:04.000

Dr. Z - Functional Medicine Academy: And then maybe they had 10 pounds to lose. But then come January. It's 15 pounds collective hangover. They really don't get their act back together till second 3rd week in January. It just delays everything. So please watch the State of the Union. I talk a lot more about that.

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00:05:04.350 --> 00:05:23.320

Dr. Z - Functional Medicine Academy: The short version, too long didn't read short version is, everyone needs to do a launch in October. Everyone. If you're here, you get to do a launch in October, you're all gonna do it. Okay? And we are going to support you. So if you've been here before, and you're like dude, that lady is pushy.

26

00:05:23.320 --> 00:05:45.040

Dr. Z - Functional Medicine Academy: Yeah, we are going to be guiding you 3 through things differently. And while we love you and we'll still hold your hand, we're just gonna move forward. There won't be enough time for anxiety and worry. Let's just make it happen. And if you're new, buckle up, you're in for a wild ride. Okay, so everyone needs to do a launch of some sort. I'm gonna teach you a really simple one

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00:05:45.170 --> 00:05:47.370

Dr. Z - Functional Medicine Academy: that everyone can do.

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00:05:47.540 --> 00:06:00.579

Dr. Z - Functional Medicine Academy: And I'm gonna map it out. So even if you've heard it before. I'm gonna just show you how I would plan it in real time. And then, if there's questions about any other complex ones, we'll answer it. I do want to make sure everyone knows here

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00:06:00.710 --> 00:06:03.809

Dr. Z - Functional Medicine Academy: that I've been doing some coaching workshops.

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00:06:03.990 --> 00:06:12.529

Dr. Z - Functional Medicine Academy: and as a client I've got clients in it and non clients in it, but I wanted to give everyone a chance one time to be in it, so we've already done it.

31

00:06:12.850 --> 00:06:24.334

Dr. Z - Functional Medicine Academy: I'm glad we had our time together, but if you haven't done it we can get you in one. So just ask your Msa. And we'll hook you up. Okay, so I'll I'll do a couple of week until everyone had one turn. Okay, but

32

00:06:24.610 --> 00:06:35.889

Dr. Z - Functional Medicine Academy: it allows me to give you a bit of focused attention. But otherwise the stuff I'm teaching is the same right? You're gonna get it. Next week I get to teach you a class 2 on Wednesday. Yay, guess what we'll be doing next Wednesday.

33

00:06:35.970 --> 00:06:37.399

Dr. Z - Functional Medicine Academy: Anyone have an idea

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00:06:38.660 --> 00:06:57.129

Dr. Z - Functional Medicine Academy: troubleshooting because you're gonna already be planning your launches. And then the week after that I get to do a 3 h workshop. And for that workshop. What I'm planning to do is teach everyone how to create a class or speaking or webinar outline. That will fill your no charge consults.

35

00:06:57.130 --> 00:07:18.010

Dr. Z - Functional Medicine Academy: and then, October 20, second to 24, th I'm doing speak to sell normally. Only a few people got free tickets, and this is quite an expensive event. But with the change to the mentorship 3.0, we were able to make it so. Everyone in the mentorship 3.0 is going to get a free ticket, and that workshop is going to be a bit different. It's going to be the 1st time I've taught any of you

36

00:07:18.010 --> 00:07:35.920

Dr. Z - Functional Medicine Academy: how to launch something really paid. Okay? But what I'm gonna teach you right now, you get to experiment with low cost. Alright. The paid stuff is an awesome, awesome, awesome skill, because the last time I did it we did 850,000 in a couple of days. Virtual.

37

00:07:36.264 --> 00:07:52.890

Dr. Z - Functional Medicine Academy: I did it in April, and in 3 and a half hours we did over

500,000. The 1st time I ever did it. I did \$10,000 in now. So it's an awesome skill. It is an advanced skill. And that's okay. You're not there yet. You're just gonna learn some advanced stuff. And you're just gonna think later, I'm just banking it for later.

38
00:07:52.940 --> 00:07:57.939
Dr. Z - Functional Medicine Academy: What I'm gonna teach you right now. The dates. October 20 second to 24.

39
00:07:58.704 --> 00:08:14.559
Dr. Z - Functional Medicine Academy: The the thing I'm gonna teach you right now, you're gonna be able to start experimenting with. So I'm gonna share my screen. Please ask questions as in the zoom, and we will try to answer them as we go along. We've got a couple of team members in here.

40
00:08:14.994 --> 00:08:18.340
Dr. Z - Functional Medicine Academy: So thank you. People who are in here. That's super awesome.

41
00:08:19.740 --> 00:08:22.149
Dr. Z - Functional Medicine Academy: but let's let's make this happen.

42
00:08:22.200 --> 00:08:36.027
Dr. Z - Functional Medicine Academy: Okay, so the one I'm gonna teach you. I've been talking to people a lot about which is a lab launch. So I'm just gonna say, lab launch, I'm gonna give you guys these notes afterwards. Okay, so lab launch, we're gonna do the cheap and easy version

43
00:08:37.179 --> 00:08:42.450
Dr. Z - Functional Medicine Academy: because you can do a lab launch many different ways. Can you guys see my document? Okay.

44
00:08:42.980 --> 00:08:43.850
Coach Risse-FMA: Yes.

45
00:08:44.780 --> 00:08:51.470
Dr. Z - Functional Medicine Academy: Yay, thanks, Reese, appreciate it here. I'll PIN myself, too, so you can see. Let me just make it so. I can keep seeing you.

46
00:08:51.720 --> 00:09:05.459
Dr. Z - Functional Medicine Academy: So I feed off of seeing you guys. So thank you. Thank you for those that have your camera on and are feeding me. The energy you rock. Those who can't have it on I totally understand. Not trying to give you crap. Okay, lab launch cheap and easy version.

47
00:09:05.620 --> 00:09:15.299

Dr. Z - Functional Medicine Academy: The reason I'm showing this 1 1st is because anyone can do it. Now a lab launch it's for like a bridge offer.

48
00:09:16.010 --> 00:09:30.549
Dr. Z - Functional Medicine Academy: it depends on how you price it. Bridge offers tend to be like 400 to 1,000. A lab launch could be in that price. Range lab launch could be 200 or 300. The point of a lab launch. So let's just let's just write down what's what's the point?

49
00:09:34.270 --> 00:09:40.619
Dr. Z - Functional Medicine Academy: the point of it is to be able to fill your no charge consults.

50
00:09:40.930 --> 00:09:52.200
Dr. Z - Functional Medicine Academy: Everyone knows you better not name it a no charge. Consult, but I'm gonna abbreviate. No charge. Consult Aka sales. Call same thing right? So it's to fill your no charge. Consult to improve your show rate.

51
00:09:52.460 --> 00:09:54.000
Dr. Z - Functional Medicine Academy: right? Because

52
00:09:54.130 --> 00:09:58.890
Dr. Z - Functional Medicine Academy: people have a reason they're gonna get something.

53
00:09:58.930 --> 00:10:02.229
Dr. Z - Functional Medicine Academy: And they spent a little bit of money to show up.

54
00:10:02.948 --> 00:10:06.239
Dr. Z - Functional Medicine Academy: It's to demo and audition

55
00:10:06.810 --> 00:10:08.170
Dr. Z - Functional Medicine Academy: who you are.

56
00:10:08.570 --> 00:10:11.536
Dr. Z - Functional Medicine Academy: Okay? And then it's also

57
00:10:13.870 --> 00:10:17.559
Dr. Z - Functional Medicine Academy: to like. Have what I'll call a warmer

58
00:10:17.780 --> 00:10:20.200
Dr. Z - Functional Medicine Academy: ramp to your program.

59
00:10:20.860 --> 00:10:23.760
Dr. Z - Functional Medicine Academy: So you're creating what's called Mqls.

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00:10:23.870 --> 00:10:24.980

Dr. Z - Functional Medicine Academy: So

61

00:10:25.320 --> 00:10:35.285

Dr. Z - Functional Medicine Academy: back up for one second, because I know not everyone was at mastermind. But hopefully, you're like I'm gonna be at the next mastermind, no matter what early bird pricing is going on right now.

62

00:10:35.610 --> 00:10:45.769

Dr. Z - Functional Medicine Academy: Which isn't the sweet hot deal people there got, but it's still a nice savings, and the event is April second to 6.

63

00:10:46.410 --> 00:10:48.759

Dr. Z - Functional Medicine Academy: Just sick. So grab your spot if you can.

64

00:10:48.830 --> 00:11:14.780

Dr. Z - Functional Medicine Academy: but so many different ways to market, many different ways to process. Short and sweet version is, if you want to build a real business, you need to be able to have something out in the marketplace that's out in the public, right? You'd have something out there that's in front of cold traffic means they don't know you. They've never heard of you. They have no idea who you are, and it grabs their attention. The right people, of course.

65

00:11:14.860 --> 00:11:27.810

Dr. Z - Functional Medicine Academy: the example I gave is, if you're looking for women with hot flashes, you don't want truckers with hemorrhoids, right? So we have to get the right people. But you want to be able to track them, and you want it. That cold people can come in now

66

00:11:27.880 --> 00:11:34.689

Dr. Z - Functional Medicine Academy: whole people come in. They are not Mql, they're just. They're they're leads right. The general bucket.

67

00:11:34.760 --> 00:11:57.369

Dr. Z - Functional Medicine Academy: the Mql. Are what stands for marketing. Qualified leads. These are the people that should be buying. And I'll tell you another trick right. Now again, if this is too advanced, you're brand new. Don't worry. It's okay. You don't know everything. Just sort of sit back. Listen, be like Whoa! What the heck is Dr. Z. Talking about? You will eventually learn it. Okay, so just hang tight with me. But for

68

00:11:57.840 --> 00:12:06.419

Dr. Z - Functional Medicine Academy: you know, for your close rate, some of you are going to be really relieved about to hear this, but for your close rate, that's like, let's say you do. 10

69

00:12:07.126 --> 00:12:08.420

Dr. Z - Functional Medicine Academy: sales calls

70

00:12:08.460 --> 00:12:13.209

Dr. Z - Functional Medicine Academy: and 3 signed up. And you think, well, my close rate is 30%.

71

00:12:13.350 --> 00:12:15.799

Dr. Z - Functional Medicine Academy: That's true. However.

72

00:12:16.070 --> 00:12:23.320

Dr. Z - Functional Medicine Academy: now we're gonna look at it a little bit differently. Out of those 10 sales calls you had. How many were an Mql.

73

00:12:23.700 --> 00:12:27.979

Dr. Z - Functional Medicine Academy: How many were a market? A marketing qualified lead?

74

00:12:28.180 --> 00:12:30.829

Dr. Z - Functional Medicine Academy: What if only 6 were

75

00:12:31.240 --> 00:12:41.159

Dr. Z - Functional Medicine Academy: 4 really weren't marketing qualified leads. So you really only had 6 Mql calls. You signed up 3. Your close rates out of 50%.

76

00:12:42.480 --> 00:13:07.230

Dr. Z - Functional Medicine Academy: Okay? Now, if that's a little advanced. Don't worry. We got advanced stuff coming for you. Some of you are like taking the assessments now to find out. Do you get to go to advanced sales. You could go to advanced marketing. We gotcha but anyway, the point is, yes, we want to be able to attract cold traffic, and then we want to be able to find out who are Mql. And Mql. Is not only the right ideal patient

77

00:13:08.130 --> 00:13:09.630

Dr. Z - Functional Medicine Academy: but they

78

00:13:09.880 --> 00:13:11.920

Dr. Z - Functional Medicine Academy: demonstrate that in some way.

79

00:13:12.120 --> 00:13:25.269

Dr. Z - Functional Medicine Academy: And this doing a lab launch is an excellent way to identify an Mql that's super cheap and super easy, because someone who's gonna pay because they want what I'm about to show you. Boom, they're an Mql.

80

00:13:25.430 --> 00:13:28.979

Dr. Z - Functional Medicine Academy: you're gonna love having sales calls with those Mql, so that would be great.

81
00:13:29.140 --> 00:13:30.380
Dr. Z - Functional Medicine Academy: Okay.

82
00:13:30.830 --> 00:13:42.369
Dr. Z - Functional Medicine Academy: so that's the point of a lab launch. Let me, that's all from the practitioner perspective. So the the point for the

83
00:13:42.930 --> 00:13:44.380
Dr. Z - Functional Medicine Academy: practitioner.

84
00:13:45.790 --> 00:13:51.359
Dr. Z - Functional Medicine Academy: and then the point for the patient or pretend, let me say, potential patient.

85
00:13:52.220 --> 00:13:58.459
Dr. Z - Functional Medicine Academy: I know some of you see clients, and I mean the same thing right, for the potential patient is very low risk.

86
00:13:59.373 --> 00:14:02.990
Dr. Z - Functional Medicine Academy: They get info about themselves.

87
00:14:03.170 --> 00:14:06.820
Dr. Z - Functional Medicine Academy: No one else is telling them.

88
00:14:07.520 --> 00:14:09.720
Dr. Z - Functional Medicine Academy: They are curious.

89
00:14:10.410 --> 00:14:17.739
Dr. Z - Functional Medicine Academy: They want some initial answers and guidance.

90
00:14:18.638 --> 00:14:21.870
Dr. Z - Functional Medicine Academy: They want to check you out

91
00:14:22.680 --> 00:14:36.180
Dr. Z - Functional Medicine Academy: and just thinking what's in it for me, just think about them in that way. Okay, so that's the point. So now, hopefully, we're all understanding one another. Let's see, I close chats. I just realized hopefully.

92
00:14:36.560 --> 00:14:39.080
Dr. Z - Functional Medicine Academy: I'm not missing anything important here.

93
00:14:40.750 --> 00:14:43.739
Dr. Z - Functional Medicine Academy: You still have an Msa. But you also have an essay.

94
00:14:44.080 --> 00:14:46.120
Dr. Z - Functional Medicine Academy: We're stacking, you guys.

95
00:14:46.520 --> 00:14:50.249
Dr. Z - Functional Medicine Academy: This should be recorded. Let's make sure I'm recording it, and I'm not messing up.

96
00:14:50.550 --> 00:14:52.549
Dr. Z - Functional Medicine Academy: Oh, I just dive in.

97
00:14:52.730 --> 00:15:02.219
Dr. Z - Functional Medicine Academy: Is it recording? It is recording? Yay, we're good good job team. I know it's a crazy day for everyone. So good job. Thank you. Thank you for being awesome.

98
00:15:03.415 --> 00:15:04.250
Dr. Z - Functional Medicine Academy: Okay.

99
00:15:05.240 --> 00:15:15.450
Dr. Z - Functional Medicine Academy: Our people who uploaded classes into school are traveling today, but they usually do everything the same day. Then 24 h for sure. But usually everything gets uploaded same day.

100
00:15:15.912 --> 00:15:27.970
Dr. Z - Functional Medicine Academy: Okay. So here's how I plan it. This is literally the order, which is why I'm doing this training with you and I'm gonna give you this handout. I'm just gonna give it to everyone right at the end of the class. Drop it right into

101
00:15:28.333 --> 00:15:32.579
Dr. Z - Functional Medicine Academy: the chat. So the 1st thing we think is, what is your offer?

102
00:15:33.840 --> 00:15:38.169
Dr. Z - Functional Medicine Academy: Why are you doing this right? So your offer might be like,

103
00:15:38.920 --> 00:15:53.119
Dr. Z - Functional Medicine Academy: might be the practice plan. Right? You're following the standard. 5 K, 5 months. Maybe you're doing a small 1,900 for 2 months or 3 months, or whatever whatever you're doing. What is your offer? So you need to know it.

104

00:15:54.300 --> 00:15:58.740

Dr. Z - Functional Medicine Academy: It needs to be named it. It needs

105

00:15:59.535 --> 00:16:03.780

Dr. Z - Functional Medicine Academy: it needs to be part of the slip and slide.

106

00:16:05.250 --> 00:16:19.889

Dr. Z - Functional Medicine Academy: That's a new term for you. Don't worry. Welcome so glad you're here. Welcome to the fire hose. We got you. Your Msa. Will help you with that. Okay, so, but you have to know what you're gonna offer, because it has to connect to everything else.

107

00:16:19.900 --> 00:16:25.310

Dr. Z - Functional Medicine Academy: And then the next thing you need to know is how get to the offer?

108

00:16:26.280 --> 00:16:37.010

Dr. Z - Functional Medicine Academy: Okay, so let me just let me put in an example here so I can carry it all the way through. So you need to know your offer. So my example is going to be. I did this example the other day.

109

00:16:39.755 --> 00:16:46.819

Dr. Z - Functional Medicine Academy: hot flashes. No more program. We're doing 3 months.

110

00:16:46.880 --> 00:16:48.240

Dr. Z - Functional Medicine Academy: or

111

00:16:49.110 --> 00:16:50.390

Dr. Z - Functional Medicine Academy: I'll say

112

00:16:50.930 --> 00:16:52.880

Dr. Z - Functional Medicine Academy: 1,900.

113

00:16:52.920 --> 00:17:05.309

Dr. Z - Functional Medicine Academy: I'm not saying you should do that in your price. Hiring price lower, you can go longer. I did say in the State of the Union that the best things that are working right now are 3 to 5 month duration

114

00:17:05.319 --> 00:17:08.000

Dr. Z - Functional Medicine Academy: and pricing from

115

00:17:08.020 --> 00:17:11.659

Dr. Z - Functional Medicine Academy: 1,900 to 7,500.

116

00:17:12.670 --> 00:17:13.500

Dr. Z - Functional Medicine Academy: Okay?

117

00:17:13.869 --> 00:17:21.649

Dr. Z - Functional Medicine Academy: And that's not going to be like that forever. Say, and if you're already selling \$15,000 packages, and it's going great. Just keep it.

118

00:17:21.900 --> 00:17:34.950

Dr. Z - Functional Medicine Academy: Some people are asking, what are the times for? Speak to sell. It's like, gonna be all day. Just try to clear a calendar. We've so much to do, so much crap to teach you guys, plus I want you to be able to workshop it and use it so as much as possible. Please block block the 3 full days

119

00:17:35.453 --> 00:17:41.640

Dr. Z - Functional Medicine Academy: and I will record it for you guys. Okay, so that's my example. So hot flushes no more.

120

00:17:43.970 --> 00:17:51.720

Dr. Z - Functional Medicine Academy: And there's that program. Okay. Now, how to get to the offer. So now that I have an offer, how am I? Gonna how am I gonna sell this thing right?

121

00:17:51.750 --> 00:18:11.564

Dr. Z - Functional Medicine Academy: And I've decided because I'm smart. And I want to get going fast, that I'm gonna do no charge calls. That's gonna be my format. That's gonna be the easiest thing. I'm gonna do it over phone or zoom zoom, preferably. So we can have a face to face connection. But that's what I'm I'm gonna do so that I should name my no charge console right? So I'm gonna call it

122

00:18:14.928 --> 00:18:18.961

Dr. Z - Functional Medicine Academy: like your hot flashes. No more. Consult that works.

123

00:18:19.540 --> 00:18:21.120

Dr. Z - Functional Medicine Academy: I'm gonna call it.

124

00:18:21.390 --> 00:18:22.980

Dr. Z - Functional Medicine Academy: What hot

125

00:18:23.010 --> 00:18:24.310

Dr. Z - Functional Medicine Academy: flash

126

00:18:24.530 --> 00:18:26.830

Dr. Z - Functional Medicine Academy: type are you

127

00:18:29.360 --> 00:18:30.840

Dr. Z - Functional Medicine Academy: consult

128

00:18:30.950 --> 00:18:39.260

Dr. Z - Functional Medicine Academy: with Dr. Z. That's what I'm gonna call because anytime I can name it something where they, you know, get

129

00:18:40.330 --> 00:18:42.930

Dr. Z - Functional Medicine Academy: they know they're gonna get something. I'm gonna have a better showing.

130

00:18:43.120 --> 00:18:45.729

Dr. Z - Functional Medicine Academy: I'm gonna do a lab launch. So I might even

131

00:18:45.740 --> 00:18:47.699

Dr. Z - Functional Medicine Academy: tweak that name a bit. Right?

132

00:18:47.720 --> 00:18:57.220

Dr. Z - Functional Medicine Academy: Okay, so how do they get to the offer through? No charge. Consult? Okay. Well, now, how do I fill the no charge consults?

133

00:18:57.320 --> 00:19:05.560

Dr. Z - Functional Medicine Academy: That's the next question. That's the big question, right? As we start to line it up. And that's where I was recommending.

134

00:19:06.781 --> 00:19:09.790

Dr. Z - Functional Medicine Academy: let's do a lab launch

135

00:19:13.151 --> 00:19:16.279

Dr. Z - Functional Medicine Academy: and then so I'm gonna detail

136

00:19:18.580 --> 00:19:28.630

Dr. Z - Functional Medicine Academy: for this lab launch. I'm working backwards guys. So I'm gonna come back and do the details for the lab launch. But then we have to ask, how

137

00:19:28.660 --> 00:19:30.449

Dr. Z - Functional Medicine Academy: do I get

138

00:19:32.210 --> 00:19:33.450

Dr. Z - Functional Medicine Academy: people

139

00:19:33.620 --> 00:19:36.390

Dr. Z - Functional Medicine Academy: to the lab launch?

140

00:19:37.780 --> 00:19:40.610

Dr. Z - Functional Medicine Academy: Right? So that's just how we keep answering stuff.

141

00:19:40.620 --> 00:19:55.980

Dr. Z - Functional Medicine Academy: Okay, so let's let's start here. Now. I could have. How do I fill the no charge console? I could have put a webinar. I could put a I could have put networking. I could have speaking email marketing. We might want to do multiple things social media, you know a challenge.

142

00:19:57.270 --> 00:20:11.290

Dr. Z - Functional Medicine Academy: I have a handout. You can ask your Msa. But you can just go right in the learning portal. Remember, you still have to use member vault until we get everything moved to school. It's a big process. So in member vault, if you go into the practice plan

143

00:20:11.901 --> 00:20:20.938

Dr. Z - Functional Medicine Academy: and go to the launch section. You should see new patients now. December 30, th 2023, and

144

00:20:21.660 --> 00:20:28.799

Dr. Z - Functional Medicine Academy: oh, wait! I'm giving you the wrong one. That one I just told you, you will see that that one has details on a Facebook group.

145

00:20:28.970 --> 00:20:31.595

Dr. Z - Functional Medicine Academy: a DM campaign.

146

00:20:32.750 --> 00:20:37.329

Dr. Z - Functional Medicine Academy: the Facebook group is a challenge. So Facebook group challenge DM, campaign and a webinar.

147

00:20:37.600 --> 00:20:50.339

Dr. Z - Functional Medicine Academy: There's some nice details in there and some instructions. So that will be great to see. The other thing I was gonna say is, I did another new patients. Now in July it was virtual.

148

00:20:50.530 --> 00:20:57.079

Dr. Z - Functional Medicine Academy: and on day 2, if you grab those notes, you all have access to them again, ask your Msa if you can't find them.

149

00:20:57.740 --> 00:20:59.939

Dr. Z - Functional Medicine Academy: I listed the 12

150

00:20:59.990 --> 00:21:07.740

Dr. Z - Functional Medicine Academy: email tool, not email, but the 12 marketing tools emails, one of them. But the 12 marketing tools that are working best right now.

151

00:21:08.660 --> 00:21:32.549

Dr. Z - Functional Medicine Academy: Okay, so what is this lab launch? And how do we get people hooked into this or interested in this? So just remember, we work backwards. Everyone decides what their offer is before we do anything else. And here the no charge consult the other example is we could do. If we're gonna do a lab launch.

152

00:21:32.760 --> 00:21:34.492

Dr. Z - Functional Medicine Academy: we could do

153

00:21:39.140 --> 00:21:42.480

Dr. Z - Functional Medicine Academy: what are your labs

154

00:21:42.780 --> 00:21:44.600

Dr. Z - Functional Medicine Academy: telling you

155

00:21:45.220 --> 00:21:46.530

Dr. Z - Functional Medicine Academy: about

156

00:21:46.710 --> 00:21:48.110

Dr. Z - Functional Medicine Academy: your

157

00:21:50.970 --> 00:21:53.390

Dr. Z - Functional Medicine Academy: about your hot flashes. Let's just say.

158

00:21:53.620 --> 00:21:55.740

Dr. Z - Functional Medicine Academy: or if we just keep that theme

159

00:21:57.400 --> 00:22:04.030

Dr. Z - Functional Medicine Academy: so we could do that title, too. Whatever it is, we just want things to line up and make sense. Okay, so here's the lab launch.

160

00:22:05.390 --> 00:22:07.629

Dr. Z - Functional Medicine Academy: we're gonna make it

161

00:22:08.085 --> 00:22:12.440

Dr. Z - Functional Medicine Academy: the hard cost. This is like you ordering the lab.

162

00:22:13.080 --> 00:22:20.090

Dr. Z - Functional Medicine Academy: So sometimes when you do a lab launch and it costs more, it's because you ordered a lab. But we're not gonna do that this time. So we're gonna skip

163

00:22:20.600 --> 00:22:21.820

Dr. Z - Functional Medicine Academy: the ordering

164

00:22:22.140 --> 00:22:27.670

Dr. Z - Functional Medicine Academy: just to make it easy. Peasy. Why is this an advantage? Lower cost?

165

00:22:27.690 --> 00:22:29.810

Dr. Z - Functional Medicine Academy: No ordering.

166

00:22:30.220 --> 00:22:32.749

Dr. Z - Functional Medicine Academy: no waiting for results?

167

00:22:33.800 --> 00:22:35.690

Dr. Z - Functional Medicine Academy: So that's why we're doing that

168

00:22:35.700 --> 00:22:37.399

Dr. Z - Functional Medicine Academy: and and cause

169

00:22:37.600 --> 00:22:38.750

Dr. Z - Functional Medicine Academy: any

170

00:22:39.100 --> 00:22:40.980

Dr. Z - Functional Medicine Academy: Newbie can do this

171

00:22:42.220 --> 00:22:45.410

Dr. Z - Functional Medicine Academy: advanced. You can do this new person. You can do it all good.

172

00:22:45.974 --> 00:22:50.520

Dr. Z - Functional Medicine Academy: We're the details. What we're going to involve with this.

173

00:22:50.770 --> 00:22:52.790

Dr. Z - Functional Medicine Academy: Get some bullet points here.

174

00:22:54.965 --> 00:22:59.130

Dr. Z - Functional Medicine Academy: We're going to say, bring in your

175

00:22:59.510 --> 00:23:02.940

Dr. Z - Functional Medicine Academy: last set of labs.

176

00:23:03.040 --> 00:23:06.989

Dr. Z - Functional Medicine Academy: And in just for more detail. We're going to have like

177

00:23:07.410 --> 00:23:15.419

Dr. Z - Functional Medicine Academy: you could even use your hipaa compliant email through Fma marketing. You could upload it into your Emr just something. But a way

178

00:23:15.460 --> 00:23:19.390

Dr. Z - Functional Medicine Academy: for lead to submit

179

00:23:19.800 --> 00:23:20.990

Dr. Z - Functional Medicine Academy: labs.

180

00:23:22.890 --> 00:23:27.899

Dr. Z - Functional Medicine Academy: no, we don't care. We don't care how old.

181

00:23:28.130 --> 00:23:32.279

Dr. Z - Functional Medicine Academy: just what they have. Okay.

182

00:23:32.671 --> 00:23:34.530

Dr. Z - Functional Medicine Academy: they are not a patient.

183

00:23:36.220 --> 00:23:39.870

Dr. Z - Functional Medicine Academy: They're gonna learn interesting stuff. But this is for marketing.

184

00:23:39.910 --> 00:23:42.220

Dr. Z - Functional Medicine Academy: So this is

185

00:23:42.710 --> 00:23:45.159

Dr. Z - Functional Medicine Academy: this is for marketing.

186

00:23:47.900 --> 00:23:58.660

Dr. Z - Functional Medicine Academy: we'll when we talk to them. And really like, even when whatever we do to fill this, we'll still tell them. You know blood is a moment

187

00:23:58.710 --> 00:24:03.310

Dr. Z - Functional Medicine Academy: and time right? So if you have old labs.

188

00:24:03.990 --> 00:24:05.710

Dr. Z - Functional Medicine Academy: we'll be looking back.

189

00:24:06.865 --> 00:24:24.550

Dr. Z - Functional Medicine Academy: That's not the worst thing, because sometimes what happens is it's like, Oh, these are my labs. From a year ago the person's feeling miserable right now, and you go like well, if I was reviewing these labs a year ago, here's what I see, and then they go. Holy crap! No one told me this. Why didn't they tell me this?

190

00:24:24.550 --> 00:24:47.170

Dr. Z - Functional Medicine Academy: And that's exactly what I'm dealing with now, like I could have made a difference sooner. So getting old labs is not the worst thing, and we're very upfront with them, too, about how it's a moment in time like this doesn't mean this is what's going on now. But let's see what your labs were telling you, however, long ago, and then see if there's a need to get new labs now. So you're sort of setting the stage

191

00:24:48.820 --> 00:24:50.270

Dr. Z - Functional Medicine Academy: for new labs.

192

00:24:51.060 --> 00:25:03.960

Dr. Z - Functional Medicine Academy: Okay? And I highly recommend you do this in Fma marketing. And not your Emr, because they are not a patient.

193

00:25:04.440 --> 00:25:08.189

Dr. Z - Functional Medicine Academy: you're not ordering anything for them. This is an educational tool.

194

00:25:09.950 --> 00:25:14.139

Dr. Z - Functional Medicine Academy: this is like, it's like people who want to get their horoscope.

195

00:25:14.260 --> 00:25:15.900

Dr. Z - Functional Medicine Academy: But instead of like

196

00:25:15.990 --> 00:25:31.219

Dr. Z - Functional Medicine Academy: trying to guess what's you know happening with someone collectively based on the planet and the stars, you're gonna look at their specific labs right? But again very upfront their blood markers could be completely different right now, unless they gave you blood markers from 2 or 3 days ago. Right?

197

00:25:31.992 --> 00:25:34.709

Dr. Z - Functional Medicine Academy: So schedule them in Fma marketing.

198

00:25:35.466 --> 00:25:40.619

Dr. Z - Functional Medicine Academy: Okay. So now, what I recommend is that you do a price point.

199

00:25:40.820 --> 00:25:59.209

Dr. Z - Functional Medicine Academy: I mean, you could do \$25 is \$25 so cheap. Who cares? I'll miss it for \$25, but maybe 49 to 97 is better. You can go higher. You can go lower. It's up to you. But the point of the price is a little skin in the game.

200

00:26:00.950 --> 00:26:01.700

Dr. Z - Functional Medicine Academy: Oh, gosh!

201

00:26:01.860 --> 00:26:07.670

Dr. Z - Functional Medicine Academy: Really worried about that. But it helps identify the Mqls. Because if they're not an Mql. They're not going to spend the money.

202

00:26:08.040 --> 00:26:11.420

Dr. Z - Functional Medicine Academy: but helps identify that. Mql. Remember marketing

203

00:26:12.090 --> 00:26:20.689

Dr. Z - Functional Medicine Academy: marketing qualified lead. Those are the people you want to close, not the ones that are just looky, lose. Never gonna buy, just kick the tires right?

204

00:26:20.740 --> 00:26:48.150

Dr. Z - Functional Medicine Academy: And you always have those people in classes. So when you're doing broader things, yeah, you're gonna get those people. And that's fine. Someone has to serve them in that way, free info and things like that. But they're not gonna be your potential patients. So we want a method where we can identify out the potential patients. And this is a great way to do it. Okay? So you're gonna have a little price point. So there's a little skin in the game, and then it's gonna improve your show rate.

205

00:26:48.590 --> 00:26:51.659

Dr. Z - Functional Medicine Academy: which means who shows

206

00:26:51.720 --> 00:26:53.930

Dr. Z - Functional Medicine Academy: to the no charge. Consult

207

00:26:54.090 --> 00:27:00.621

Dr. Z - Functional Medicine Academy: right? And there's things your Msa. Can teach you and help you with around things like

208

00:27:03.390 --> 00:27:08.250

Dr. Z - Functional Medicine Academy: things like, what's your cancellation policy and things like

that?

209

00:27:08.946 --> 00:27:10.809

Dr. Z - Functional Medicine Academy: Now, let's talk about

210

00:27:15.540 --> 00:27:18.239

Dr. Z - Functional Medicine Academy: get my Internet bullet.

211

00:27:19.620 --> 00:27:20.440

Dr. Z - Functional Medicine Academy: Wow!

212

00:27:24.590 --> 00:27:26.889

Dr. Z - Functional Medicine Academy: Control. Z is my friend. Let me find it.

213

00:27:32.650 --> 00:27:35.219

Dr. Z - Functional Medicine Academy: Get it to go back to the normal one.

214

00:27:39.600 --> 00:27:44.549

Dr. Z - Functional Medicine Academy: I just had it. There we go. Finally. Okay, so patient or non.

215

00:27:44.640 --> 00:27:45.810

Dr. Z - Functional Medicine Academy: patient.

216

00:27:46.670 --> 00:28:00.309

Dr. Z - Functional Medicine Academy: Okay, let's just answer that question because people are asking if you wanted to be a patient, then yes, to Emr and fill out the short intake form.

217

00:28:01.438 --> 00:28:03.950

Dr. Z - Functional Medicine Academy: And you have those in practice better.

218

00:28:04.090 --> 00:28:06.570

Dr. Z - Functional Medicine Academy: which I would do this

219

00:28:06.820 --> 00:28:07.930

Dr. Z - Functional Medicine Academy: if

220

00:28:08.210 --> 00:28:15.290

Dr. Z - Functional Medicine Academy: ordering a lab. So if you did a lab launch where you ordered a lab, or you're doing a bridge offer, then. Yes.

221

00:28:15.340 --> 00:28:19.239

Dr. Z - Functional Medicine Academy: but I prefer a non-patient

222

00:28:21.330 --> 00:28:26.849

Dr. Z - Functional Medicine Academy: keep in your Crm. For example, Fma marketing, or if you use a different one.

223

00:28:27.670 --> 00:28:33.170

Dr. Z - Functional Medicine Academy: I don't recommend it. We pay for it for you now, but whatever you use, keep it in your Crm.

224

00:28:33.734 --> 00:28:38.090

Dr. Z - Functional Medicine Academy: It's still a no charge. Consult sales, call

225

00:28:38.866 --> 00:28:49.963

Dr. Z - Functional Medicine Academy: and you can accept money right through Fma marketing. So whatever you charge \$45, \$97, you can just charge it right through Fma marketing and then,

226

00:28:50.400 --> 00:29:02.810

Dr. Z - Functional Medicine Academy: you offer your program, and if they set your program they become a patient, and then you move across to your Emr. But I recommend non-patient. This will help to not

227

00:29:03.680 --> 00:29:05.090

Dr. Z - Functional Medicine Academy: proud

228

00:29:05.370 --> 00:29:07.359

Dr. Z - Functional Medicine Academy: your Emr

229

00:29:08.394 --> 00:29:14.000

Dr. Z - Functional Medicine Academy: not. Mess up your conversion stats.

230

00:29:18.540 --> 00:29:23.350

Dr. Z - Functional Medicine Academy: Okay, let me keep showing you stuff and let me move my box. So you can see better.

231

00:29:25.480 --> 00:29:54.679

Dr. Z - Functional Medicine Academy: What about offering 197 with the intake report, finding world access for different ways, just to supplements they can order if they want. So that's like doing a bridge offer or a small group program, you can do that. There's nothing wrong with that. This is not an end all be all. But this is a really easy one, and there's certain pros to it that I want to share. So again, this is not gonna mess up. Your conversion stats right? Make you think you're converting more than you are. This is essentially still just a sales call right?

232

00:29:55.533 --> 00:29:57.159

Dr. Z - Functional Medicine Academy: And then

233

00:29:57.390 --> 00:30:04.090

Dr. Z - Functional Medicine Academy: the other reason, too. I want you to always think about the effort that you put in. And

234

00:30:04.420 --> 00:30:20.099

Dr. Z - Functional Medicine Academy: you know sometimes the difference between a \$97 thing like this versus 1 97 and everything you're saying. That's a lot more effort. You have to have more volume, and it's not going to be as profitable, whereas this, remember, remember the point. We want to go all the way back up to the point.

235

00:30:20.510 --> 00:30:33.910

Dr. Z - Functional Medicine Academy: Fill your no charge, consults, improve your show rate, and they get to demo and audition you, and have a warm ramp up to your program. So every time we do something we want to think backwards. We want to know why we're doing it. That's why we're doing it.

236

00:30:34.510 --> 00:30:42.140

Dr. Z - Functional Medicine Academy: Okay. And they only need a little taste of what you can do and what functional medicine is to be able to say yes to it.

237

00:30:42.440 --> 00:30:45.709

Dr. Z - Functional Medicine Academy: So we don't. We don't wanna drown them or overwhelm them.

238

00:30:45.790 --> 00:30:53.740

Dr. Z - Functional Medicine Academy: We want to be able to get them into the program if we can. So this is just this is like a dolled up. No charge console.

239

00:30:54.880 --> 00:30:55.750

Dr. Z - Functional Medicine Academy: Okay?

240

00:30:57.100 --> 00:31:08.769

Dr. Z - Functional Medicine Academy: alright. So how do I feel the no charge consult. We're gonna do a lab launch. Bring your last set of labs. Here's your price, point, patient or no patient. The other thing I want you to think about

241

00:31:10.400 --> 00:31:11.630

Dr. Z - Functional Medicine Academy: is

242

00:31:11.970 --> 00:31:15.190

Dr. Z - Functional Medicine Academy: the time and effort

243

00:31:15.670 --> 00:31:17.479

Dr. Z - Functional Medicine Academy: for the practitioner.

244

00:31:18.560 --> 00:31:20.169

Dr. Z - Functional Medicine Academy: Okay, we want

245

00:31:20.340 --> 00:31:21.630

Dr. Z - Functional Medicine Academy: easy button.

246

00:31:22.590 --> 00:31:30.650

Dr. Z - Functional Medicine Academy: Bust your butt for your patience. Okay, this person is not a patient yet. We want to take care of them. We want them to feel special, but they're not a patient yet.

247

00:31:30.670 --> 00:31:40.420

Dr. Z - Functional Medicine Academy: and I want you to be doing a lot of these a week. Okay, so again, what is our goal? I really should say projections on that. I just use the word goal too often. So let me just say

248

00:31:40.470 --> 00:31:41.640

Dr. Z - Functional Medicine Academy: projection

249

00:31:41.700 --> 00:31:46.839

Dr. Z - Functional Medicine Academy: projection is 12. No charge consults a week.

250

00:31:47.550 --> 00:31:49.999

Dr. Z - Functional Medicine Academy: You could make 15. Your goal.

251

00:31:50.730 --> 00:32:11.270

Dr. Z - Functional Medicine Academy: So projection is what you're going to build your business around and your format and your framework, and what you're going to put into your calendars so you can hit your minimum needs, or or whatever you need to have happen for your practice and your finances and your life and your family goals is where you'd like it to go.

252

00:32:11.650 --> 00:32:26.108

Dr. Z - Functional Medicine Academy: Okay. But projections are the things that actually dictate what gets into our calendar. And it's just so easy to get sloppy on this. You know, I do a lot of calendar work, and I probably redo my calendar 6 times a year. No, no joke. Okay. So

253

00:32:26.410 --> 00:32:49.890

Dr. Z - Functional Medicine Academy: just life changes. Things change. You get a little too far into the weeds you get spread a little too thin, you lose focus. Something that was shining attracted

your attention. You have to get back on. I mean, it just happens like, Hello, Squirrel. So this gets you focused projections. Get you focused on the priorities. You ever hear that thing where they're like. Put the big rocks in, and then the tiny rocks, and then the pebbles, and then the sand

254

00:32:49.920 --> 00:32:59.819

Dr. Z - Functional Medicine Academy: like if you had a jar, and that's all your time. If you put the sand in first, st which is what most of us do yesterday.

255

00:33:00.000 --> 00:33:00.670

Dr. Z - Functional Medicine Academy: That's it.

256

00:33:05.080 --> 00:33:17.029

Dr. Z - Functional Medicine Academy: Oh, yeah, please tell me. You're not making a newsletter, you know, like I have newsletters for you. Please just use ours. Don't waste your time on that. Your time is so valuable. You have more important things to do.

257

00:33:17.340 --> 00:33:23.480

Dr. Z - Functional Medicine Academy: Your business owner now, or you're a fledging business owner, and you have to get your business off the ground. You have to drive

258

00:33:23.780 --> 00:33:26.609

Dr. Z - Functional Medicine Academy: right? So you have to take care of your patients.

259

00:33:26.900 --> 00:33:33.740

Dr. Z - Functional Medicine Academy: I I hopefully like everyone. Can you pause for a second. Just write this down and put this on a post it note

260

00:33:33.750 --> 00:33:47.659

Dr. Z - Functional Medicine Academy: by your computer or something, or put on your fridge, whatever. But there's there's just 3 things you gotta focus on to make this turn and make it happen. Well, you've heard me saying a lot, but I'm gonna just try to keep you on the straight and narrow

261

00:33:47.670 --> 00:33:49.930

Dr. Z - Functional Medicine Academy: marketing. Find a patient

262

00:33:50.070 --> 00:33:54.930

Dr. Z - Functional Medicine Academy: sales, sign a patient fulfillment. Serve a patient

263

00:33:54.960 --> 00:34:00.460

Dr. Z - Functional Medicine Academy: right now, that's all we're gonna worry about perfecting, you know, getting it, going, getting the ball rolling.

264

00:34:00.540 --> 00:34:07.530

Dr. Z - Functional Medicine Academy: So marketing find a patient sales, sign a patient fulfillment. Serve a patient.

265

00:34:08.005 --> 00:34:15.910

Dr. Z - Functional Medicine Academy: Okay. So we need you to have 12 a week. So it's very important. I don't want.

266

00:34:18.790 --> 00:34:25.669

Dr. Z - Functional Medicine Academy: I don't want so I'm just gonna say, no, no complex analysis

267

00:34:25.710 --> 00:34:27.320

Dr. Z - Functional Medicine Academy: from you.

268

00:34:27.639 --> 00:34:36.980

Dr. Z - Functional Medicine Academy: Use lab, Dx, you're switching over to the mentorship 3.0. I mean, everyone will eventually. But if you're like, Yeah, man, I'm doing it. Your deadline is tonight.

269

00:34:36.989 --> 00:34:48.960

Dr. Z - Functional Medicine Academy: Otherwise you have to wait till the 15.th Your deadline is tonight to fill out your form. So Reese, or if chalice is here, or whomever's here, can you drop that? Tm, 3.0. Let me in form.

270

00:34:49.237 --> 00:35:11.140

Dr. Z - Functional Medicine Academy: And if not, if you're on the 15, th that's okay, too. But everyone's eventually going to be there, and I just. I need all my people to have need you all to have it right. I need no one to be without it. So all you're going to do is whatever labs that patient gives you. If they only give you a lipid panel. If they give you a Cbc with differential if they give you a Cmp.

271

00:35:11.270 --> 00:35:26.490

Dr. Z - Functional Medicine Academy: If they went through Kaiser, and they got this random, weird screenshots of labs and they send it to you. Whatever they send you. You're gonna plug it all into Lab Dx and print it out. Okay, so you're gonna lose use Lab Dx, which will have not only your answers, but it's also going to have

272

00:35:27.016 --> 00:35:37.449

Dr. Z - Functional Medicine Academy: the let me just write again. So no one's confused later. But the lab, Dx, to give the potential patient here.

273

00:35:37.790 --> 00:35:40.590

Dr. Z - Functional Medicine Academy: talk with them. This is educational.

274

00:35:40.630 --> 00:35:53.779

Dr. Z - Functional Medicine Academy: This is discovery. We're seeing like, we're just really going out to cough together. We haven't decided to have dinner. We're definitely not married yet. Right great. This is just a little dab to see if we're in the right place or not.

275

00:35:54.115 --> 00:36:00.120

Dr. Z - Functional Medicine Academy: So I want I want it to be super easy for you, because I want you to be able to walk

276

00:36:00.520 --> 00:36:03.360

Dr. Z - Functional Medicine Academy: into it with nothing

277

00:36:03.940 --> 00:36:17.069

Dr. Z - Functional Medicine Academy: prepared. Essentially, like all, the only thing prepared is the lab, Dx, right? So I want you to be able to go. Go, go like that. You could do them back to back.

278

00:36:17.070 --> 00:36:34.210

Dr. Z - Functional Medicine Academy: And the most important. This be another train for another day. We have a lot of it in the portal, but you know, sales training, we're never done right. But the most important thing you can bring to those no charge consults. Aka sales, calls, is listening.

279

00:36:34.600 --> 00:36:41.920

Dr. Z - Functional Medicine Academy: So you can a lot of you guys. Now, I. Now, why do I know this? I'm gonna say something you're gonna be like, oh, my gosh! Is she in my head? Yes, yes, I am.

280

00:36:41.930 --> 00:37:00.190

Dr. Z - Functional Medicine Academy: because I did the same thing. But a lot of you guys are so nervous before. No church consult because you're like, I need to know what their issue is I have to do research on it. I have to go to Pub. Med. I gotta go back into the portal and I gotta read up on on everything. I have to make connections before I see them. But they sent me a couple of labs

281

00:37:00.360 --> 00:37:20.620

Dr. Z - Functional Medicine Academy: lab, Dx, I have that. I gotta go. You know. I go search all the web, you know. That's what you guys are doing. That's what I don't want you to do. They're not a patient, they're not a patient, and the most important thing if you, if you show up like that, guilty in the past. Hello! But if you show up like that to a no charge. Consult

282

00:37:21.010 --> 00:37:27.630

Dr. Z - Functional Medicine Academy: you are going to like. There will be a few people who like that, and a few people are going to be like

283

00:37:28.153 --> 00:37:33.000

Dr. Z - Functional Medicine Academy: she overwhelmed me. He's too intense. I didn't get to speak enough

284

00:37:33.010 --> 00:37:50.000

Dr. Z - Functional Medicine Academy: in their head, they're thinking, okay. She gave me some interesting info, but that wasn't what I was here for, and you know why? Because you talk too much, and you showed up like it was a book report, and you had a homework assignment, whereas the number one thing you can do. Are you guys frozen, or is it me?

285

00:37:51.130 --> 00:37:52.340

Dr. Z - Functional Medicine Academy: Can you guys hear me?

286

00:37:52.870 --> 00:37:59.980

Dr. Z - Functional Medicine Academy: Okay, good. Tell me if I, if you miss something I have to start over. But the number one thing you can do is listen.

287

00:38:00.700 --> 00:38:08.730

Dr. Z - Functional Medicine Academy: So when you're in no charge, console number one thing you can do is listen. And you guys can all walk into a room and listen. You don't have to prepare for that.

288

00:38:08.890 --> 00:38:19.834

Dr. Z - Functional Medicine Academy: We're gonna build your emotional intelligence. We're going to make sure you know the character codes inside out. We're gonna do role play with you guys, these

289

00:38:20.430 --> 00:38:36.740

Dr. Z - Functional Medicine Academy: these classes. We're bringing you on sales and marketing. We're gonna rock your frigging world. I've got plans for you, but I'm gonna tell you, even with everything we teach you the most important thing is that you listen to them, that they feel heard, and give them real and true responses in the moment.

290

00:38:37.040 --> 00:38:42.819

Dr. Z - Functional Medicine Academy: So let's just cover everyone's biggest fear. You're in a no church consult. They ask you a question. You don't know.

291

00:38:43.040 --> 00:38:44.200

Dr. Z - Functional Medicine Academy: What do you do?

292

00:38:44.480 --> 00:38:45.820

Dr. Z - Functional Medicine Academy: Answer a

293

00:38:47.030 --> 00:38:53.559

Dr. Z - Functional Medicine Academy: to page. You run out of the office, make up some excuse and go to Google.

294

00:38:54.920 --> 00:38:55.800

Dr. Z - Functional Medicine Academy: No.

295

00:38:56.460 --> 00:38:57.090

Dr. Z - Functional Medicine Academy: okay.

296

00:38:57.510 --> 00:38:58.180

Dr. Z - Functional Medicine Academy: Say something.

297

00:39:00.080 --> 00:39:02.559

Coach Risse-FMA: Hold them, though. Can you repeat that your

298

00:39:02.950 --> 00:39:03.660

Coach Risse-FMA: please.

299

00:39:04.320 --> 00:39:05.409

Dr. Z - Functional Medicine Academy: Don't break it up again, David!

300

00:39:05.410 --> 00:39:06.140

Coach Risse-FMA: Yeah.

301

00:39:08.580 --> 00:39:09.770

Dr. Z - Functional Medicine Academy: Sound funny.

302

00:39:10.730 --> 00:39:13.379

Dr. Z - Functional Medicine Academy: I sound funny. I don't know. Can you just fix that later?

303

00:39:13.380 --> 00:39:15.499

Coach Risse-FMA: Yeah, we can hear you. We can hear you.

304

00:39:15.500 --> 00:39:33.670

Dr. Z - Functional Medicine Academy: Okay. So I'm mostly being silly. I'm giving you silly options. Here's the answer. The answer that matters is, if someone asks you a question. You don't know. You say I don't know, but let me look into that for you. I'll bring you back the information, and then we'll make a plan for you and go from there. The person's gonna be thrilled.

305

00:39:33.860 --> 00:39:45.689

Dr. Z - Functional Medicine Academy: Okay, they're gonna be thrilled. No one talks to them like that. No one walks out of the visit, whether in person or virtual, shuts the door and thinks about them a minute outside of the room.

306

00:39:46.440 --> 00:39:48.370

Dr. Z - Functional Medicine Academy: No one does. But you guys all do

307

00:39:49.096 --> 00:39:57.263

Dr. Z - Functional Medicine Academy: okay, so I want you to be able to walk into this with nothing prepared except for your lab, Dx sheet because you're going to

308

00:39:57.770 --> 00:39:59.390

Dr. Z - Functional Medicine Academy: Let me just give an example.

309

00:40:06.080 --> 00:40:12.729

Dr. Z - Functional Medicine Academy: Okay, so I'm gonna I'm gonna do a pretend example right now, Marcia, can I use you as my pretend patient?

310

00:40:15.950 --> 00:40:16.570

Dr. Z - Functional Medicine Academy: Sure?

311

00:40:18.220 --> 00:40:20.019

Dr. Z - Functional Medicine Academy: Are we still getting frozen a lot.

312

00:40:21.060 --> 00:40:22.230

Coach Risse-FMA: Oh, you're good, though.

313

00:40:23.400 --> 00:40:24.070

Dr. Z - Functional Medicine Academy: Okay.

314

00:40:24.653 --> 00:40:28.389

Dr. Z - Functional Medicine Academy: okay. So my maybe you need to help out

315

00:40:29.434 --> 00:40:37.790

Dr. Z - Functional Medicine Academy: so so as my pretend patient, we're gonna say, Marsha Jones, we we did this thing. I'll outline how to get them into the

316

00:40:37.960 --> 00:40:45.923

Dr. Z - Functional Medicine Academy: into the lab launch. We won't take too long with this, but the point is you signed up for it? It was \$97, and we

317

00:40:46.400 --> 00:40:52.480

Dr. Z - Functional Medicine Academy: we did. You had some basic labs and stuff, and it was themed around this like, what?

318

00:40:52.750 --> 00:41:15.039

Dr. Z - Functional Medicine Academy: What? What are my basic labs? Tell me about my hot flashes. Okay, so just play along with me. So I'm gonna say, Hey, Marcia? Dr. Z. So nice to meet you. I'm so glad you're here. I love that you signed up for this. What do my basic labs tell me about my hot flashes, because, 1st of all, as a woman who has dealt with hot flashes like I get you no fun, and

319

00:41:15.160 --> 00:41:26.069

Dr. Z - Functional Medicine Academy: your labs tell you so much more about what's going on. And most of traditional medicine doesn't tell you that because they're just looking for diseases. So I'm super excited to go over this information with you?

320

00:41:26.280 --> 00:41:27.809

Dr. Z - Functional Medicine Academy: Does that sound good.

321

00:41:28.200 --> 00:41:29.540

Marcia Jones, NP, IFMCP: Yeah. Sounds. Great.

322

00:41:30.460 --> 00:41:48.720

Dr. Z - Functional Medicine Academy: So let me. I I'm I'm super mindful of the fact that we just have 30 min with us today. So I wanna sort of set an agenda. You let me know if there's anything important that you feel not covering, because I wanna make sure I get all your questions answered. So my 1st thing is, I want to be able to go over these results with you and explain them.

323

00:41:49.020 --> 00:42:04.109

Dr. Z - Functional Medicine Academy: My second thing is, I wanna be able to ask you some questions, and see if I can help you in any way. If yes, then I will tell you how I think I can help. If not, I will share a few resources with you. And then at the end

324

00:42:04.580 --> 00:42:09.449

Dr. Z - Functional Medicine Academy: I wanna just be able to answer any last questions. Does that? Does that flow work for you?

325

00:42:09.860 --> 00:42:10.690

Marcia Jones, NP, IFMCP: Yes.

326

00:42:11.570 --> 00:42:28.699

Dr. Z - Functional Medicine Academy: Okay, perfect. Yay, alright. So let's do it then. Okay, so the 1st thing. Now let me just say the lab. Say a lot about you super excited, and I want to give you the caveat that this, of course, is not the full picture. If we decide that you're a good fit, and I can help you. And we work together. I'm gonna actually do like a crazy, deep dive.

327

00:42:28.700 --> 00:42:45.829

Dr. Z - Functional Medicine Academy: I'm gonna know everything about you. We'll be married together for a couple of months, and we're gonna really get some answers and some solutions.

But I still want to give you a sneak peek to what these labs are telling you. Now, I also want to be mindful. I see the date was 8 months ago. Okay, now, I don't know if you know this.

328

00:42:45.840 --> 00:42:49.439

Dr. Z - Functional Medicine Academy: But blood labs are like a moment pie.

329

00:42:49.520 --> 00:43:16.209

Dr. Z - Functional Medicine Academy: So this is this gives us an idea of what was happening for you on that day 8 months ago, but I want to explain them in a way. And then you tell me, did anyone tell you this? And let's see if they're insightful for you. But yes, if you're still dealing with some issues, and you want to know what's going on now, of course we would order some new labs. But let's take a sneak peek at what we see. Okay, so I'm gonna pull this up.

330

00:43:18.850 --> 00:43:19.510

Dr. Z - Functional Medicine Academy: This

331

00:43:21.302 --> 00:43:23.770

Dr. Z - Functional Medicine Academy: companies like, even.

332

00:43:24.170 --> 00:43:26.250

Dr. Z - Functional Medicine Academy: you know, Labcorp or Quebec.

333

00:43:26.460 --> 00:43:27.380

Dr. Z - Functional Medicine Academy: What.

334

00:43:27.770 --> 00:43:29.610

Coach Risse-FMA: You're breaking up again.

335

00:43:32.630 --> 00:43:35.099

Dr. Z - Functional Medicine Academy: Okay, should I switch to Wi-fi or keep using that?

336

00:43:35.880 --> 00:43:36.880

Dr. Z - Functional Medicine Academy: Okay.

337

00:43:37.980 --> 00:43:41.980

Dr. Z - Functional Medicine Academy: my husband's trying to fix it. Okay, so let me stop sharing.

338

00:43:43.880 --> 00:44:08.569

Dr. Z - Functional Medicine Academy: I'll come back to share in a second. But let me, just while I'm blabbing, let me keep this. Okay. So so, Marcia, I don't know if you know this. But most labs like quest lab, core, whatever they sort of take an average, because what they're looking for is disease. So think of it as like a bell curve, and they drop like the 10% off. That's the sickest and the 10% that's in the best shape and sort of this bell curve. Where's that? Like 80% middle.

339

00:44:08.570 --> 00:44:29.459

Dr. Z - Functional Medicine Academy: But of course we're mixing together male and female, young and old. How healthy and not healthy! There's a few lab markers we've normalized and picked a number for. But otherwise we're looking at a lab, an average sometimes lab ranges even dipper from with the same lab company but different locations. Isn't that wild California to Texas, New York?

340

00:44:29.550 --> 00:44:44.300

Dr. Z - Functional Medicine Academy: But the bottom line is we use these traditionally for looking at a disease. So you've got these labs done with your primary, they probably help them up. We didn't have any I's or H's great news right? Because if you're margin towards a disease. We want to see it.

341

00:44:44.410 --> 00:45:06.309

Dr. Z - Functional Medicine Academy: but, as you know, when you like do march towards the disease. Sometimes you crawl, and sometimes you walk, and sometimes you run. But it's not instantaneous. So while these labs, you know, your Doc might have said these look normal. There's actually a lot more you can see. So here's the things I notice, and here's why it impacts your hot flushes.

342

00:45:06.350 --> 00:45:30.919

Dr. Z - Functional Medicine Academy: I don't know if you're aware of this, and what a bummer! Because I'm a Foodie, and I love it, but keeping your blood sugar balanced, having good digestion and normalizing a weight, your weight for your body. What's healthy for you? Not just some random number or some size. We don't do that. But what's healthy for your body is really important and has an impact on your whole menopausal experience.

343

00:45:31.010 --> 00:45:50.180

Dr. Z - Functional Medicine Academy: Now, you might think, okay, that sounds fine, but I'm not diabetic. So who cares? Right? Well, there's a lot more to it than that. And when I look at these numbers, I see, I see here that there's some digestion issues. 1st of all, like your total protein, is low. Now, are you vegetarian or a vegan?

344

00:45:51.810 --> 00:45:52.450

Marcia Jones, NP, IFMCP: Vegetarian.

345

00:45:53.810 --> 00:45:55.830

Dr. Z - Functional Medicine Academy: Budget chair. Are you in real life or no?

346

00:45:56.190 --> 00:45:56.820

Dr. Z - Functional Medicine Academy: No.

347

00:45:58.250 --> 00:45:59.650

Dr. Z - Functional Medicine Academy: and just be a meat eater. Just be.

348

00:45:59.650 --> 00:46:01.089

Marcia Jones, NP, IFMCP: Okay. Alright. I get it all.

349

00:46:01.090 --> 00:46:01.740

Dr. Z - Functional Medicine Academy: Meet me.

350

00:46:02.070 --> 00:46:25.319

Dr. Z - Functional Medicine Academy: Okay, you eat meat. Okay? Alright. So if you're eating, you know normal amount of, you know, protein with meals. And this is low. There's different reasons. This can happen. But the most common we see is you're not digesting it correctly, which is unfortunate because we really need proteins. We need it for so many reasons, including our hormone production. And according to this number here.

351

00:46:25.320 --> 00:46:48.149

Dr. Z - Functional Medicine Academy: while you're not in a disease state, you're low. So you might be eating a filet mion. But you're not breaking that protein down into essential amino acids that your body can use. So we've got a problem. There I see alkaline phosphatase here. See how it's low, like you're not quite in the medical range to get a disease flag. But look at this optimal range where healthy people want to live.

352

00:46:48.370 --> 00:47:12.470

Dr. Z - Functional Medicine Academy: You're in the dirt, right? So what's going on? That's a zinc dependent enzyme. It impacts the liver. So either we're not getting enough from the diet. Or, again, we're looking at digestion, and even what we call assimilation like, how does it come across your gut? How does it then attach to every cell. So we're not going to bore you with the whole biology lesson here. But I geek out over this stuff, and I'm seeing some red flags.

353

00:47:12.470 --> 00:47:21.020

Dr. Z - Functional Medicine Academy: Now, here's a weird one. This might surprise you, but your cholesterol is low, and you might be thinking high fives all the way around low cholesterol right?

354

00:47:21.020 --> 00:47:42.240

Dr. Z - Functional Medicine Academy: But there's a problem. If your cholesterol gets too low, then we don't have enough to make your hormones. You might not have known that. But you need cholesterol to make your sex hormones. So if you're low, if your libido is in the dust, and you don't have enough cholesterol, guess what. I'm not surprised by the way, it also can contribute to having low mood. You can have more pain. You can start having memory issues.

355

00:47:42.240 --> 00:47:55.809

Dr. Z - Functional Medicine Academy: So these are really important. Now, there's 1 other number I wanted to mention, and you might be like, what does this have to do with my hormones? I am telling you it's important. Okay, so see this Cbc here, and how we break it out. And we look at these different white blood cells.

356

00:47:56.280 --> 00:48:00.610

Dr. Z - Functional Medicine Academy: Your mono sites are elevated. You might think

357

00:48:00.640 --> 00:48:29.400

Dr. Z - Functional Medicine Academy: no one's ever talked to me about a monocyte before. Why do I care? These turn to macrophages in your tissue? They go to fight. They're your army, they fight infection. Yours are too elevated. I'm concerned that there's some hidden infection somewhere. It maybe it's in the gut. I don't know. I have to look into it and find out. You don't have a fever right now, right? You're not like actively sick, as far as we can tell, but for some reason, and maybe, do you know, like, were you sick when you got this blood drawn 8 months ago?

358

00:48:29.670 --> 00:48:30.290

Marcia Jones, NP, IFMCP: M.

359

00:48:31.190 --> 00:48:59.790

Dr. Z - Functional Medicine Academy: That was just annual ones, right? Okay? Because that could have been a reason why. But your white blood cells, like total white blood cells look normal. So I have to dig in and find out. Why did? Why is your immune system on alert? Maybe there's an allergy that you're not aware of. Maybe you've got stuff going on in your gut like, there's reasons this could happen. But when your body's busy doing this, guess what it looks to do starts to heat you up a bit. We start to get inflammation. We start to go to battle.

360

00:48:59.920 --> 00:49:04.249

Dr. Z - Functional Medicine Academy: Guess what every Menopausal woman doesn't want a body in battle.

361

00:49:04.640 --> 00:49:11.549

Dr. Z - Functional Medicine Academy: Okay? So I'm seeing a lot from your blood labs just 8 months ago. Did the doc who ordered it tell you this.

362

00:49:12.300 --> 00:49:14.230

Marcia Jones, NP, IFMCP: No, didn't mention any of that.

363

00:49:16.370 --> 00:49:45.440

Dr. Z - Functional Medicine Academy: All right in all fairness to them. They're super busy, super overwhelmed, and their job in primary care. It's all insurance based is to track down an active disease. As long as you're alive and still walking and talking, you're pretty good, but my job is completely different. I have to look at like what symptoms you're dealing with right now. I have to look for trends. I have to look at your whole body. Health I have to consider, not just. You have a headache and you have a hot flash. I have to look at your environment. I have to look at your genetics.

364

00:49:45.929 --> 00:49:51.679

Dr. Z - Functional Medicine Academy: And I know when we talked briefly before you were having hot flashes. Are there any other symptoms that are bothering you right now?

365

00:49:52.220 --> 00:49:53.240

Marcia Jones, NP, IFMCP: Just tired.

366

00:49:54.570 --> 00:50:03.320

Dr. Z - Functional Medicine Academy: Tired. Oh, I know that feeling like a little tired, or the gosh! I remember having mono in college, and this feels the same. We're kind of tired.

367

00:50:03.670 --> 00:50:04.860

Marcia Jones, NP, IFMCP: Just a little tired.

368

00:50:05.610 --> 00:50:17.149

Dr. Z - Functional Medicine Academy: Just a little tired. Okay, not too bad. But you got the hot flashes going on alright. Well, I definitely think I can help, and honestly with what you have going on and what I see here, I need to see an updated version. This is old.

369

00:50:17.190 --> 00:50:26.993

Dr. Z - Functional Medicine Academy: but what I see here. I think I think I could sort of help you in record time. If I uncover something else, I'm gonna let you know. But absolutely

370

00:50:27.310 --> 00:50:35.959

Dr. Z - Functional Medicine Academy: I I already have ideas about what labs I might order for you. I'm already thinking about how to do some care. Would you like to hear a little bit more about it.

371

00:50:36.350 --> 00:50:37.310

Marcia Jones, NP, IFMCP: I'd love to.

372

00:50:38.310 --> 00:50:48.361

Dr. Z - Functional Medicine Academy: Okay, great. So I have 2 ways that I work with my patients. And I really think that

373

00:50:49.290 --> 00:50:52.619

Dr. Z - Functional Medicine Academy: that I can do stuff with you in a short amount of time.

374

00:50:52.730 --> 00:51:07.009

Dr. Z - Functional Medicine Academy: So instead of like a longer stretch, and if something changes, Marsha, I promise I will tell you, but based on what I see here, based on the conversation we've had thus far. I really think, that you would be great for our

375

00:51:07.460 --> 00:51:08.840

Dr. Z - Functional Medicine Academy: what I called it

376

00:51:08.910 --> 00:51:12.320

Dr. Z - Functional Medicine Academy: for my 3 month. Hot flashes. No more program.

377

00:51:12.390 --> 00:51:17.390

Dr. Z - Functional Medicine Academy: you know. I need like at least 2 to 3 months to make a dent in hormones.

378

00:51:17.907 --> 00:51:37.999

Dr. Z - Functional Medicine Academy: If we need longer I'll have a backup for you. But I really believe in 3 months that we can make a difference here and get at the root of what's going on like I said, I see some things in the blood that I have to test and make sure if I'm really gonna get some answers here for you. I have to know everything that's contributing, but I do feel that 3 months would be great.

379

00:51:38.329 --> 00:52:03.690

Dr. Z - Functional Medicine Academy: My goal for you would be you know, for you to learn more about your body and how it works to start feeling better, not to be tired anymore, to have a handle on these hot flashes if we can get them entirely gone. Great, if not, I really want to see a difference in how it's getting expressed. And I'm probably going to be digging into your sleep, and you know some of the other things. I want to look at you as a whole person? How does that sound.

380

00:52:04.140 --> 00:52:05.500

Marcia Jones, NP, IFMCP: That sounds fantastic.

381

00:52:06.320 --> 00:52:26.710

Dr. Z - Functional Medicine Academy: Okay. Now, I'm not going to keep going. I could. But I have 7 min left, and I have more to tell you. If this was, if I was doing a sales call, I would do the whole sales call. But do you guys get how I'm using it? She's not a patient yet. Okay, so we were recording this and I. But again, the the biggest thing is just like listening to her as a human being.

382

00:52:27.090 --> 00:52:45.070

Dr. Z - Functional Medicine Academy: And if you've never seen Labdx it will give you all the answers, so you can still look at Lab Dx form beforehand. You know I want you to get to the point where you can walk in there, and you haven't seen it, and you look at it. It's like, Oh, these jump out at me. But absolutely you can do your lab, Dx. Ahead of time. You can highlight the ones you want to talk about.

383

00:52:45.150 --> 00:52:50.419

Dr. Z - Functional Medicine Academy: You can have your copy, and they can have their copy. Okay? So all all good.

384

00:52:50.793 --> 00:53:08.330

Dr. Z - Functional Medicine Academy: Okay, so that's the you watch my example. That's the time and effort. Okay, so that's the that's how you're gonna use the this little lab launch. Now, how do I get people to the lab launch? This is what we need to answer next. So, for example, we could do

385

00:53:08.890 --> 00:53:19.709

Dr. Z - Functional Medicine Academy: a webinar a challenge. We could do email, we could do social media. We could do networking. We could go start doing speaking.

386

00:53:21.170 --> 00:53:27.199

Dr. Z - Functional Medicine Academy: What else? What else are the big ones? Those are the those are the easiest ones that get you in front of a group.

387

00:53:27.210 --> 00:53:30.629

Dr. Z - Functional Medicine Academy: Oh, 30 min 30 min. Thank you. Let me put that in there.

388

00:53:33.240 --> 00:53:39.080

Dr. Z - Functional Medicine Academy: 30 min. Well, let me let me do a caveat to that. Okay,

389

00:53:40.600 --> 00:53:44.829

Dr. Z - Functional Medicine Academy: I I would definitely schedule 30 min.

390

00:53:45.160 --> 00:53:48.690

Dr. Z - Functional Medicine Academy: You can give yourself a buffer of

391

00:53:49.280 --> 00:53:53.980

Dr. Z - Functional Medicine Academy: 15. Can you not do that? Sorry? 15 to 30 afterwards?

392

00:53:56.216 --> 00:53:59.079

Dr. Z - Functional Medicine Academy: But I'm gonna give you some pricing ranges to consider

393

00:53:59.180 --> 00:54:03.049

Dr. Z - Functional Medicine Academy: if your thing and this is for new.

394

00:54:03.200 --> 00:54:04.880

Dr. Z - Functional Medicine Academy: I'm gonna say, this is

395

00:54:05.240 --> 00:54:06.290

Dr. Z - Functional Medicine Academy: for

396

00:54:07.250 --> 00:54:08.150

Dr. Z - Functional Medicine Academy: news.

397

00:54:08.410 --> 00:54:15.819

Dr. Z - Functional Medicine Academy: I was gonna say another word. But if you're smashing it sales, you could do it even shorter right. But if you're a Newbie and your program

398

00:54:15.970 --> 00:54:16.890

Dr. Z - Functional Medicine Academy: is

399

00:54:18.150 --> 00:54:26.139

Dr. Z - Functional Medicine Academy: 2,500 or less than you know, 20 to 30 min is plenty.

400

00:54:26.280 --> 00:54:32.990

Dr. Z - Functional Medicine Academy: If you're Newbie and your program is, you know, 5,000

401

00:54:33.300 --> 00:54:34.900

Dr. Z - Functional Medicine Academy: or more.

402

00:54:35.050 --> 00:54:40.739

Dr. Z - Functional Medicine Academy: Then you need 30 to 45 min, and maybe still buffer.

403

00:54:41.550 --> 00:54:42.560

Dr. Z - Functional Medicine Academy: So

404

00:54:42.600 --> 00:54:44.419

Dr. Z - Functional Medicine Academy: brand new people

405

00:54:44.540 --> 00:54:46.810

Dr. Z - Functional Medicine Academy: sometimes, just to be safe.

406

00:54:46.840 --> 00:54:49.569

Dr. Z - Functional Medicine Academy: Brand new people book an hour

407

00:54:49.790 --> 00:54:50.959

Dr. Z - Functional Medicine Academy: on the calendar.

408

00:54:51.960 --> 00:55:10.520

Dr. Z - Functional Medicine Academy: But don't let the potential patient see that like, create that window for yourself. And this is just creating a safe space for yourself, like maybe the calls only 20 min. But then you go to the bathroom, and you grab a snack, and you gear up for the next one, whatever it is. But that's just to have it on your calendar, and then you can change it

409

00:55:10.520 --> 00:55:27.439

Dr. Z - Functional Medicine Academy: if you need to. Okay, so to get people to the lab launch, let's say I'm gonna do a webinar. So if that's you know, I get some bullets, if that's gonna be my main. Oh, I stopped sharing the screen. Dang it! I'm sorry I'm like typing all this out like, you guys can see it. And it's not there.

410

00:55:28.060 --> 00:55:28.799

Dr. Z - Functional Medicine Academy: You bring it back.

411

00:55:29.340 --> 00:55:31.200

Dr. Z - Functional Medicine Academy: I'm gonna give you the handout, anyway.

412

00:55:32.860 --> 00:55:38.029

Dr. Z - Functional Medicine Academy: There's the stuff, I added, Okay, let's get some bullets here.

413

00:55:38.760 --> 00:55:48.969

Dr. Z - Functional Medicine Academy: and we'll do more on this next week. You'll do more in other classes, too. Let's say I'm gonna do a webinar. So I'm gonna pick a date. I need an actual calendar real quick.

414

00:55:49.437 --> 00:55:52.299

Dr. Z - Functional Medicine Academy: Here's how. Here's how we're gonna do it.

415

00:55:54.940 --> 00:55:59.089

Dr. Z - Functional Medicine Academy: let's see. I'm gonna say, Tuesday

416

00:55:59.120 --> 00:56:06.659

Dr. Z - Functional Medicine Academy: night, October 15th is the webinar, and I'm gonna call it your

417

00:56:06.830 --> 00:56:07.860

Dr. Z - Functional Medicine Academy: pot

418

00:56:07.930 --> 00:56:09.130

Dr. Z - Functional Medicine Academy: flash

419

00:56:09.350 --> 00:56:10.550

Dr. Z - Functional Medicine Academy: hero

420

00:56:11.080 --> 00:56:12.200

Dr. Z - Functional Medicine Academy: from

421

00:56:15.350 --> 00:56:16.559

Dr. Z - Functional Medicine Academy: I don't know.

422

00:56:20.990 --> 00:56:27.849

Dr. Z - Functional Medicine Academy: boiling over to 0 how to get the menopause.

423

00:56:27.850 --> 00:56:28.870

Coach Risse-FMA: Can you repeat that, Doc?

424

00:56:28.870 --> 00:56:30.170

Dr. Z - Functional Medicine Academy: Answers.

425

00:56:31.100 --> 00:56:36.679

Dr. Z - Functional Medicine Academy: yeah, you can see it on the screen from boiling over to 0. How to get the menopause answers, every woman

426

00:56:36.840 --> 00:56:49.269

Dr. Z - Functional Medicine Academy: needs to know. So I just made that up hot flash here from boiling over to 0. How to get the middle puzzle answer. Everyone needs to know. Great. Okay? So because I planned that for the 15, th I'm going to do an email.

427

00:56:52.600 --> 00:56:53.300

Dr. Z - Functional Medicine Academy: Oh.

428

00:56:55.330 --> 00:56:56.760

Coach Risse-FMA: That's wait for.

429

00:56:57.050 --> 00:56:59.160

Coach Risse-FMA: Sorry to come back.

430

00:57:00.260 --> 00:57:01.359

Dr. Z - Functional Medicine Academy: Can you guys hear me?

431

00:57:01.900 --> 00:57:04.460

Coach Risse-FMA: Yeah, you just kicked out.

432

00:57:05.380 --> 00:57:12.140

Dr. Z - Functional Medicine Academy: No, they keep kicking me out so irritating. Okay, I have to hurry because we have to. We've got another class coming.

433

00:57:12.900 --> 00:57:15.960

Dr. Z - Functional Medicine Academy: And I have 2 min great.

434

00:57:15.970 --> 00:57:18.419

Dr. Z - Functional Medicine Academy: 2 min to plan a lunch. I love it. I can do it.

435

00:57:19.105 --> 00:57:21.730

Dr. Z - Functional Medicine Academy: Alright. So there's your title.

436

00:57:22.438 --> 00:57:35.969

Dr. Z - Functional Medicine Academy: and I'm gonna email whatever little emails I can do. And I'm gonna do emails. On Tuesday, October 8th Thursday, October 10th

437

00:57:36.020 --> 00:57:38.270

Dr. Z - Functional Medicine Academy: and Monday.

438

00:57:38.900 --> 00:57:44.449

Dr. Z - Functional Medicine Academy: October 14.th I'm gonna do social Media Static

439

00:57:44.590 --> 00:57:57.699

Dr. Z - Functional Medicine Academy: Post daily, and I'll just plan it and schedule it. I'm gonna be in social media groups. I have to find out the list which ones I can be in which ones I can't be in. But make my list.

440

00:57:58.305 --> 00:58:05.799

Dr. Z - Functional Medicine Academy: I'm gonna do. Facebook lives at least 3 times a week to build up

441

00:58:06.050 --> 00:58:07.200

Dr. Z - Functional Medicine Academy: this

442

00:58:07.570 --> 00:58:14.509

Dr. Z - Functional Medicine Academy: I'm going to maybe do some networking like. I want to get everyone there right. I want everyone to my webinar.

443

00:58:14.590 --> 00:58:23.369

Dr. Z - Functional Medicine Academy: So I'm gonna do some networking, whatever the heck I'm going to do. Maybe I do, Instagram, whatever my thing is, and then, just to be clear

444

00:58:24.198 --> 00:58:26.950

Dr. Z - Functional Medicine Academy: all of the above.

445

00:58:26.990 --> 00:58:32.420

Dr. Z - Functional Medicine Academy: My only offer is to attend the webinar

446

00:58:33.940 --> 00:58:40.870

Dr. Z - Functional Medicine Academy: at the webinar. My only offer is the lab launch

447

00:58:42.120 --> 00:58:42.990

Dr. Z - Functional Medicine Academy: right

448

00:58:44.490 --> 00:58:52.530

Dr. Z - Functional Medicine Academy: during the lab appointment. My only offer is my program.

449

00:58:53.840 --> 00:59:21.179

Dr. Z - Functional Medicine Academy: and that's how you do it. So it's like a busy crunch time to be able to fill it and get people in alright. Let me share this before we get kicked out. And then we'll get this recording to you, too. Next week I will help you more like this is the focus for this month, of course. Because I wanna make sure everyone's doing this. I will help you with this more, and then we'll create outlines and do all sorts of crazy stuff.

450

00:59:21.534 --> 00:59:25.100

Dr. Z - Functional Medicine Academy: So let me make sure everyone can get this right now.

451

00:59:25.930 --> 00:59:30.049

Dr. Z - Functional Medicine Academy: please, when you get it. I'm only gonna share it as a

452

00:59:30.120 --> 00:59:33.019

Dr. Z - Functional Medicine Academy: so you're forced to make a copy of it.

453

00:59:33.090 --> 00:59:36.349

Dr. Z - Functional Medicine Academy: just so you can't like sit on the keyboard and race everything

454

00:59:36.930 --> 00:59:38.159

Dr. Z - Functional Medicine Academy: been there done that.

455

00:59:38.450 --> 00:59:43.370

Dr. Z - Functional Medicine Academy: So I know it. Okay, so let me make sure you can all get that first.st

456

00:59:44.851 --> 00:59:58.109

Dr. Z - Functional Medicine Academy: How do you still offer at the Webinar? I'll help you guys. With that I'll make an outline. But the the big thing is that everything has to fit right. Everything has to make sense. So with that webinar.

457

00:59:58.110 --> 01:00:18.450

Dr. Z - Functional Medicine Academy: you know you're going to teach without giving it all away. But you're gonna teach why labs are so helpful for getting a handle on what's going on with your body and menopause. You're gonna talk about hot flash. You're gonna give some key tips. Make it worth their time to be there. But then 100. You're going into

458

01:00:18.830 --> 01:00:40.819

Dr. Z - Functional Medicine Academy: It's gonna lead into your offer. Alright. Everyone has that handout. Reese. Can you just like share it in school or slack. So people have it. I gotta go. You've got more classes, but I can't wait to you again. I hope you liked this class, and you're gonna get a lot more, all different topics. So I'm super jazzed. Welcome to the dark side, the mentorship 3.0. Let's do it bye. Everyone.