



GET YOUR OZONE/UV EQUIPMENT FOR FREE

A Training Guide

Acquiring new ozone and UV therapy equipment can significantly enhance your practice, but the upfront cost can be a concern. This document outlines strategies to generate sufficient revenue within the first 30-90 days of acquiring your equipment to pay it off entirely. The core concept is to pre-sell treatments and build substantial demand before the equipment even arrives, ensuring a rapid return on investment.

The 90-Day Payoff Concept: The goal is to generate enough revenue from pre-sold and initial treatments within the first 90 days of having the equipment operational to cover the full cost of the equipment. This requires a focused marketing and sales effort combined with efficient service delivery.

KEY STRATEGIES:

- **Target Your Existing Patient Base:**

Your existing patients are your most valuable resource. They already trust your practice and are more likely to be receptive to new offerings. Begin marketing ozone and UV therapies to your current patients immediately. Utilize email newsletters, social media posts, in-office flyers, and personal phone calls to generate interest and pre-bookings. Emphasize the unique benefits of these therapies and the limited-time introductory offers.

- **Targeted Outreach to Ideal Candidates:**

Review your patient list and identify individuals who are most likely to benefit from ozone and UV therapies (e.g., those with chronic pain, autoimmune conditions, or those seeking wellness and anti-aging treatments). Contact these individuals directly with a personalized introduction to the new therapies and a compelling introductory offer. This targeted approach maximizes your conversion rate.

- **Pre-Schedule Paying Patients for Training and Launch:**

Before your equipment arrives, schedule staff training. Simultaneously, begin aggressively pre-selling treatments to patients. Explain that you are introducing cutting-edge ozone and UV therapies and are offering exclusive introductory

pricing for a limited time. Schedule these initial patients for appointments immediately following your staff training, ensuring you have paying clients ready to experience the new treatments as soon as the equipment is operational. This creates a sense of anticipation and ensures a strong start.

- **Offer a “90-Day Launch Special” or “Founders’ Club” Discount:**

Frame the introduction of these therapies as a special 90-day launch period or create a “Founders’ Club” for early adopters. Offer a significant discounted rate to patients who sign up during this initial period. This creates a strong incentive for immediate action and helps you quickly build a client base. Clearly communicate the discounted rate, the 90-day time frame, and the benefits of being an early adopter.

- **Develop Strategic Treatment Plans and Packages:**

Don’t offer single, one-off treatments. Develop structured treatment plans that involve multiple sessions. This increases patient engagement and generates more revenue per patient. For example, instead of offering a single ozone therapy session, create packages of 3, 6, or 10 sessions at a discounted package price. This not only encourages commitment but also provides a more comprehensive therapeutic experience and higher revenue per patient.



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- **Combine Ozone/UV with Existing IV Therapies:** Integrate your new ozone and UV treatments with your existing IV therapies (e.g., Methylene Blue, Chelation, HDIVC, Myers' Cocktail, HCT/P). This creates synergistic treatment protocols that can enhance patient outcomes and justifies a higher package price. It also provides an opportunity to educate patients on best practices for achieving optimal results by combining these therapies. For example, offer packages that combine ozone therapy with a Myers' Cocktail or UV blood irradiation with Chelation therapy.
- **Collect Payments in Advance or Offer Payment Plans:** To maximize cash flow within the 90-day timeframe, collect payments in advance for pre-sold packages whenever possible. For larger packages, consider offering payment plans to make the investment more accessible to patients.
- **Aggressive Marketing and Promotion:** Implement a multi-faceted marketing campaign targeting both existing and potential new patients. Utilize email marketing, social media advertising, local community outreach, and in-office promotions to maximize awareness and generate leads.

EXAMPLE IMPLEMENTATION (90-DAY TIMELINE):

- **Weeks 1-4 (Pre-Launch):** Begin aggressive marketing and pre-selling efforts. Finalize treatment packages and pricing. Secure staff training dates.
- **Weeks 5-8 (Launch and Initial Treatments):** Equipment arrives, staff completes training, and pre-booked appointments begin. Focus on delivering exceptional patient experiences and gathering testimonials.
- **Weeks 9-12 (Follow-Up and Continued Promotion):** Continue marketing efforts, focusing on patient testimonials and results. Monitor revenue and adjust strategies as needed to ensure you meet your 90-day payoff goal.

By implementing these strategies with a focus on aggressive pre-selling and efficient service delivery, you can significantly increase your chances of paying off your ozone and UV equipment within the first 90 days. This approach allows you to quickly recoup your investment and start generating profit from these valuable new therapies.

