



MASTERING ETHICAL SALES
Getting Leads

Presented by Kim Look





QUESTION

What is a Lead?

You Need a Lead Magnet



Defined: A complete solution to a narrow problem

If they think your lead magnet is worth their time, they'll think your core offer is worth their money.

Treatment Plans are Core Offer But...



1. How do we make it attractive without discounting prices...or value?
2. How do we increase value without increasing cost?

Make Your Offer Attractive



...without discounting further

1. First treatment on same day
2. Low-cost trial – complimentary insufflation, an IV push, IM injection
3. Value ad – laser, detox, PEMF, sauna, xrays, US, etc.

Increase Value Without Increasing Cost



- 1. What can you make once and use over and over again?**
 - An ebook on diet, lifestyle, detox, etc.
 - A 10-day detox guide
 - The top 10 triggers of auto-immune symptoms pdf
 - How to get the most out of your IVs pdf
- 2. What are we already doing 1000x/day that we can organize better to maximize time and energy?**
 - Workshops
 - Webinars
 - Podcasts
 - Make a list of the top 100 FAQs and make videos!
- 3. Remember value isn't always money...and can be in time, ease or solving a problem simply.**
- 4. Find others who will donate services for the opportunity for leads. Invite them to your IV room often.**

New Idea! (Bonus Strategy)

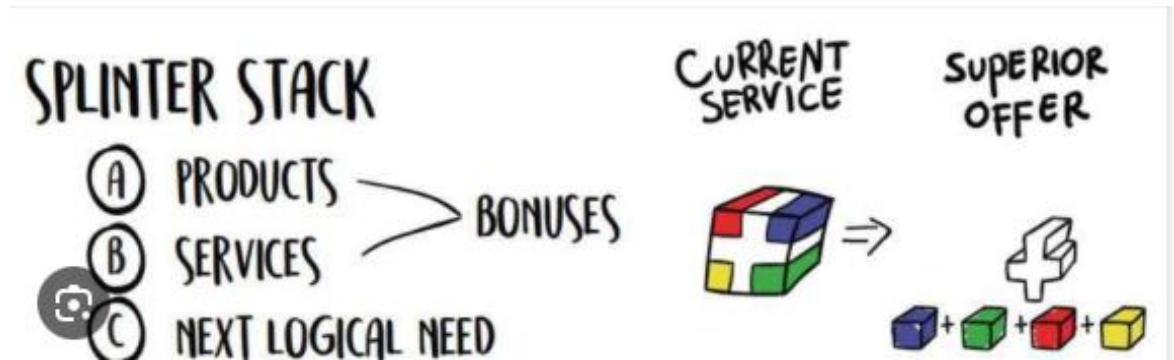


Instead of one price that includes everything with a savings...

Start with base IVs for same price, THEN add bonuses one at a time:

Example: 10 Ivs for \$3000 less 10%

- Bonus 1: Follow Up Visit
- Bonus 2: Glutathione pushes
- Bonus 3: MB
- Bonus 4: Procaine
- Bonus 5: Insufflation





IMPORTANT

Get Leads

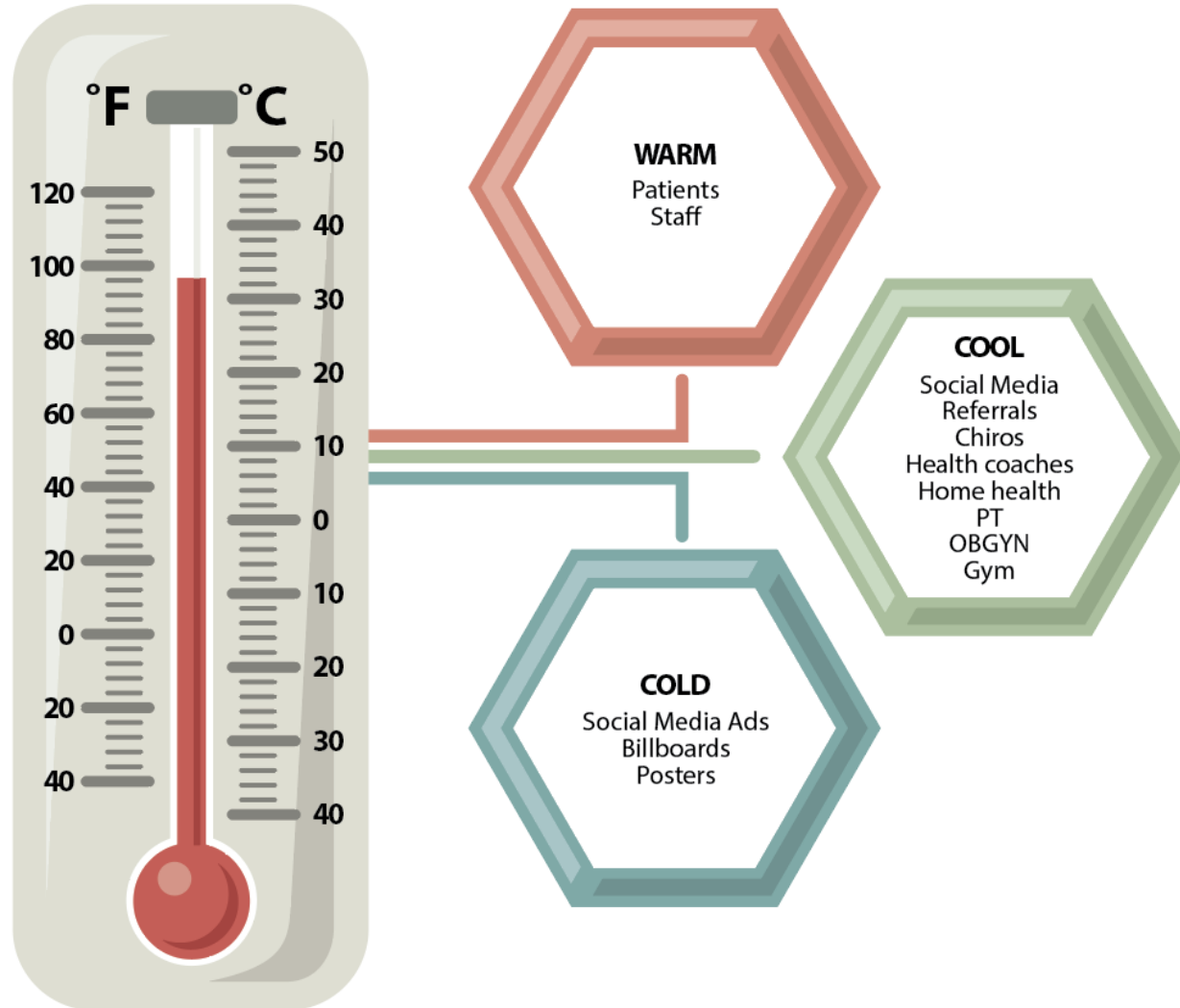
Define Your Avatar



- Disease
- Income
- Habits
- Interests

*define your niche

Lead Sources



Start With the Warm



- **Staff**
 - Make sure they all get to try at least one of every new service you bring in.
 - Make discounted offers to their friends and family
- **Patients**
 - Call – Sounds expensive and time consuming but CONNECTS
 - Email – Group, saves time and energy but must be well done
 - Text – Group, saves time and energy but must be well done. Should mostly back up the email or call sent.
 - Invite them to a complimentary event first and ask them to bring anyone they know who might also have an autoimmune disease.

Conclusion and Call To Action (CTA)



- Your Core Offer is the key to unlocking consistent, high-quality leads.
- Craft an irresistible offer that solves your audience's problems.
- Use the psychology of persuasion to enhance your strategies and build trust.
- Start building your lead generation system today using these principles.

Next Steps:

- Implement your Core Offer strategy.
- Monitor results and refine based on feedback.
- Scale successful campaigns to grow your IV therapy practice.



“The impediment to action advances action. What stands in the way becomes the way.”

– Marcus Aurelius –