

## Step By Step Guide

### 1 If no one is coming to the table:

Hello sir/ma'am, we are checking people's brainscores today. Takes 6 minutes, you interested?

Hi, we are checking the brain health of people today. Any interest?

Hi, interested in knowing how well your brain is working and if it's the cause of any health issues you may be experiencing?

### 2 Once someone approaches or you can attract someone over to the table based on others wearing the glasses and watching the screens or perhaps, they are pulled over by the signage.

They may ask what is going on or you may have to say to them ..." Let me share with you really quick what we are doing here."

If you have multiple people coming over, you will want to do this for everyone together so as to save time.

"Let me start by asking a question. What coordinates every function in your body?"

You want them to answer **the brain**. Most will however occasionally you may have someone say the heart. Some may say the nervous system but if they do then simply add yes, the brain and nervous system.

If they say heart then follow that up with "well let me ask you, if they fire alarm were to go off right now what would happen to our heart rate?" They will say it would speed up. When they do ask so what told your heart to increase? They should say brain now so then you can ask them again, "so let me ask you again what coordinates every function in your entire body?"

They will say **brain**.

**Next question**, if your brain coordinates every function in your entire body how much of it do you want to be working?

Hopefully they say all of it or as much as possible.

You answer. I agree. So what we are doing is actually measuring how well your brain and nervous system are communicating with the rest of your body. This is a 6 minute test, you get to wear these cool 3D glasses and at the end, we will give you your brain score. How's that sound?

**3**

**Once they agree** lead them to fill out a brief intake form.

Before we get started, let me get you to complete this short questionnaire then we'll get you started. (have them complete the questionnaire and then lead them to start the test) (Meanwhile, review the questionnaire). (You can also do this prior to starting the test, your choice.)

**4**

**Explain the test and get them started.** While they are doing the test do not stare at them. Go out and start finding others to come over or help others in the process above.

**5**

**Once the test is over**, document the cognitive score then divide by 4 for **BrainScore** using the brochure.

**6**

**Now you want to talk about their health issues.** You can do this prior to the test or after. The goal here is to get them share with you from an emotional standpoint how their health problem is affecting their life. Not a "it sucks" but get them to share with you how they cannot do stuff that they want to do and are missing out stuff. Then you want to bridge that gap and ask how their life would be better if they did not have this issue. Get them to talk about the things they could then do and how that would feel. Very important you get to the feeling part of this.



I see here that you suffer from x, y, & z Mr. Jones. Which of these are of most concern to you?



Answers



Why is that so? How does that feel? What if you did not have .... how would that feel. What could you do then that you cannot do now?

## 7

**Once you have their brain score** you are going to relate it back to their health issue and the things that they cannot do.



We both agreed Mr. Jones that your brain coordinates all of your body functions – right?



Yes



And you said you want 100 % or all of your brain to be working – right?



Yes



We see by your brainscore is that your brain is working at \_\_\_% instead of at 100%. Do you think that perhaps that could be the cause of x, y, z?



Yes, or possibly or maybe. If you get anything other than yes, you need to push a little or lay foundation and then ask again.



Once they say yes then attach it back to the things they cannot do. (emotional)

## 8

**Now explain why you are there and what you do.**



Well, that is what I do – I improve brain and nervous system function so your brain can better connect with your body and your life can change. This leads to things like you being able to... (relate this back to the things that they want to do). How would that feel Mr. Jones?



Answers

## 9

**Lead them into an appointment.**



Based on this snapshot of your brain function it appears this could be the cause of \_\_\_\_\_. What I would recommend is a more in-depth assessment to determine for sure if this is the cause of \_\_\_\_\_.

## 10

### Make the offer

As part of today's event, I am offering a complete brain assessment in my office for only \_\_\_\_ normally \_\_\_\_\_. It takes approximately 1 hour, is painless and will answer many questions regarding the true cause of your health challenges. Would mornings or afternoons work best for you?

IP: Mornings

(Here is where some objections might come up. These may include things like well what do you do to fix this? How much is it going to cost? What do I have to do to fix it? How long would I have to see you? )

## 11

### Handling Objections

The way you address these is to first put them at ease. "Great question and many other ask that same question. What I would suggest is first coming into the office to see if this is indeed the cause of your health issue and make sure it is something I can help you with. At that time, I will have a better idea on the (cost, timing, what it is that needs to be done etc. etc.). That sound fair?

Then reiterate...all we are doing here scheduling a time for you to come into the office for a more advanced assessment. Normally it costs \_\_\_\_\_ as part of todays event you will only pay \_\_\_\_\_ and you will be at my office for roughly \_\_\_\_\_ minutes. At that time, I can give you more information based on what I find. Morning or afternoons work better?

NP- Ok morning work best.

## 12

### Lead them to your scheduler



Great, I will hand you over to Kathy here and she will get you scheduled. Introduce scheduler to the new patient.



Scheduler: So great to meet you Mr Jones. So morning work better for you?



NP: yes



Awesome I have Tuesday at 9 am or Thursday at 10 am which works better. ( make sure to get them ASAP)



Tuesday works



Great ( write in the time in the calendar) then give the patient the new appointment card confirms the time and the cell phone number.



Great, Dr. \_\_\_\_\_ will see you then.

## 13

### Follow-Up

Next business day send a text.



Hi \_\_\_\_\_ it's Dr. \_\_\_\_\_. We met at \_\_\_\_\_. I am looking forward to seeing you on (day) at (time). Just confirming you have the address?

## 14

### First Visit:

NOW BACK IT UP. Tour, Intake form, office walls etc all about brain function. History and consult leading them to brain. Assessment about the brain. Different training.

**YOU GOT THIS**

**LET'S SAVE MORE LIVES!!!**