GT5-P Business & Marketing Webinar 1 - Client & Patient Acquisition

Christa: Hello, everybody. Dear, Gut Thrive practitioners. We're so happy to be with you here today and to kick off our inaugural webinar for the business and marketing aspect of this program. And I have with me today, Jordan Reasoner. Hi J.

Jordan: Hey. Hey.

Christa: How are you doing?

Jordan: Good, it's good to be here with you and have some fun today.

Christa: I know, I'm so happy to [00:00:30] be reunited.

Jordan: Yeah.

Christa: Jordan and I have known each other for almost 10 years. We've been really good friends. We've been colleagues and he's had his own very successful gut health company. And now he is just a complete marketing ninja. So he understands having a gut and immune health practice. He understands how to grow it. He has had a practitioner training program. He's helped many practitioners, both in groups and privately [00:01:00] to exponentially grow their business. And so Jordan is going to help us on three of our five webinars, and I know you'll love him. J, is there anything you want to share a little bit more about your story before we dive into our topic today?

Jordan: Well, just thank you for having me. I'm really excited to be able to serve this amazing group of healers and skilled practitioners. And I'm also the proud owner of celiac disease as well. So I've [00:01:30] had my own history of gut health issues and can relate on a deep level. So I'm super passionate about what these folks are all doing and also that they're going to be out there spreading the Gut Thrive concept, because I've seen the impact that that's made in all the people that you've served over the years with it. So I'm happy that there's going to be an army of really good people, getting this work out there. So I'm happy to help on the business side and hopefully give a little bit of support so they can thrive.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

Christa: [00:02:00] Definitely give a lot of support. Yeah. You're awesome, and yes, you're being humble. And so just like many of you and like me with candida and adrenal fatigue and thyroid issues, we get into this field because we were in completely different fields, but there's that quote, in good health, we have a thousand dreams in sickness, we only have one. And so we rise from the ashes and then we help others do the same. And that's exactly what you guys are doing here at a time [00:02:30] that is so important.

So you have to get your head right in terms of new client acquisition. That's what we're talking about today. Referral strategy, you have to get your head right and you have to get your energy right, that this is transformative, powerful work. You're not asking for something from someone else. You're going to assist them to become health empowered and change the trajectory of their entire existence. And it's the energy that you bring to marketing. It's the feeling. And we've talked about [00:03:00] this before, having a rest into you as an expert.

So the agenda for today, you'll notice the chat is off. We're going to go through our webinar. I want you to be fully present and listen. I want you to take notes because you need to take notes about action items of how you're going to take what we talk about today. And I want you to immediately implement it. So you can start planning your business and getting more clients and patients into doing this work. And so our flow is going to be, [00:03:30] we're going to talk about a referral strategy to enlist past clients and patients, as well as friends and family.

We're going to talk about collecting case studies and how to write your own origin story. Many of you are Gut Thrivers, or you're taking yourself through as a case study. And we want you to be able to now start capturing the process from yourself and from the case studies so that you can make this work your own within the framework that we give you. We're going to go through, Jordan's [00:04:00] going to talk about a momentum referral traffic strategy.

I'm going to give you a testimonial consent form, and then we're going to go through the live webinar or dinner talk model for the certified Gut Thrive practitioner. And I'm going to go through a webinar template and then give you a sample webinar that you can watch. And we're going to want you to go ahead and take this into your practice. So [00:04:30] what I'm going to do here, I'm going to turn on screen sharing and you guys, you should be able to... Let's see here, we're going to go, business and marketing.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

So if you wanted to also follow along within the portal, you can see my screen. Okay. So if you want to follow along within the portal, you go to resources and then you go to business and marketing training webinars, and that's where the whole business section is going to be. And so here we are today and training webinar, one client [00:05:00] and patient acquisition, and Jordan has developed a handout for you called Momentum Referral Traffic Strategy. And that's what he is going to go over today. So I'm going to go ahead and pull that document up so that you can discuss it. All right.

Jordan: Awesome. Thank you, Christa. It's going to be fun. We're going to have a lot of webinars together and [00:05:30] we're going to share a lot of different traffic strategies. So this is just one and I believe today we're going to share a couple more, but just know that, as we go through this stuff, we're going to share different channels. And so there might be channels where we're doing webinars and dinner talk, another channel might be Instagram, social media, right? And so another channel would be email and we're going to discuss all those different moving parts. But this is my first and favorite and most simple strategy. And-

Christa: [inaudible 00:06:00] [00:06:00] hanging fruit, right?

Jordan: Yes.

Christa: Your existing network of people who know you like you and [inaudible 00:06:05]-

Jordan: And I think I've worked with over 60 brands now in the last 10 years. And everybody always wants to know, how do I do Facebook ads? How do I do Instagram? How do I do all these really important things that they think they need to be doing? And I always have everyone that I work with who is either just starting out with a new service. Like if it's a person who has a brick and mortar practice for 20 years and they're [00:06:30] adding a virtual practice on, or if they're adding a new service like this Gut Thrive would be, or if it's a brand new practitioner who's just starting their clinic. We always have to just take a moment and pause and do this strategy first. And the reason is because it just creates so much momentum for you in your business. It's just fun to get your first 10 clients and then your first 20 clients.

To be honest, it's way easier than what we're going to get into with social media and the work that goes into that and Facebook ads [00:07:00] or doing a full

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

webinar dinner talk. This is a much simpler tool. And so I have a little pep talk to give everyone that I share this document with is that, typically it seems underwhelming, when you first experience it, it seems like it's maybe not going to work or not going to be as effective, but I promise you it will. And it can be, and you just have to do it.

And there are so many people who I've worked with who maybe don't do this at first. And I have to come back and say, "Hey, did you [00:07:30] do the thing?" We've got to do the thing, because it is that effective, and it is like rolling a snowball downhill. I mean, we do a little bit of work and this creates a lot of momentum. And that's what I want for you, is to get momentum in your business. Because when you get momentum, you feel excited, you feel more enrolled in your company, you're getting some money flowing in. So you're getting some return on that investment that you've made to learn these new skills to be here with us today.

And that all feels really good. And it creates a lot of uplifted positive energy that your patients or clients are going to feel. [00:08:00] That stuff is going to translate into what you're doing through social media and the other channels. So this is where I always start. This is the first baby step. And I do want to share a little bit about marketing and sales at a high level first. And you touched on it before, Christa, which is just around your energy and your vibe when you're doing marketing and sales.

And a lot of the practitioners that I've worked with, I would say definitely 80% [00:08:30] or more, they are slightly uncomfortable with doing marketing or being salesy and they have some concerns or fears around it, some trepidation. And I just want you to know that the conscious perspective that I have around marketing and sales is that, as skilled practitioners and as really, really skilled healers who are starting to learn these protocols like Gut Thrive, [00:09:00] you almost have a responsibility to be able to learn how to do marketing and sales effectively. Because if you don't take that on, if you don't assume that responsibility, then frankly, you're not going to have as big of an impact in the world as you could.

Christa: That's so powerful. I want you guys to all take that in because this is authentic marketing, it's not trickery or making people feel bad about the things that they don't have, so to speak. It's actual, [00:09:30] genuine desire to help.

Jordan: Exactly. And that's the frame for all of the marketing strategies that we're going to cover in these webinars, is it's authentic, it's an integrity, it's from the heart.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

It's going to come from that place of having a bigger impact in the world. And so anytime that you feel that moment come up where you might have a little bit of fear, a little bit of that experience around feeling marketing or feeling marketing your sales a year or whatever previous beliefs that you've had about that stuff. It's going to be a process together [00:10:00] where we're going to start to work through some of that stuff, let it go and reframe it.

And the first practice that really helps with this comes from the momentum traffic strategy, because at a high level, what are we going to be doing with this? We're going to be emailing our friends. We're going to be emailing our family, colleagues and past patients or clients and letting them know what we're up to now. And I'm going to go through the script and just what the details are of that. But the first marketing principle that I want to share with [00:10:30] you is that, your frame will become their frame. Your energy will become what they experience.

And so, for example, if I'm someone who feels like I have an aversion to marketing, an aversion to sales, an aversion of putting myself out there, and I write this email to let people know what I've got going on. They're going to feel that through the email and it's going to feel gross and weird. And they're probably not going to send people your way.

Christa: I [00:11:00] just want to also say that's happened with some of you guys with case studies. And we've seen that where we've sent viable case studies, and I've heard this through the team, but some of you, you're going through personal struggles or the program feels hard for you when you're doing it. And so that energy is translating and we're seeing that happen with case studies. And I'm not saying this is for everyone, but some case studies are leaving. And so there's that center point of accountability that is just so important and all of life [00:11:30] reflects outward from there.

Jordan: Exactly, exactly. And so I want to reframe this momentum on referral traffic strategy, not as marketing and not as sales and actually just an announcement. This is an announcement. And that's what I want your frame to be, because if you are excited about this Gut Thrive training that you've invested in, not only invested financially, but you're investing a lot of time and energy into it, this is going to be the protocols you're going to be taking [00:12:00] action on in your clinic. This is the way you're going to be helping people and changing people's lives. This is exciting. Like this is a big announcement. This is a big share, a big win.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

Christa: You can do a subject line. I remember when I went from private practice to online, the subject line I sent to the tribe was, "It's official. I'm changing my life." And that is a good subject line just saying to your friends and family and let them know what you're up to.

Jordan: We should steal that and put that in this document.

Christa: Yeah.

Jordan: [00:12:30] I love that subject line.

Christa: That's for the newer practitioners, of course. And then these end practitioners, it's like, "Check out what we're up to now." And that's all the past clients, all the past patients, right? That you can pull and come through this program.

Jordan: Exactly. So that's the first part of this practice is that, when you go to send these emails, I really want you to just check in to that feeling of excitement that you had when you signed up for this course, the feeling of excitement that you had when you made that investment, [00:13:00] because you knew what you were about to learn. And now I want you to share that excitement with others who are probably really happy for you, and they're going to receive that announcement.

If you send that email and you feel excited and you feel like you're ecstatic to share this new service that you have to offer, and I'm going to talk about the nuances in a moment between whether you're new or whether you're an established practitioner who's been doing this for a while. There's some subtleties in how you do the announcement, but ultimately if you have that frame, if you have that belief, [00:13:30] they're going to be excited for you, and they're going to have that same friend. They're going to have that same experience, and they're going to tell people about it.

The growing gut health epidemic is just frankly exploding. And it's really sad and unfortunate, but what is a secondary benefit of the epidemic of gut health is that people are talking about poop a lot more regularly. It's like, it's not so taboo anymore, right? It [00:14:00] used to be something we didn't really talk about with friends or family or whatever. And even when we started our gut health company in 2009, I mean, it's changed a lot since then. And so what's nice about that is that everybody who you know, probably knows two or three people who have gut issues, and they probably have conversations about it.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

They could even just be people at work that they know it's becoming a common conversation.

So the idea here is that we want to reach out to as many people as we can with this momentum traffic [00:14:30] strategy. And each one of those people is probably going to know three people with gut health issues. That's the latest statistics. If you run the numbers, everybody's probably going to know three people. And so if you even only just email 10 people this communication as an announcement to let them know what you're up to. There's probably going to be an extended web of about 30 people that you could potentially have referred to.

And so this one strategy can really book you out for two, three weeks, if it goes well. Now if you email a hundred people, [00:15:00] then your reach becomes possibly 300. And so it really is that exponential reach. And that's why this is so effective. And the way that this has become more of a social norm and more of a normal conversation has really helped people feel normal talking about poop and the gut and gas and bloating and all those things.

So all of these things are in your favor. All these things are good. And if you don't let people know what you're up to, they don't know what you're up to, bottom line. [00:15:30] And so this is really just a two-part strategy first, I've put together a little template in the doc. And you can build out a spreadsheet of who you're going to contact. And if you're a brand new practitioner and you're just starting out, it might literally just be friends and family, and maybe even colleagues from a past career, college roommates, people that maybe you even haven't talked to in five years, all of those things are great.

And, [00:16:00] your first step is to make that spreadsheet, we've put together like a little template in there for you to just document the person's name, their contact info, and just be able to track what you sent them. And then if they got back to you or not.

Christa: Yeah, here we go. Here's your spreadsheet. You guys can see it here.

Jordan: And for this script, there's a couple of different ways to execute it, but as you're executing this and contacting people, [00:16:30] it's becoming more normal to text people who are close to you. So in terms of the spreadsheet, we had the type of contact in there because some people you want to email, some people you might text, some people might be past patients, and you're sending a broadcast email to like 250 past patients that are on your patient list.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

And so you're going to be able to track how you send that communication out, but this script can be either a text message where it can be an email, by the way, it can also [00:17:00] be a Facebook post. Most of us still have Facebook, on [inaudible 00:17:04] some level. And a lot of our friends and family are in our Facebook circle. So, certainly you could take this same script and do a Facebook post for it too, because it's an announcement. It's an exciting thing. And if your friends and family share it with you, that's only going to help.

So, the idea here is, first step, to make a list. Now I want you to at least get 10 people on that list. And think about the impact of that. Think about, " [00:17:30] Hey, this 10 people is giving me access to 30 people who have got health issues."

Christa: Ideally 50 though. I mean, you put 50 here and we all know 50 people, that I think we could really get out and about, don't you?

Jordan: I do. I do. And that's going to get us access to 150 people. And again, it's one of those things where if we have any limiting beliefs about our practice, we have any limiting beliefs about money or success or anything like that. Our inclination is going to be to [00:18:00] contract to maybe even not tell people what you're up to and try to do Facebook or Instagram or whatever, and get people who don't know who you are. But the truth is that the fastest way for you to start to be successful is if you can get 10 new patients in the next couple of weeks, you're going to be really well on your way. And you're already going to make your investment back in this program. And so this is the fastest way to do that.

And I'm sending this announcement email is not going to be received as weird. I have done this with a lot of practitioners, [00:18:30] and friends, family, former colleagues haven't talked to in five years, Facebook friends that you haven't interacted with for eight years, the general consensus is if you're excited about this, if you're sending this announcement out, they're going to be really excited about it too. They're going to celebrate you. They're going to cheer for you. And they're going to tell people who they know have issues.

They're going to send it to people. They're going to afford it to people. They're going to bring it up at the water cooler, you know, "Hey, didn't you know that, my brother just started a new [00:19:00] part of his practice where he's helping people with gut health issues. And they've got this protocol that it's 90%

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

success rate. And if you want to like to connect with them." And he can get on a call with you.

Christa: 95% success rate.

Jordan: 95, thank you. And, so-

Christa: I also want to say guys, so obviously we're working here with people of a minimum of six months private practice experience all the way up to 20 plus years. And so make a list of colleagues, [00:19:30] make a list like, do you have a friend that's a chiropractor, that's an acupuncturist, like all the networking that you can do as well. You can speak to colleagues obviously differently than you'll speak to friends and family. And I think we should go over the script because Jordan put together a script for you. But then I also added, Gut Thrive practitioner approved web copy for email swipe. And I want you to do like a combination of the two of those when you're writing this.

Jordan: [00:20:00] Exactly, because you want to tweak the message a little bit. If it's, for example, a friend or a family member, but then if it's a colleague, like you said, Christa, that's a really important point is that, if you have a network of other practitioners, let them know, "Hey, I just went through this really exclusive training. I'm one of 150 certified practitioners who are allowed to use this protocol, that's 95% effective. I really, really [00:20:30] want to make sure that anybody you have, who's struggling with that health issues. You let them know that I'm available to start doing this protocol with them."

And if I'm a chiropractor or I'm a hands-on practitioner acupuncturist, any one of those modalities, I'm definitely going to be seeing people every day with gut health issues. And I'm probably not going to have the capacity to help them, at least, especially not in the capacity that you just got trained in. Because I don't know that training. So I would much rather refer someone to you so that you can take care of them in a really good way.

So [00:21:00] the script is really straightforward here, but again, it's just, customize it with a little bit of your personality. That's a really important piece here. I left it a little bit devoid of personality intentionally, because I want you to think about how you would actually speak it. And there's a piece in copywriting called write speak. And it's where you write in a similar way that you would talk or speak to somebody in real life. And what's funny is that we sit down to write an email. We would like play on this weird, [00:21:30] technician

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

hat, or PhD hat and start writing all technical like, "Hello, Joe, I'm formally letting you know..."

Don't do that, just write how you would speak it to a great friend that you just had lunch with. And that's going to be the most successful way to communicate the excitement you have around this new certification that you have. And I really want to make sure you sprinkle in some personality there. Make it your own, and spice it up a little bit so that you can feel like you're getting an email from an old friend.

Christa: Love it, [00:22:00] love it, love it. And that's how we should run all of our lives. I do so much TV and people they meet me, they're like, "Oh, you're just the same as you are." Just be who you are, wherever you are. However, your communicating, doesn't have to be an on and off switch.

Jordan: Yes.

Christa: Okay, so let's go through the warm network, then let's go through, I'm just going to have you read it and give them ideas to plug in. And then I want to share the Gut Thrive specific copy after that so they can figure out how to pop it in.

Jordan: Perfect. And, [00:22:30] Christa, I think that there's some flexibility here too, just in terms of how much each individual practitioner that's watching this wants to niche in. If you're somebody who's going to focus specifically on [CBO 00:22:43] or constipation or anything like that, you're welcome to customize this a little bit, but I would actually recommend in the early stages when you're just looking to begin getting people, to leave it more general around, "Hey, do you know anyone with some gut health issues or digestive [00:23:00] problems that could use my support?"

And in the early stages, I would really recommend that you have a very casual call to action. So if you scroll down a little bit, Christa, we can show them that where you're telling them what to do next, which is to introduce them to you. And-

Christa: It's right here-

Jordan: It's right at the top of that second page. Yeah. Right there.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

Christa: I'd be happy to do a free call. You might want to say, free 15-minute call just because you don't want to be on the phone forever and help them if you'd like to connect us. Yeah.

Jordan: [00:23:30] Yeah. And that's that warm network because it's a higher quality contact, is someone you know is probably a longtime friend or family member. So it's a really, really good offer to say, "Hey, I was up on a call with them, I'm happy to connect and chat with them to see if I can help."

And in another training, we're going to talk about how to do well on free calls. So that'll come up next. But if you're somebody who has a practitioner, who's been doing this for a while and you have [00:24:00] a past list of current or past patients or clients, that's another really good opportunity to make a big announcement. Just like what Christa said with her subject line earlier to let them know that you've now got this new additional training that you can add in to your additional services.

And so it's interesting because this email actually it serves two purposes. One is, past clients or current clients can refer you other people who have [00:24:30] got health issues, or sometimes it'll reengage them if they have gut health issues and they'll want to come back and work with you in this new way. So it can be a really powerful impact there too.

Christa: And you can make it specific to each one, "Hey, we worked on X, Y, Z, and I know you got a lot of benefit, but this is literally the next level of maximizing your genetics. And I know you won't be disappointed if you want to be proactive about taking your health to the next five levels."

Jordan: Exactly. [00:25:00] And this is really effective with past or current clients. I actually had a practitioner I worked with last year. He was a chiropractor in California and he started working with me when COVID hit so that he could build a functional medicine practice virtually. And he really wanted to really narrow into inflammation and work with people, not hands-on, but now virtually with functional medicine. So we sent an email out to hundreds of his past chiropractic [00:25:30] patients. And it actually brought him in 15 new functional medicine patients, just from that one email.

Some were reengaged people who wanted to do functional medicine with him. They liked working with him from the acupuncture chiropractic past and some were just referrals. So that was a really powerful email, and it brought him in, I

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

don't know, I think it was like $6,000 in new patient revenue, just from one email.

Christa: And for you guys, that could be $45,000, [00:26:00] right? If you're making somewhere up to $3,000 per client / patient.

Jordan: Yeah. And these are real numbers. These are real people that I've seen. The emails are so effective. And that's again, just a story to share to show how this might seem like it's not going to work, but it creates a lot of momentum. And referrals in general are always going to be your best patients. Word-of-mouth referrals, there's just nothing better than a word-of-mouth referral. [00:26:30] And in fact, Chris and I have talked about this a few years ago, when I exited my gut health company and started doing full-time consulting.

I still have not built a website yet. I just didn't need to because all of my clients are referrals. Everything's from word of mouth and I'm completely full from referrals only. So I actually have never had to do my own website, my own stuff, because I basically started with a single momentum traffic strategy email, because I was going out on my own, like, "Hey, I'm doing this." And I was full like that.

Christa: [00:27:00] Yeah. I remember when you reached out to me about that. Yeah, you were busier. You were like too busy, do you remember?

Jordan: Yeah.

Christa: And so that's what we want for you guys, not to be too busy. It'd be great if there was a valve, but that my private practice was referral-based and there was a six-month wait list and I had myself and a team of nutritionists. Like we couldn't keep up with it, which is why we just went online and wanted to go and help more people. And I've told you guys before you enroll that this process works so well. And you're seeing [00:27:30] where people are right now at the end of their pathogen purge, getting ready to start where lifelong headaches are going away, right? Like you're not even in the program, their digestive issues. They're losing weight. They're literally reversed diabetes already with normal A1C.

Like you're starting, pain is going now, and we're seeing all the auto-immune markers shifting. And so it's so powerful, right? Like you are helping people heal themselves in a way where they now might be able to [00:28:00] produce a child where they otherwise would not ever be able to have their own child. Or

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

you're helping someone save themselves from stomach cancer and the effects, I think I told you one of my best friends and co-authors Willow, when she was already relatively healthy, did the program. I was like, "What are you doing? You're doing Gut Thrive?."

She looked like she was going to levitate, right? She was so healthy, and so all of these referrals coming in and I got to the point where in private practice, we were being like 15 people from Qualcomm, is a local company from [00:28:30] one department, because people are like, "What are you doing? [inaudible 00:28:32] And it's palpable in someone's continent's health when they exude it, and so intend for that to happen, right? Intend, but entrepreneurism is a spiritual journey. So again, you got to get your insight right, your health right, your energy right, your confidence. You believe in the work and you lead with the mission and profit from the natural byproduct of believing in the mission and of the passion that comes from this.

Jordan: [00:29:00] Yeah. So any of those moments you have come up, where you're afraid of putting yourself out there, you're uncomfortable sending your aunt, Sue an email about your new, like let all that go. Because if you just take a deep breath in and you tap in and feel into the impact of thousands of people going through this with you over the next 10, 20 years, it's bigger than your insecurities. It relates so much [crosstalk 00:29:26]. And so hit send.

Christa: And you'll extend [00:29:30] with love and light and you interject what your experience has been, what you truly feel passionate about. What's true for you that you're seeing in your case studies. And you're like, "I can't believe I didn't find this sooner." People are suffering unnecessarily. Let's help them. Let's help them get their lives back and be present for their kids and build the lives that they want for themselves.

Jordan: Yeah.

Christa: [inaudible 00:29:55] Okay. I'm going to go back to your document. Did you want to read anymore about your momentum traffic strategy [00:30:00] before I jump into-

Jordan: We can just show them real quick, because at the end of the day, if honestly, we've been prepping for these five webinars and we've been meeting and talking about and creating the content for them. And there's some really good stuff that we're going to be covering in these five webinars. But honestly, if you just did one thing from these five webinars, it would be this, do this one thing.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

It's the most important strategy. So [00:30:30] we've got these different templates for who they are. If it's warm family friends, if it's past clients.

And then if you keep scrolling, we've got some additional copy. If you're going to end up text messaging people. So we have a lot of recap of what we've been talking about, but essentially the steps are, make a list of people, try to get the 50 if you can. It's going to get you access to 150 people who've gut health issues. Then pick the template that fits the best for you. Put a little bit of your personality into it. Imagine [00:31:00] that you're writing to somebody in the way that you would talk to them in real life and then hit send, track the emails, track those emails.

And then, the only thing that I would add is that, sometimes you might only get like, I don't know, 10% of the people who respond to you. That doesn't mean that's bad. People are busy, we're all busy, and in fact, most of us dislike getting into our email inbox every day. So I would encourage you if you [00:31:30] haven't heard back from each of the people in your tracking spreadsheet, another quick tip would be about two weeks later, just to reply to the email and say, "Hey, Aunt Sue, I just want to check in and make sure you got this. Let me know. Thanks." And just repaying people, because we're so busy. They might have read it while they were on the toilet at work or something. I mean seriously and they might've forgotten.

Christa: Well, we all forget. We just think our brains are falling [00:32:00] out of our ears. There's so much going on. It's like, "Did I respond?" Half the time, my text messages, I'm like, "I responded in my head. Did I actually [inaudible 00:32:07] right." And so don't feel bad, okay? So here are your action items before you meet up with Jordan and I, again, next week. You are going to set aside two hours and you're going to follow the three steps that have been outlined above.

You are going to make your spreadsheet here. Okay. We've got it. It's a template for you. You're going to make your tracking spreadsheet. And then I would venture to say, instead of [00:32:30] two weeks later, I want you to send that out either today or tomorrow. And if you don't hear back from them, by the next time we meet, which is Wednesday, then you're going to email them again a week later and say, "I just replied. I just want to make sure that you got this. Please let me know."

Okay. So these are action items. This is like where the rubber meets the road. You're going to use this document. You're going to do your warm network list. You're going to do past clients, past patients. [00:33:00] And the goal is to

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

create momentum. But now I want to show you if you need more copy. And so I put this together, and you guys got to bear with me, because this is I put together a word document, so that you could copy and paste. So I got to figure out how to share that.

Jordan: And while you're doing that, I'll just reiterate one thing, Christa, which is that, I am 100% adamant that you do free calls with people [00:33:30] during the strategy until you get your first 10 paying patients from it. And then at that point you might be finally busy enough to say, "Oh, well, the first step is actually blah, blah, blah." And we'll talk about that more later, but please just start with those free calls, get people on the phone and have these conversations because that's the most effective way to get new patients.

Christa: Yes. A hundred percent, a hundred percent. And I mean, I did free 15-minute calls, probably the first three or four [00:34:00] years of my practice,[inaudible 00:34:02] a hundred percent conversion rate. I mean, I would say probably it started at 80% conversion rate, but then you go up to a hundred percent conversion rate. We're going to talk about that. We've got scripts for that. And then that's next week. But [inaudible 00:34:14] if you can all see this, can you see as I'm scrolling?

Jordan: Mm-hmm (affirmative).

Christa: Okay, cool. So here's a short description, and you can put it in your own words. I'm one of only a hundred certified Gut Thrive in 5 practitioners in the world. I'm working to become one, [00:34:30] right? And this is what you'll use after on your website or when you want to send out emails. And now you say, you're working to become one and it helps you reprogram your microbiome's genetic code and retrain your immune system to help eliminate symptoms that could be plaguing you for years.

It's tried and tested with 7,000 people from around the world. And then we have here, this is where you insert your own origin story. So this might be really helpful for you. How did you find Gut Thrive in 5? Did you take it? How did it work for you? How is [00:35:00] it working for you now? What's going on with your case studies? What are they experiencing? And I want to invite you now, based upon the rapport you have with your case studies, to talk to them about, I would love to see how this goes, especially if they're getting positive results.

Would you be willing to give me a before and after photo? They are so effective. You guys know I have a TV show with Randy Alvarez, called, The Randy &

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

Christa Show, what we do, we interview functional medicine doctors. And Randy has been a media coach for like 20 years, and [00:35:30] before and after photos are the number one thing that gets people to move towards action, because they want to see the difference. And so that's wonderful collecting them now with your case studies.

And so then you can say, "As a Gut Thrive practitioner, I'm also an expert in nutritionally and clinically supporting the reduction of inflammation, chronic auto-immune or digestive issues, eczema, leaky gut, IBS, heavy metal toxicity. Would you like to sign up for a free 15-minute discovery call?" And then you can, I have [00:36:00] a link here to Calendly, where even you don't have to deal with scheduling. You just load your schedule to this. It's a free tool and it can be something until you get a practice assistant, until all of that's rolling to where you don't have to spend time on the technology going back and forth.

If you're a good candidate for this life-changing work. So you can take Jordan's script and you can mix it in with this one. And here's the longer prescription that you can go through and you can put on your website. So that's [00:36:30] going to be up to you how you want to work it out, okay?

Jordan: Beautiful.

Christa: I want to just show you this. Now that I feel so competent with screen-sharing of word documents, I just want to show you guys, this testimonial forum. Okay. The legality of this, right? See, we're saving you hundreds of thousands of dollars, by the way, I probably spent like more than [00:37:00] half a million dollars figuring out all of this. And I know that Jordan has too, and we've spent a lot of our emotional and psychological energy bummed out because we've tried so many things that didn't work. We've hired so many shady people who say they're the best marketers, right? And it just didn't really work out. So this is as the crow flies, business and marketing information that is tried and tested and our attorneys have put this together.

So you don't have to pay an attorney to do so. So you need a consent and release form. You can just take a testimonial [00:37:30] from somebody and throw it up on the web. So everything you want to do is to be legally protected from the disclaimers in your health intake, from understanding how practice works in your state. And then also just say, "Hey, if you would give me a testimonial to your case studies." Then you're going to have them fill out this testimonial release form. It's simple, sign, print, address, email, and then they

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

can send you back their testimonial with the signed form and hopefully a picture or two pictures. [00:38:00] Okay?

Jordan: Perfect.

Christa: Perfect. Okay. So next we're going to move into other support materials. And so Jordan, do you want to start with touch base on the webinar or the dinner talk model? And Jordan's going to go over what he's prepared for you for that. And then I'm going to give you a sample PowerPoint and show you how to put this together, because it's the next step deeper to get so many clients and so many patients

Jordan: I'm excited about this. And the template that Chris put [00:38:30] together is worth thousands of dollars. I mean, I've worked with practitioners who have to spend thousands of dollars with graphic designers on Fiverr to put this content together and she's done it all for you. I mean, it's awesome. So I'm really excited [crosstalk 00:38:45]-

Christa: ... have hired people from digital marketer, back in 2018 to have the perfect product launch strategy, the perfect script. And so I did that all for you in a PowerPoint template that all you need to do is personalize. So we'll talk about [00:39:00] that in a minute.

Jordan: Awesome. Yeah. So this model can be used for a webinar with a slide deck. Like screen-sharing like we're doing here, you can use it for a dinner talk. The dinner talk model can be really effective to get local patients. You can do teleseminars also with this content. There's a lot of different ways to do this. We're going to talk about in future webinars. If, for example, if you're going to do your first webinar, we're going to talk about, how do you get people to that webinar. And [00:39:30] it's one of those things where, COVID has put a little bit of a spin on this stuff. Doing a dinner talk right now is probably not that realistic, but-

Christa: But it's going to come back soon.

Jordan: It's going to come back.

Christa: I just want to say real quick that I've... When Jordan's saying dinner talk, before I start, I want to come back to camera for a second and say, bloom where you're planted. When I first started my practice, I was a yoga teacher and I started doing sugar blues talks, my fellow [inaudible 00:39:59] enters. You know what I'm [00:40:00] talking about, right? They give you this script and you gotta have

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

the courage and go up and do it. And so I'd be like, "Hey, can I host sugar blues talks?" And I had chiropractor friends, I've hosted 10, 15 people there. I do 10, 15, 20 people at the yoga studio.

Then I started reaching out to local health food store owners. And as things open up, your local health food store is a perfect place, right? So make a list of all of these local businesses, because people need that one and that interaction. [00:40:30] And whether you agree with it or not, they're feeling freer, if they got the vaccine they get together in person. And so things are going to start opening up.

Jordan: Yeah. And it's a very effective model. It's a really effective model because we'll just touch on what you said too. I used to do talks to the Weston A. Price Foundation, locally here in Montana. So you can contact organizations like Weston A. Price. They would have meetings every month at the local public library with hundreds of people who were interested in health. And there's celiac disease associations [00:41:00] in pretty much every town now, the bigger locations for sure, where there's a large group of people who would really benefit from Gut Thrive content. So there's a lot of these types of health organizations too. But like she said, definitely health food stores are great options-

Christa: And helping the restaurants. Like if you guys know [crosstalk 00:41:18] the owner of GOODONYA Organic, I've done plenty of stuff with her. Just make these connections, have lunch with them, share what you're doing. Say you'd love to offer this free. And then at the end of the 45 minutes, you offer them [00:41:30] a free 15-minute call, and they can sign up, give you their email, give you their phone number, or you just give them your Calendly link right there.

Jordan: Exactly. And the pitch for getting one of these talks booked is usually very easy. I mean, really, these organizations or these health food store owners are just desperate for really, really good content. They would love to have-

Christa: [crosstalk 00:41:56] right. And you're educating them on the food that [00:42:00] they're eating. And then they're going to frequent the restaurant more often. Of course, the local grocery stores are like, "Christa do whatever you want." You're creating life

long customers they [inaudible 00:42:11] shopping in my store, like you're increasing the average order value by 20, 30%. I got very creative and started

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

having my local health food stores make three or four recipes and have stations throughout the grocery store tours or you're talking about Gut Thrive.

They can make two or three of the Gut Thrive recipes [00:42:30] and give them out in little cups or have them sip on bone broth. I call the flavor chef and say, "Hey, I'm doing a top. Can you please give away free bone broth?" The [ELDs 00:42:38] community, we really need that. And then we all support each other.

Jordan: Yes, yes. And this marketing strategy is something called education-based marketing. And it's called that because, rather than we're just doing marketing and saying, "Hey, buy my stuff." We're actually teaching them some stuff. And this is a differentiator. So [00:43:00] this is going to differentiate you from CF practitioners who don't do these types of strategies. And this strategy is really effective because you're going to serve them in a huge way.

You're going to teach them some really, really valuable information and help them understand their health on a deeper level. And that is a huge contribution to them. They're going to walk away with value added to them whether or not they end up working with you. And so you're making an impact. You're sharing this content and you're changing people's lives just through this content and in doing [00:43:30] so, you're building a connection and relationship that's difficult to build in any other way.

And the connection and relationship, especially now in 2021 and going forward, connection and relationship matters more than anything else. It's a pendulum swing that's happening in society right now with social media and all these different types of platforms. People are really repelling away from brands, and [00:44:00] they're moving more towards wanting connection and relationship with the people that they work with. And this is an effective tool for that.

And then we're going to get into this more on social media, but I've even done tests where we ran video ads and image ads. And we had the whole white lab coat doctory-type professional photography and video. And we split tested it against them just casually at home shooting a video on their iPhones, and the casual at-home video [00:44:30] on the iPhone resulted in way more patients than the whole professional lab coat type environment. And that's because of that connection piece. So this allows you to get in front of people and have great conversations, do educational-based marketing. And we've given you everything here. This is exactly what to say and do, [inaudible 00:44:47]-

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

Christa: Yeah. So here's the flow. You start, you get your first five minutes, right? And let them know in the beginning that you're going to have an invitation for them at the end, so it's not a surprise. And then you go through your beginning story for 10 [00:45:00] minutes. Like, why should they listen to you? Right? The middle is high level content. I gave you about 20 plus minutes of science, maybe more, so while you're doing 30, it's going to be a combination of these two and what I put together for you. And you're going to share your own case study examples in the webinar that I put together for you. And then you're going to give the invitation, right?

So make sure your homework is to read through this with the first five minutes, right? Jordan, really, you did awesome. Thank you for giving the [00:45:30] entire script here. And practice it in the mirror. Look at yourself, smile. Like if you're not used to being on camera, this is going to be a challenge for you, but it's a good challenge to help you grow. And then people don't have free time or energy these days, right? So you're going to make sure to tell them to eliminate distractions because you're sharing important information that could change their health, right?

And then let them know they're in the right place. So they are like, "Okay, this is a good use of [00:46:00] my time." That's where you go with that. And then I want you to start working on your story and I would love... We're going to take questions at the end of this. I would love to hear some of you, about your story and how you plan to put it together. And then you've got the middle, you've got high level content here, that you go through the overview, which is where you're going to transition. And I'll show you what that looks like in practice.

Now, case studies. This is another great thing while you're doing your case studies [00:46:30] and you have your case study forms that you can now pull and start to work on this. And there is no rush to the finish line, just so you know, if you're sitting here and you're feeling overwhelmed, because now you have all the science that you're working on, how are you supposed to work on the marketing. There's no rush to the finish line. This isn't going anywhere. We've got people who are seasoned practitioners, who are chomping at the bit to get out there, that they can take this and run with it.

And if you're new and you're feeling overwhelmed, just take a deep breath and take the information [00:47:00] in knowing that where you're going to head maybe in a couple of months, if you're not ready now. Okay. You share testimonials, you share the normal price, right? You give them an incentive.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

Jordan suggests and you give them $50 off, especially if you're new, because they watched this webinar. I would like to give you $50 off for X amount of time. And then you're going to summarize everything and give gratitude.

Jordan: Yeah. And this template [00:47:30] can be tweaked a little bit. So the call to action at the end, if you're somebody who's brand new and you are really looking to build your practice and get clients or patients, I would recommend that you instead do a free 15 call at the end of the webinar or dinner talk. But if you're more of a seasoned practitioner, maybe you already have a brick and mortar, and you're adding this, you could begin with a paid consult because you might be too busy to do free consults. So I wanted to just say that [crosstalk 00:47:57]-

Christa: Yeah that's great.

Jordan: ... either one [00:48:00] is fine, but I highly recommend new people always start with free 15s, get people on the phone, get that 80% success rate of converting them into patients. The template that I have there is really just a high level overview. And then Christa has put the whole slide deck together for you, which is so amazing because this takes you through the exact overview template that we just gave.

Christa: Yes. Okay. So, and these are all images that are owned by the whole journey. And we've put together [00:48:30] our own photo shoots. This is my team and I photo shoots for Gut Thrive. And you are legally allowed to use the photos that are in here. So you're going to start with... Here's your template, right? You do have to keep the footer on and keep on the Gut Thrive practitioner. But here, you're going to say you're a certified Gut Thrive practitioner, put your name here, comma, certified Gut Thrive practitioner, put your Instagram handle, if you have an Instagram [00:49:00] handle and put your website.

So at any time they're watching this, they want to check you out. They want to look for street cred, they can do that. Okay. Then you say, this is your [inaudible 00:49:11] taking Jordan's script and you are plugging it into what I've gotten for you here. You're going to say, you're going to list your name, credentials and your company, bullet points about your story, your street cred, and put a picture of you. You're one of a hundred certified Gut Thrive practitioners and then tested and proven with over 7,000 people [00:49:30] from around the world. You give the stats, right? The stats are indisputable. They are undeniable.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

And they're going to make them pay attention because they're not like, "Oh, this is, this is new. I'm testing out with a new practitioner." Yes. Well, maybe if you're new or even, I know we've got a neurologist, but now you're doing Gut Thrive. You can help draw the parallel of why you're bringing this into your practice, right? This is where you can insert your origin story and some bullet points. And then you say, "As [00:50:00] a Gut Thrive practitioner, I'm an expert, nutritionally and clinically supporting the reduction of inflammation, chronic autoimmune." What we've talked about and you do show the problem, right?

Gut health is foundational to the whole body, and you show them how the symptoms they're experiencing are connected to that. You can show the problem, as Jordan said, it's an epidemic. How many people are struggling with this? And I'm telling you all of these collective, way more than a hundred people listed here. Like all of these people [00:50:30] could have a completely different experience of life. And then you want to connect to them, "Hey, what's your journey been? Have you been to a lot of doctors and naturopathic doctors who've done the DIY thousands on your health?"

Let them know it's reversible, that it's not about the disease state, because many people you're working with. I mean, for these guys have some pretty complicated case studies and I'm very proud of them. They're diving into heavy stuff. So they're going to be working with this, right? [00:51:00] And it's not even about the bugs. Natural health people are going to talk about the bugs, ad nauseum, where medical professionals are going to talk about the disease state. It's not about that. It's about the microbiome.

All the copy is here for you. You are legally allowed to use this. It has taken me a long time to compile stuff like this. And I'm telling you, I've given this webinar hundreds of times, and it is powerful. It has made a multi-millions of dollars, this webinar. And I know it [00:51:30] can really serve you. Help them understand how their whole life experience... Oh, well they had chickenpox as a kid. Oh, okay. Now, you know you've got the cytomegalovirus in your system. You had mono in high school. Well now there's Epstein-Barr.

And all those strep throat infections that you had to get your tonsils removed, it all plays into their current state of health. And that is remiss in the traditional medical system. You're restoring a well-balanced community. And then here you go, you go through the five [00:52:00] steps, all right. You guys know the five steps, so I'm not going to jump into them. But all these photos, these are all photos that we've taken together on a sample day. So the thing is,

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

people want and when they sign up for something, they want to mitigate uncertainty as a culture. We have uncertainty avoidance, right?

So if we're like, "Hey, you're going to go through these five steps, take a look at this food. You're not going to eat sticks and twigs and weird stuff. You're going to eat real food and you'll be able... I'll teach you how to make it. I'll teach you how to make [00:52:30] it fast. Spin it two, three hours in the kitchen on Sunday, have 15 minute meals for the whole week." And just talk like a real person and say, "Hey, just a couple of weeks in, now that you've experienced this yourselves and with your case studies, look what you're going to do. This is what you're going to do just a couple of weeks in, but this is more importantly what you're going to get. Here's what you're going to do. And it's going to get you energy and vitality, less pain, livers boosted, right?"

Start to add your own personalization here with case studies and a photo, like bring each step to life, [00:53:00] right? "For this person, chronic migraines went away just after step one. We didn't even get into the meat and potatoes of the program." Then you're going to explain our way of purging pathogens, right? At a case study about the pathogen purge, you're talking about the right herbs and the right amounts, the formulas they're going to be using. Make sure they know here that there are supplements involved. And they are an essential form of executing the strategy. So they're not surprised, "Oh, there's supplements involved too."

[00:53:30] And we built in a model, which we'll talk about in the next webinar where you can sell the program, including all the supplements. So it's like one price that they pay. So you're going to play with price structure and how to lay out your specific packages in the next webinar. Going through reseeding, all of these graphics, we hired a designer and I was like, "This is what I want to communicate. I want to bring the lactobacs to life. I want to bring the [inaudible 00:53:54] bacs to life and bacillus, and I want every human to just understand what's happening [00:54:00] in their body."

And so you've got to like, Jack is so great with the military analogies, with the microbiome. And so they're really present here and they resonate with people. Show them what leaky gut is and how you're healing, that, how it affects their brain and the bloodstream. Get them really inspired. Then top in a testimonial, talk about HCL. We're jumping into that in our next clinical webinar. Talk about terraforming. We're jumping into that too. The HCL challenge and terraforming, [00:54:30] then a case study.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

You're going to get a brand new operating system. You're going to touch base on the pandemic, "Hey, this is going to safeguard you against COVID in the future as well." If that's a concern for you or people who have already had it. You're going to explain germ theory over terrain theory. You're going to reiterate that it's tested and proven, and they're going to be thinking, "Is this right for me?"

And then you need to ask them, right? "Are you willing to stop eating the things that don't agree with your body?" You don't want a client because of the case studies that are like, "Oh, but can I still [00:55:00] eat gluten and drink wine on Gut Thrive?" Now you're not the right client. You need to do sales prevention here, right? Say, "If you're not ready for this, then you're not ready for this." Right? You're not looking to just get anyone. You're looking to get people who genuinely are ready to change their life and to evolve their physical health and all aspects of their being. So you're going to ask them these questions, then you're going to do the invitation and Jordan, I'm going to toss to you for the invitation.

Jordan: [00:55:30] This is so valuable, Christa, when you said you were going to include this, I was blown away because, every marketer's dream is to have a webinar template that's tested and proven, the exact content that you've used to convert a lot of people in those programs. So I will just share, I want to get to Q and A. I want to make sure we have time for that. So I want to share three quick things about a webinar or dinner talk that I see are probably the most common mistakes.

Number one is to have fun. Like this goes back to the frame, [00:56:00] the announcement conversation we had earlier. If you're having fun on this webinar, the people who are on the webinar or at the dinner talk are going to have fun. If you're constricted, contracted and nervous and not breathing, you're probably not going to have fun. And everyone's going to have that same experience. So number one thing, I've watched a lot of practitioners do their first webinars and coach them through it, and my number one thing is, stop, take a breath, [00:56:30] have some fun. Have some [crosstalk 00:56:32]-

Christa: I just want to say, before every webinar I do and I've done, I don't know, probably more than a thousand now, even before I meet with you all each week is, I do a five minute meditation, right? And how do I do it, a grounding and I ground myself. I clear my energy of all other thoughts and energies and all this stuff that life brings. You do it for protection as well as energetic protection. And I

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

tell you a little prayer, like, "Please, work through me to give me everything that they need."

And so I think that that's [00:57:00] really nice to know. I mean, those of you that are connected to higher power, like please work through me. I would get nervous before going on TV? And I'd be like, "Oh, that's just my ego. This has nothing to do with me. Please just work through me to be of the highest value." Right? And so, if you get nervous, just know it's not about you, it's about a mission. It's about helping others. And you're being used as an instrument to do that. And so who are you not to thrive and show up energetically, confidently, emotionally in a way that [00:57:30] inspires people towards action that's for their highest and best good.

Jordan: Well said. And that leads really well on the number two, which is this slide. When you get to the call to action, the invitation to work with you, I've seen so many practitioners do their first webinars. The first 45 minutes is great. And then we hit that offer at the end and they contract [crosstalk 00:57:49] and it all falls apart. And they flip into this weird, like, "Oh, now I'm doing the marketing and sales. And now I feel weird." And their energy changes, their tone inflection changes, everything [00:58:00] falls apart and they don't convert well. And so again, this goes into our conversation earlier, which is just really feel into the thousands of people that are going to be impacted by your work and your invitation to work with you is actually doing them a huge favor.

Previously, they didn't know about you. Previously, they didn't have access to this Gut Thrive content, and now it's here and available to them. And it's not your responsibility if they say yes or no, or choose it. What is your responsibility is to make the offer and let them decide. [00:58:30] And it's not your job to convince them, if they're ready they'll choose it. And you're here to serve that. But it's just when you get to that 45 minute mark, and you're leading into the invitation, keeps that energy going, because you've just built up this excitement around them.

They have new education, they have a solution to their problem, they didn't have before. And now you're saying, "Hey, let me do this with you. Just come work with me. We'll have fun. We'll take care of your gut health." It is one of the most authentic and integrity offers you could possibly make. And so [00:59:00] track that. And sometimes I have practitioners just pause and take another breath before you get into that because you just got to stay grounded in the importance of what you're about to do and not get stuck in your head with the sales and marketing piece. So that's number-

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

Christa: Retain your authenticity because we all want connection, connection's healthy attachment is not attachment to the outcome, right? All of that. It's just a connection. You can let go of the outcome. Okay. So become a psychiatrist. I want you to put your own [00:59:30] testimonials here. If you have to use ours, it's okay, because I pop these two in, but I would much rather you put your own so you can speak to them with a different type of energy.

Jordan: Yeah. And then Christa, the third thing I just wanted to bring up quickly is you've done thousands of webinars. I think I've done over a thousand webinars too. I used to suck on camera. I used to be so weird on camera and Christa, you've had media training. I mean the third tip I would give people is, do a little crash [01:00:00] course of your own media training by setting up your iPhone or turning on your webcam and filming this presentation, either as a dinner talk or recording your screen on something like Zoom, with no one there and watch yourself. And it's uncomfortable, but I used to think I couldn't do camera. I used to think I couldn't film things. And I just said, "One day, I'm going to figure this out. And I took a whole day and I filmed 40 different episodes of a 20-minute gut health episode that I was filming.

And it took me [01:00:30] to the 40th time to actually be like, "Oh, it's pretty good." But you notice weird things like you might notice that you're talking a little bit too quietly, or you'll notice that on camera, hand gestures or movements or vocals are diminished a little bit on camera. And so if you want to express yourself, you almost have to overexpress yourself so that the camera can pick it up. And those are things that you're just not going to notice, unless you just sit down and record yourself and it's going to be awkward and weird and no one's going to see it and you can delete it afterwards.

But [01:01:00] I promise you, if you just do that one thing before your webinar, it will be so much better. It's just so important to see what you look like on camera and realize, "Oh, what if I did this a little bit differently? Oh, what if I moved a little bit more and a little bit more relaxed and smiled over once in a while?" Those types of things really do matter.

Christa: Thank you for that, J. And I also want to say, if you're held in on not being on camera, you also don't have to be. There's this ScreenFlow. I like to use the app ScreenFlow. [01:01:30] You may have QuickTime Player on your computer screen, so you can get in the App Store. It's a hundred dollars. And if you've done Kick Candida, I did all of that through ScreenFlow and I'm not on camera for that one. And so if being on camera is going to stop you from getting this workout,

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

remove that element for now and just do a ScreenFlow with audio. So you can have your notes next to you and your script next to you.

If you're not used to that and you feel like you'll do, but still you would do a practice because your tone and inflection is going to be very important. You don't want to sound [01:02:00] robotic like you're reading from a script, so to speak.

Jordan: Well said. Yeah, that's the number one mistake I see with the audio only is, you'll start reading and everyone can tell you're reading and that is not okay. It's not going to work. So yeah, those are my three big things for webinars or dinner talks that I wanted to share.

Christa: Okay. Can you talk about the cost and special offer we've got up here?

Jordan: Yeah. Again, if it's going to be two different options, if you're [01:02:30] new and you want to get your first 10 people, or you're just starting out, I highly recommend that you do a free 15 and just let them know, "Hey, the next step is to book a free 15 minute session with me. I've got some time available in the next couple of weeks." It depends on the software that's available to you, but you want to make the link available to them. So if you're using a software like this, like Webinar Jam, you can post the link or you can post it in the chat. I would highly recommend that you just try to make it very easy to say, so it's simple for them, [01:03:00] but that's the biggest, most important thing is that you tell them exactly what to do, you say, "Hey, go to thewholejourney.com/book or-

Christa: Yeah. Your company/book can be a Calendly link that you disguise and you just give the 15 minute sessions and I would give them a time limit, "You want to do this within 48 hours and the call will be free."

Jordan: Exactly. Yep. And there's always a benefit in having some kind of deadline or something [01:03:30] to promote or motivate them to take action. So like she said, making the free 15s available for the next 48 hours, or if you're doing a paid consult, that's normally $30 or normally 250 for a new case review. You would say, "I'll discount at $50 for those that have attended this presentation and you can get that for the next 48 hours."

And that's really it, it's just to make sure that you're making a really congruent offer where you're saying, "Hey, all this stuff, I just walked you through. I walked you through the five steps. I showed [01:04:00] you how they impacted people's

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

lives. And I would like to take you through the five steps. Here's the next step to take right now so that I can help you." Then that's either the free call or it's the paid case review, depending on where you're at with your career in your practice.

Christa: And to be clear, you're not putting that, everything in red is for you to shift. Like that's [inaudible 01:04:18] you to see enough for them to see. So this is not going to go on your slide. This might be your script and you decide how you're going to do it. And I would end with a powerful quote, [01:04:30] when diet is wrong, medicine is of no use, when diet is right, medicine is of no need. I'm sorry for the medical doctors, I know you do new medicine from time to time, but something that really resonates with you in your health journey. I would end something powerfully there and find a graphic. Don't just grab a graphic from Google images, you'd get in trouble. Find something that you've either taken yourself or buy it from a stock image.

Jordan: Yeah. I'm glad you said that the red is stuff for you to change, that's from my template. So [01:05:00] the stuff that's in quotation marks, there is actually a script that you could say your own version of. So we don't need to spend too much time on exactly what to say right now. It's all typed out for you to read through and get comfortable with it, and then you can replace it and update those slides with what's true for you.

Christa: Perfect. Okay. So then I just want you to see one more thing before we open up for questions. Let's go back into the actual portal under business [01:05:30] and marketing. So again, all this stuff is going to be here. Everything you're going to go into resources, business and marketing, and everything for all the business stuff is going to be here. Here's everything we went over based upon, we've got a word doc for that or a PDF.

You've got a word doc, you've got your word or PDF for Jordan's dinner talk template. You've got PowerPoint for the practitioner webinar template I put together. And then here is a webinar that I did, and that is on our site. It is not going to [01:06:00] be relevant to you. You are not to use it verbatim. You are not to use it word for word. You're to use it for inspiration because it's what we use as the lead magnet, so to speak, for our Gut Thrive program, to get groups of people to come to join.

And you're going to talk about one-on-one. People don't have enough one-on-one attention, which is part of why I wanted to do this practitioner training program. How you're going to really learn to understand them. You're

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

going to dive into their history. You're going to show them how the whole picture of their life is now presenting with what [01:06:30] they're dealing with now. And so you can watch this webinar, it's 55 minutes or listen to it on a walk before you shoot yours so that you can start to get some terminology down, cadence flow and see what it looks like in action. And I think this one's there by mistake. Brent, maybe put a replay from Jack there by mistake. So probably remove that one. And then next week we're going to talk about converting the client or patient with the right offer.

[01:07:00] And we're going to head in to that one and Jordan's going to be there. And so now we're going to take questions for the next 10 to 20 minutes, I'm going to open up the chat. Let me get in here, and I would love to see what questions you guys have, how you're feeling about this. Do you feel you can do it? Anything that you want to ask us, we are here and we're able. [01:07:30] So like the box says, don't be shy and start chatting. Is there anything else that you wanted to add to all this, Jordan?

Jordan: Yeah. Well, we're going to talk about the scripts to use on a free call and things like that. But I just can't stress enough that, marketing and sales, it's got a bad rap. And so many of us, especially I found really skilled healers in our space, have a lot of limiting beliefs [01:08:00] around. And I did too, by the way, I had to work through a lot of those. It took me years and so you're not alone, we've all been through it. I think it's just maybe a by-product of the type of people that we are that become healers. We have some of that stuff.

And if you can find a way to be in integrity with marketing and sales, and if you can tap into that, you will stand out. You'll be in the top 1% of all practitioners and people will be so drawn to work with you., [01:08:30] because you're going to be doing the biggest thing, the most heavy lifting thing that no one else is willing to do. And so I just want to welcome that because if you do that work through this process, you're going to unlock a whole new level of success that most people will just not be capable of accessing.

Christa: We're in a whole new level of fulfillment. It's just, I feel I know my goal of life is self-actualization and self-actualization means I've got to continually face myself over [01:09:00] and over and over again, right? And to really live in honest, open, authentic life and self-actualize, and then it's easy and you're not like I'm on and I'm off. It's just, you just are, right? And I want that for all of you and I want that for the planet. So, all right. Let's see, we've got, oh, well, not that many questions, but a lot good. Looks like you guys are happy, Catherine, Anna, everybody's excited. Rochelle blessed to be here, [01:09:30] get your emails out.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

I love it. Sharon, "I'm not sure if this is for the webinar, but I'm in a red state and working one-on-one is tricky. Do you have any suggestions on how to do this legally?"

That's not for this webinar. That's to send in Sharon to Nicole because we need to know what state are you in and what are your credentials? And that's come up with a couple of people. And so Nicole can point you in the direction. There's no way that we can guide you on that specifically, because there's no way we're going to look at [01:10:00] every single state and the restrictions in every type of health practitioner training.

But there are some ways to get around certain things, like if a naturopathic doctor necessarily can't work out of state, right? Then they can use their health coach certification to administer the Gut Thrive practitioner portion because, right? So there's things like that. So you can write in and get Nicole's feedback, and then see how, I don't like the saying, but there's more than one way to skin a cat. [01:10:30] Rochelle [inaudible 01:10:33] pumped, to get the emails as Susan Erica, you're so welcome. Love this mission. Emmy, "Amazing information, makes me excited to get this into the world." Awesome. Cindy loves the info on the slides. Allana, "The PowerPoint is amazing."

Yeah. So you should present that. You should present the PowerPoint. I put it together specifically for you guys over the last couple of weeks to take it and make it your own. You are not to work in groups, [01:11:00] okay? You are not to work in groups, I give you my life's work here so that you can take it and build a one-on-one very successful practice and in the shortest amount of time. I don't want you to go through all the roadblocks and hassle that I went through or that Jordan, that you went through. When we first started doing this, I mean, you were back with Ramit [Sethi], Jordan's story moved before anybody was doing anything online. And so we seem to change a lot and we've been pioneers [01:11:30] in this digital health space.

Jordan: Yeah. Just make sure you change the templates around like a lot of that stuff that she has in there is notes about what you should do in that section. So be careful to audit the slide deck and make your own.

Christa: You don't get a second chance to make a first impression. So I'll tell you the best. I remember the best advice I've ever gotten, it's more important to do it right than it is to do it fast. And so go over it and over it and over it and make sure that before you record, there's nothing that goes out, [01:12:00] that should be for you and not that the end use client or patient. Yeah. Okay. Jess, so

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

excited, asked a question, "When they go to the link to sign up for a free consult, do you use automation to send them a health intake form?" Great question. "If so, do you have them email it back to, or do they have to fill it out and then move forward to confirmation?" It makes perfect sense. So Jess, Nicole is going to work with one of our actual practitioners [01:12:30] and teach you Practice Better.

And so this is going to be awesome. You guys are going to learn practice better. It's going to save you the cost of having to have a business assistant. And you're going to get to upload, because I'm going to show you the handouts that you're going to get out in each session. You're going to get to upload these handouts, including your health intake. And so once they sign up for you, then you'll be able to automate that process through Practice Better and automatically send the health intake. And so that it's just a lot less logistics for you.

So hold on for that. If you're literally like chomping [01:13:00] at the bit and you can't wait, we're going to have that before our April 7th webinar. But if you can't wait, then you got to go old school, have them sign up through Calendly, it's free. You could do it right after you get off here. And you're going to have to email them health intake and they're going to have to email it back. The other thing you could do is get your web developer to build a form, right in your website. So you just send them a link, fill this out, otherwise, Practice Better will send it out for you.

Jordan: I'm a huge fan of Practice Better. So it's like $49 a month. This is the [01:13:30] stuff that we used to spend like a thousand dollars a month to have all these different services and all these different platforms and all this back and forth of like fill this out and then scan it and send it back into me and just, it's such an awesome tool. It does it all for you. It's all automated.

Christa: It's such a brilliant creation.

Jordan: Oh yeah. I mean, getting the consent form signed, it has a signature service inside of it. Now we used to have to pay for DocuSign and all this stuff [crosstalk 01:13:55] amazing.

Christa: Can you imagine when we were pract, [01:14:00] I'd have less gray hair. You'd have more hair if this was all fine. When we were like in the beginning of practicing, they read to do all these things archaically and now it's automated. Okay, so Allana, this is an important question. She says, "Present this in our

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

free 15-minute consult or actually go over the client's health issues?" No, everything that we're giving you is before you get to the free 15-minute consult, the free 15-minute consult, we're going to talk about next week, right? Jordan, [01:14:30] and where you're going to say, "Okay, tell me a little bit about what's going on with your health." Give them three to five minutes to what's going on with their health and then you're solving the problem.

Okay. Well, in Step 1 of Gut Thrive, we're going to start cleaning up foreign proteins from your digestive system and start to alleviate constipation. We're going to lower the inflammation set point. So within the first couple of weeks of working with me, you're going to start to have less joint pain and sleep better, and we're going to prime your body. [01:15:00] It's like cleaning before you do a deep clean, and then we're going to purge these pathogens that you have collected throughout your whole life experience.

And you're going to watch your health and your metabolism shift. You'll be losing five to seven pounds during this time. And you're going to get them excited and get to walk them through what they're going to go through. And at the end you say, "Okay, well, my schedule is pretty busy. I've got time this week or that week. Here's my initial consult fee. Would you like to sign up for free for an initial consult?"

So that's what that 15 minute call is going [01:15:30] to be. And I'll tell you, I would do them all the time. And then after a year or so of doing that, it was 100% close rate. [Carrie 01:15:38], "Maybe we could put a watermark on practitioner-only slides." You don't need a watermark on practitioner-only slides, because I put the practitioner-only stuff in red, that's like, "Hey, you have work to do here, right?" So you don't need a watermark on them, just change the stuff in red to black and make it change the language.

Jordan: And [01:16:00] then you have the scripting of what to say, the actual, how I would word it is on the template overview. I put a lot of, how I would say things, like how I would do the introduction, how I welcome people, how I frame the free 15-minute call or the paid call at the end, and how I invite them to join it. So that whole thing is scripted out. And you can flip back over to that template and find the quotation mark parts of that, which is just going to help you practice how to say it.

Christa: Right. Yep. Okay. [01:16:30] So Rochelle, we covered this. Yeah, with [Aja 01:16:33] and the free 45 minute or free initial consult. You're too seasoned to do that. It's 15 minutes and you're not using a health intake. You're literally saying, right?

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

Like, "Give me five minutes to go over, what are your top five symptoms and issues? How old are you? How long have you been struggling with this?" Right? Let them feel heard, solve the problem and book the consult.

Jordan: And I'll just add too, with the free 15s, I always... [01:17:00] Like with Practice Better, there's a check mark that says, "Do you want to block off more than 15 minutes?" And I always block off at 4:30 and recommend people to block off at 4:30, 4:00 or 4:15. It sets a better expectation if you can knock it out in 15 minutes. But honestly, a lot of them do take like 20, 25 minutes.

Christa: That's for new practitioners [inaudible 01:17:19] for like 10 years. You knock this shit out and you can do it, but if you're new, then you can go 20 minutes up to 30 minutes and that will build your confidence. Okay. Cool. [01:17:30] All right. Looks like you guys are stoked. All right. Yes, Naomi, yes. In the 15 minutes we're qualifying the leads. Carrie, confidence booster from how I was feeling this morning. Anna, chomping at the bit, the webinar info is amazing. Jess, wonderful.

Awesome. All right. Will we be able to drop the link to the survey that drops them into a program into Practice Better? I don't know about that. So I'm going to have to ask Nicole, you're talking about the assessment. [01:18:00] If the assessment can be in Practice Better, that's going to be a Nicole question. I'm sure she'll dress that. She's rolling with the Practice Better person. She's filming that for you and that's her lane. So we'll let her answer those questions. Caitlin, this is a good question, "Jordan, do you present the price of the program at the end of the webinar, or do you present that on the 15 minute free consult?"

Jordan: So again, if you're a seasoned practitioner and you are not doing free consults, then by default, you are going to be presenting [01:18:30] a price at the end of the webinar. We're going to talk about that, when we talk about practice architecture and we're going to talk about the difference between packages or pay-as-you-go models. So more to come on that in terms of what price to offer, but if you fall in that category of, "Hey, I've been doing this 20 years." You're a seasoned practitioner, you are not needing clients really bad right now. I would recommend that you do a paid offer at the end of the webinar.

And then we have two options for you that we'll discuss, [01:19:00] but yes, you do offer. And an example that we gave, you're offering a... That would be a pay-as-you-go offer for the first appointment. If you're doing a free 15 minute, and you're doing that as your call to action at the end of the webinar, you don't

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

talk about any of your pricing yet, that will be covered during your free consult that you do. So we'll get into how to do that in the script for the free call, but it's confusing to get into pricing and then offer a free call. And so I don't do it usually.

Christa: Yep. I'm with you. I want to just show you guys before we close out. Yes, Allana, the [01:19:30] webinar's recorded and just like all of them, the replay comes out the next day and will be loaded into the portal. It looks like everybody's pretty excited and not overwhelmed, but if you want to take in all the information, then take action after that, certainly a choice. And so I just want you to know the flow of what we're doing, right?

So we're setting you up with what we did here today. I think this needs to be removed with Jack, and then we're going to meet on Wednesday and here's where we're going to go into detail, [01:20:00] when we talk again, when Jordan's coming back with us. He's going to go over the free discovery call for either paid, it's either free or paid, depending on your level of practice, then we're going to go through it, testing out of price structure.

You all live in different parts of the country and different parts of the world, and we're going to help you figure out how to price it so that you can move forward with this work. Okay. How do you know which option to lead with? Should you do a package or should you do pay-as-you-go? And then I'm going to go through the step by step session layout [01:20:30] that you're going to end up loading into Practice Better to automatically deliver the handouts to your clients or patients.

And then we'll follow that up with Nicole's, Practice Better. Her Practice Better presentation, she does to you is going to be loaded here by April 7th. Then I'm going to take you through more on the energy, like entrepreneurship, healers, it's a spiritual journey of right accountability and responsibility. How do you spend your time? How do you hold boundaries? How do you put [01:21:00] the onus on them to be a self-healer? How do you sell supplements authentically and with integrity, right? Because that's another energetic piece.

If you feel awkward about being like, "Oh, the supplements are five to $700." They're going to feel that, but it's all in how you present it. And this is the best thing you could possibly do, because we're training self-sufficiency within the body. So they don't need supplements after, right? You've got a lot of practitioners that they're just trying to get that retention, to keep them on supplements where we want the bodies to take over. And you're going to

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

explain [01:21:30] that. And then we'll talk about touch base on technology questions in the third webinar. And then Jordan is a social media guru. So he's going to touch base on choosing one platform only, probably going to focus on Instagram.

We're going to talk about content recipes when you are sharing this work. What is allowed in the Gut Thrive model, to share for the practitioners. How, if you should do a super niche or if you should be just an overall gut and immune specialist. [01:22:00] People aren't going to blog really any more comments, like the hashtags or the new search engine optimization. So if you want people to see your posts, you're going to have to really learn hashtags so that they can find them. And then he's going to talk to you about how to boost posts regionally so you can grow your practice locally. And then at the tail end, we'll talk about using email effectively over time. There's a lot of censorship going on. We're going to talk about how to build a relationship and customize and [01:22:30] store [inaudible 01:22:31] to see if I can get Jordan on that webinar with us too.

We'll see, maybe he'll have so much fun. He'll come back. So that's all. Okay. Teresa, "Are most people going to ask what the price is at the end?" This is the last question, Jordan, if you can answer this and then we will put a pin in it until next week. Are most people going to ask what the price is at the end, if you're doing the live dinner talk model webinar? How do you field those questions, [01:23:00] if your plan is not going to cover pricing on the free call? I mean, I would just share the price button.

Jordan: Well, then we can get into this with practice architecture, but you can just let them know that you have a couple of different packages, a couple of different options, depending on where they're at. And so, the packages and the pay-as-you-go structure that we're going to have, is going to be based off of what they're dealing with and how you're going to take them through the Gut Thrive protocol. So I would just feel that question by saying like, "Hey, I have a couple different options available. Normally, an hourly rate is [01:23:30] this." Which is going to be a higher rate than what the packages have available. And you can say, "But during our free 15, we'll discuss what's going to be the best fit for you. And how we might be able to discount my package for you."

So it just leads into the conversation better and the free 15. Again, if somebody is like, "Hey, I don't have any money." Then it's probably not a good fit for them to work with you right now, until they have the more resources to be able to invest in you. So I [01:24:00] don't like it when my practitioners publish all their

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.

prices publicly on their website and talk about the prices all the time, because that tends to stop the relationship from building and the connection from happening and the trust building. And once that is there and you talk about price, it's a whole different experience.

Christa: Yep. Unless you're a seasoned practitioner with a wait list, like all of my prices were published. You have to pay the consult fee before you ever showed up, and you didn't get it back if you canceled. It [01:24:30] just depends on where you are in your level of practice, but definitely on the beginning, you're just [inaudible 01:24:35] more connection and referrals.

Jordan: Yeah. And we're going to continue to have these two answers to every question, because I work with a lot of businesses where I'm scaling them up and they're already really well-established and that has one answer. And then there's the needs of the person who's just starting out or just going virtual. And I have different advice depending. So there's always going to be two answers to most of these questions as we do these next few webinars.

Christa: [01:25:00] Totally. You're awesome. I'm so grateful. This is really fun doing this with you. Thank you for all of your magic and brilliance and authenticity you brought here today.

Jordan: Thanks for having me. It's always fun to play. [crosstalk 01:25:14]-

Christa: You always want to play. Yeah. All right, everybody. Catapulting you Catherine to the technological presence. Danny, 14 years hasn't posted.

Jordan: Yes. Yes.

Christa: All right. You guys, you're so welcome. [01:25:30] We're really excited for this sharing with you and we'll see you next week. I believe it's going to be Wednesday, where we're going to talk about practice architecture. All right.

Jordan: Thank you.

Christa: Thank you. Have a good day, everybody.

Jordan: Take care.

Christa: Bye.

© 2021 THE WHOLE JOURNEY. ALL RIGHTS RESERVED. Content may not be reproduced in any form.