

Dr. Erich's Practice Wealth
V.I.P. Private Mentorship Program

CONFIDENTIAL APPLICATION



**FAX COMPLETED APPLICATION TO (877) 808-6046
to see if you are eligible for the 15-min. Private Phone
Consultation with Dr. Erich.**

Name: _____ Spouse Name: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Optional - Home Address: _____

Business Phone: _____ Home Phone: _____

Cell Phone: _____ Fax: _____

Birth date: _____ Years in Current Practice: _____

Email: _____

**Please rank each of the following marketing-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1 - 5 scale:
1 = insignificant to 5 = very significant.**

ALSO, number the eight most important items to you 1 thru 8. 1 = most important of all.

<u>No.</u>	<u>Ranking</u>
_____ Advertising effectively	1 2 3 4 5
_____ Generating sufficient QUANTITY of patients	1 2 3 4 5
_____ Controlling costs of advertising, patient acquisition	1 2 3 4 5
_____ Patient retention	1 2 3 4 5
_____ Stimulating repeat business from patients	1 2 3 4 5
_____ Stimulating referrals from patients	1 2 3 4 5
_____ Clarifying my USP, Positioning, Marketing Messages	1 2 3 4 5
_____ Taking advantage of new opportunities, technologies	1 2 3 4 5

Please rank each of the following financial-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale: 1 = insignificant to 5 = very significant. ALSO, number the six most important items to you 1 thru 6, 1 = most important of all.

<u>No.</u>		<u>Ranking</u>				
_____	Finding time to implement	1	2	3	4	5
_____	Getting employees and/or associates "on board"	1	2	3	4	5
_____	Hiring/training/managing employees	1	2	3	4	5
_____	Setting, selling and commanding premium fees	1	2	3	4	5
_____	Taking a satisfactory amount of time off	1	2	3	4	5
_____	Having a long-term retirement/exit strategy	1	2	3	4	5

<u>DO YOU REGULARLY OR FREQUENTLY USE:</u>	<u>YES</u>	<u>NO</u>
Direct Mail	<input type="checkbox"/>	<input type="checkbox"/>
Broadcast VOICE	<input type="checkbox"/>	<input type="checkbox"/>
Web Site	<input type="checkbox"/>	<input type="checkbox"/>
E-Mail	<input type="checkbox"/>	<input type="checkbox"/>
Print Media Advertising, Local	<input type="checkbox"/>	<input type="checkbox"/>
Radio/TV Advertising, Local	<input type="checkbox"/>	<input type="checkbox"/>
Publicity/News Releases, Local	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter	<input type="checkbox"/>	<input type="checkbox"/>
Personal Networking	<input type="checkbox"/>	<input type="checkbox"/>
Tele-Marketing	<input type="checkbox"/>	<input type="checkbox"/>

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY GENERATES NEW PATIENTS FOR YOU? _____

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY STIMULATE REPEAT BUSINESS, LOCK IN CONTINUING OR RENEWABLE INCOME AND/OR STIMULATE REFERRALS? _____

BRIEFLY DESCRIBE CURRENT PRACTICE (AND ATTACH ONE BROCHURE, SALES LETTER, WEBSITE, OR OTHER DOCUMENT REPRESENTATIVE OF YOUR PRACTICE).

DESCRIBE 3 MAJOR GOALS YOU ARE WORKING TOWARD:

#1:

#2:

#3:

DESCRIBE 3 MAJOR SOURCES OF STRESS, FRUSTRATION OR UNHAPPINESS THAT INTERFERE WITH YOUR PRODUCTIVITY AND ROB YOU OF PEACE OF MIND:

#1:

#2:

#3:

YOUR OFFICE

Type of office (home, store front, office blg) _____

Square Feet: _____

Office hours: _____

Number of hours you work, average week: _____

Number of hours you'd prefer to work, average week: _____

% of work-time you rank as productive: _____

No. of hours per week you work "on" vs. "in" your business _____

No. of weeks of vacation taken: 2016: _____ 2017: _____ 2018: _____

No. of weeks of vacation you'd prefer taking: _____

Actual Collections in the last 3 years - 2016: _____ 2017: _____ 2018 _____

READINESS ASSESSMENT

RANK YOURSELF IN MARKETING EXPERIENCE: (Mark one)

_____ Very knowledgeable; serious student; very active in using strategies

_____ Very knowledgeable; serious student; but not very active in implementing

_____ Somewhat knowledgeable; actively implementing

_____ Somewhat knowledgeable; but not very active in implementing

_____ A relative novice

WHY DO YOU WANT TO PARTICIPATE IN THIS VIP PRIVATE MENTORSHIP PROGRAM? AND, WHAT DO YOU WANT TO GET OUT OF THIS PROGRAM?

Practice Wealth VIP Private Mentorship Program

Benefits Include:

Dr. Erich's New and Updated Practice Wealth System (**\$8,000 Value**) plus the following:

* *If you already own the Practice Wealth System, you get full credit for what you paid.*

- Dr. Erich's Monthly Practice Wealth Newsletter
- Done-For-You Monthly Patient Newsletters – totally editable so you can mail them to your patients
- Monthly Tele-Training class with Dr. Erich & Recording mailed to you on CD for your review
- CD of the Month interviews mailed to you each month
- Weekly Patient Handouts and Dr. Erich's weekly success message e-mailed to you
- Monthly 'one-on-one' pre scheduled personal coaching call w/ Dr. Erich (\$4,800 Value)
- Closed door One-Day "Mastermind" meetings facilitated by Dr. Erich (Value \$20,700).
As an added bonus, you can bring your spouse/significant other to each meeting.
- Two registrations for the yearly Bootcamp for primary doctor and spouse (\$2,997 Value)
- Special EXCLUSIVE session with Dr. Erich and the VIP Group get together meeting at the yearly Members ONLY Bootcamps for you and your spouse (\$5,200 Value)
- Monthly CA training calls with Dr. Erich. He trains your CAs (Value \$4,800)
- 24 Hour Direct Access to Dr. Erich's by personal e-mail and personal phone.
- Automatic access to all Teleseminars...(Value \$1,000)
- Special VIP Group ONLY Telecoaching calls where we mastermind in addition to the personal calls with Dr. Erich. Plus replay access to the most recent calls on member website. (Value \$ 1,397)
- Mystery shopping calls to your office by my staff (Value \$697)
- Teacher Appreciation Day Massage Marketing Program (Value \$497)
- Dinner Fundraiser Program & Turkey Day Marketing Kit (Value \$497)
- FREE copy of Dr. Erich's Live One-Day Training Seminar DVD's (Value \$997)
- Advanced Opportunities to get "first crack" and "discounts" for All New Practice Wealth Products & Services.
- Extra Discount on Dr. Erich's Million Dollar Weight Loss Program
- \$6,000 OFF a personal In-House consultation (regular fee \$9,900) Personal In-House consults are only available to VIP members.
- Digital thumb-drive of Dr. Erich's entire Practice Wealth System and bonuses (Value \$8,000)
- Access to Dr. Erich's Million Dollar Rolodex for vendors and contacts
- 20% off all Toolbox products (does not include other vendors, with some exceptions)
- Special quarterly gifts sent to you, specially selected by Dr. Erich
- WL Club Benefits FREE for active West Coast buyers (*must have the Weight Loss Marketing kit*)
- Instant 24-7 Access to Secret VIP Members ONLY Website
- 10% DISCOUNT Savings on West Coast Anti Aging orders over \$200 (*for limited time*)
- Dr. Erich's New Book: "Patients for Life"
- Audio Recordings of previous VIP Group meeting sessions (not for sale)
- **Total Value: Well over \$ 78,000.00**
- Limited to exclusive small group, you must qualify and by invitation only!

Membership Criteria:

- Be willing to present your greatest successes at the Bootcamp, share during the meetings, your successes, victories, failures, frustrations and problems, so everyone in attendance prospers.
- Have an honest desire to grow your practice to 'at least' \$ 1,000,000.00 gross or more
- Maintain confidentiality of all sensitive information discussed at the Mastermind Meetings
- Minimum 12 or 24 month commitment – you must qualify and by invitation only.

Dr. Erich's Practice Wealth ~ Phone & Fax (877) 808-6046