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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Advertising effectively</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2. Generating sufficient QUANTITY of patients</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. Controlling costs of advertising, patient acquisition</td>
<td>1 2 3 4 5</td>
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<tr>
<td>4. Patient retention</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>5. Stimulating repeat business from patients</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>6. Stimulating referrals from patients</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>7. Clarifying my USP, Positioning, Marketing Messages</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>8. Taking advantage of new opportunities, technologies</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Ranking</th>
<th>Item Description</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Finding time to implement</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>Getting employees and/or associates “on board”</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>Hiring/training/managing employees</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>Setting, selling and commanding premium fees</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>Taking a satisfactory amount of time off</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
<td>Having a long-term retirement/exit strategy</td>
</tr>
</tbody>
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DO YOU REGULARLY OR FREQUENTLY USE:

<table>
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<th>YES</th>
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</table>

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: 2019: _____ 2020:_____ 2021: _____
No. of weeks of vacation you’d prefer taking: ______
Actual Collections in the last 3 years - 2019: ________ 2020:_________ 2021:__________

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?
Dr. Erich's Practice Wealth

VIP Private Mentorship Program Benefits

**Included:**
- Monthly ‘one-on-one’ pre scheduled personal coaching call with Dr. Erich ($4,800 Value)
- 24 Hour Direct Access to Dr. Erich’s by personal e-mail and personal phone. (Value undeterminable)
- Two registrations for Bootcamp (when available) for primary doctor and spouse ($2,997 Value)
- Includes all Practice Wealth Gold Membership Benefits (Value $9,528)
- WL Club Benefits FREE for active West Coast buyers *(must have the Weight Loss Marketing kit)*
- CA training calls with Dr. Erich. He trains your CAs (Value $4,800)
- 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)
- Automatic access to all Teleseminars…(Value $1,000)
- Access to the most recent group telecoaching calls ($997 Value)
- 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 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 ($8,000 Value)
- Access to Dr. Erich’s Million Dollar Rolodex for vendors and contacts
- 20% off all Toolbox products (not including other vendors, with some exceptions)
- Once a quarter special gift is sent to you specially selected by Dr. Erich
- Instant 24-7 Access to Secret VIP Members ONLY Website
- 10% DISCOUNT Savings on West Coast Anti Aging orders over $200 *(for limited time)*
- Audio Recordings of previous VIP Group meeting sessions (not for sale)
- **Total Value: Well over $ 58,000.00**
- Limited to exclusive small group, you must qualify and by invitation only!

**Membership Criteria:**
- Be willing to share, during the meetings, your successes, victories, failures, frustrations and problems, so everyone in attendance prospers.
- Be willing to present your greatest successes
- 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
- Minimum 24 month commitment
- Must qualify and by invitation only

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