

**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).**

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**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 bldg) \_\_\_\_\_

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

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