



introverted visionary

Top 10 Best Places to Speak and Get Patients Easily Quickstart Guide

- Associations/Organizations where potential clients are:
 - Associations with disease-specific purposes
 - Mom networks (ie, *Holistic Moms Network*)
 - Women business owners (ie, *National Association of Women Business Owners*)
 - Spiritual groups (ie, your own church/spiritual center)
 - Health expos (type in Google ie, "health expo [INSERT YOUR CITY] or "food allergy expo [INSERT YOUR CITY]"; reach out to the host and the previous exhibitors about doing a webinar or collaborating



Women tend to use significantly more services and spend more health care dollars than men

- Meetup Groups – www.meetup.com
(ie, "Holistic Health Meetup", "Type II Diabetes Meetup")
(because these were primarily in-person based, hosts are looking for other ways to provide value to their audience. Reach out to hosts about making available a webinar or interview)
- Support Groups
(ie, *Infertility support group*)
- Other holistic practitioners' offices:
 - Chiropractors
 - Naturopathic doctors
 - Acupuncturists
 - Integrative Medicine Clinics
 - Yoga Studio



Look for bigger practices

- Other health practitioners' offices:
 - MDs, DOs, Nurse Practitioners, PAs
 - Dentists
 - Psychiatrists/psychologists
 - Clinics (ie, primary care)
 - Hospitals
 - Integrative pharmacies (ie, Pharmaca)
 - Physical therapists
- Associations/Organizations where potential referrers are:
 - Where your colleagues in another holistic/health field may belong to:
(ie, American Holistic Nurses Association)
 - Sport Coaches Association/Player Association
 - Where association executives (ie, President) belong:
(ie, American Society of Association Executives www.asaenet.org)
- Conferences
 - Other holistic practitioner conferences (especially in your geographic area)
 - Integrative Medicine conferences
ie, Integrative Oncology conference
 - Functional medicine conferences
 - Continuing education conferences (ie, acupuncture, chiropractic, naturopathic, nutrition, etc)
 - National Strength and Conditioning Association
 - Disease-specific conferences (geared towards practitioners and/or patients)
(ie, *Annual Autism Society National Conference & Exposition*)
- Telesummits and Podcasts
Type in Google search for specific health issues or specific interest groups (ie, moms, women entrepreneurs, lawyers, etc)
- Corporations
 - Local corporations (especially where you have a contact who works there)
 - Organizations where HR people belong to:
ie, Society for Human Resource Management www.shrm.org





HR directors and sales managers are often looking for speakers who can help their staff with issues, ie, stress and productivity, etc. They are also looking to save healthcare dollars

10. Schools/Universities

- Speaking in front of students:
National Association of Campus Activities www.naca.org
-Student activity coordinators

Southeastern Panhellenic Association www.sepconline.net
-ie, 1400 women booking speakers for several hundred schools

- Speaking in front of health care decision-makers:
American College Health Association www.acha.org
-Student health personnel

National Association of Advisors for the Health Professionals www.naahp.org
-Advisors of health professions (allopathic, osteopathic, chiropractic, etc)

Other templates from the 6-Figure Speaking System for Introverts:

STEP 1: Create a Compelling Offer

- 3-point criteria for deciding what to offer
- How to describe your offer in a compelling way
- Designing your leveraged offer – stop trading time for money
- What to include in a package or group program

STEP 2: Get Booked Formula

- Before Getting Booked- Your Checklist
- Read Your Ideal Clients Mind template
- Creating an Eye-Catching Talk Title
- Where to Get Booked—Determining Your Hot List
- “Get Your Foot in the Door” Templates & Scripts
- Get Speaking Engagements (and Clients Easily) –The Plan
- 6-Figure Speaking Income Plan
- Speaker One-Sheet
- Speaking Engagement Evaluator

STEP 3: Creating Your Signature Talk that Converts

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STEP 2: Get booked 6-Figure Speaking System for Introverts



- Your Signature Talk Flow—a simple and fun process for designing the overall flow of a talk that converts
- Designing Your No-Brainer Offer
- Designing Your 5-Star Signature Treatment Plan/Packages that People Will Pay For
- Designing an Engaging Introduction Template
- Your Signature Talk: The Close and Making a Free Offer
- What to Bring to Your Talk to Increase Conversions Checklist & Templates
- 5 Key Elements to a High-Converting Close, Every Time

Next step tip:

After you get booked, the key to getting clients/patients is to have a talk that inspires bookings without being salesy. Our clients convert between 40-60%+. What are your conversions? What would it do for your practice and income if you could double or even triple your conversions?

Want a “6-Figure Speaking Breakthrough” Strategy session? Apply now:

<https://www.surveymonkey.com/r/ilsagift>



6-FIGURE SPEAKING SYSTEM for Introverts



Interview Questions

Interviewing other Practitioners Script

When to use: When interviewing a practitioner/collaborator

How to use: Meet with the person you're interviewing for at least 10 min to bring up an overview of what you'll ask them.

How to maximize your reach: See bonus tips below

Interview Script: Start by introducing them, how you know them, and highlighting what made you reach out to them to interview to the audience.

1. Tell us a little about your practice.
2. What got you into this? (what made you decide to focus on _____?)
3. Through your experience seeing (many) patients/clients (over the years), what have you noticed are the biggest struggles many people experience with _____ [INSERT HEALTH ISSUE]
4. What are the biggest myths about/causes of [CHOOSE one of the two options] _____?
5. Why is it important to _____? [ie, take care of your health/ _____ issue. INSERT main topic they wish to talk about and that also aligns with what you offer. Talk to practitioner ahead of time what you'd like them to highlight that's related to the topic of your work]
6. What are the biggest mistakes people make with [INSERT lifestyle-related aspects or aspects related to what you help people with]?

7. What can be done to figure out/deal [CHOOSE one of the two options, or another phrase that resonates with you] with this situation? (ie, x testing, etc)

8. Tell the audience how they can find you.

Expand Your Reach - Bonus Hot Tips:

When you talk to the interviewee, suggest they share the interview with their audience – that you'll be sending them a copy of it so they can post it up on their website and share with their patient base of them being featured.

And that you're happy to send them an email invitation and social media post they can copy and paste to make it easy for them to share.

NOTE: The latter is not as typical of an expectation of an interviewer (it's usually expected that you would be promoting it), so if they don't be disappointed. But it doesn't hurt to suggest it because some will be interested in sharing it with their community too. You can use the interview to educate your potential and existing patients/clients while it's live and afterwards (ie, on your website, social media, etc). It also gives you more credibility.

You can either openly make the interview available on different platform or have people opt-in for the interview if it's a topic that is of high relevancy and demand.

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