Using public presentations to generate clients

Janice Solomon, CCH

3 Keys to convert interested to invested clients

1.Identifying ideal clients-knowing your niche is vital

2.Clear marketing message-helps to attract ideal clients

3.A gift is gold-offerings attract clients which leads to profit



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1.I will use my webinar presentation for NCH this past November, called **Rapid Recovery,** as a teaching tool for tonight.
I will show toggle back and forth from the topic tonight to the previous presentation to give examples.
We all want to increase our income with new, ideal clients. Making money doing what you love and helping people at the same time is a wonderful and fulfilling feeling.
Let's see how to be more profitable.

2.

1.**Ideal clients**

Brainstorm what are you strengths, interests, specialties

What clients have you had that have been ideal-

identify what made them different

who do you want to work with?

2.**Clear marketing message**

"I work with people who seek relief from depression, anxiety, physical pain and conflict in relationships. I offer individualized session packages in a unique approach that includes homeopathy so they can break the pain cycle and transform their experiences into long, lasting health and empowerment."

3.
“I work with mothers-to-be and women having babies who seek support, safe relief from pain, ease in childbirth, and quicker recovery.”

You can have more than one marketing message for each ideal client group.

3. **A gift is gold**

Make an offering to attract clients-

-discovery session

-PDF

-coupon for discount



Rapid Recovery

Homeopathic Care for Surgery, First Aid and Trauma, Medical and Dental Procedures

Janice Solomon, CCH

What is homeopathy exactly??

- "Homeopathy is a safe, effective system of natural medicine used by millions of people worldwide for more than 200 years to achieve wellness." Homeopathy Today, NCH

"Homeo"- similar , " –Pathy"-symptoms.

Not herbal medicine, or nutritional advice.

Allopathic vs. homeopathic

Energy vs. material

Holistic

Individual

nano-amount

Your individual pattern.

5.Hint for the offer

- Introduce idea for the offer in the first 15 minutes.
- Say something like I will explain more at the end of the presentation….please stay until the end for your special gift (the gift could be a coupon, a free 30 minute discovery, etc.)
- At the end of every presentation get emails and send gift to email. This helps start the ongoing connection that has higher chance of converting into a client.

Rapid Recovery

The Essential Prep for surgery,
medical procedures and dental work
****reduce pain***
****decrease anxiety***
****minimize need for pain medication***
****accelerate healing and recovery***

If you or anyone you know is facing any type of surgical procedure, operation, invasive testing, dental surgery, extractions, or periodontal work this webinar is crucial. I will cover how to prepare and recover quicker using homepathic remedies.

More types of trauma, injury,…

- Election trauma-shock, fear, …
- Lose of personal rights in hospitals- without clothes, identification, phone…vulnerable, fear
- Dental implants-bone issues, foreign substance
- Childbirth-cesearian or episiotomy pain, emotional trauma, depression
- Scar tissues-self conscious, painful
- Pain medication-addiction, nausea

Homeopathy addresses the whole person: emotional, mental, physical, and spiritual.

6.Personal story

- In every presentation your personal story draws people in. Our willingness to be real and vulnerable helps potential clients connect to out presence and want more!
- You want to get the participants to feel moved and inspired from the tension between where they are and where they want to be.
- In my presentation was where I was to where I wanted to be and how I got there with homeopathy. This plants another seed for the offer.

Surgery Day 1



10 days post op



Last week





Arnica Montana

-First remedy ,usually the night before

-repeat as soon as possible after surgery/ procedure

-Potency depends on the type of procedure. (30C-1M)

-when there is stretching , pulling, trauma to muscles.

-soreness which is worse when you are moved.

–excellent for bruising and swelling.

Often the person needing this says

”I am fine “even though it is obvious there is trauma and injury.



Hypericum Perfolatum

-areas that are rich in nerves- roots of teeth, tongue, genitals, bladder, tailbone.

-pain often radiates from the area of trauma in a shooting or stiching way.



Staphysagria

-incision or area of prodecure is sensitive, red, and ”angry”

-emotions of anger that come up after the surgery or dental work.

-trauma to the bladder or genital area, like an episiotomy or catherterization.

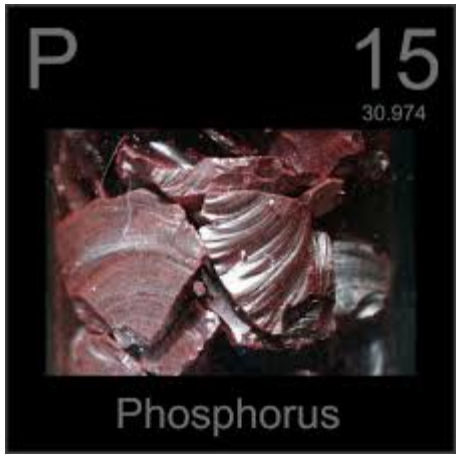


Calendula Officianalis

-wound /incision continues to ooze or not show signs of healing.

- helps the skin knit together

Calendula tincture is helpful topically.



Phosphorus
-side effects from anesthesia
-heavy bleeding



Aconite

-fear, anxiety before surgery or dental work

-shock or fright associated with the injury or trauma

-A person needing this often is convinced they will die, and they say that in their panic.



Ledum

-pain in the area of an injection

- puncture wounds from an injury,IV.



Bellis perennis

Injury or surgery to soft tissue such as organs. Often used if Arnica doesn't work or after Arnica

7.After you have made your presentation bring in a testimonial that ties in everything you have shared.

When you are ready to ask for emails be clear, without Apologizing or minimizing. Stay in conversation with your Audience .

For the offer slow down, take a breath, step forward toward Your participants, explain the value and the price.
Best to answer questions individually after you are finished.
Leave time at the end and let the audience know you will be Available after the program is over.

Testimonial

"I have sensitivities to drugs and always look for a safer alternative. Since I planned to donate a kidney to my brother, I wanted extensive support to go through the surgery and beyond. And then I found Janice. She prepared me before the surgery with the necessary protocols, reminding me that she would be a phone call away. Knowing I wanted to stop oxycodone as soon as I got home from the hospital, she assured me that we would work together to manage the pain and support my body to heal easier. I felt so secure knowing Janice was on my healing team to guide me through this surgery. I cant imagine not having her to help me through this challenge. Thank you, Janice!"

Marilyn Eppolite., New Jersey, USA (2016)

RAPID RECOVERY care package

Janice Solomon, CCH

-Pre-surgery consultation to discuss the nature of the surgery or procedure, type of dental work (deep cleaning, crown, extraction, implants)

-Explore feelings around the surgery and recovery- fear, anxiety, worries.

-Implement a plan for care before and after the surgery

-Post surgery care: speaking by phone or text or email to patient or caretaker for assessment of pain- pain level, type of pain, emotional state, medication or anesthesia reactions,

-Management of symptoms with homeopathic remedies, breathing, visualization

-Follow up first week, one week and two weeks post-surgery, one month and two months post- surgery with continued homeopathic care.

<u>Value package-</u>

Initial consultation

Follow up phone, text, email and office appointments

$800-900- full price value

$697 paid in full at first appointment, or 3 monthly payments of $250.

8.In a webinar you can repeat your call to action with
A repeat slide or repeat message.

In a live presentation hand out sign up sheets or
Have them under the chairs with pens.
Have a clear form for name, email, phone number
Address if you will send mailings
List your gift and that if will be sent by email.

Tonight....

- If you knew about **Rapid Recovery**-preparing, support, homeopathic care, when you had your surgery, dental work, cesarean section ,do you think you would feel differently tonight?
- If you are planning on any surgery, medical procedure do you think your recovery time will be quicker and more complete with **Rapid Recovery** ?
- If you have an accident do you want to have a **Rapid Recovery** and not suffer with chronic discomforts or reliance on pain medication?
- Sign up on my email list tonight at **janicesolomon.com** and receive a free 20 minute discovery session to see if **Rapid Recovery** is for you.
- ***Homeopathy changed my life, has helped me heal quicker and fully from surgery, injury, and illness emotionally and physically. I want to share that with you.***

9.Additional info

- You can add info for upcoming events
- You never know when a participant might convert into a client.
- Keep in touch with a follow up email thanking the participant for coming
- If they were possibly interested in working with you set up a phone call.
- You call them! Be specific for time and date and set it up.
- Add email to your list for future newsletter, blog,etc



SOULBIRTHING

February 19th, 1-5pm, Croton,NY

Are you pregnant or planning on having a baby? Do you worry about how you will handle labor and giving birth? Do you wonder if you will ever feel like yourself again? Are you bothered by pregnancy symptoms like nausea or exhaustion? Would you like to feel more supported?

This workshop will teach the 5 Keys to having a blessed, sacred birth experience. The more you know, the more you will be able to transform your fears and worries into the birth you desire.

Key #1 Garnering your woman support
Key#2 Information is power
Key#3 Debunk myths and avoid mistakes common to this important phase in your life
Key#4 Symptom control- Learn 3 tips you can use immediately
Key#5 Movement and Breathing- guided gentle prenatal yoga and breathing to support you now and throughout your pregnancy and birth.

With Soulbirthing you will be empowered to make the best choices for you and your baby. I invite you to spend the day with like minded women, sharing and gathering information.
Be sure to stay to receive a special gift at the end of the day.

www.eventbrite.com/e/soulbirthing-five-keys-to-having-a-blessed-sacred-birth-experience-ticket

Janice Solomon, CCE, CCH As a mother of four, I learned what works to create extraordinary birth experiences. As a certified Childbirth Educator, a Doula, Yoga teacher and nationally certified Homeopath, I've helped countless Moms go from being full of fear and symptoms to having positive, rewarding birth experiences. I developed **Soulbirthing** to offer women a comprehensive and unique program of care designed to minimize symptoms, decrease fear, maximize support for labor, childbirth and after care. 914-522-0913, Janice@resonanthealingny.com, www.janicesolomon.com

10.The last slide on a webinar is your contact info. Leave this up for a few minutes as you talk so info can be copied.
Suggest they take a screen shot or take a picture with their cell phone of the slide.

It is important to have a way to stay in touch with the participants. It is our job to be in touch with them not wait for them to contact us.

Your practice as the case

How to build your practice:
30 minutes for a free assessment
of your homeopathy practice

10 spots are open until the end of February
Contact me by email
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