



# INFORMATION PACKET

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# Welcome

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## Hello, Thanks for stopping by!

You likely need a copywriter and content marketer who specializes in the health and wellness industry. You need someone who understands the secrets to creating effective web content, combining those skills with a passion for products and services that transform people's health.



No doubt you are looking for someone who understands both alternative and traditional care from professional and patient standpoints- a marketer who can boost your search engine rankings, increase your visibility and strengthen your brand while engaging both current and prospective patients.

Back in the 1970s, there was still a quota on the number of women admitted to medical school- a drastic difference from the way it is now. It was in a mostly male setting with discrimination against women in the workforce.

After earning a medical degree at Rosalind Franklin Chicago Medical School and training at Kings County Hospital, Brooklyn, New York, I started private practice in Obstetrics and Gynecology.

Barbara was idealistic and hopeful that she could help others but the office was empty and no one knew she was there. So that the community would know that she opened her doors, she joined the Chamber of Commerce. With their permission, Barbara took out a large center ad in the local paper, which merely stated, "The Chamber of Commerce welcomes its newest member" with the services and address. The office phone rang off the hook the next day...lucky for her!

As a thought leader who sees solutions to problems that people are struggling with, I received both an American and international patent for a nursing bib enabling moms to breastfeed privately while in public places.

After selling my medical practice, I founded The Write Treatment, LLC and The Medical Strategist, which have been providing results-oriented online copy since 2009.

“The healthcare industry with more stringent regulations, and declining reimbursements, is more competitive. Marketing and brand promotion is no longer a luxury but a necessity for survival.”

With extensive experience in health and wellness, content marketing, and copywriting, I'd like to help you rise above your competition with thoroughly professional strategies.

Whatever your reason for contacting me, let me answer some questions that you may have before hiring me to write for you.

## Frequently Asked Questions

### **Q: “Do you have experience in my field?”**

Having had a very successful medical practice as a physician in Obstetrics and Gynecology, I know what works when it comes to growing a business from the ground up and marketing effectively to patients. Like you, I worked in the trenches of medicine and overcame the challenges that you face.

Marketing for the traditional and alternative health fields has been a joy for me to further your messages and provide assistance for you to improve health to others for almost ten years.

Why hire a routine marketer who is unfamiliar with medicine? Instead, hire “The Medical Strategist” for all your health and content marketing needs!

### **Q: “What kinds of assignments do you handle?”**

I can fulfill a wide range of writing projects and would be happy to discuss how to meet your needs with you.

**Q: “What does it cost to hire you for a project?”**

For any copywriting assignment, just let me know what you have in mind and I’ll quote you a price. The attached “Schedule of Estimated Investment” gives typical prices for a variety of different projects.

**Q: “How long will it take you to write my copy?”**

First, after discussing your needs, a creative brief is sent to you for your input. When we agree to the scope of the project, I like to have 2 to 4 weeks to complete it. Your work is edited, revised, and polished until we’re both happy with every word.

There may be circumstances where your job’s a rush with time restraints. Due to prior commitments, I may not be able to take on an urgent assignment but if I take the job, I guarantee that you’ll have the copy by the deadline.

**Q: “What happens if we want you to revise the copy?”**

Two revisions are included in the fee we’ve agreed to for the assignment, provided that they are assigned within 30 days of your receipt of the copy and are not based on a change in the assignment made after the copy has been submitted.

Just let me know what you’d like changed, and I will revise your copy to your satisfaction.

**Q: “How do I order from you?”**

Simply pick up the phone and call me at 561-325-9664. You can also email me at [Barbara@TheMedicalStrategist.com](mailto:Barbara@TheMedicalStrategist.com). Let me know what suits your needs.

Warmly,  
Barbara Hales, M.D.  
The Medical Strategist

P.S. If you have an immediate need call me right now at 561-325-9664 or email me the details at [Barbara@TheMedicalStrategist.com](mailto:Barbara@TheMedicalStrategist.com). There is no charge to discuss your job with you and give you an estimate. I look forward to hearing from you soon.

*Barbara Hales, M.D.*

# What Others Say About Barbara Hales, M.D.

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## **“... Inspiring...”**

“Kudos to Dr. Hales! Her masterful presentation and grasp on strategies is inspiring. I now have a list of fresh ideas to use.”

-Kevin Harrington, Original Shark on Shark Tank and  
Inventor of the Infomercial

## **“...Magic happens...”**

“When you follow Barbara’s strategies, magic happens!”

-Craig Duswait, Speaker, Author, Podcaster and  
Creator of Rock Star Marketing

## **“...Great strategies...”**

“Barbara has given me great strategies that I am eager to implement”.

-Joe Theismann, World Champion Quarterback

## **“...Loaded with great ideas...”**

“Wow! This book is loaded with great ideas that trigger the customer reactions ‘That’s for me’ and ‘I want that’ within seconds of reading Barbara’s words about your product.”

-Brian Tracy, Author of “The Psychology of Selling”

### **“...Secret weapon...”**

“Barbara Hales and her book is the secret weapon that every business and organization should use to attract more clients and achieve the success they are looking for. Barbara puts together a remarkable collection of content copy, success tips and marketing strategies in a simple playbook format that is incredibly noteworthy and valuable to all of us. Her easy to follow strategies to help you attract more clients increase revenue and transform your business-marketing plan to achieve more success in business are truly magical! “Content Copy Made Easy” will be a permanent ‘go to’ fixture and resource on my desk. Well done!”

-John Formica, The “Ex-Disney Guy”, America’s Best Customer Experience Speaker, Coach, Author and Founder of [www.JohnFormica.com](http://www.JohnFormica.com)

### **“...Dynamic and insightful...”**

“Barbara’s content is golden! Her dynamic and insightful information has given me a clear path to success!”

-Jill Lublin, 4 times Bestseller author and International Speaker

### **“...Excellent resource for health content...”**

“Dr. Barbara Hales is a thoughtful and extremely knowledgeable writer on health and medical content. She turns around insightful, engaging articles in just a short while, and they are so detailed that we can often break them up into several pieces.

Her skills extend beyond the technical- she is creative and shares wonderful original ideas. Much of our site content is organized in the manner she suggested.

Barbara has a unique way of boiling down the most complex medical information to present health content simply in a way that can be understood by everyone.

She is an excellent resource for health content for both professional and consumer audiences. It is a pleasure to work with her.”

-Noa Walsky, Digital Marketing Leader



### **“...Thinks big, acts fast...”**

“Barbara Hales thinks big, acts fast and stays on top of important trends in the copywriting and marketing worlds. She’s energetic, talented, professional and smart. If you need copy, Barbara is someone to hire. If you don’t, she is someone you should connect with for strategies.

I’ve worked with Barbara over the years and heartily recommend her for your copywriting and marketing needs.”

-Chris Marlow, Direct Response Copywriter, Coach, and Entrepreneur

### **“...Absolutely brilliant...”**

“Barbara’s headlines are absolutely brilliant...they immediately draw me right into the rest of the equally compelling sales copy.

Talented copywriters are very hard to find. I think I’ll keep her as one of my ‘secret resources’”.

-Mark Dresner, Marketing Consultant

### **“...Painting a picture...”**

“It is always a joy to read Barbara’s copy. She has a wonderful way of painting a picture with her words- I am always drawn into the story and want to know more. I expect great work from her in the future.”

-Steve Kellogg, The Consultants’ Life

### **“...Captivating...”**

“If it’s captivating, benefit-driven copy you need, Barbara will provide it. She combines professional knowledge with a unique conventional tone to write excellent promotions.

I've had the opportunity to work with Barbara- to my benefit. And should you choose to have her work with you, her expertise and work ethic will make you glad you did!"

-Sally McCaughrin, President S&J Copywriting

### **"...Amazing..."**

"Barbara's talent and flair for drawing the reader right into the copy is amazing. Captivating audiences, she seems to whisk them through the sales letter into a buying frenzy!

I have enjoyed working with Barbara and in particular, appreciate the professionalism in our dealings. She never missed a meeting or deadline, and over-delivered on each project- thank you! I look forward to working with you again."

-T.K. Garrett, Owner Tiiu Kai Creative

### **"...All the tools you need..."**

"Barbara Hales makes Content Marketing easy! Having worked with over a thousand entrepreneurs and professionals in 33 countries all around the world, I have learned that the key to business is effectively telling your brand story so people know how you can help them and it just 'makes sense' that they should be working with you. Through her strategies, Barbara equips you with all the tools you need to effectively tell your story. So, get out there and get started!"

-Nick Nanton, Esq.,  
Emmy award winning Director & Best-Selling Author

## **“...Worth emulating...”**

“Dr. Hales has shown me over time that she understands the business of marketing and promotion. Her methods and her success are worth emulating in this tough business world. Anything she writes, I will read!”

-Eugene Vasconi, author “Say What; Do You Really know What You are Communicating?”

## **“...Trade secrets...”**

“If you can implement the tools Barbara Hales provides, you will enhance your branding and visibility while heading down the path to success. She shares trade secrets that everyone can use!”

-Babette Freed, Writer and Journalist for Sun Sentinel,  
Member of International Women Writers Guild

# My Clients and Experience

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Here is a small sampling of prior projects:

## **Vitals.com**

Leading provider of online tools that help consumers find the right healthcare providers and access patient guides

## **Medmonthly.com**

Premier resource for physicians and patients across the U.S. and is the only statewide medical publication of its kind for physicians, hospitals and numerous medical industry members

## **Help What Hurts™**

Number one online resource for Musculoskeletal Pain conditions, empowering consumers to make informed decisions regarding treatment options

## **Empowering Health Network**

Dynamic internet-based company established to serve as a compass for the growing number of consumers exploring health care options

## **Gardavita**

Specializes in nutraceutical supplements to support good health and vitality

## **The Medical Strategist™**

Online resource for solutions to marketing issues that physicians, hospitals and numerous medical industries face

## **Nassau Herald**

Weekly newspaper serving various communities, highlighting news, trends and important issues

## **Travel Post Monthly**

Sound travel advice saving readers time, money and trouble when the travel. Short, engaging stories are published about destinations worldwide with a practical bent

## **American Writers and Artists Inc.**

Premier Copywriter Training and Professional Development

### **Published books**

- 14 Tactics to Triple Sales
- Content Copy Made Easy
- EMR Guide: Choosing Without Losing
- Power to the Patient
- Ready, Aim, Soar!
- Live Your Passion

# Getting to Know Barbara Hales, M.D.

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## “What do you want to be when you grow up?”

Everyone sat on the floor, Indian style with legs folded in a circle around the teacher. “Close your eyes and see yourself as an adult. What do you want to be when you grow up?” she asked the group of fidgety little toddlers in their coveralls.

At first, there was only silence as the children strained to come up with an answer. The teacher looked down at the cherubic faces and was met with a blank stare. “I want to be a ballerina,” whispered one little girl. “I want to be a policeman, a fireman, an air force pilot” other boys called out.

What about you? The nursery teacher said as she looked down at me. “I will be a doctor one day...to make a difference for people and take their ouch away”. The teacher smirked and said, “teachers make a difference too and this way you can be home taking care of your children when they return from school each day”. Startled, with my forehead furrowed I replied, “I don’t understand. Why can’t I be a doctor and have a family too?” “Women can’t have it all” she said with a shrug as she moved on to the next activity she planned.

That can’t be right. Sure, she is the teacher but she must have made a mistake. She can’t be right. Why did she try and sway everyone’s dreams, to move them in a direction of her choosing like checkers on a board?

It seemed that the world was intent on setting limitations as school progressed. I vowed to myself that I would overcome whatever obstacles they put in my path and not listen to those who kept me down. It made me try harder to meet my goals. Parents and teachers always said “I told you so” and I wanted to be able to say it back to them.

The sciences were fascinating and going through school, these subjects held tremendous appeal. The body is beautiful and was captivating in all its functions and potentials.

Then came the interview with the Premed board of educators. The power was in their hands to give a recommendation for a medical school application or...not.

The interview session seemed to go well until one professor turned to me and asked if I planned to have children. In my naivety, I said “of course”. At this point, he turned red and slammed his fist on the table, shouting “Don’t you know your patients will suffer! Don’t you know your husband and children will suffer! You will harm everyone and do no good!”

I shook to the core but fortunately the other educators around the table took pity and overruled him. My bags were packed and I was on the way to Medical school.

## **Heads or Tails**

They don’t teach the business side of things in medical school. I paced nervously looking at locations. Would this be the right one? Am I doing the right thing? After all, I would be here for a long time. This would be a longer commitment than some people’s marriages. Yup, I thought, I will be married to my work.

After the long, hard years of medical school and residency training I was ready to begin my practice. I wanted to own my own business so that I could take care of patients on a personal level.

I hadn’t purchased an existing practice and finding the perfect site was a long and hard process... Harder than I thought it would be.

The perfect place for my gynecological office finally was secured and after loans for equipment, I lovingly decorated it. Until it was done, I sublet space in a dental office next door. When patients came and checked in at the front desk, the receptionist asked “Heads or Tails?” to distinguish dental from Gyn services.

The office done, knowledge from training where I spent countless nights working and confidence (naïve as that might have been), I was ready to open the office. I was nervous and scared. Would I find enough patients to meet the bills piling up for rent, staff salaries and insurance? What should I do to grow my practice?

The turning points came with the realization that I couldn't sit around and hope that patients would walk through my door because that doesn't really work and hope is not a strategy.

I joined the Chamber of Commerce to network with business people in the area. With their permission, I took an ad out in the local paper stating simply "The Chamber of Commerce welcomes its newest member with my name, office telephone number, office address and a list of my services.

The day after the paper was distributed, the phone rang off the hook, to my great relief.

Though setting up a practice was more stress and work than anticipated or imagined, it was the most fulfilling. Each day I woke with a smile thinking of the patients I would see, the stories I'd hear and the possibility of making their lives healthier.

## **Jump Line**

The office phone seemed to always be busy...great for me, not so much for patients. So, I contacted AT&T to arrange for a 2<sup>nd</sup> telephone number to act as a jump line. That means that when the first line was busy, the call would automatically go to the 2<sup>nd</sup> line. Wonderful in theory but unfortunately AT&T assigned a number that was still active and belonging to a single guy with an apartment in a city 20 miles away.

All weekend long with the phones placed on service, patients would call and this single guy would get the call. They would ask if they could come over and he would grin and say, sure, I'd be happy to see you.

Needless to say, on Mon. I got tons of irate calls. I could have just brushed this under the rug after I got a new telephone number but I didn't. Instead, I wrote an extensive article on how the practice is one where we care and value patient safety and health. If someone else other than myself or service answers the phone, they are not to meet with them under any circumstances, relating what happened the prior weekend.



The local newspaper put the article front and center as a public service and in so doing, gave me great exposure, much more publicity than I could have budgeted for at the time.

## **Referral system**

It's been long said that people do business with those they like, know and trust and this is why Dr. K and I met.

Dr. K was new to the area as was I and we both knew that to get referrals to us from professionals in the community, we would need to introduce ourselves, pound the pavement and shake hands.

Sure we could have sent them email or snail mail but there is nothing like seeing a person in real time.

Dr. K thought that I was an internist. I thought he was an ophthalmologist. We agreed to go to the restaurant across from my office for a break and a snack.

We instantly hit it off. Turns out, Dr. K is a radiologist and he was thrilled to find out that I practiced obstetrics. We both had a good laugh about it but how lucky for both of us.

When he saw a patient for abdominal pain and discovered that she was pregnant, he sent her right over to me.

When a patient came who was unsure of her dates and she needed an ultrasound, I sent the patient straight over to him.

It was a Win for the patients, Win for him and Win for me. Win, Win, Win.

## Do Unto Others

The time came to sell my practice to the hospital corporation where I had cared for my patients. I felt it in my core. It's a decision that most professionals can feel when the time has come.

I walked down the halls and peered into each room, lovingly recalling the patients that I saw in each exam room, the waiting room, the nurses' station, all the jokes, the tears and friendship we shared.

I had gone from no patients to 10,000 active patients when I left with an additional 3500 patients that had grown, married and moved out of the community.

There were so many doctors and health facilities that are struggling to fill their roster with satisfied patients and so much frustration for doctors to get patients to engage with them and comply with their advice.

An epiphany hit me with an imaginary lightning bolt. After all the techniques that I used over the years to grow my practice, I could help so many other health professionals grow theirs!

I'd developed so many helpful strategies that I could help others with like my optimized websites, boosting my rankings from obscurity on the 25<sup>th</sup> page to the first page of Google searches, or social media where I had over 20,000 followers and a platform to spread my messages.

These were only 2 of so many strategies that I knew I could teach. The time was ripe; the time is now!

# My Writing System and Process

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## Contact and Communications Policies

As we work together, it is key that we have easy, fast and open communication. During our project, I am available daily from Noon to 6 p.m. Eastern Standard time. By far, the best way to reach me is through text at 561-325-9664.

## Discussing the Project and Questionnaire

Our initial visit will take place either on the phone or online. A creative brief will be sent to you online via email for you to fill out and review. This will help both of us clearly define the scope of the project and ensure maximum results.

After I receive the Creative Brief, I review and study your answers, plus any other applicable initial research needed. From there, I will outline a short Project Roadmap. This will save you time and help you see that I fully understand the project. It will also be the basis for our Launch Call.

3-10 days after I receive your Creative brief with answers, we will schedule 20-minute Launch Call. During this call, we will discuss the Project Roadmap. I will listen to any additional directions and insights you have on the project.

Following that call, I will draft and send you an Agreement. If your legal team has an Agreement, we can use that.

## Investment and Getting Started

The Agreement will contain all the specifics on what exactly I will deliver, including project deadlines. It will also list your investment for the project and terms of payment. If it is a large project, it is divided into segments with payment expected

with each segment satisfied. **(Note: I require 50% of the project total to begin. Most of my clients prefer to pay by bank wire or overnight payment). Some prefer to use direct deposit with Zelle,** which is linked to most banks.

## Research

My research process is very comprehensive. I begin with a complete review of your website and other materials you send. From this springboard, I will research the market and your competitors. In some cases, I will ask to visit and interview your customer service team, past clients and different department heads.

As needed, I will reach out to you for additional details, product samples and other resources. You can be confident that I'll quickly and effectively understand your product or services, your voice and your customer's core emotional purchase drivers.

## Collaboration

As we work together on your project, communication is crucial. Some of my clients are very busy and prefer to hand off the project to me and review the first draft with very little communication until then. Others like dealing with me on a daily basis and get involved at every step of the way.

Which are you?

Please send me an email and let me know how frequently you'd like to communicate and what the best way is to reach out to you (i.e. email, text, phone, social media, etc.)

By the way.... I require that you assign me a single point of contact on your team. I will communicate directly with that person and they will deal with your other team members as needed to obtain information and approvals.

Finally, I **STRONGLY** encourage you to become familiar with Google Docs. I do all of my writing with this word processing tool. It allows us to track changes, comment, and collaborate in real time. It can be shared with various team members and the working document is always the current document- no need to worry about sending wrong files or things getting lost.

## **Review of First Drafts**

Typically, you'll receive the first draft in 2-3 weeks, depending on the project size and scope. When you get the first draft, please review it carefully. Also, have any applicable team members review it. The most important thing at this stage is ensuring that the tone, message and offers are right. We'll fine-tune during the second draft...and third draft, as needed.

## **Revisions**

After you review the initial draft, it is likely that you'll want some things changed. Please note those changes using the comment feature inside of Google Docs. You can also suggest changes using the Edit Mode feature, which I'll turn on when I share it with you.

I will review all of your suggested changes within 24 hours of you submitting them to me. I will make adjustments within 2-4 business days, depending on the breadth and complexity of your suggested changes.

In all cases, I recognize that these are your clients or patients and will defer to you as much as possible.

Sometimes, there are cases where my clients make suggestions that I know will not work. In those cases, you can expect me to give you feedback as such. When clients insist on changes that I feel will not work and cause your project to be ineffective, I always recommend a simple A/B split test. (Let the market vote!)

## Additional Reviews

After the first round of changes, there may be some additional fine-tuning needed. You can be confident that I'll gladly work with you until you are delighted with the copy. In most cases, my clients find that one review volley is enough. When more are needed, it is usually just one or two and the process goes quickly. Typically, we can get to a final copy within 1-3 business days.

## Final Approval

Once all revisions are done, I will submit a final draft to you. At this point, you approve the copy by sending me an email stating that **everything is ready for distribution**.

Once I receive this final approval from you, I will invoice you for the remaining balance of the project investment. The invoice is due upon receipt. I will make every effort to be prompt in responding to your requests and assume that, as a professional, you will do the same with my invoices.

In most cases, the final copy is sent to a designer for formatting. I strongly encourage you to send me a PDF of the final version. I will double check that any graphical elements added by your design team enhance the copy and make it more effective.

If I see something that is distracting and may hurt your response rate, I'll be direct in letting you know. If requested, I'm happy to work with your design team to make any changes needed to make the end version as effective as possible.

## Debrief and Transition to New Projects

Once the project is done, I provide all of my clients with a complimentary follow-up consultation. We spend a few minutes on the phone and discuss what went well and where improvements can be made.

We review the Creative Brief and discuss additional ways to uncover new profits. Where appropriate, we map out a new project to ensure that you continue to have excellent copy that meets your goals and grows your business.

# Services & Investment

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<b>Service Description</b>	<b>Estimated Investment</b>
Brochure	\$750-\$1,500/page
Long Copy Sales Letter	\$3000- \$5000
Direct mail package	\$2000-\$7,500
Webinar Script	\$1000- \$2,500
Renewal series	\$1,500-\$2,500/letter
Self-mailer	\$750-\$2,500
Postcard	\$750-\$1,500
Newsletter	\$600- \$1,500/page
Article	\$1- \$1.50/word
Advertorial	\$1-\$1.50/word
Press Release (1-2 pages)	\$500-\$1000
Website- home page	\$1,500-\$3,500
Website- other pages	\$750-\$1,250/page
Email, short copy	\$250-\$2,000
Email, long copy	\$750-\$3,500
Auto responder (series)	\$150-\$1,000/email
E-zine ad	\$250-\$1,000
Landing page	\$950-\$3000
Site Audits	\$1000-\$2,500
Blog Post	\$100-\$800/post
PPC Ads with Keyword Research	\$75-\$350/ad
Social Media set-up	\$500/network
Social Media post/manage	\$450-\$1000/month
Copy Critique	\$400-\$1200
Marketing Strategy	\$100-\$150/hour
Case Study	\$1,200-\$2,000
White Paper	\$2,000-\$7,500
E-book	\$2,500-\$7,500
Book	\$6000-\$10,000
Speech/ Workshop	\$4,500-\$7,500

If you don't see what you need here, just reach out to me for a quote.



## **Barbara Hales Specializes in:**

- Business-to-business marketing
- Patient Guides
- Medical Blogs and Newsletters
- Information products
- Social media and email marketing
- Direct marketing
- Web content development
- Strategic consulting
- Market and innovation research

For more information and to discuss your copywriting project, Barbara can be reached at 561-325-9664 or [Barbara@TheMedicalStrategist.com](mailto:Barbara@TheMedicalStrategist.com).

Please send your inquiry today.

# Writing Samples

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## Sample 1: The Cool Red Schwinn Bicycle

Hi [First Name],

[Client name]

I just saw an advertisement for a cool red Schwinn bicycle in the paper. Wow, that brought back memories! It looked just like the first bike I ever rode. I remember the day my Dad taught me how to ride without the training wheels.

First, we removed the trainers together. You could feel the mixture of fear and excitement building up. Then, I gingerly flicked up the kickstand, mounted the bicycle and straddled the banana seat. It even had the shiny bell on the handlebars that went dinging when you cranked the lever. I couldn't tell you who was most nervous, my Dad or me. But you could see the look of love and pride in his eyes.

First I had to get the feel for balance, as the bike leaned to the right or left. Then I was instructed to pedal. Doing more than one new thing at once was a real challenge.

Thus began the ritual of pedaling with my Dad running along side, holding me up. A few tilts and then we would start again. And then it happened.... he let go and I continued to pedal away and up the street on my own accompanied by peels of laughter.

Do you remember the first time that you rode your bike without the trainers? I can still feel the thrill of flying, with the wind in my face and the speed from my forward motion- aah, a little taste of freedom. I may only have been 5 but I was grown up that day!

Now that I think of it, I see that same look of trust and determination in the eyes of my patient advocate students. They are so appreciative when someone shows them the proper techniques- perhaps difficult to them, but simple to someone who has been doing it for successfully for years.

That's why I offer the *[name of course]*. I love teaching students how to instill trust in patients while advocating on their behalf.

Where else could you get a job that is so highly in demand?

As the Baby Boomers start aging, hundreds of assisted living facilities and hospitals are searching for trained professionals to fill the slots and there are not enough good ones to go around.

In my curriculum [name of course], you will discover everything you need to become the most sought after, with clients beating down your door. The choice projects will be lined up for you.

You know, teaching how to advocate for patients is like teaching a child how to ride a bike- a skill once obtained that's never forgotten and the doors of opportunity flung open leading to a lifetime of great adventure.

Are you game?

[Url, hyperlinked]

Great, speak to you soon,

[Name of client]

P.S. You can also freelance. Work in your own business to advocate for patients, allowing you time to play with your children and create quality family memories. Choose the hours you work, not like in some corporation where everyone is a cubicle dweller.

[Url, hyperlinked]

## Sample 2: Dancing with The Stars (email campaign)

Hi [First name],

[Client name] here from [URL]

Just finished watching an episode of my favorite T.V. show... “*Dancing with the Stars*”.

Have you ever watched the show? They take celebrities from every walk of life and put them on the dance floor, pitting them against each other with professional dancing partners. The costumes are sparkly and the routines spectacular. But there is always one dancer you root for the most- the underdog. He steps around the floor in a wooden motion with no sense of rhythm and two left feet.

To our constant surprise, he narrowly escapes getting voted off the show. We watch each week to see how he improves a little at a time, gaining confidence and learning stage presence until he blossoms into a professional dancer with incredible moves.

Though the final dance routines blow us away, the explanation for his success is actually quite straightforward.

The thing is, each star has top industry professionals teaching him or her. Each one has fittings with wardrobe designers. Specialists instruct them how to present themselves on the dance floor and expert dancers show them how to sway with the steps, flirting with each move and the audience.

Come to think of it, *Dancing with the Stars* mirrors the same process as how to become a successful health consultant.

Just think what you could achieve in just a short time if you had an army of professionals showing you the ropes and supporting you as you transformed. The opportunity to become successful would soar off the charts, wouldn't it?

That's why I'm so thrilled with [name of course]. Just like *Dancing with the Stars*, where they take complete dancing beginners and mold them into professionals, [name of client] brings top consultants together to teach you how to attract new clients online... even if you are a complete internet beginner.

And if you're just starting out, just knowing who your target market is and where they hang out allows you to avoid the pitfalls, and save time.

The opportunity is incredible! Where else would you have access to top consultants from Yahoo, Microsoft and Disney, all in one place? And they want to show YOU how to find your clients. Think of it. This is a once in a lifetime chance. Where else could you virtually sit down with these experts from some of the world's biggest companies?

With support and guidance from [client's name] and his team of experts, you will be the sought-after pro, making the kind of money you dreamed of. Whether it be 70, 80, 100 thousand dollars or more, you can achieve it in no time!

Are you on board?

Go check it out now,  
[Client]

[www.\[URL\]](#)

P.S. Not only is it helpful to have so many gurus guiding your way, it is lucrative too, like a pot of money at the end of the rainbow.

When you find new clients that clamor for your services, you make a difference to their health and lives. (Making a ton of money besides)- a real win-win situation.

Anyone can do this- and it could be you!

[www.\[URL\]](#)

## Replay Email 1 of 3: Day After Training

Subject: [REPLAY] Access to yesterday's training session

[NAME],

Yesterday we held the live training class where I revealed the simple system medical professionals like you are using to attract new patients and become the sought-after expert in their community.

The energy in the live session was incredible and I want to thank you for being a part of it.

The great news is that we recorded the entire training and have just posted the replay video online for you to watch on demand.

Click here to watch it now. (LINK TO REPLAY PAGE)

I do want to make note of one very important thing. This replay will only be live for the next few days.

I will be pulling it down in just a few days.

Why?

Because I know how important this training is to your medical business and what it can do for your life and your profits.

I want you to make the time to watch the training and implement it and see the value it has for your practice.

So please, click here to watch the replay now. (LINK TO REPLAY PAGE)

If you have any questions or need anything from me, please reply to this email and I'll be happy to help you out.

To your success,

## Replay Email 2 of 3: Sent Next Day

Subject: did you miss the training?

[NAME],

I wanted to make sure you were able to access the replay to the live training class we held this week. You signed up wanting to attend and I didn't want you to miss the practice building tips and ideas I shared to help you out.

Click here to watch it now. (LINK)

On the training I shared some of my biggest secrets and tips to helping you create a consistent (and easy) marketing system to attract new patients who are ready and excited to book an appointment at your office.

I was also shared some advanced resources including a brand-new training class I filmed with an Emmy® Award Winning Producer that will fast track your results and get your marketing game plan up to speed even faster.

Again, you can click here to watch the replay on demand now. (LINK)

One fair warning.

I am only making this replay available to you until tomorrow night at 11:59pm.

Why?

Because I believe in the power of this training and the system I shared and I know if I don't put a deadline on it, and get you to watch it, you'll keep putting it off and saying "I'll get to it later."

I don't want you to get to it later. There are patients out there that need your help and need to know you exist. They don't want to wait till later to get the treatment they need. And you don't want to wait any longer with any openings in your calendar.

That's why I want you to block out just 60-minutes to watch this training on demand now.

Click here to watch >>

What good does it do to put it off a week. Or a month?

And if you have any questions about the new Content Marketing Made Easy Master Class, please let me know. I'd love to help you get started with your new marketing system ASAP.

To your success,



## Replay Email 3 of 3: Do you really want to more patients?

Subject: Do you really want to more patients?

That's a very tough question to ask yourself.

Every day I hear from doctors and medical professionals like you who say they want to change, start marketing more and get new patients calling their office.

They say they want to become sought after and be positioned as a champion in the community.

Then I ask them what they are doing to make that a reality...

I bet you can guess what their answer is.

Why do we say we want things, and then never do anything about it?

Think about it. We say we want to remove stress from our lives and then we go off and eat fast foods and sweets.

We say we need more time to spend with our families and end up volunteering on another board.

We say we want to grow our business but we continue to do the things that continually produce disappointing results.

This week I answered your toughest questions and gave you a new blueprint for success in your practice.

I gave you a roadmap to overcome your mental roadblocks and constraints that are stopping you from creating content that drives new patients into your office.

And I invited you to join me while I guide you through a fast track master class that you can implement in minutes per day, or have your staff or team members do for you while you focus on helping your patients.

I asked you to step up and step into the medical professional you were meant to be.

If you have not watched the training yet, click here to watch right now. ([LINK](#))

The replay of the training as well as the bonuses and special pricing for the webinar closes tonight at 11:59pm Eastern.

If you keep telling yourself you want to grow your practice and be seen as the authority on your area of expertise...isn't it time you answered the call?

Join me as I help you to do it.

Click here to learn more about the program and join me as I guide you through this journey. ([LINK TO SALES VIDEO](#))

And if you have any last-minute questions about the program, just reply to this email quickly, so we can get you an answer before this opportunity expires.

I am looking forward to helping you to grow your practice.

[client name]

## Sample 3: Can You Capitalize On or Participate in Medical Tourism?



Quick! What's the first thing that comes to mind when you hear the words "Medical Tourism"?

Of course! You think of Americans going overseas for cosmetic or dental surgery and medical procedures that costs a mere fraction of what it does here in the U.S.A.

You wouldn't be wrong. More people seek an enjoyable, affordable and safe alternative to having medical procedures done, especially if they have family outside our borders.

Reasons for rising popularity of travel abroad for medical care include:

- Ease and cost of international travel (including frequent flyer miles)
- Documented healthcare safety in certain foreign countries
- International accreditation of foreign hospitals
- American and British board-certified surgeons operating abroad

- Escalating improvement in technology and care standards in many countries
- Insurance coverage not covering expensive dental work like implants
- Insurance not covering expensive plastic surgery
- 250 million Americans holding insurance policies with restricted coverage due to pre-existing conditions
- Touring, shopping and relaxation can be done with recuperation- all for less than the cost of procedures in the U.S.

### **Medical Tourism Right Here in the U.S. (aka Inbound Medical Tourism)**

Researchers at Rush University in Illinois discovered that for every dollar spent by Americans abroad for healthcare, international patients spend \$5.64 here within our borders.

Reasons for American healthcare:

- Long waiting lists for operations in countries practicing socialized medicine
- Access to treatments unavailable at home
- Access to quality care with high safety standards • International insurance for treatments
- Special care and attention as a patient
- Ability to pay from savings for care and travel

### **They're Coming to See a Doctor... Why Not You?**

There are many ways to participate in Medical Tourism here at home.

Two primary needs of American physicians in the process:

1. 1) Follow-up care of Americans who have returned from their healthcare abroad and now need to be followed by a physician at home or who need further care if any complications ensue
2. 2) As the primary physician/surgeon performing the desired operation or treatment

### **Know Your Patient**

It is not only important to know about the patient's expectations so that you can determine if you wish to participate in the process with the specific individual, but also to be familiar medically with the patient.

In much the same way that you are treating your patients currently, there are health issues that need attention:

- What is the medical and surgical history?
- Why is the patient seeking care in the U.S.?
- Where is the patient's home?
- Will an interpreter be needed?
- Will the home physician be available for consultation/discussion?
- Who will be the patient's advocate? (Family, friend, professional)
- Will the patient need a second opinion or medical clearance?
- Will the patient need transportation to and from the medical facility?

### **Medical Tourism Association**

The Medical Tourism Association Global Headquarters is located in Palm Beach, Florida.

By joining the association, you can avail yourself of the many hospital and physician programs, offering a myriad of options and initiatives including:

- Enrollment in Training and Certification\*
- Guides to hospital destinations
- Medical Tourism Management
- Plan for Establishing a Brand
- Market Reports
- Videos
- Social Network to participate in for answers and support
- Feasibility Studies
- Newsletter on the latest activities and news on Medical Tourism

Additionally, the Medical Tourism Association holds conferences throughout the country.

### **Benefits of Attending a Conference**

Attending an event will:

- Augment your group of international patients
- Build an international brand
- Exposing you to International buyers of healthcare, medical facilitators and vendors.

### **\*Benefits you can enjoy by getting certified**

- Increases your patient base
- Enhances your reputation in your field and community
- Sets you apart from your colleagues
- Shows that you have the knowledge and professionalism to manage a specific area of healthcare in the medical tourism program

Once you have joined the Medical Tourism Association and shown your commitment with meeting both professional and educational requirements, patient referrals and leads will be made to you.

Continuing education courses are required to keep certification but also serve to keep you abreast of any new developments or changes within the field.

The association will also advertise you and your practice abroad, further highlighting your name as an expert within your field.

Perhaps you hadn't thought about Inbound Medical Tourism before. However, with more people taking responsibility for their wellness and seeking out outstanding care, maybe Medical tourism is in YOUR future!

## **Need help with a project right now?**

Get copy for your website, newsletter, blog and printed materials. Contact me to find out what I can do for you and your business practice.

Email me at [Barbara@TheMedicalStrategist.com](mailto:Barbara@TheMedicalStrategist.com) or  
Call me at 561-325-9664

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P.S. Call or email for a free consultation. Let's discuss your needs and get you going on the right path to success!