

Start off with rapport questions.

"Hey, can you hear me well?"

"How are you doing?"

"I'm Max, What's your name?"

"Nice to meet your name."

"So tell me a little about yourself, what's the story of why you started your vision clinic?"

"What are your goals for your clinic? Where do you want your clinic to be in a few months or years?"

"Are you currently doing something to reach that goal?"

"What have you tried that didn't work and didn't reach your goal?" (Might be applicable)

"Why do you think you haven't reached your goal yet?"

"What do you think is holding you back from reaching that goal?"

"What do you think you need to fix?"

What do you think would happen in, say 3, 5, 10 years down the line if you don't fix that problem? How would that affect your business? Would it just stay the same, and not progress? What would happen?

"Now, what would the payout be if you did fix that problem, and started hitting your goals? Where would your business be?"

"Do you think it would increase your revenue?"

"Well here's what I recommend you do if you want to grow and expand, to slow your problems"

First thing I'll do is manage your social media. So I'll have to create the account's first and then I'll start posting daily about glasses, occasionally special reminders, and a lot of other stuff that I've got planned.

Second, I'll rebuild your website, that way, it looks a bit more modern and stands out. Having a good website will help you grow, and you can look at all the big vision clinics, they also have very professional websites. I'll also include a few of the key features that ever top vision clinic have. Just one of the tiny features will be...

Opting in to a newsletters. (don't worry, I'll set it up)

I got a lot of special things planned out for the newsletters, such as reminders every few months to get an eye exam, making them FOMO purchase by showing limited deals, and a lot lot more things.

Lastly, there is a few specific branding tricks that you can use so instead being 'a vision clinic at a location', you become 'the vision clinic at the location'.

But before I go ahead and do ALL of this, let's start off with a discovery project, and do a small chunk of it, just so you know how it is working with me, and I know how it is working with you. So let's start with me just making you a website, and set up a newsletter for you. Then, if you want to continue, we'll continue working together."

And since this is a discovery project, I'll only charge 5% of the money each patient spends, the patients that came specifically because of me.

And the way we will know when a patient came because of me is number 1, give customers a little secret code, something like, "Say "Free 10" at the appointment and we will give you a free 10 dollar bill", something like that would be pretty cool I think, or if not, we can think of something else too.

If they say no then,

Ay no worries, do you just not like the idea or you don't trust me?

If don't trust say,

That makes sense, well we can do this, just for the discovery project, it'll be 100% free and then after that, we will have a review call and see if something change?

If I don't want to say,

Ah I see, well no worries, thanks so much.

If they don't like the idea say,

Sure it might not seem like much BUT, this is what top vision clinics do, all these things, so I think it's a pretty good idea, plus we can always just try the discovery project and then decide.

