



1 "THE SHOW VIDEO" SCRIPT

Thank them for scheduling. Tell them what to expect. Get them to show

GOAL: Get patients to decide they for sure are going to show. (Be sure to hold your smartphone horizontally when you film)

- **INTRO:** Hi I'm Dr. _____ and I wanted to say thank you for scheduling your free _____ !
- **PURPOSE:** I wanted to give you an idea of what to expect when you come in and why I think you'll be very happy etc...
- **WHO IT'S FOR:** This appointment is really for folks who are experiencing _____ - describe it.
- **WHAT WILL HAPPEN:** Here's what will happen when you come in...
FUTURE BLISS: Future pace the happy ending - help them picture the best case scenario.
- **NO REASON NOT TO:** Take away the risk (no obligation, it's free, just come see, etc)
- **SEE YOU SOON:** I look forward to seeing you, and don't hesitate to give us a call if you have questions before your appointment!

