



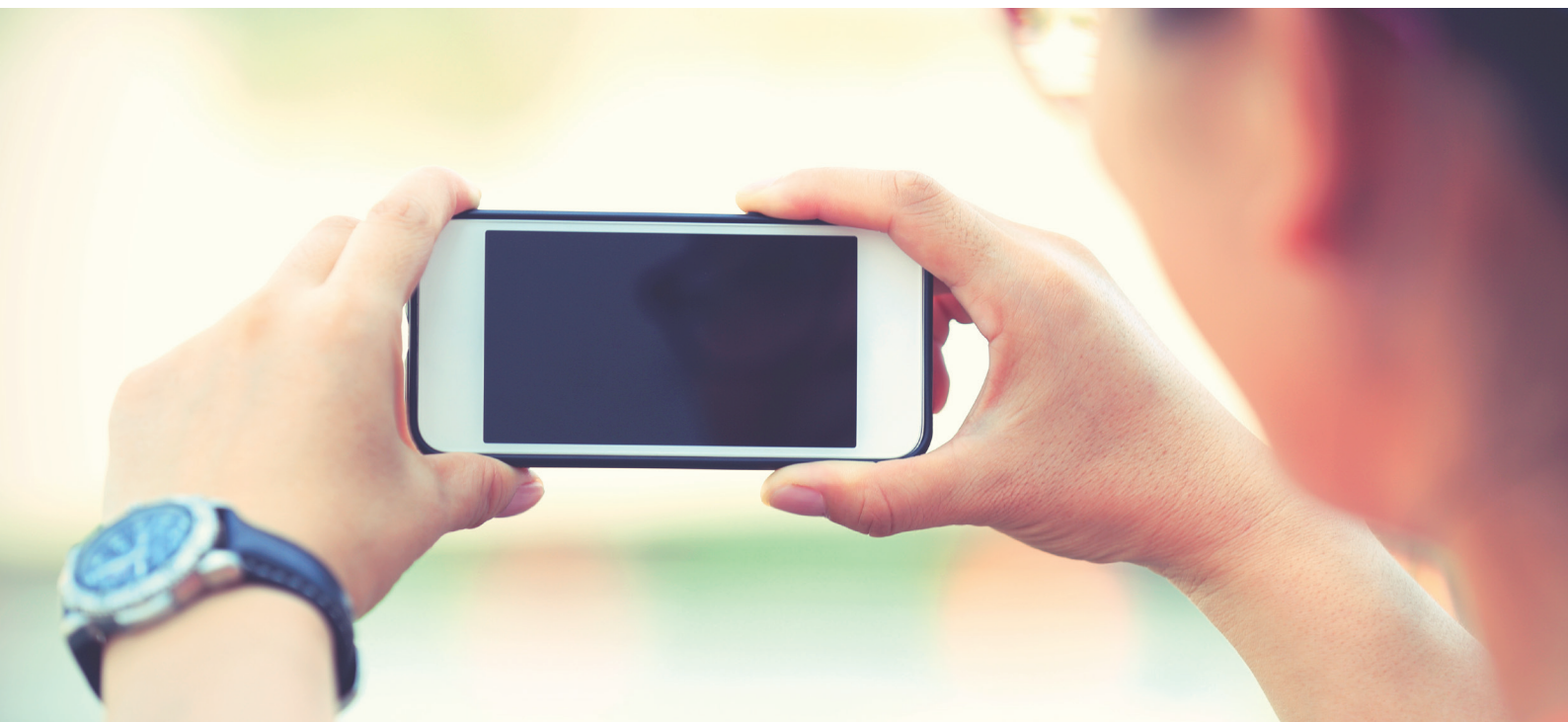
## 1 “THE SHOW VIDEO” SCRIPT (Welcome Video)

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!



**2**

## “TESTIMONIAL VIDEO” SCRIPT

**Condition Specific. Short and sweet. Lots of them.**

**GOAL:** Get their story in about 90 seconds - Use the direct script below, or you can simply have them tell their story on camera. (Be sure to hold your smartphone horizontally when you film).

### HOW TO GET TESTIMONIALS

- Schedule a follow up appointment 4-6 weeks after treatment, to go over the treatment, see if it worked, and GET A TESTIMONIAL
- The best time to get a testimonial is when someone is happy, or they feel like your treatment worked.
- Don't hesitate to ask someone that has had a good experience to film a quick 60 second video.

### SCRIPT OUTLINE

- What's your name? (Or introduce “Hey this is Dr. \_\_\_\_\_ with \_\_\_\_\_ and I'm here with \_\_\_\_\_ - \_\_\_\_\_ tell us how you found us?”)
- Tell us about your \_\_\_\_\_ pain before you came to see us.
- How did you find us and what made you decide to come in?
- Now you've been working with us for \_\_\_\_\_ - what have your results been?
- Based on what you've experienced, what would you say to someone who's considering coming in?
- Would you recommend us to others?

**3**

## “THE DIRECTION VIDEO” SCRIPT

**Describe getting to the office. How would someone find you? Are there any special landmarks? Is your office easy to find from the parking lot?**

- Start from the parking lot, point out where they will need to park
- Walk from wherever they park, up to the front door. (Have team members waiting outside the door welcoming.)
- Have the team members show you to the front desk.