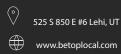


The Bridge to New Patients TIMELINE

DAY 1	 Welcome Call with Be Top Local Schedule Onboarding call Get into the Facebook Mastermind Community Introduce yourself in the Mastermind Login to The Bridge to New Patients Training Program Start Here Module Watch: What is the bridge to new patients - 16:55 min Fill out Client Intake form
WEEK 1	 □ Finish Start Here Module - 18:52 min □ Download Action Base Guarantee, sign & email to CSM@betoplocal.com □ Watch Module 1 Mindset & Practice Goals - 35:39 min □ Download Road to Success □ Download Terminology
WEEK 2	Have Onboarding Call Watch Module 2 - Assets Module - 52:16 min Pull up Shared Google Drive Download Photo Asset Handout Download Video Scripts Take Photos (remember to hold your camera horizontally) Film Videos Upload Assets to Google Drive Email CSM@betoplocal.com and let us know you uploaded the assets
WEEK 3	Attend Live Q&A and Facebook Live Trainings Watch Module 3- Patient Closing Process - 33:19 min Download Build an Offer hand out Create a Value Stack Email Value Stack to CSM@betoplocal.com Watch Module 4 - Running the Sales Process - 1:33:39 Download the 7 consultation steps Get Start Date!





WEEK 4	Attend Live Q&A and Facebook Live Trainings Watch Module 5 Patient Scheduling - 29:14 min Download Call Cheatsheet Download Sample Script Download Common Questions Schedule your Kick Off call Watch Module 6 - 27:42 min
	CAMPAIGN LAUNCHES!
WEEK 5	 Attend Live Q&A and Facebook Live Trainings First Leads Yay!! Call Leads & Follow the Process Contact us if you have any questions
WEEK 6	 Continue to call Leads First Strategy call with Json- Clinic Director Do you know your numbers?
WEEK 7	 Post your wins in the Facebook Mastermind Attend Live Q&A and Facebook Live Trainings Record Consultation for Strategy Call
WEEK 8	 Strategy Call with Be Top Local Halfway check in with staff Fill out Staff Check in hand out





BETOP LOCAL CAMPAIGN TIMELINE

WEEK 9	 Attend Live Q&A and Facebook Live Trainings Get Secret Shopper hand out from binder Secret Shop staff
WEEK 10	Attend Live Q&A and Facebook Live Trainings Get staff on Q&A Check in Call with Sales Department Do you know your number's *Any Changes
WEEK 11	How are you doing Action Based Guarantee? Strategy Call with Be Top Local Check in with Staff- Are they still following the process?
WEEK 12	Final 60 day Prepare for new campaign Fill out End of Bridge Survey

PREPARE FOR NEW CAMPAIGN!



