



Tips to Choosing Your **Cash-Based Service** For Private Practitioners

This is not the only way to choosing a cash-based service or program but with those who are struggling with how to begin they will find the following tips attached to be very useful.

KEEP IN MIND YOUR SERVICE/PROGRAM SHOULD HAVE 2 MAIN QUALITIES:

- 1. Patients can't find the same type of service anywhere else**
 - a. Think of a service you enjoy offering and believe in. Or think of something that is in high demand in your area (such as a chronic pain program). It should have a definite duration and should be stated, "90-day Program", etc. You should make the benefits clear and be detailed on what's included with the program.
 - b. Add something that will make it "special" that's not readily available to the public or even your "general" population patients--a special product or service.
 - c. Do not try to appeal to a large vague group of people. It should very focused so you can send messages that they connect with such as "Tired of living with that sore back?!", etc.

- 2. There's a 100% Money-Back Guarantee**
 - a. You should stand behind its effectiveness with a 100% Money-Back Guarantee. It should work!

“10,000 flyers distributed into your community can bring in potentially **200 new patients. This translates into approximately **\$200,000** in increased revenue for your practice. Can you get a better return on your investment?”**

-James Ko, MPT, President

Statement based on a 2% response rate and \$1,000 average new patient revenue.

Have IndeFree help you create a flyer that works!