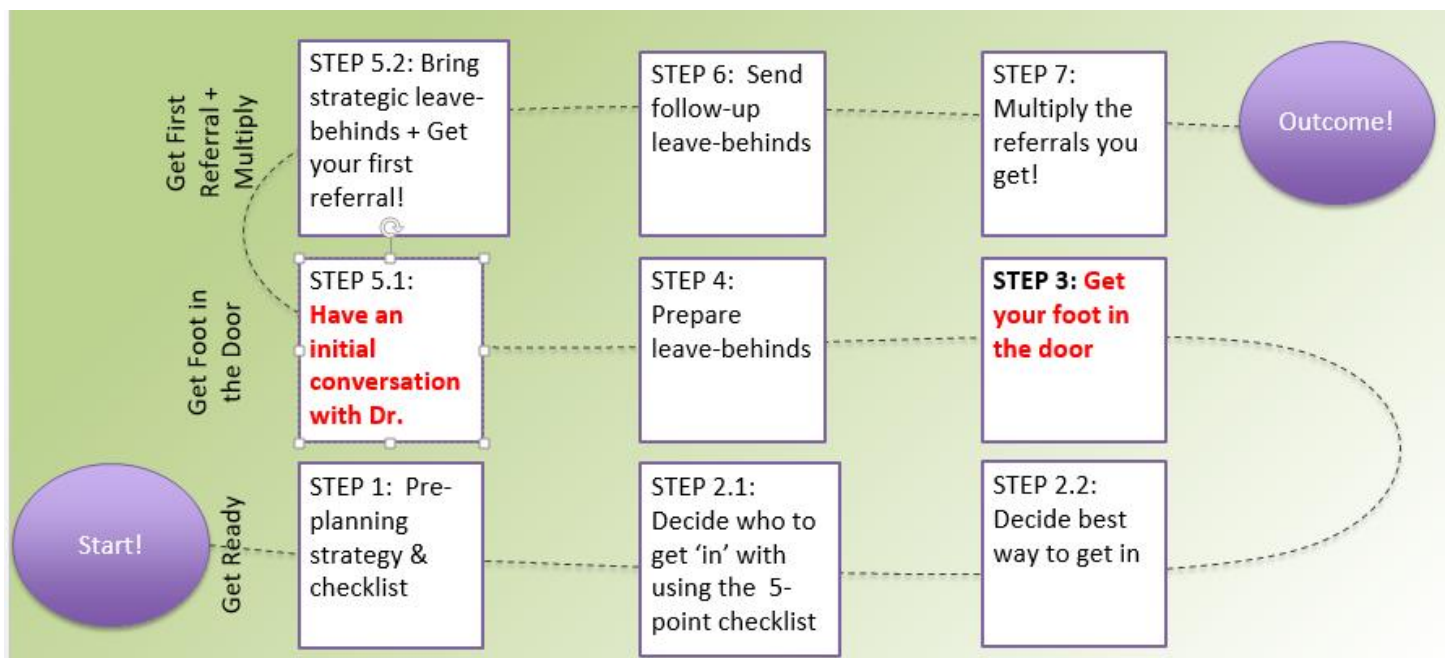


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Dr. Referral Success Roadmap



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Sample Referral Pad

One simple tool to get more doctor referrals is to hand out referral pads that are the size of Rx pads. Drs can give these out to their patients who might be a good fit for your services. This makes referring you *easy*, and having something tangible to hand to the patient increases the chance that the referral will reach out for you.

Here is a sample design of a referral pad that you can model to get your own created:

Your Business/Clinic Name
Jane Doe, TITLE
Specialty or Type of Services Provided
Office: 777.321.5555


Patient's Name: _____ Date: _____

Referring Provider: _____


Evaluate/Provide care as necessary Evaluate/Contact me by phone

Dx: _____

Instructions:

**YOUR
LOGO
HERE** 
www.YourWebSite.com

Signature



"Approaching Drs and Providers" (when you have a Mutual Patient) Conversation Script #1



When to use: Once you get the Dr. on the phone
Purpose of script: To increase chances of getting referrals

1. Update the Dr./provider on your patient's progress.
-Be prepared to reference some studies (Drs like scientific studies)
2. Find out more about their practice. Offer them the possibility for client referrals from you
*"I'd love to hear more about your practice. I'm looking for a good _____
[INSERT THE TYPE OF PROVIDER THEY ARE] to send my patients to when the need arises.
What kind of patients do you enjoy seeing?" and "What is your philosophy/approach?" OR*
*"Many of my patients/clients will need XXX (ie, physicians, holistic physicians)/ some people
ask me for recommendations. I would like to know what your philosophy is & what kind of
clients/patients you most like working with so I can refer the right people to you when the
need arises."*
3. Find out what inspired them to ie, start their practice/ get into their profession/do what
they're doing and what their vision is for their practice/business
"What got you inspired to get into this profession/be doing what you're doing?"
4. Find out more about whether they have tough client/patient cases or an unmet need
*"Do you ever have client/patient cases where medications [or insert what they do for their
clients] aren't working too well, or the person is all about not taking medications unless they
have to?"*

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"Do you ever come across patients where you have to give them a lot of XXX medications and they feel _____ [INSERT SIDE EFFECTS]?"

OR

" _____ [INSERT YOUR IDEAL PATIENT SCENARIO AND HIS/HER FRUSTRATION WITH HIS/HER HEALTH ISSUE]"

"What are your thoughts on holistic treatment options for your people/patients who don't respond to medications [or insert what they do for their clients here]? I'd like to learn from your philosophy."

OR If you're a health coach: "How compliant are you seeing your clients/patients be these days with things like lifestyle changes ([insert whatever you tend to help people with here] to help them _____ (ie, lower their cholesterol [insert the outcome that overlaps with the outcome that you get for your clients]), when there's usually not much time to be able to do that in short office visits?"

**Notice that you point out the gap which you can help them with in an indirect way without promoting yourself outright. This is an indirect way of pointing out that there's a missing piece in their care of their clients/patients right now.*

Optional (if they have traditionally been on board with your modality): Find out what their clients/patients/community could use, related to what you do

*"What are the things your clients/patients/community/audience could really use help around (*related to what you do*) that you don't have the time or resources to provide?"*

Example: "What kind of issues are your patients having where you see acupuncture could really help?"

5. Describe the kind of patient/health issues to send to you

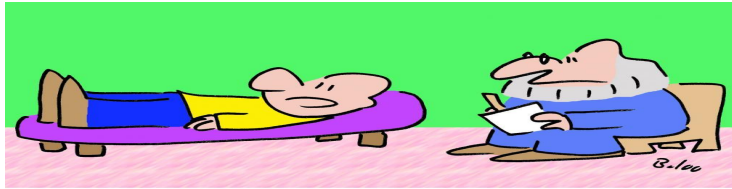
Example: "If you come across patients who are [PAINT THE PICTURE OF WHAT THEY'RE GOING THROUGH, IE: WHAT'S NOT WORKING OR HOW THEY'RE FEELING], send them to me"

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6. Ask for referrals

"Can you think of 1-2 of your patients right now who are in that situation?" (if they can't think of anyone, just say "When you come across a patient who is experiencing [insert the issues they're experiencing], send them to me.")



"The bartender referred me to a shoe shine boy, and the shoe shine boy referred me to you."

Share the benefit of referring people to you

"It can help your patients/clients get better outcomes/results when nothing else is working for them."

7. Reconnect with the provider

*Remember: getting "in" with a provider is not usually a one-time thing
Continue to develop the relationship

Use the templates of the Dr. Referral Success Blueprint system to stay in touch, so they think of you first to refer to.

Hot Tip: Give them a Referral pad (similar size as Rx pad) from the Consistent Client Introvers.



To receive priority consideration for a FREE "Double My Practice the Introverted Way" Strategy Session, go to <https://www.surveymonkey.com/r/69YQG79>

*Mention you listened to the talk.