

BUSINESS-BUILDING IDEAS FOR HEALTHCARE PROFESSIONALS

The Bios Life Franchise offers you, as a healthcare professional, the rewarding opportunity to use your expertise to educate your community about the risks associated with obesity, high cholesterol, diabetes, and hyperlipidemia as well as the prevention of heart disease. Having the ability to impact the lives of a vast number of people, beyond those you serve in your daily routine, can be extremely gratifying, both professionally and financially.

As a respected healthcare provider in your community, you can use your education and credentials in numerous ways as you build your Bios Life Franchise. This chapter will cover some of the things other healthcare providers have done over the years to help educate people about the Bios Life products and their abundant health benefits.

As you consider the ideas presented here, ask yourself the following questions:

- What are my strongest skills?
- What do I enjoy doing?
- Do I like speaking in front of a crowd? Or, am I more comfortable in a small-group setting, or in a one-on-one get-together?
- Do I have the freedom to integrate Bios Life into my treatment plan?
- Which of my colleagues deserve to know about Bios Life Slim and Bios Life Complete? Not only local colleagues, but those I know across the country and around the world?

Wellness Programs

1. Plan large-group gatherings

Using one of our PowerPoint presentations, offer to do a 30-40 minute presentation at your church or synagogue, community organization, PTA, or library.

Offer to be the speaker at women's group events, using the topic "Women, Obesity, and Heart Disease." There is a PowerPoint program available on this subject.

Plan to do wellness programs at small businesses or large companies in your area. Recognizing that healthy employees are good for their bottom-line, many businesses offer incentives to employees who participate in wellness strategies.

Volunteer to present a wellness program for students at public schools. Make no mention of our Bios Life products; however, you can use that opportunity to build rapport with teachers by giving your business card afterward and letting them know that your specialties are cholesterol control and weight management. If they give you any referrals, be sure to show your appreciation.

Most professional organizations have local or regional chapters which meet monthly, such as Chamber of Commerce, Rotary Club, or Lions Club. Offer to be the speaker for an upcoming meeting. This is an excellent opportunity for networking.

*“First, you have to be visible in the community.
You have to get out there and connect with people.
It’s not called net-sitting or net-eating.
It’s called networking.
You have to work at it.”
Dr. Ivan Misner*

2. Consider small-group gatherings

Ask your life insurance agent if he/she would appreciate your teaching the staff about ways to help their clients get preferred policies by reducing their weight and lowering cholesterol naturally. You can do a wellness talk in his/her office. Life insurance agents have a Rolodex of clients paying higher premiums due to being overweight or on statin medications.

Propose to do a wellness program for the staff at your hospital. They are so busy taking care of patients that they often do not have time to take care of themselves!

Health Fairs

1. Sponsor a Heart Health Booth

There are a variety of places where you can set up a Heart Health Booth where you can do free blood-pressure checks, offering reasonably priced on-site cholesterol screening. While you wait for results of a blood test, it is the perfect time for you to go through a risk assessment and talk about ways to avoid medication. If you sense that the atmosphere is favorable, you can introduce one of the Bios Life products.

Many community organizations conduct an annual health fair. Some of them invite the local hospital to do free lipid screening in a mobile trailer. Ask if your booth can be located next to the hospital's cholesterol screening. You can speak to the people coming out of that trailer about their results, offering education about ways they can improve their ratio.

Many gyms hold health fairs. Ask your local gym managers if you can participate in their next one. If there is not one scheduled, offer to help organize one using this as a chance to network with other healthcare providers in the community offering them the exposure for their practices. Consider approaching Registered Dietitians, Nurse Practitioners, Chiropractors, Massage Therapists, Optometrists, Podiatrists, and Naturopathic Physicians.

2. Include activities at your booth

Set up a Bios Life product display at your booth. Mix a sample of Bios Life Slim or Bios Life Complete. Pour it into small paper cups and serve on a tray.

Another good idea is to have a laptop computer playing the Bios Life DVD or the PowerPoint presentation. Be sure to set up extra chairs at your booth. People will stay, watch, and listen if they are comfortable.

Display a basket filled with Bios Life heart-healthy products wrapped in cellophane and tied with a big bow. Use this as a raffle. Let people fill out a small form or use their business cards to drop into a "fishbowl" for a chance to win the prize.

3. Organize a private presentation

Plan to hold your own private health fair in your office or your home. Invite as many or as few guests as you choose. This is a more casual and socially oriented type of health fair. Use one of the Bios Life DVDs to open the presentation. Mix up some Bios Life Slim to share with the guests. Send each person home with an extra sample to taste again and a CD to continue learning more about our products.

Educational Advertising Opportunities

1. Contribute to newspapers, magazines, radio, or television

Write a health-related article and submit it to your local newspaper or a magazine. You could also offer to write a weekly or monthly column for your

local newspaper. Always include your qualifications for writing such an article.

Offer to write a regular health column for your church or synagogue newsletter. Do not write about the Bios Life products, but rather write more generically: for example, about the role of fiber, plant sterols, and stanols in the lowering of cholesterol. At the end of the article you can say, “For a free consultation to review your heart-health risks or to review ways to avoid taking prescription drugs which often have harmful side effects, call...”

Volunteer to be a speaker on a local radio or television program. Sometimes you may need to pay a fee to be interviewed professionally, but the exposure will be worth it.

Placing Bios Life ads in local newspapers or publications is an excellent way to make known your business and your product.

*“Doing business without advertising
is like winking at a girl in the dark;
You know what you are doing,
but nobody else does.”
Stuart Henderson*

Be careful not to spend your entire budget on advertising. The best way to acquire customers is by word-of-mouth. We agree with Dr. Ivan Misner, the Founder and Chairman of BNI (Business Network Int'l—the largest business networking organization in the world) who wrote: “Word-of-mouth is more about farming than it is about hunting. Building your business through word-of-mouth is about cultivating relationships with people who get to know you and trust you.”

2. Distribute materials locally

Place your Bios Life business card in as many retail and professional locations as you can. Be sure to include your credentials after your name. It brings more credibility to your advertising.

Alliances with Other Healthcare Professionals

Contact local fitness centers, qualified fitness professionals, and Yoga instructors. Meet with them to establish a good working relationship so that

you can cross-refer. You can leverage a healthy alliance later by sharing a CD with them or inviting them to learn about the Bios Life products.

Once you team up with other healthcare professionals, you can invite them to attend the health fairs with you. It is impressive and empowering to have a variety of expertise at these events.

Send a brief letter to your colleagues and peers. It is good exposure for you to let them know of your new endeavor. Design a letter giving a brief overview of your affiliation with the Bios Life products. Mention that you thought of them and felt they might appreciate this opportunity as well. Include a CD and/or DVD with the letter and follow up later. Do not wait for them to call you.

Bios Life Integrated into Your Treatment Plan

1. Establish office procedures

In a busy medical practice, it is essential that you train ancillary staff to educate the patients about the Bios Life products. Make this a part of the typical protocol.

Many offices train patients in an area right next to the water cooler. They actually mix it up, shake it, and pour it into paper cups. This way the patient is not afraid to order it once they see how good it tastes!

To every patient who receives a Bios Life Slim/Complete recommendation, you should give a Bios Life shaker cup along with an instruction sheet. If you are not selling from your inventory, be sure to include a couple of packets for your patient to begin using immediately.

2. Design an RX form for Bios Life Slim and Bios Life Complete

Create your own RX form that gives instructions for ordering directly from the Company at 888-BIOS-LIFE. Be sure that this form includes your PIN or account number.

Your RX form could also include the other heart-healthy formulas. Most medical professionals are regularly recommending Enzygen Plus, Omega-Life3, Cardio Essentials, Bonemate, and Cellular Essentials.

3. Gain a permanent Bios Life customer

Schedule the patient to return after 60-90 days to re-do the lipid panel. When the results are positive, you can initiate an Automatic Refill order, if you haven't already done so.