



Dr. Chad Woolner



Dr. Andrew Wells

COURSE OUTLINE

LEARNING OBJECTIVES:

1. Provide practitioners with a clear and proven success path for their laser business

2. Enable practitioners to see rapid return on investment with their laser purchases

3. Show practitioners how to structure their laser packages & programs for best results

4. Show practitioners how to price their laser packages & programs to maximize profit

5. Outline the best marketing tools, systems & strategies to grow their laser business

THE LASER M.B.A. PROGRAM



Day 1 Training

- **12:00-12:30pm** An overview of the 2 basic business & financial models (Packages & Programs)
- **12:30-1:00pm** Laser Packages - How to create compelling pricing and package structure
- **1:00-1:45pm** The Laser Presentation/Open House Model
- **1:45-2:00pm Break**
- **2:00-3:00pm** Marketing Systems For Promoting The Presentation/Open House
- **3:00-4:00pm** The 1-Treatment Challenge Model
- **4:00-4:15pm Break**
- **4:15-5:15pm *Sponsored Dinner (The Science Behind Erchonia Lasers with Penny Sneed)***
- **5:15-6:00pm** Simple Video Marketing Strategies Part 3 (Patient Testimonials)

Day 2 Training

- **9:00-9:30am** Adding Lasers to Niche/Condition Programs to Increase Patient Outcomes & Clinic Profits
- **9:30-10:00am** The Zerona Z6 Laser - Beyond Weight Loss (Penny Sneed)
- **10:00-11:00am** Building your perfect niche/condition specific program
- **11:00-11:15am Break**
- **11:00-12:00pm** Marketing to fill your program
- **12:00-1:30pm *Sponsored lunch (Simplified Functional Medicine/Applied Functional Neurology)***
- **2:00-3:00pm** The 2 Day New Patient Evaluation, Education & Enrollment Model
- **3:00-3:15pm Break**
- **3:00-4:00pm** Handling finances, potential objections and concerns
- **4:00-5:00pm** Growing your laser business (adding lasers, upgrading lasers and more)