



**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 Wendy McLaughlin)\***
- **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** Laser Rental Programs with Dr. Kristin Hieshetter
- **10:00-10:15am Break**
- **10:15-11:00am** The Zerona Z6 Laser - Beyond Weight Loss (Wendy McLaughlin)
- **11:15-12:30am** Building your perfect niche/condition specific program
- **12:30-1:30pm \*Sponsored lunch (Simplified Functional Medicine/Applied Functional Neurology)\***
- **1:30-2:30pm** Marketing to fill your program
- **2:30-3:00pm** The 2 Day New Patient Evaluation, Education & Enrollment Model
- **3:00-3:15pm Break**
- **3:15-4:00pm** Handling finances, potential objections and concerns
- **4:00-4:15pm** Growing your laser business (adding lasers, upgrading lasers and more)