



**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 James** Overview of the 2 Foundational Business & Financial Models
- **12:30-1:00pm** How to Create Massive Value for Patients Making Them Eager to Pay
- **1:00-1:45pm** The Laser Presentation/Open House Model and 1 Treatment Challenge Model with Brittany Wilson, Clinical Educator
- **1:45-2:00pm Break**
- **2:00-3:00pm** A.I. Strategies for Marketing and Practice Growth
- **3:00-4:00pm** Clinical and Business Methodology and Utilization (**Dr. Brandon Brock**)
- **4:00-4:15pm** Specialty Specific Opportunities (**Dr. Jason Green**)
- **4:15-4:30 Break**
- A.I. Strategies for Marketing and Practice Growth (Continued)
- **4:30-5:15pm \*Sponsored Dinner (The Science Behind Erchonia Lasers with James Shanks)\***
- **5:15-6:00pm Simple Video Marketing Strategies**

## Day 2 Training

- **9:00-9:30am** Adding Lasers to Your Practice to Increase Patient Outcomes & Clinic Profits
- **9:30-10:30am** The Emerald Laser - Beyond Weight Loss (James Shanks with Mazur 2 Min & Styku 10 Min. Videos)
- **10:30-10:45am Break**
- **10:45-11:30am** Building Your Perfect Niche/Condition Specific Program
- **11:30-12:30am** Building Your Perfect Niche/Condition Specific Program Continued...
- **12:30-1:30pm \*Sponsored lunch (Simplified Functional Medicine)\***
- **1:30-3:00pm** Marketing to Fill Your Program
- **3:00-4:00pm** Success Lower Extremity with the FX Series & Lunula Lasers (**Dr. Chris Bromley**)
- **4:00-4:15pm Break**
- **4:15-5:00pm** The Successful Patient Consultation and Enrollment Process
- **5:00-5:30pm** Growing your laser business (adding lasers, upgrading lasers and more)