

Diamond

Personal Mentoring & COACHING Program

CONFIDENTIAL NEW MEMBER APPLICATION

FAX COMPLETED APPLICATION TO (951) 693-4627

Complete Contact Information/Profile:

Name: _____ Spouse Name: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Optional - Home Address: _____

Business Phone: _____ Home Phone: _____

Cell Phone: _____ Fax: _____

Birth date: _____ Years in Current Practice: _____

SS#: _____ Email: _____

Secondary Payment Source (in lieu of credit check)

Bank Name: _____ Name on Account: _____

Routing#: _____ Account#: _____

Please rank each of the following marketing-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale:

1 = insignificant to 5 = very significant. ALSO, number the eight most important items to you 1 - 8: 1 = most important of all.

| <u>No.</u> | | <u>Ranking</u> | | | | |
|------------|-------------------------------------------------------|----------------|---|---|---|---|
| _____ | Advertising effectively | 1 | 2 | 3 | 4 | 5 |
| _____ | Generating sufficient QUANTITY of patients | 1 | 2 | 3 | 4 | 5 |
| _____ | Controlling costs of advertising, patient acquisition | 1 | 2 | 3 | 4 | 5 |
| _____ | Patient retention | 1 | 2 | 3 | 4 | 5 |
| _____ | Stimulating repeat business from patients | 1 | 2 | 3 | 4 | 5 |
| _____ | Stimulating referrals from patients | 1 | 2 | 3 | 4 | 5 |
| _____ | Clarifying my USP, Positioning, Marketing Messages | 1 | 2 | 3 | 4 | 5 |
| _____ | Taking advantage of new opportunities, technologies | 1 | 2 | 3 | 4 | 5 |

Please rank each of the following financial-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale: 1 = insignificant to 5 = very significant. ALSO, number the six most important items to you 1-6: 1 = most important of all.

| <u>No.</u> | | <u>Ranking</u> | | | | |
|------------|------------------------------------------------|----------------|---|---|---|---|
| _____ | Finding time to implement | 1 | 2 | 3 | 4 | 5 |
| _____ | Getting employees and/or associates "on board" | 1 | 2 | 3 | 4 | 5 |
| _____ | Hiring/training/managing employees | 1 | 2 | 3 | 4 | 5 |
| _____ | Setting, selling and commanding premium fees | 1 | 2 | 3 | 4 | 5 |
| _____ | Taking a satisfactory amount of time off | 1 | 2 | 3 | 4 | 5 |
| _____ | Having a long-term retirement/exit strategy | 1 | 2 | 3 | 4 | 5 |

| <u>DO YOU REGULARLY OR FREQUENTLY USE:</u> | <u>YES</u> | <u>NO</u> |
|--------------------------------------------|--------------------------|--------------------------|
| Direct Mail | <input type="checkbox"/> | <input type="checkbox"/> |
| Broadcast VOICE | <input type="checkbox"/> | <input type="checkbox"/> |
| Web Site | <input type="checkbox"/> | <input type="checkbox"/> |
| E-Mail | <input type="checkbox"/> | <input type="checkbox"/> |
| Print Media Advertising, Local | <input type="checkbox"/> | <input type="checkbox"/> |
| Radio/TV Advertising, Local | <input type="checkbox"/> | <input type="checkbox"/> |
| Publicity/News Releases, Local | <input type="checkbox"/> | <input type="checkbox"/> |
| Newsletter | <input type="checkbox"/> | <input type="checkbox"/> |
| Personal Networking | <input type="checkbox"/> | <input type="checkbox"/> |
| Tele-Marketing | <input type="checkbox"/> | <input type="checkbox"/> |

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY GENERATES NEW PATIENTS FOR YOU? _____

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY STIMULATE REPEAT BUSINESS, LOCK IN CONTINUING OR RENEWABLE INCOME AND/OR STIMULATE REFERRALS? _____

BRIEFLY DESCRIBE CURRENT PRACTICE (AND ATTACH ONE BROCHURE, SALES LETTER, WEBSITE, OR OTHER DOCUMENT REPRESENTATIVE OF YOUR PRACTICE).

DESCRIBE 3 OR 4 MAJOR GOALS YOU ARE WORKING TOWARD:

#1:

#2:

#3:

#4:

DESCRIBE 3 MAJOR SOURCES OF STRESS, FRUSTRATION OR UNHAPPINESS THAT INTERFERE WITH YOUR PRODUCTIVITY AND ROB YOU OF PEACE OF MIND:

#1:

#2:

#3:

YOUR OFFICE

Type of office (home, store front, office bldg) _____

Square Feet: _____

Office hours: _____

Number of hours you work, average week: _____

Number of hours you'd prefer to work, average week: _____

% of work-time you rank as productive: _____

No. of hours per week you work "on" vs. "in" your business _____

No. of weeks of vacation taken: 2009: _____ 2010: _____ 2011: _____

No. of weeks of vacation you'd prefer taking: _____

READINESS ASSESSMENT

RANK YOURSELF IN MARKETING EXPERIENCE: (Mark one)

_____ Very knowledgeable; serious student; very active in using strategies

_____ Very knowledgeable; serious student; but not very active in implementing

_____ Somewhat knowledgeable; actively implementing

_____ Somewhat knowledgeable; but not very active in implementing

_____ A relative novice

WHY DO YOU WANT TO PARTICIPATE IN THIS PERSONAL MENTORING & COACHING PROGRAM? AND, WHY DO YOU THINK YOU ARE A GOOD CANDIDATE?

Dr. Erich's Practice Wealth Guaranteed Diamond Membership Benefits

Included:

D. Erich's New and Updated Practice Wealth System (\$8,000 Value) plus the following:

- Dr. Erich's Monthly Practice Wealth Newsletter
- Monthly Patient Newsletters mailed to you on CD ROM so you can customize
- Monthly Tele-Training class with Dr. Erich
- Recording of Tele-Classes mailed to you on CD for your review
- CD of the Month mailed to you
- Weekly Patient Handouts e-mailed to you
- Dr. Erich's weekly success fax
- Monthly 'one-on-one' pre scheduled personal coaching call w/ coach (\$4,800 Value)
- Two registrations for yearly Bootcamp events for primary doctor and spouse (\$2,997 Value)
- A special EXCLUSIVE session with your coach at the yearly Members ONLY Bootcamp and SUMMIT for you and your spouse (Value \$5,200)
- Monthly CA training calls with Dr. Erich. He trains your CAs (Value \$4,800)
- Automatic access to all Teleseminars...(Value \$1,000)
- Teacher Appreciation Day Massage Marketing Program (Value \$497)
- Dinner Fundraiser Program (Value \$297)
- \$200 Discount monthly on Silk One web-based Practice Management Software
- Advanced Opportunities to get "first crack" and "discounts" for All New Practice Wealth Products & Services.
- Opportunity for a special In-House Consult with your coach
- Access to Dr. Erich's Million Dollar Rolodex for vendors and contacts
- 20% off all products (not include other vendors, with some exceptions)
- Special gifts sent to you specially selected by Dr. Erich
- Free attendance at all one day seminars (\$1,297)
- Instant Access to Secret Diamond Membership Website
- Major Discount on web-based Practice management software
- Dr. Erich's New Book: "Patients for Life"
- Total Value: Well over \$ 68,000.00
- Limited to exclusive small group, by invitation only!
- Full money back guarantee, If after implementing the Practice Wealth System and Diamond Program you do not make at least three times the investment, you get all your money back and keep the bonuses (see criteria in member letter)

Membership Criteria:

- Be willing to present your 'greatest successes' at the yearly Bootcamp
- Have an honest desire to grow your practice to 'at least' \$ 1,000,000.00 gross
- 24 month commitment
- Must Qualify
- By Invitation only

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