



Get the Phone to RingTM

SMC



Feels Like Hard Work

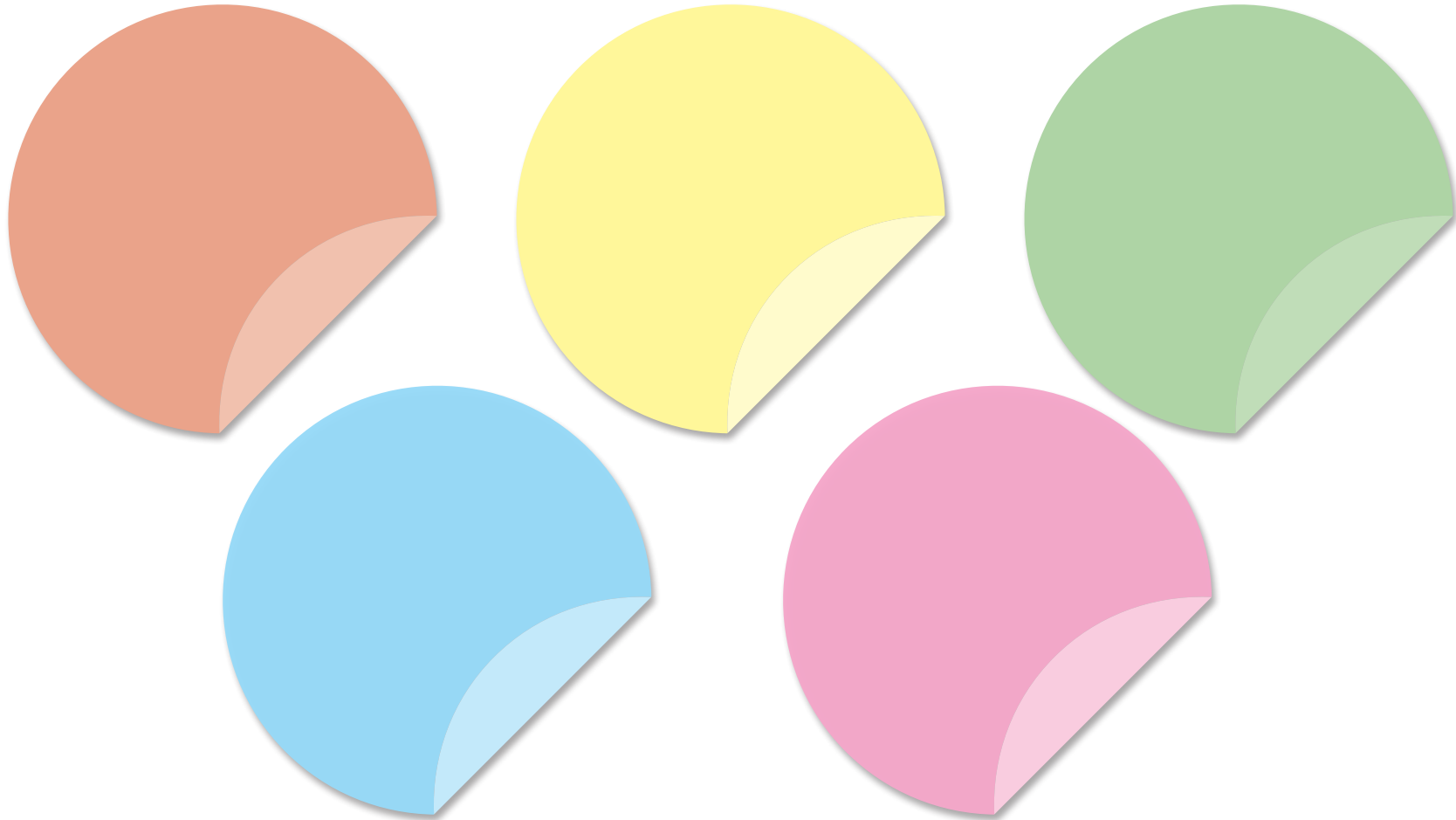


Feels Too Fast





5 Things GP's Love About Us/ Me



Common Objections

1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.

Next Steps

	Advertising	Phone Call	Email	Text	Face to Face
Think					
Feel					
Do					

Top 20 Reasons People Go to Work

Reasons	How it Relates to Me	How it Relates to My Practice	How it Relates to My Marketing
1. The people			
2. Feeling like I am good at it			
3. The hours			
4. It's fulfilling			
5. Working as a team			
6. The salary			
7. The location			
8. Feeling valued			
9. Having an understanding boss			
10. Feeling trusted			
11. Feeling like I make a difference			
12. The positive/welcoming atmosphere			
13. Every day is different			
14. Stability			
15. Meeting new people			
16. It allows me to be creative			
17. Time and space to do the job properly			
18. Working with friends			
19. Learning new things			
20. The leadership			

Experiment With Ad Copy

Idea	Where	What	How They Contact You	What Else

Next ...

Name

Date

Takeaways

Top 3

Actions