

1.7.22

Jennifer Savage, ND 0:02

Okay, so we are recording, I want to welcome everybody, I'm sure we have a few more that are going to be hopping in. But today, we are going to be focusing somewhat on marketing. It's that time of year, right? It's the beginning of the year. It's only the seventh. And we're looking at what we can do to promote our business, we're setting new goals for the year. And that always feels somewhat satisfying to me to kind of lay out where I'm going for the whole year. And the thing is, it doesn't always turn out that way. I might go a different way. What I'd like to know, before we go any further, is Have you any of you experienced laying out some goals like this for the year? And they didn't work out the way that you wanted to? How did that make you feel?

Unknown Speaker 1:04

I actually try to avoid goals for that reason, because if I don't hit them, I get very defeated. So I try very hard to make goals that push me just a little bit but aren't ridiculous. And then I always prepare myself for some wiggle room. Like, it's okay, if it's a first quarter goal, and it happens, you know, a month later.

Jennifer Savage, ND 1:27

Okay, so you're kind of hedging your bets so that it doesn't make you feel bad?

Unknown Speaker 1:32

I do. Because I know from the past, it becomes an all stop for me. And I just completely freeze up and stop moving forward at all. So I have to kind of honor that.

Jennifer Savage, ND 1:41

So what about changing your reaction?

Unknown Speaker 1:45

I need to work on that too. And I've gotten better at that. Because I've been doing this for about eight years to try to modify my response to it and be more grateful for look at how far you've come and how much you've done. And as opposed to like, well, I didn't make it by, you know, June 3. So I guess I suck at it. So I've worked on that, too. This is what are some of my goals and a couple of years since I've done some mindset.

Jennifer Savage, ND 2:12

Okay. All right. And, yeah, it's pretty easy to beat ourselves up, isn't it? Gail says, yes, but not good. And yes, it's easy to beat ourselves up. And that's the part, you know, that I want to start exploring. It's not going to be all we're going to get all the answers in this call today. But listen to me, marketing. Y'all want to talk about marketing all the time. And over the last two years, we've touched on it in many different areas. But if you do not examine where your own head is at with yourself, it is going to be difficult to market. Nobody really wants to ever hear that. But that is the truth. And we're going to talk more about that in our How To Market section today. All right. Now, what we're going to talk about first, though, is we're going to talk about Lisa's new salt question. So let me get back over here to me, we, which Lisa, I've heard of new salt. I mean, I heard about it enough that I was familiar with it, but didn't know anything about it. So I did some exploration here. And let me get off of this in practice event thing.

Oh, I didn't see Tom's way to go, Tom. I liked that. Sherry, I liked yours too. And we're gonna come back and touch on that one.

Well, I know you're in here. Here we go. All right. So Lisa has a client who is using new salt as a potassium supply. And Lisa, after just looking at this, I mean, my my only concern is something that you raised. And that is, you know, the processing.

Unknown Speaker 4:37

Yeah, and specifically, he has terrible time sleeping. And so I want to be really thorough with anything that he's consuming that might contain like MSG, or Yeah, chemicals and things and I guess I don't have a great answer for him to say he definitely does have those things, but I guess we also can't rule out just basic on where and where it's coming from,

Jennifer Savage, ND 5:02

is there some reason he does not want to do electrolytes?

Unknown Speaker 5:07

He had, we've only had our health history. And he kind of said he's a really simple person. He just, he seems like he enjoys his electrolyte process where he puts like some salts and magnesium powder, which he said, you know, he's like, I already have this powder. He already has the new salt. So I think the main if I told him, Hey, we should really consider a powder, I guess. It's really not that different from what he's doing, other than everything being all in one little package, and you know, better quality, but his magnesium powder is decent quality, and his salt is too.

Jennifer Savage, ND 5:43

How much new salt is he taking per day?

Unknown Speaker 5:47

Well, what he told me was, he was using one six, but I think I'm gonna like him as a client, because this morning, he sent me a video of exactly how he prepares it.

Jennifer Savage, ND 5:55

And moly, I know.

Unknown Speaker 6:00

Which I'm like, Okay, well, this could go two ways, but I'm gonna choose to be happy about it. Yeah. And so he says he does the serving size, which is 1/6 of a teaspoon, which I think the 500 milligrams. But when he demonstrated what he does, it was more like he put a couple shakes in there. And sorry, it didn't look like it was well measured.

Jennifer Savage, ND 6:24

Okay, so measuring well, is going to be one of the critical steps that you've already seen. Yep. The only other thing that I would say is, if you are following along with him, and you feel like he is getting enough, we know that potassium chloride is the combination of two things just like potassium citrate, and potassium phosphate. What I don't know, is the amount or percentage of each. And I know that, like the citrate, or the phosphate that we find in electrolytes is going to be very well absorbed by the body. So I would assume that this one is too, but is it absorbed more? I don't know. And there's just a lot of questions here. So outside of just the processing piece of this, I don't necessarily know that there's any reason to not use this. I mean, it is used in supplementation.

Unknown Speaker 7:26

Yeah, the now brand is this is the same form of potassium to.

Unknown Speaker 7:32

Yeah, good.

Unknown Speaker 7:33

That's interesting point about the absorption. Because he has so much history of Labs has potassium, from a serum point of view has been four or 5414344.

Unknown Speaker 7:51

It's not been

Unknown Speaker 7:53

crazy low or crazy high.

Jennifer Savage, ND 7:55

Okay. Well, we're not going to see too much dietary effect there anyway.

Unknown Speaker 7:59

Yeah. Yeah, I know, I know, we've talked about that. I just

Jennifer Savage, ND 8:06

now might be different. If you were looking at an HTML, you know, we would see something like, what is it doing at the cell? And at this point, I mean, if it was some weird product, Lisa, that really didn't fit in. I would probably ask the client, if they would be willing to do an experiment and just try the electrolyte powder. I just don't know that. That's a need in this case. Yeah. So I'd leave it as is. But again, like you said, I would get real specific about the amount he's using.

Unknown Speaker 8:46

Yeah, I did get back to him and make that suggestion. Okay, instead of the salt. He's gonna actually move to Solei.

Unknown Speaker 8:54

Okay, as well. All right, very good. Okay, well, thank you for covering. Yeah, you're welcome. All right.

Jennifer Savage, ND 9:08

Let's see scroll back up here

Alright, so if anybody is interested in IG reels, make sure you hit up Elizabeth Okay. Cuz she wants to chat about them. But we'll talk more about well, not IG reels, but we're gonna cover some of that in the marketing.

Unknown Speaker 9:45

And

Jennifer Savage, ND 9:51

we are also we're going to talk about marketing first, but we're going to come back and we're going to talk about a Sherry's comment here about self paced programs versus a group program. And a lot of marketing is really running in a circle.

Unknown Speaker 10:14

Because

Jennifer Savage, ND 10:18

anybody know why? All right? I know that's a pretty ambiguous question. But when we think about doing marketing, and it feels like we're just running in this vicious circle, can anybody tell me why they think that's true?

Unknown Speaker 10:38

I think maybe it's because people need to hear the same thing over and over again, before they really take it in.

Jennifer Savage, ND 10:49

I think, well, that's one. One aspect of it. Yeah. I think the other aspect that is more centered around the practitioner who's doing the marketing is because you never get an outcome. Or you don't understand the outcome. Okay. Or it didn't work. So it's a failure. Mm hmm. Okay, because I hear that a lot. I tried that, and it didn't work. I tried that, and it didn't work.

And so we have to understand what is it that you want? Like, what does that it didn't work mean? Right. What do you mean, it didn't work? Well, I only got three clients out of it. And I wanted 10. Okay, so that worked. It just didn't work to your expectation.

Unknown Speaker 11:45

And that's what we need to know.

Jennifer Savage, ND 11:51

All right, here comes my Sobia. So we're going to go into Gail's topic today. And Tiana, I see you are on the call. Welcome, by the way. And we can also talk about yours today, if you're freed up, you know, or if you can talk at some point later on. Um, so Gail, put this out here, she's like how to market I won't really want to talk about this. It's a big topic. But I need to try something different. And Gail, you've shared with us many times that you have done even some very expensive marketing programs. And you're just still kind of I don't know what to do. And, and I think that that's a pretty common feeling. I could be wrong. But I think that's pretty common with a lot of practitioners.

Unknown Speaker 12:53

Okay, so I don't feel alone. And

Jennifer Savage, ND 12:56

no, don't be alone. Because it's one of the biggest things I hear. And I have this, also have this feeling that a lot of practitioners and when you hear me talk today, I'm not necessarily referring to you, I'm just referring to practitioners in general. They also think that there's this one thing that they should be doing. This one thing is going to make me successful. If I learned this one thing, if I learned how to do this one thing, I don't know what it is, I do not know what that one thing is it could be IG reels. It could be blogging could be, you know, putting a call to action on my website. I don't know. But if I find that one thing, then I will be successful. And I'm sorry, but that's wrong. It is an incorrect way of thinking. It is not a legitimate statement. There is not one thing out there that you can find that is just going to make your life perfect. Marketing does take work, but it does not take the kind of work that you might expect. And this is why when this came up today, I thought man, this is really good for the start of the year. Let's get clear about marketing. So there is one easy way to explain marketing. And this is really it right here. You know, your your elevator speech is a good example. What do we do? When let's just say we're on the street, right? We're waiting on the corner of the street. We're waiting for traffic to stop so we can cross the street and we have somebody that comes up next to us and we start talking about the weather. You know, you're both waiting there to talk about, I mean to cross the street, and you're talking about the weather. And tell me now think about this. Just roll with this with me. What else would you possibly talk to about a stranger? In these brief moments?

Surely you, you have come upon a stranger and I have had to chat before what would you chat about?

Yeah, the weather. Yeah. How's it going? He might, might bring up a topic of the day, right? Especially if traffic was backed up, and it looked like you might be there for a few minutes. We all have experience with making small talk or you bonding with this person?

Yeah, it depends on how amazingly weird they are. So Sherry? Uh huh. So he says, No, not yet. You're not bonding yet. Gil, you're going to ask somebody else they come to that St. Boehner? Have I seen you here before? That's cute. That's cute. Right? So you're not going to bond with them. You've just got this small talk going on. Now, what if you have, and I'm sure many of you don't do this. All right. But you have a favorite diner that's in town. And you happen to be eating there at the bar. You know, you're by yourself. And there's another person that sitting within proximity to you at the bar. And you see them there frequently. And they know they've seen you there frequently. And how does that make you feel about that person? Okay, so he's not allowed in bars. Just roll with me here. You cracked me up? Yeah, that you might have the same interest? Sure. Most of us, you know, are going to feel a certain way about that person, like, oh, they come here a lot, too. I wonder who they are. I might even wonder, you know, if I could learn more about them. Because I'm just sitting there by myself. I've got no one else to talk to. So I might want to strike up a conversation with them, right?

Yeah, come here often favorite bar line? Yeah. And I wouldn't hesitate to say that either. Hey, I see you come in here. As much as I do. They have pretty good food here. Right. Do you feel that starts to be a bond? A bonding process right there? Do you feel that? Yep, you can ask them what they do. Sure. But before you move on to your questions, think about how it feels sitting there. Sherry says yes. To the bonding question. This is important. All right. Yes, Tiana, what's your favorite drink here? Yeah. And I was talking about the the bar the counter in a diner okay. I wasn't talking about like a bar where you

guys say my favorite drink is cozy? Yeah, girl. Exactly. It does feel like you have something in common.

Unknown Speaker 19:14

Alright, so

Jennifer Savage, ND 19:17

yeah, I see where your mind is Tiana. It's all cocktails on the beach and everything. Mm hmm. So I want you to use this example. And you don't have to use a diner with a bar. But you can use whatever example comes to your mind that's similar. And there's a difference between having a brief encounter

with somebody on the street that you've never seen before. That's a cold lead in marketing, as opposed to seeing someone that you have seen a couple times before but you don't know anything about and you are in a situation where it's extremely conducive. to say hi to them, and to talk with them.

Unknown Speaker 20:05

And it could be in a bar.

Jennifer Savage, ND 20:07

It could be on the beach with a cocktail. So this is where your mindset needs to start. Because this is what marketing is, it is having a conversation with someone where you might share interests. Even if you're totally an opposite person, you are there in the same diner, the same amount of times per week. There's obviously an interest there. That's similar. Alright, does everybody understand where we're headed? Can you see it?

Okay, Sherry, did you know that marketing is actually just having a conversation with somebody?

Unknown Speaker 21:07

Yes, and no, like in person, I see it that way, I have a harder time seeing it virtually that way, since a conversation is more one sided?

Jennifer Savage, ND 21:20

Well, so in the virtual sense, we want the conversation to be equal, and two sided. And we see that happen when somebody answers you back by signing up for something. So that's going to be their response, you asked a question. Your question might be, you know, in a Facebook group, or an ad, or even a blog, that's on your website. The question might be, how do you feel about being empowered about your health? You know, I can, I can talk to you more about this. And the person says, I think I want to be empowered with my health. So I'm going to fill this form out, I'm going to give this person my email address, which is a trust worthy action. And once I give this person my email address, I'm getting something back from them. So now you're answering back. Now we've had we've had you talk, they responded, You responded back, just like a real in person conversation. Sylvia says, and I'm assuming this is a good question that you're going to ask because I think it's a good question. What kind of help Have you received already? And how has it helped or not helped? Yeah. Exactly. So you are presenting something where the person will take action? Because it interests them? Yep, that certainly can be an opening to how you work differently. Yeah. But even if you put that question out there, what kind of like if you were in a Facebook group that talked about health? And you were allowed to do promotions? Many you're not but but if you were, or if you were just in a public group events? What kind of help Have you received already, and how has it not helped you or helped you? See people, they want to talk

about themselves, alright, that's who we are, to our human nature. They want to talk about themselves, they don't care about you, they only care about what you can do for them. That sounds really bad, but it's really not that bad. You know, it's just that if you told somebody, you know, if they did ask you what you do for a living, and you said, Well, you know, I build motors for Ford Motor Company. Alright, that has nothing to do with them. Although they might develop some questions that they had about, well, you know, why does this engine work a certain way and cylinder questions or whatever. But those questions are not going to be about them.

Gail, talk to me about that. It's not bad if you're trying to build a business

Unknown Speaker 24:58

if they're talking about them and not about you. That's not not, you know, you said that they're focused on themselves and what you can do for them. And and I mean, that's what you're you want to hear, you know, you don't want to talk about yourself, you want to talk, you want them to talk about them. And then

Unknown Speaker 25:27

so that you can hear what they're dealing with?

Jennifer Savage, ND 25:32

Well, exactly, but we know what they're dealing with, right? We know that they're dealing with symptoms, and they're dealing with health issues, almost everybody has a symptom of some kind. And if we raise that, that this is what we do, for a living, that we are health oriented, alright, let's start there very high level, um, health oriented. Yeah, they want to know what you can do for them. And that's, that is going to be true in pretty much any situation, not just health oriented things. But this is where, you know, marketing comes into play with, well, I work in the health industry. And that might pique somebody's interest. You know, if you you're not telling all you know,

Unknown Speaker 26:28

and

Jennifer Savage, ND 26:30

it could divert them, you know, it could divert them to a different topic. But just saying that you're in the health industry, they're immediately thinking about themselves.

Unknown Speaker 26:44

And

Jennifer Savage, ND 26:48

this is how the response, I'm trying to think how to how I want to phrase this, the response to this is not you saying every single thing that you do. The reason that is, is because people are going to have a hard time seeing how what you do can help them if they don't understand what it is you do, or what you're saying, or what you're talking about. So this is where we start learning how to do the language, and it takes a long time, okay, I'm telling you this right now, you can come up with some really good ideas

Unknown Speaker 27:30

immediately,

Jennifer Savage, ND 27:32

and you can use them. But it takes a long time for you to evaluate and reevaluate and reevaluate what works best for you. This is why you do have to practice it, you're not going to come up with one saying, and that's going to work for everybody. So you have to be able to use your intuition and read exactly what you are facing, you know, in the way of who is this person? What is the situation what feels right to me to say right now, that sort of thing. You can't just blurt out your one sentence that you've practiced and, and has seemed to work on everybody with the same confidence that you might if you had a couple different ways of saying the exact same thing and choosing the reaction to this person. Yeah, Sherry says they want they need to know if you can help their pain points. And there's a difference between one and need. People want what they think they want. They do not always want what they need. They want an outcome in order to get that outcome they sometimes have to have a change in expectation. And that's an important part of what we do when we market Alright, let me get back over here to our live classroom. Let's open this up. Okay, so marketing is not just a thing to do. And there is no right way unless it's right for you. And it actually works. Because it is going to be very individual. And I've talked about this a lot the individuality and let's talk about something I don't even have this on the list but it just hit me. Okay, so do you think and I need everybody to just like put it in the chat room or you can hop on and talk about this. Do you think you need to be famous to be successful? Do you need to be a famous influencer known by millions to be successful.

Unknown Speaker 30:04

Yeah, right. Very good. Very good.

Jennifer Savage, ND 30:09

All right, what do you think? Like, what does your picture of success look like?

Yes, yeah, you're absolutely get to define what success looks like to me or to you? And what is that? I mean, is it

Unknown Speaker 30:36

getting,

Jennifer Savage, ND 30:39

I don't know, 20 clients a year, isn't even getting 10 clients a year. Everybody's different, everybody has things going on. Like, if you have, you know, four kids and, and you work part time outside the home, you might want to be successful in your client business, but that only means 10 clients.

Unknown Speaker 31:04

Okay, Sherry says,

Jennifer Savage, ND 31:07

Being confident in my ability to helping others, you do have to have that confidence. And to have what I consider a full client load, okay. So being successful it, part of it for you, Sherry, is going to depend on your full client load. So if you don't have a full client load, then we might say that you do not feel successful. Is that correct?

Unknown Speaker 31:43

So it's easier? Um, yes, but that is my projection, like not for the for this very minute, I don't feel unsuccessful this very minute. Because I'm not making those steps to have that full plant load. So for me, you know, being successful is showing up in my office every day for as long as that day allows, and being more flexible that some days, I'm a rockstar for like, 10 hours and other days, man, I made it 10 minutes, and I'm proud of myself. So it's being more consistent with what I'm doing and taking those steps forward.

Unknown Speaker 32:18

Oh, consistent

Unknown Speaker 32:20

steps. Yes. Yeah. I mean, overall, successful for me is obviously replacing my income. So I don't have to go back to being a PA.

Jennifer Savage, ND 32:28

Right. Right. And you said that in your comments on me, we, you know that this is what you're looking for. And I saw you giving yourself a little hedge there, too. I'm only looking to initially make three quarters of what I was making. As a PA. Yes. All right. And so the steps the journey to get there? Do you have a timeframe for that?

Unknown Speaker 33:00

In terms of like when I need to make that amount, or no, not

Jennifer Savage, ND 33:03

necessarily that amount, but to have a full practice.

Unknown Speaker 33:07

I really want to because we're talking about so paced versus group, you know, today. So once kind of sets out which way I want to go with it. And how I want to do that I would like to have I would like to have 10 people that I'm supporting on a consistent basis, not the ones that show up once every six months, by the end of next month. That's my two month goal is to have like 10 solid people that are having appointments with me consistently.

Jennifer Savage, ND 33:37

Okay, and what if you only have five? Is that not successful?

Unknown Speaker 33:42

Five more than a half. So it is it is it's not at my goal. So I'm not going to call myself a failure, it's going to be the ability to stop and reassess. You know, where did these individuals come from? You know, did I pick? Do I only have five because I weeded out 10, that were going to be terrible clients and we're going to be a drain and if that's, you know, it's it's having, having the forward push, but also giving myself some freedom and some grace to not it's to not stop.

Jennifer Savage, ND 34:17

Okay, and that's fair. That's all fair. Because this is exactly how you feel. And that's what I want to know. And I am going to be pushing on all of you for the next several months, about your language about how you see yourself about your expectations about your goals about demanding some perfection from yourself.

Unknown Speaker 34:42

Okay, cool, because,

Jennifer Savage, ND 34:45

you know, there's it's hard to fit those things in when we are also trying to use a lot of self care on ourselves. And a lot of this is personal active. So a change in perspective is going to be important. But it's not always easy to just wrap your head around certain perspectives, just like functional medicine it wasn't, wasn't easy. For me to get here, I had to really stop and think through some things here. Alright. The same with marketing. So, and welcome, Elizabeth, we are having a marketing day. So I'm glad you could join us. All right. So understanding marketing is you understanding what works for you. There is no marketing protocol. And many times, we just say the words we say those words, there is no marketing protocol, but we don't really believe them. Because we're still looking for one.

Unknown Speaker 36:06

Alright,

Jennifer Savage, ND 36:08

I want to hit the chat room again, real quick here. Sylvia said, good results with clients and they talk to everyone about you. This is one of the most critical features to marketing. And that's one of the best responses I could ever give. Okay, right there good results with clients. And they talked to everyone about you now, part of what we're going to talk about today, are those results and whether or not they're there. Okay, this is another piece of wrapping your head around what marketing is and what people expect. I want to ask you all another question. See, there's lots of questions today so that I can understand where your head's really are at. Do you ever find that sometimes your expectation for the client is more than they expect? Think about that.

Unknown Speaker 37:12

Can you say that one more time?

Jennifer Savage, ND 37:14

Yeah. Is your expectation more for the client than what they expect?

Unknown Speaker 37:21

Like do I expect more results out of like, what they're going to achieve by working with me than they do? Is that what you're asking?

Jennifer Savage, ND 37:33

Yeah, I mean, that can be one, one aspect of it. Maybe you expect them to work harder or work faster, then then they are? Oh, they're okay with what they're doing. Yeah.

Unknown Speaker 37:48

I probably expect more from them than they expected themselves. Like, okay, would you mean yes, yeah. That can be one thing. Um,

Jennifer Savage, ND 38:03

I'm going through the chat room here. Yeah, so he says more like, my hope for the client is sometimes not a place they are yet.

Unknown Speaker 38:15

I think it has to do with seeing the potential to. And like I see so much potential with so many clients about what could happen, although they might not share as ambitious lofty of goals as I see they could.

Jennifer Savage, ND 38:31

That makes sense. It does. It does. So these are all good. Okay, these are all good comments. And they help us think. Now, let's look at this just a slightly different way. How many of you have had a client that learned something new about themselves? And we're totally excited about it. Okay, Gail says me. Yeah, so this has, yep. But it wasn't a big deal to you, right? It's like you already knew that. You already knew that stuff. See, this is the difference. Understanding what your client's expectations are. can bring you down a bit, in a good way. bring you down to a realistic place. Because the client does want to be empowered. I mean, that's why they're with you, and they're the right client. So they want to be empowered. They want to learn and what you are doing is teaching them Yeah, Sherry says super proud of them.

Unknown Speaker 39:54

And we should be but that is their extract. Taishan,

Jennifer Savage, ND 40:02

you just exceeded their expectation by this one little thing you may have taught them, maybe it was using the food and mood journal. And they figured out that carbohydrates made them sleepy if they ate too much. And we didn't know what the outcome was going to be using the food and mood journal. But they are thrilled to finally learn that if they don't eat so many carbohydrates per meal, they don't get sleepy. And they they actually feel better. But it's the fact that they learned about themselves that is very unique to them. And maybe we did not include that in the expectations for the client that they would have, they would have and they would meet. Okay, so sometimes our expectation for the client is not just unknown, but it's not in the same place as the client. So it helps to be on the same plane with the client to understand that that might be an unvoiced expectation. And that their expectations of the outcome of working with you are not the same that you think because in your mind, right, you want this client 100% Good to go. We've resolved every symptom, they are the peak of health, they couldn't be any better if they tried, there is nothing left wrong with them. Okay, that's a lot of times our expectation on our end, that is not always the clients expectation.

Can you see the difference between the two? Okay, I'm not asking you to change anything. I'm just asking you to evaluate this in your own minds. And ask yourself that question. Am I creating bigger expectations for that client than they have for themselves? What if I went into a new client,

Unknown Speaker 42:35

new client process

Jennifer Savage, ND 42:38

without any expectations of the outcome? And just let the client realize their expectations? And what if they were, you know, they've resolved a few symptoms, but overall, they feel better. And what they feel most strongly better about is that they have learned to start to take care of themselves. There's so little learning to happen. But this is something they've never done before. They've never been taught how to take care of themselves. Yeah, so yeah, that is everything. It truly is. I mean, we say it all the time. And this is another one of those, we say it, we speak it but our brains don't believe it. That we're not in it for the outcome. We are in it to teach people because that's what we do, we will fix anything. We're teaching them to be guided by the signs and symptoms created in their own body. That's why I can always guarantee you know that I deliver education. So can you so for a client to have that, that mindset that, wow, I'm empowered. And I'm ready to go out on my own, but they're not 100%. Okay, they still

have some symptoms, they're still not their complete best. And they've got some training wheels in that they can come back and meet with you again to help get clear on how to continue to move forward. Okay, but you have to ask yourself the question. Is this less of a success than you had in your mind? But is this 100% success for the client in their mind? Are you hearing what I'm saying too? Okay. Yeah. So if you're consistently walking away from these clients that are thrilled with working with you, because they didn't, you know, get to this place that you thought they should be, then what this is on you, it's not on them. This comes back to mindset. So this is where we'll go right here to this bullet point. And all of this is in, you know, here on the platform. So it starts with your own mindset. And many, many practitioners, do you not want to accept this, that it starts with their own mindset? I got big news for you. This is not just about the client, this is about your marketing as well. Because everything that we just said about the client and client expectations, comes back to your marketing. So understanding what the truth is, and speaking that truth is very important.

Okay, so yeah, go ahead.

Elizabeth 46:38

I just wanted to share this, and I'm sorry, I missed the first 45 minutes. And so this might be really off in left field. So just tell me Be quiet not talking about this later. But Dawn overheard a conversation that I was having with a colleague, and we were talking about our teenage sons and supplementation. And the fact that they keep, actually, both of them are having these potential recurrence of H. Pylori, and, and she knew that he was listening. So anyways, it was interesting after the call, after we hung up, he said, You guys are just unrealistic. So and, and I stopped in thought, and we start, so we started talking about his like, well, in what way, he said, You guys know this information, like the back of your hand. And he said, You can't assume that a 16 year old 2656, it doesn't matter the age, they're coming to you for support. And they said, You can't expect that, they're just going to automatically change their habits and start eating supplements just because that's what you think they need. And the conversation went on, but it's reminding me of what we're talking about right now. And I'm not using this because it was my son, I'm just using this, who is highly intelligent. And here's me, he hears these calls on this on the regular. So he, you know, I'm talking about someone who's kind of open and exposed in to this idea of functional wellness and targeted supplementation, and, you know, get a lot of education on that. But we have a lot of clients who don't, the only education they get is the 45 minutes that they're with us, whether it be every week, every other week. And I think being I'll speak for myself, but being more forgiving to them in grasping the concept. Because there are many people, myself included, I don't want to take, you know, three handfuls of supplementation. I don't necessarily need someone to help me with movement, but there are a lot of people that need help in all of these areas. And I think that's where the education part of it and maybe even if it is, through the marketing component, that we are really encouraging people to understand that that like this is a place they come for education. It's another reason I don't think that, you know, every week for me doesn't work because sometimes it just meet people need to have that space to really start learning and do the work the idea Yeah, versus we're just cramming information down their throats, but they don't have the time to experience it. Or maybe they do need those swift kicks to say, you know, some touch bases and, you know, maybe that all starts now going into pricing, but just it's kind of like, you know, you go for your annual wellness check,

but what are you doing the other 364 days a year And it's the same thing. It's like, okay, you have your coaching call every two weeks or once a month, but what are you doing the other 29 days out of the month. And so taking that into account as a coach, that people, not everyone's just like, they're very interested. And I don't think it's willpower. I think it's lack of education. It's a support system. And when those aren't in place, it just, it's not saying it rests on us as coaches. But I think, for myself, I am becoming more aware of that, because it took me a long time to get to that place. And so I can't be frustrated with a client who, sure I see their potential and I want them to really be

I want them to see their potential as well. But it doesn't happen overnight. And it may not happen in three months. And so just providing that space and opportunity and time for them. And the Fineman technique is more appropriate in what we do than I think almost anything else. And when I realized think conversations that I have with my 16 year old, if he doesn't get it, then I'm thinking it doesn't matter if you know if someone's 40, or 60, but they probably aren't going to get what I'm saying either. So I use those conversations with him to really help shape the same points that I try to get across to clients, whether it's on h pylori, or whatever the topic is, but really breaking it down. So anyways, it was just interesting that Don listened in on this conversation and just said, you too, are just unrealistic. And it's we just, we, we know what we know, because we've taken the time to learn and grow and ask questions. And now we are that for our clients. And it's going to take time for not all of them, but many of them.

Jennifer Savage, ND 52:01

Yeah, that is excellent. Excellent. And I'm really glad he shared that with you. You know, I wish we all had somebody in the background, listening. Because if we had somebody like that, you know, where they were analyzing what we were saying. It would give us more context to work with. Right? So this is really cool. All right. Anybody have any thoughts there? Oh, hold on just a second, if you want to hop on and share your thoughts, I'll be right back.

Unknown Speaker 52:45

I'm going to go and say I absolutely love that. And I'm so glad you shared that the number of people that are just happy with small changes, we want so much more for them. It's like your son realizing that we want more, we understand more. And it's not realistic for some people. And maybe that's why they're okay with smaller things.

Elizabeth 53:13

I totally agree with that. And the other thing is that I know for myself, it's, you know, step by step. And a journey means a journey, it doesn't mean in our minds that we have to put this finite amount of time or this expectation of, oh my gosh, this person signed up for three months, or three sessions or six sessions, or whatever it is, now I have to cram everything I know, into this, or maybe the client won't see

results and won't renew again, or whatever the thought process might be, but even those small steps that they make through that time period, is they're in a better place than when they started. And anyway, it's been some it's it's been good. Yeah, my husband grown have been really, yeah, it's been some really good growth opportunity. Here just these are things that it's like we know, but when we're called out on it, or it's brought to our attention, and this is coming from someone you know, he's not he like buys into what we're talking about. It's not like he disagrees, it's just you got to dumb it down. And not just because this was a teenager, but just in general, you can't We can't have these expectations of clients just all of a sudden we said it once and now that's what they're gonna go and do.

Jennifer Savage, ND 54:47

Elizabeth, Truer words were never spoken. And if our clients who are our clients aren't getting it right away, how will the stranger viewing our market Get it. If you're going to be marketing to people, and they don't get it, why are they going to find out more about you? Why would they want to find out more about you?

Okay, that was excellent. Excellent, perfect timing, Elizabeth, on that that fit right in with our own mindset. And maybe we do have to consider. And, of course, you know, I'm a huge fan of the Fineman technique. So if any of you are not familiar with it, you can do a search, we have two or three calls anyway on the Fineman technique. I think that's one of those that I have queued up to go into the masterclasses, but I am going to go ahead and get that thrown in there today. So that we have a Fineman technique on the masterclasses. And there are definitely articles that we have listed in the database here that cover the Fineman technique. Alright, so using that using that dumbed down version, or, you know, being able to say it to a 12 year old and they understand it. Why are we not doing that with our marketing? Or are we so how many people on here on the call today have really utilize the Fineman technique to offer marketing in such a way is that it's understandable by somebody who's not a practitioner?

Well, nobody's answering in the chat. No. Okay. So he says, yes, I've had two is not too many know what FM is? Okay, very good. Sherry says nope, done zero marketing. Ryan says no. Okay. This is just something you have to consider. Okay, it doesn't mean rushing out and changing every single thing you're doing. But it means evaluation. And then, and this is marketing, too. So marketing is having a conversation with somebody. And if you were having a conversation with a stranger, but it's that bonding moment, like we talked about sitting in the diner together, you would not talk over that person's head. You would make things understandable. Okay, so if somebody is going to talk talk to me about how to build an engine, they know, I don't know how to build an engine, although I might. But they are going to speak in a way that helps to clearly explain to me what they mean. This is what people do, and people who don't do that. That's a little pet peeve of mine. Okay, people who speak, this is kind of a side note, not really related to what we're talking about. But people who intentionally speak in a higher manner than they should, so that they can show you that they know something that you don't, Hmm, no, no, no. Don't like that.

Unknown Speaker 58:42

Alright, Elizabeth says,

Jennifer Savage, ND 58:45

perfect timing to implement as marketing 2022 is on my plate. Yes, it is. It is on all of our plates. Okay, um, let's see, Tiana says, I have found that I have to be careful about using jargon. Yes. Yeah. And, and even in a very innocent way. We don't necessarily mean anything by using it, you know, that the person doesn't understand. But it can just come out and we just think, well, everybody should know that. It might not even be about functional medicine. It could be about anything. And so he says, by market me talking to people writing blogs. Yeah. Yeah. A bunch of jargon. That's right. Sharing just a bunch of jargon. That means nothing to anyone but ourselves. Only helps ourselves right? Or actually it hurts us because now we've missed an opportunity for somebody to get to know us better. Lisa says I feel like my website language is straightforward enough, but I may not be able to see it differently. It's hard. It's hard. And you can always, you know, get a family member to read through it and tell you what it means. And then ask them questions about it. Because when you are writing, marketing, copy, copy, you want it to say something to somebody. And so you ask them, does it say to you, blah, blah, blah? Because if they say to you, then, no, I didn't get any of that out of what you wrote, then you know, you have to read to it. And that's an easy way of doing it. Okay, so if the rest of us like as a group, if we went to Lisa's site, or Gale site or whoever site and tried to help them evaluate it, it might be difficult. Why? Because we do the same thing. We might read it and say that's beautiful. Okay, but we have we're looking at this through different eyes. So use somebody who is not familiar necessarily with functional wellness.

Unknown Speaker 1:01:06

And let them help guide you.

Jennifer Savage, ND 1:01:17

Tianna says I would still like to see everyone's one minute commercial or short statement about what do I do? Lisa says, My sister will be happy to offer. And that's excellent. And you should listen with open ears and and all of you doing this exercise should not feel like you are being judged. Right? Don't get defensive. It's all good. Because they're telling you exactly what you asked. Oh, Gail says their kids would be the same. Alright, so there you go, you know, people in your lives that are going to be very straightforward and honest with you about what it means.

Yeah, and explaining functional wellness, because this is what Elizabeth's saying, I want to create a two minute video, what is functional wellness, to understand what that is, is to truly understand what the person is looking for. So that you are allowing them to see themselves and where they could be in what

you're doing. And you are sharing with people and this is this is like marketing 101 here, okay, the person is coming to you. And you are describing their situation. Or that's a bonding experience. When you describe somebody situation. You're telling that person did you understand? Or that makes them feel good? And they, they say, you know, if you're like, Well, you know, do you constantly suffer with monthly cramps that seem to be worse than everybody else's, and nobody is listening to you. Nobody's paying attention to you. And they don't think it's important. Oh my gosh. Yeah.

Unknown Speaker 1:03:27

And all of a sudden, bam, they're hooked.

Jennifer Savage, ND 1:03:32

Who is this person who understands me they're asking. And then you show them what they dream about. And they dream about having cycles that you know, are four to five days instead of 10 days. And they are without cramps or with only slight pain and no constipation. And you know all the other things that go along with PMS. Okay, that's what they want. And you're telling them in your marketing copy. This is how it can be. You don't know if it's right for them. You don't know anything about them. You're just saying that there is a possibility and that's the truth. And we can't speak for individuals. But you're saying the possibility exists, that you can experience what you are expecting. And then that person wants to know how to work with you

all right. Silvia is sharing her monthly Add that she runs on the island. Have you been struggling with your chronic health issues? Have seen multiple health providers and not gotten the help or answers you need? Are you ready to make changes you no need to mate you need to make for lasting wellness and balance. As a functional medicine health practitioner and Registered nutritionist, I work with those who want all the above and more. Okay, that's really great. Is somebody going to see themselves in that? They could? What are you telling them that they could experience though? Where are you reflecting what they're they are expecting?

Unknown Speaker 1:05:43

That's what I would suggest.

Jennifer Savage, ND 1:05:47

And trust me any advice that I give any of you on your marketing approach? It's just my opinion. All right, my opinion among the millions. And you could come back and you could say, hey, you know what? This marketing approach has gotten me 100 clients last year, and then I'm going to say, well, then you should stick with it. Ignore everything I said, alright, but for all intents and purposes, anything that you share on here, and you do want my opinion on or I'll just freely give my opinion. Just understand that it's

an opinion. That's it, it means nothing. It's an opinion. Lisa says, I have a decent summary paragraph, I think on my site that may be a jumping off point. Inspiring health and see Calm com and what is functional Health Consulting. Okay, so he says, I also say at the end, my focus is to help you uncover the root cause of your unwellness. educate and help you to empower yourself so that you have the tools to get well and stay well. And that's very clear and concise. Tiana says a consultant who works in this area suggested to come up with a 15 word statement without using the word help. Yeah, I mean, you can change that word help. That certainly, you know, going to appeal to certain people, you don't have to have just one of these either. You know, you can have three and rotate them in different ways. You could use one for an email signature, you know, one that might be shorter news, one that you might post in Facebook groups, or there's just so many different ways, you know that we can put a little blurb out there. There's one that you use, or you use all three, just depending on who you meet.

All right, perfect. Tiana, I am glad that you are loving the ideas. And this is a good talk so far. It is.

Something else I wanted to say about that about the consultant who suggested the 15 word statement. Without using the word help, I would also say that you should look all of you should or whoever's listening should look at your statement to make sure that it is giving both the here's where you are at little person. And here is where you want to be people who know for sure that you see both sides of this coin are going to be willing to trust you

Unknown Speaker 1:09:08

to mental thing.

Jennifer Savage, ND 1:09:11

But man, if you're speaking my language, I'm going to check out what you're doing. Alright, and this is, in all honesty, this is probably one of the most important things that have sold me on a program. Now I've been fooled, okay. The program did not give me the outcome I wanted, or I was not satisfied with the content of the program. But I'm only speaking to the marketing. And if somebody can get an understanding of where I want to be, what I'm trying to do it's very possible to sell me on that program. They're giving me what I want. Sell me what I want. Give me what I need

Elizabeth says I get stuck using that, here's where you want to be language because I feel like I'm promising or guaranteeing something, no, this isn't all you're doing is showing them a picture of where they want to be, in order to see the picture and decide to look into what you do more. We're sharing possibilities, we're not telling them for sure, we are not guaranteeing them, this is where they are going to end up. But, you know, if they, they see this beautiful place that which meets their expectation, they are going to investigate you more. So we certainly do not want to lie to them. I agree with you 100% We're not promising we're not guaranteeing what we're saying is I understand your expectation

outcome. Because the client is not actually saying I want to feel perfect. What the client is saying is I don't want to feel this pain. And you are saying okay, and you want to be in a place that is pain free. Okay, that's the difference here. Get get your heads wrapped around this all you're doing is repeating back what this person is telling you they want that's it no promises no guarantees. You're doing this through your marketing copy, so that they begin to trust you and so that they begin to explore who you are as a practitioner and that you might have something that they need can everybody see the difference there? This is an important point. So you're repeating back to this person through your marketing copy. I hear you right now you've got pain in your joints and your beautiful outcome would be to not have pain in your joints work with me to see if it's possible for you that's really what your marketing is saying to this person Okay, Everybody cool with that alright, good okay, cool. Very good. And there there is two different sides to that so you do have this fine line but you do have to be careful like Elizabeth said, you do have to be careful that you're not making promises or guarantees I can get you well in three months. Nope. Can't do it all right, now back over to the chat window you guys been chatting away but I want to come back to Tiana she says Silvia can I use yours? For an example for myself? I educate empower individuals with tools to get well and stay well. Yeah.

Unknown Speaker 1:13:54

Yeah, that does sound okay.

Jennifer Savage, ND 1:13:58

But I'm challenging each one of you to Don't, don't be

Unknown Speaker 1:14:08

don't be stuck there.

Jennifer Savage, ND 1:14:13

Alright, if it feels right, feels good, sounds good. Then create five more.

Unknown Speaker 1:14:20

Alright. Want you to feel it I want you to live it.

Jennifer Savage, ND 1:14:27

Live this being able to tell people what you do. So that you are not just telling them what you do, but that you are creating a space a warm space where people feel heard and understood. Your marketing

can do that. Words do that. Alright, when we have the ability to speak with people on a call, my close rate is gigantic. And some of your calls Those rates are gigantic why's that? We're speaking to them. And we have tone and inflection. Or you might be, you know, out at a party or something and you're speaking to people or you're giving a talk. And you're speaking directly to people. All right, this is all still the same as how you want to write the marketing copy for what you do. Write it like you're speaking to an individual. This is a conversation. Marketing is a conversation.

Unknown Speaker 1:15:40

treated as such.

Jennifer Savage, ND 1:15:45

Picture yourselves, saying the words that you normally say. Picture yourselves, speaking to someone giving them an elevator speech. Have your child husband, best friend, next door neighbor, say to you, your elevator speech and clear your head and think about what they're saying. Does it raise any questions?

Unknown Speaker 1:16:16

Is there anything left down?

Jennifer Savage, ND 1:16:27

Alright, Tiana says I am looking for my 15 word statement for a specific situation. I'm in a networking group where I Oh, Oh, I gotcha. Tiana. That makes perfect sense. So Tiana is at a networking group where she gets 60 seconds to speak. And she does need some statements. Okay. Got everything I said still stands, because you could have the most incredible 60 seconds. That blows people's minds because it is not the standard. Here's what I do. Here's, you know what it does now, blah, blah, blah. And you could literally blow their minds.

Unknown Speaker 1:17:30

All right.

Jennifer Savage, ND 1:17:32

Now, we got a lot more to talk about making choices. Okay, I said to you, that marketing is all about you. And it starts with your own mindset. So I read this, and I thought, this little quote, and I thought it was pretty applicable. Every choice you make, starts with a thought, and every thought is going to have an

emotional reaction. And that's true. Every emotional reaction will have an action, you can choose your thoughts, and when you really take ownership of choosing them, that is when you stop being a victim in life. Okay, well, we're not talking about victimhood here. But we are talking about being the victim in failed marketing. So the question is, are you self sabotaging your this, this thing that you want to call marketing? And is it because of your mindset? And we have to ask, alright, some of you can say no, some of you say me, maybe I don't know, maybe some of you might say, Yeah, that's me. Okay, so recognizing if this is something that you are doing is going to be important, and I have to point it out. So I'm going to post this in the May we group, this is going to be your homework. Pick any scenario that annoys or frustrates you, and get down to the why. All right, this is for your benefit, as well as the benefit of others. So I am talking about and let's get really clear about what we're saying. You can pick any scenario, it could be, you know, somebody bumping into you and not saying excuse me, it I don't care what it is. Whatever situation that comes to your mind, where you find yourself frustrated. I need you to figure out why. And not just say well, because they hit me. And I didn't appreciate it. They didn't say excuse me. Why? Why? Why does that bother you so much? There's many deeper layers there. The next thing is I want you to pick a scenario that either involves a client or a consult call, you know, where you might be signing somebody up. If you feel frustrated on on these consults, or discovery calls, whichever you call him. What is frustrating you? Okay, and I really want you to go deep with this one. Because something is frustrating you can we have typical frustrations. But if it's consistent, as the same thing all the time, and you're all the time frustrated with it, then you need to know why.

The whole system might take a while, okay, we got all the time you need, all the time you need. But this is what we are going to be talking about next week. It's important that we talk about it, it is important that we continue this conversation. We're not in any hurry, hey, this is a process, just like we tell our clients, it's a process of healing. This is your process of healing. But I don't think that it's fair to say to somebody, well, you should be able to market just fine. If your mindset is the piece of the puzzle that's interfering with this and we just never bring it up. Okay, Gail says it's going to be a long post, okay. And by the time we get on our, our next call to discuss this, I want you to maybe you haven't worked out all the specifics, but I want you to be able to bring some things to the table and be able to discuss them in the group. Alright, so only share what you're comfortable sharing.

Unknown Speaker 1:22:06

So that

Jennifer Savage, ND 1:22:09

you have become aware of some things that you may change to have a different reaction

All right now is there anybody here who does not feel like they will have something to share? Meaning they deal well with their frustration and have pretty much sorted out any frustrating parts of working with a client

Unknown Speaker 1:22:49

and

Jennifer Savage, ND 1:22:52

won't really have anything to put down.

Sophia says, I wish and Sherry's laughing It's not me. Okay, I just really want to know and be because some people really feel good about where they're at. And I won't discount that either. Alright, so if you there is this frustrating thing. I need you to get down to the why. You know, we've we have used the scenario before about the kitchen floor, you know, and you've just mopped and scrubbed and cleaned your kitchen floor to perfection and somebody walks in with muddy feet. Okay, that might not be frustrating to you. That's why you need to understand your own frustration point, something that is an irritant to you that happens in your daily life. So with the scenario of the muddy feet, if you can just think about that, if that is or insert your own frustration point. What I want you to do is to feel the frustration but then change the reaction. Like what if you laughed? How would it feel to just laugh about something? How does it feel? And are you even able to completely drop the emotion like there is no emotion involved?

Unknown Speaker 1:24:32

Can you do that?

Jennifer Savage, ND 1:24:41

Alright, well we're going to be exploring all this and, and again, I want this to feel comfortable for everybody. So if you want to do this exercise, and you are not necessarily ready to share it in the group, or maybe you discover something about yourself that If you're really unhappy about and you want to change it, and you just don't know how, but again, you don't want to bring it to the group. Just contact me privately, you know, to do that. But anybody who is, you know, going to be willing to share this in the group, be prepared to do that. For what, when we have our next Well, it'd be Friday call, not Wednesday call. I want everybody to have a full week to think about this and work on this, and come to some starting places. Alright, so when it comes to marketing, we never know how things are going to work out until they do, how about that that's a true statement. You know, you cannot say I want to be blogging and be successful, and have that happen. But you might discover that after a couple blogs that you didn't expect much from that you got some success there. Because you have people following your website. Alright, so we're all different. And by the way, Elizabeth, I saw your note about the IG reels. And I made mention that everybody should get up with you, you know, if they want to discuss that further. I've never used them. I don't know anything about them. But I wanted everybody to be aware that you

had posted about that. Alright, so you must try the things that you think will work to find out if they do and how well they work. This is part of marketing. Nobody has a marketing protocol. And I'll keep saying this over and over and over again, there is no marketing protocol. It's not about you, it is about the person who is interested or should be interested in what you are selling. Right? You do this incredible service, you empower people to change their health. That's what you do. And you want people to know that you empower them to change their health. But maybe that statement is not going to work just said like that. So you say it different ways. So that you can speak to different people in your audience. And you have different audiences. Maybe your audience is on Facebook, maybe somebody else's audience is on Instagram. Maybe your audience is your blog post or your email list. So you have to ask yourself, Who is my audience? Okay, there's many of you sharing probably probably does not have because she's not marketing, and she is really just starting to focus on our practice. Sherry may not have any kind of audience. Right? Nothing. No followers? Maybe she got 10 people on our email list? I don't know. But does she need something to start somewhere else? That's always the vicious circle question. Right? Why don't have anybody but I don't know how to get anybody to sign up. Okay. There's different ways, you're going to have to try them all. Okay, the world is Sherry's audience. I love it and be open like that. Because the world is your audience. You don't know what is going to work. But we do not have to spend 10 hours a day on marketing. To find the thing that works, there's never a thing Okay, get it in your heads right now, there is never a thing because a thing can change swiftly look at the algorithms with Facebook. Right. So, having different forms and streams of revenue is good, having different forms and streams of marketing is not quite the same. Okay, you can do little tests and see where you get good responses, but six months from now, it might be something different. Alright. So we play around with this, this is what we do. We set aside a very small amount of time to do not need hours and hours, small amount of time to see how you can affect different audiences in different places.

All right, the things that you are doing, have to be repeatable. So if you find something that works very well for you. This is back to what I mentioned earlier about expectations. Maybe you wanted 10 people to sign up for your program. And you only got three? Are you able to repeatedly get three? What if you got 10? People? You were only expecting three, but you got 10? Can you repeat that? Can you consistently get 10? See, this is the question that that we're trying to answer for ourselves and our marketing. Because this is where instead of saying we're successful, we can say we have progressed to a place, okay progressed to a place where we can repeatedly get clients. It wasn't a fluke. Alright, and that's what a lot of you feel like, if I do something, if I put out a blog post, and I get five people sign up with my program. That was a fluke. Yeah, because it's not going to happen next month, is it? Where the month after or the month after? But what if it does, then you have to start evaluating? What am I doing? What am I saying? That is affecting the amount of people coming in because remember, we got to have a certain amount of people every month to see our stuff to end up with five new clients signing up. Right? So if our blog post is out there in front of 100 people every single month, 100 new people every month, and we get five people sign up every month. That's repeatable. We need to understand it better. But we have to say well, it might be because of how I'm speaking. Yeah, speaking to the person. But if you get a month where you only have eight people viewed your blog, you might not get five signups. Alright, so it does matter how many people are seeing this. Gotta make it repeatable. Referrals will always be the best marketing. And I don't care. We can discuss this night and day, for next year. Referrals are the best marketing. And this is why okay, this is why we have to focus on our clients, on

our soon to be clients, these people who are in a discussion with us, okay, even if their third top of the funnel, it's okay, if you don't know what a funnel is. Just picture a funnel, we've got a lot of people at the top of the funnel, they're not down to the bottom of the funnel where the sale is being made yet. We have to nurture them no matter what nurturing that person is important. A sales funnel can be through a blog, a sales funnel can be through anything. Okay, even if you're just giving talks in the local library, there's technically in your head, there's a sales funnel, you have a group of people in the library, there's 100 people, you're speaking to them. And you are getting people to sign up. All right for your program. But you speak to every person out there like you want them to be in this program, right? That's a given. Right, so how we treat these people in any form, that we're coming to them and with our marketing. It needs to express to them who we are. So getting referrals means that you're getting referrals from either colleagues, which is sometimes but you are also getting referrals from your existing clients. Now, how many of you on the call right now? And I'm going to say, you know, who have enough clients to be able to say this, or to answer this question.

have found that most of your clients that you've ever had came from client referrals, how many

Alright, Lisa says most of them, so he says they are now Gail says I've had one referral. Okay? All right, that's good. Tiana says not enough. All right. Ryan says maybe three, okay? This is your best marketing strategy. And I am not saying to ignore other avenues of marketing, I don't want you to ignore them. I want you to take care of the one that is going to serve you the best. Alright, I want you to learn how to take care of this marketing and Sherry, you might be sitting there say, Hey, I don't have any clients. So how am I going to get referrals? If I don't have clients, I need to learn how to get clients, I am very well aware of that. And we will be discussing that. So focusing on bringing value and transformation to each person, both clients and those who are not yet clients. Yeah, Elizabeth says most of mine come from people who know me, they know what I preach. But what's crazy is they've never worked with me in the functional wellness space. But there is a trust, they're the people who are sending referrals to Elizabeth. Trust Elizabeth. And they're telling strangers Yeah, I know, you don't know, Elizabeth, but you need to trust her, because she knows what she's talking about. Okay, so we have different different people who are going to refer out to us I have practitioners who will refer clients to me.

Unknown Speaker 1:36:58

So referrals will not happen.

Jennifer Savage, ND 1:37:06

If you are not taking care of the client in a manner that makes them feel warm, comforted, heard and understood. Okay, you you think you have to have all the answers. What I'm telling you is you need to have some answers.

Unknown Speaker 1:37:29

But you need to be

Jennifer Savage, ND 1:37:31

comforting this client. Because this is what people want. Okay, this is so not about a perfect outcome. It's just not. And I don't know a better way to express that. But I'll probably be thinking on that one after the call. There is no perfect outcome. Nobody just gets 100% Well, and goes on about their business

Alright, I want to use the mentorship as an example. That you all know, because I say this all the time, but I actually do mean it. And you know this and this is important. I am your fan, I am cheering every single one of you on and there is no one in this mentorship that should not be here. No one I've been very particular with who comes in the mentorship and who does not and I have turned away a lot of people. Alright, so not necessarily trying to grow this as a business in one way. Yes, it is technically a business. But to me, it is a place that I created, that I wanted people to be able to learn and to learn through various means of teaching, to find out what your exact needs were. And to be able to focus on those needs, not get lost in a crowd or not get lost in you know, just having to live with some of the challenges or hurdles that you're facing with a client, you know, with the physiological part or the mental energy healing part or even the marketing parts. Okay, I wanted this to be the place, the end all be all place for practitioners to come and learn exactly what they wanted to learn, okay, because what you want to learn isn't always what you need to learn.

Unknown Speaker 1:39:56

And I know the difference and you get both Now, I have never

Jennifer Savage, ND 1:40:05

marketed well, maybe just like one brief, seriously brief, one week in a little tiny Health Group, put out the marketing, for the mentorship. But outside of that, I don't market the mentorship, do not market it. It is on a on the academy website, and it says you got to fill out an application. Okay. I don't market it outside of that. It's just there just for people to know. Like, if they want to learn about it, it's a place for me to send them. But I do not market this, every single member is here because of a referral. Now I could make it bigger. Okay, if I wanted it bigger, right now, I'm in control of the size of this group. I like the size of this group. I'm very, very fond of our smaller talks. I think you all are too. Everybody gets a chance to talk. Anybody can come on any call and say anything that they want, and express anything that they want to talk about any need that they have. Right? So growing it bigger is not a problem, I can grow this thing really big. I don't want to. But how would you feel if you were in control of the size of your practice, knowing that you could grow it bigger anytime you wanted to? This is what I'm talking about. Thank you, Gail. Now you need to do that with your clients. And Gail says I appreciate how hands on you are and how much you give. And it's very easy for me to do this. Because I mean, I just love you

all. I really do. I've never actually said that before, but it's true. And I think so highly of all of you as practitioners, and I respect you so much. This is what you translate to the client. This is what you translate to the person who might want to be your client. Okay, look at my own practice here. I don't mark in my practice, I get a lot of people, most of them from referrals. And I have different places. Now let's be really clear about this. They're not all client referrals. I have a place like with Michael McAvoy, you know where he is promoting me as a practitioner. So I get referrals from Mike. But well, let me finish my thought here. I get referrals from Mike, I get referrals from other clients I get from referrals from other practitioners. So let's just say those are the only three things that I have. And I there's other streams, but I just can't think of them right now. So if I have these three streams of referrals, which one is my best? Well, my best it probably 70% is client. Probably 20%. Maybe 30% is other practitioners. And maybe 10% is, you know, Mike's referrals. The referrals that I get from him are just chronic illness and usually they are not the right clients. Okay, there's no vetting on the front end of that referral. So it's hit and miss but don't you think that it's important that I know the difference between all three and how much comes from where just in a general sense like I don't know the exact numbers but I'm pretty close

Unknown Speaker 1:44:18

Alright, so

Jennifer Savage, ND 1:44:20

I have a new client she started yesterday, we had her first session yesterday. And I wanted to show you what I put in her notes for her. Now these notes as you have heard me say before, are generally going to be constructed while we are talking. But believe it or not, I just took 10 minutes 10 minutes before the call and threw this together. And these are the notes that I shared with her and practice better. Um, let me scroll over here. Okay, so I told her what we're doing, we are moving forward in the process of small foundational steps. And we are going to set into place those things that every person needs in order to heal. So I'm reinforcing things that I said with her. And I laid out her supplement schedule, she already has access to full script. And so I listed what she will be purchasing, because some of them she already has. But this is on her list. So she needs to just make sure she has each one. I am specifically telling her what her job is for the next two weeks. In the next two weeks, this is what I am suggesting. And you have to also understand these notes were made during our talk. All right, I just fluffed up the words a little bit. Um Let's see. Oh, good. So he says I like that wording more than I recommend. So I am suggesting for her specifically, did she get a dedicated water bottle and I love well, he bottles. And so I sent her a link to this particular one because it's 18 ounces. And I'd like her to have two a day, at least one a day. She's She is using electrolytes. She's not using salt, and she's using electrolytes. sporadically. So I'm asking her to use this on a daily basis. Alright, every day, and having two of these would be optimal. So she gets a well a bottle, then she can drink it throughout the day, I found out that she is downing her electrolytes all at once. So we discussed her not doing that and spreading it out through the day. A well a bottle will keep it cold. Then, because she is a business owner and she works herself crazy, crazy hours. I suggested that she package up her salt and electrolytes all together in a little package and carry them with her so she can use them when she needs them.

Unknown Speaker 1:47:28

Alright, just common sense stuff.

Jennifer Savage, ND 1:47:31

But don't you think she feels like I care about her? I mean, I do care about her. But don't you think because I'm sharing this with her that she feels that

Gail, I do type all of my suggestions while I'm in session. And this is what I typed use a dedicated water bottle for these drinks. Then when I pasted the notes in here, I just went back and you know, went to the wealthy bottle site and pulled it up not could have just put well the bottle calm in. But I'm taking her to the ATM 18 ounce bottle, because that's the one I want her to have. Okay, and Gail, it is not right for everybody to do that gal says I don't think I can do that I get too distracted. That's fine, that's fine. But I'm putting down notes about what you want to include in your notes. They don't have to be very long. And it seriously, it can take 10 minutes to put notes together. Okay, that's good. Did you do handwriting notes as you're talking? Honestly, that that is a good way to do it. I love doing it, I handwrite notes, you know, for some marketing stuff that I do in the iPad. Okay, and I love using this one particular application, I couldn't think about what to call it. And I used to use Notability. But when I started practicing around or playing around with good notes, I'm in love with good notes, love, love, love them. And it allows me, you know, because you might think of me as a tech person, but at heart, I still really do like taking actual notes. And so to do it in good notes, and I use paper like on top of my iPad so it feels like I'm writing on paper. It's so cool. It's a great experience. So I just wanted to put that out there. Okay, so I'm also telling her, okay, there here's the deal. Uh, you have three supplements and I want you to see the little chart that I put together. All I did was put this in Excel Okay, and popped it copied and pasted it right in here. I had already been through her stuff, you know, so and that's what I do I give myself 30 minutes. Um, you know, for every package 30 minutes to layout session one. So this is what I did. This is what she's going to be doing. And she has let me scroll over again. Oh, excellent, Gail, that you did that with two clients that you signed on this week, which is cool. You got two clients this week, too. So this is her eight week plan. Now we're going to meet again in two weeks, believe it or not, she is an every other week client. But I wanted her to see the bigger picture. Where's all this going? Why are we doing it? And this gives her gives her a hand on this, you know, lets her see what's happening. Oops, scroll back up here. Okay, so I'm telling her you have three supplements to take over the next two weeks and two weeks until our next session. We are working to deplete H. Pylori, which she had on a GI map that she brought to me. She had two GI maps. One year apart both H Pylori, okay, it's never really been worked on. And she also has a lot of emotional things happening. And she has one of the biggest calcium shows on her htma that I've ever seen. So she is holding in a lot of emotions, she's buffering them with the calcium, I'm going to take it slow with her. She is very savvy. She works in a business, where she also understands a lot about what we're doing. And Reiki and things, you know, energy healing work, she understands that. So I want her to feel completely supported. What is the outcome of our work together? And I want you to ask yourself that question. What is your actual expectation of the outcome

of the work with any particular client? And we can't just be bland and vanilla and say, well, we just want them to feel better. Okay, you have an expectation in your mind. Pick a client right now, one of your current clients pick a client, what is the expectation? Yeah, so So he says self empowerment on their end. Right. And I want them to understand more about how their body works. Exactly.

Alright, when do you know you've gotten to that place?

We don't always do it. But that's what we should be looking for. And we are going through this journey with this client. Supporting them like this?

Yeah, Sherry says when they come to you with things they've noticed, it's a good indicator. Yeah, you are constantly evaluating your teaching skills through what the client says to you, and what the client has learned. Listen, we cannot magically resolve all the imbalances in a body, there are some structural things we can't overcome. There are some things going on with people that they're not ready to overcome. No, I am not totally giving up gluten, okay. This is why this discussion is so important. Because if you don't have a true expectation of the outcome, because you somehow think that the outcome is supposed to be perfect. That's going to skew things. And I'm not saying that that's your direct thought. I'm saying that that might be a deep thought that somehow when you think about the outcome, it's there. Yeah, so he says when they tell me they realize something about their body without my input. Gail says, or if they tell me something that they've learned that we've never talked about, oh, that's a good one. Yep. Yeah, that's a good one. I love those too. So taking care of your client like this, and trust me, you don't have to do it exactly. Like I do it. All I'm saying is giving your client the the roadmap every step By the way, here's what we're doing, here's what you were doing. This is what you are doing on a weekly basis, this is what you are taking. Okay? All of that is supportive of the client. So this is about the client experience versus the client outcome. I give great client experience. Okay. That's why I get referrals. And trust me, not everybody leaves my practice in some perfect. No symptom ever to be seen again world. I'm realistic, I help them to be realistic. I help to help them set

Unknown Speaker 1:55:58

their expectations.

Jennifer Savage, ND 1:56:05

So even imperfect outcomes give referrals. Right. Did you know that? How many of you have experienced that? And thought, why are they giving me a referral? You know, what they got to the end of their package? And they were not. They didn't get everything I think they wanted. Here's my expectation again, showing up. They didn't get everything I think they wanted. So I have after two weeks. Oh, that's cool. That is really cool. That's what we want. Because that's a client where you met their expectations. Right? Look, Soviet says feeling so much better. Even without resolution of

symptoms, they feel better. Do you know that's all they expected was to feel a little bit better. And granted, we can give them a potentially more than that. But if you had a bigger expectation than the client did this is this is where you're going to hurt yourself. Understand the client's expectations that is beautiful Silvia it and also when we do this, when they start feeling better. They start believing in that empowerment that we talked about. Because until they do it's just talk. Yeah, yeah. Empowerment in my health, whatever. But then they experience it. Okay, the experience changes everything. So quit picking the clients outcomes Yeah, exactly, Sylvia, trust that they actually can feel different than they have been. Listen, we don't know what that means all the time.

Unknown Speaker 1:58:19

I mean, trust me.

Jennifer Savage, ND 1:58:21

I don't go into a new client case. And know what they want. I don't know. That's kind of the point here is just because I don't know I'm not going to just like put something in place and say This must be what they want. No, no, no. I give them the space to show me what they want. I don't know what they want. Tell me client what you want. What is your expectation? Let's let's find that journey together. Let's have that understanding. And that can take some time. But like in Sylvia's case, in two weeks, she got something from this client that was like, wow, you have met my expectation. This is a better outcome than I expected. Wow does everybody hear how important this is? Yes, the power of addressing foundational needs Okay, so we're talking about clients but do you also hear that this is all the same with marketing? Okay. It is about the marketing

Okay, so the potential clients. This is what we want to know, what is it that you want? Why do you think I can give that to you? Does my description of how Work meet your expectations. Does it feel good to know that you are being empowered? There are 100 More questions we could put on there different questions. But these are the sorts of things that we want to know from the potential person. And therefore we can use a lot of this language

Unknown Speaker 2:00:26

in our marketing,

Jennifer Savage, ND 2:00:29

if we know what the client wants, the client just wants to feel better. And that's going to be different for everybody. What does feel better mean to you? Versus what does feel better mean to you other person?

Unknown Speaker 2:00:45

What is it that you want?

Jennifer Savage, ND 2:00:50

Alright, this is back to the want and need. If you want to feel better, then you need the foundational work. Alright, so when we start talking about foundational work in our marketing, okay. You're just telling them what they need, that's not really looking like what they want.

Unknown Speaker 2:01:16

There's a big difference. So what they need is boring,

Jennifer Savage, ND 2:01:25

non sexy. And looks like too much of a challenge. This is why I said earlier, to get in alignment with where they are at. And get into alignment with where they want to be be able to repeat back to them where they want to be. Because you're then telling them you, you know, you know what you want. Alright, client, I hear you. I hear what you want. And if you work with me, I am going to give you what you need not have to tell you all about what you need right now. Because it is boring, you don't understand it, it's okay. You will understand it once we start working together. Now, those are not actual words that we're we're saying to people, but this is the mindset that you must have. You are selling them what they want. Because you know what it is that you provide what they need, that you can provide to give them the outcome that they want.

Okay, we talked many times about feeling like a scientist. So failing, like a scientist is also about continuously challenging your assumptions, instead of blindly following a linear path to a specific goal. Okay, so my marketing strategy should look like this. And here's my goals, and I'm laying them out. And this is how it's going to be. Alright, what is failing, like a scientist? Failing, like a scientist is saying, I'm either successful or I'm a failure. Boom. That's one thought. That is not failing. Like a scientist. A scientist does not know the outcome of an experiment. Okay, if you just don't know. So if you are creating this new tuna, let's see tuna salad. Chicken salad, you making a new recipe? And you want to add in a new spice like, oh, let's just say cardamom. Hmm. I've never tried cardamom. How will it taste in the tuna salad? So you mix it in and you let it sit in the fridge for a couple hours. You take it out and you try to buy it. You're like, this is awful. You do not think of yourself as a failure, do you? You think, okay, we tried this thing. We tried a thing. It didn't work. I won't do that again. So let me try this other thing. Maybe it'll work. But it's not about failure and success. It's just about did it work, did it not? That is truly how you feel like a scientist. And your language is everything. You don't think it might be much but it is everything. So how you talk about yourself to your inner self.

Unknown Speaker 2:04:41

Means a lot. So we don't fail.

Jennifer Savage, ND 2:04:47

We don't fail. We just find ways that didn't work. didn't provide the outcome that we wanted. That's all when you find something is emotion charging you up and making you feel like a failure. And this is what, what we do here, this is the time to talk about it, this is the time to bring it to me or to the group.

Okay, so you're not a success or a failure. But it worked versus it didn't work. It didn't work is not a failure, just like worked is not a success. Okay, now think about this. If you have your goal in mind for where you want your practice to be, and you have worked out, okay, I am working with one on one clients only right now. And I know that I need 10, one on one clients in my first month, and I want to work with them for a year. And that will be my livelihood for one year that that's financially going to support me. And so, if you only get five, that first month, you might think, Okay, well, I've got another month, you know, to get five, you get one more. So now you got a total of six. And now it's July, and you still don't have the next four clients. You only have those initial six. Okay, every month longer, makes you feel worse. Every month longer it takes to get those four clients, you are asking yourself, What am I doing wrong? Why am I not getting clients? Okay, this is all negative talk. So, if you had gotten 10 clients in that first month, you would say, Oh, I'm successful, I got my 10 clients. But that's not success. That is just meeting a goal. Okay, I set a goal. And I met that goal. But that question is, can you do it repeatedly? If you can't do it repeatedly, then it's really not a success or a failure. It's just, it could be a fluke. Oh, yeah, I got in front of the right audience at the right time. And I got 10 people, okay, so who wants to run their business that way? Where you just flying by the seat of your pants? Nobody? Nobody? What I want for you. And again, our focus on this first quarter is truly going to be marketing. But what I want for you is a scalable, sustainable business. And there is no magic bullet, okay, there is no magic supplement that is going to deliver this it is going to be a matter of trial and error. Okay, of things that appear to be success or failure, but they're not. They're just I tried this now didn't get the outcome I wanted. So we're gonna try something else. What is right for you? Do you have to post on every social media site out there? Well, obviously not. I'm sorry, but I have a you know, what I feel is a very successful mentorship. I have a successful practice. I have success in other areas. Success because it's repeatable. Not success. Because I reached a certain limit, or you know, a certain place. Okay, I needed to make this much money. So I have now I'm successful. No, no, I'm successful. Because I know how to scale my business. I'm successful because I know how to create things to happen repeatedly. Alright, this is what our focus will be. How does everybody feel about all of that? Gosh, I've just like gone off on a tangent. I was really on a soapbox and I apologize. Okay, good, Sherry. Good. Good, Gail. Very good.

Unknown Speaker 2:09:10

All right now.

Jennifer Savage, ND 2:09:13

I'm going to stop right here. I'm going to ask anybody any questions, comments, concerns, anything you want to talk about? Okay. Anything you want to bring up? Because we're headed into self paced versus group program?

Oh, good. Gail. Gail says this has been great. It's a lot to think about, isn't it? And we don't change our perspective, just you know, overnight, or just because you're hearing this. These are things to ponder. They're pieces of the puzzle put together so that we form a really good foundation. And we truly understand what we're doing right now What is the true benefit of the client program? You know, when we talk about self paced versus group program, I'm stepping back and I'm not talking about either one of those. The question is, what is the true benefit of the client programs that you have availability? Or to which you have availability?

I mean, you might say, Oh, well, it's because it's a group program, but it's not really a group program. Yeah. Gil says, teaching clients how to earn their health, yeah, how to get people warmed up for you. That's another possibility. There's so many different ways you can use this client program. That is crazy. I could technically no, hear me on this one, alright, because you're going to laugh. But technically, this is a good possibility. I could bring somebody into my world. Okay, who has no idea of functional wellness, let's just use one of my clients, I could bring a client into my functional wellness world. And I could say, client, I understand that you want to work with your husband, you want to help your husband, but you don't know how, because you're not practitioner coach. So I'm going to give you materials, and every week, you're going to meet with your husband, and you're going to go through these materials with him. And he's has to do the work. Right. And I'm going to feed her the materials, the weekly materials from the Gleim program, she could technically just go through the materials, have him do the work and he gets better, right? Right, without even being a practitioner or a coach. So everything that a human being well, and probably not everything, okay, let me not overwhelm that word so much. Almost all the things that a human being would need to do, to learn how to be healthy, are in that client program. So if you were a new practitioner here, maybe you've never worked with a client and you're not really sure about the steps, that client program will teach you every single thing you need to know about the foundational work that we do with clients. Now before I go on, because I'm saying to you what I am saying I want to ask you this question. And I really I want to not just hear yeses or nose I want to hear your thoughts on this can healing happen if these foundational areas are not improved?

What makes the foundational work so important. So important that I never shut up about it's so important that none of you ever shut up about it, right. Sherry says only if somehow they weren't the root cause, hang on a second, I'm sorry, everybody's answering and scrolling away from me. Only if somehow they weren't the root cause in the first place, which is highly unlikely they're not necessarily going to be the root cause Sherry But somebody might have you know, five or six different imbalances. But if part of the imbalance is not getting nutrients in the cell because they're dehydrated, we know that

the human body to be in a healing environment and stay in a healing environment must stay hydrated all the time. Gail says no because they play such a big part in the optimal functioning of the body. Yeah, exactly. Tiana says not true healing. Maybe you could remove some symptoms but likely not heal. Yeah. No, the body needs services. No, the body needs some place to work from and without the foundational work. It's like no foundation to build your house. Exactly. Lisa says they must be there for sustainable health. We can make changes that don't last but ultimately issues will come back. Sherry says I should say if they weren't in play already, like the person was already well hydrated and digesting and such. Sherry that person still needs to be educated on hydration okay, because they may be the person who is you know, taking in enough water or two And enough hydration, you know, whether it's from vegetables and foods and such. But what if along the way, something in there, their biochemistry changed and they were not absorbing that water as well, then, you know, technically they don't know they're not. They're taking in the same amount. But now they're just not absorbing it. And so this is the education that we want to give to the client. Like if you are not well hydrated, here's some of the things that you might notice. This is part of the educational process. Yeah, and Sherry says, my point is that people need this. Being a devil's advocate that a small percent may already know, these are one on one people. Yeah. So these are things the foundational work or things that have to be there. So practitioners who want to work on you know, any conditions, if they're doing so, when the person's digestion is not correct when they're not. When they don't have enough stomach acid when they are not hydrated when they are not pooping, well, all of these things. And as you all have seen, it can be super difficult to keep a client just doing the foundational work, right? It's crazy. They're like, Oh, well, yeah, I was I was using salt electrolytes, but I quit that. Okay, so now you're dehydrated again. So now now, what did that do? How did that change your biochemistry? You know? So he says yes, like taking aspirin for your headache and still being dehydrated. And the human body needs to be hydrated. It's not just something that we're telling people for educational sense. We're saying look, the human body was built to breathe. So we need oxygen to have water so we need the right amount of water and we need to absorb it to eat that's where we get our nutrients from. So no, you can't just like not eat or choose to only eat Cheetos, you know to maintain a healthy body. Right? Or yes, if you're eating a ton of gluten and dairy and you feel really bad and then you discover that gluten and dairy affect you giving them up for possibly permanently you know is going to be something that we have to look at. Yeah, or when to take stop taking stomach acid Galle Exactly. You know, here's what I love the education that we give, and then the excuse for stopping the the HCl. Well, it wasn't doing anything for me. Yeah, I kind of was by

It was absolutely doing something for you. Sherry says like my daughter asking if she has to keep drinking the tea infusions and salty water forever? Well, maybe not, you know, if she's absorbing water, and we can see that on, you know, a blood chemistry and she's taking in nutrients. Well, you know, we just want people to be able to live with they expect and picture as a normal life. But part of that normal life involves what do they need to do to maintain a level of health? Okay, and this is the sticky wicket. It's crazy people like I don't want to change my world. I don't want to change my world to be healthy or they think to be healthy, they have to be on 20 supplements. Alright, so what we're teaching them is to learn the uniqueness of their body and what their body needs to be healthy. So if we have somebody that is, you know, 65 they are going to need some HCL support. More than likely. Alright. It's just just how it is.

Yeah, she's 12. So you give her some grace. That's cute. Yeah. Oh, Tiana. That is a great one. Oh, I love this one. I'm going to be using this. Okay, Tiana says Ask if they plan on keeping brushing their teeth. Right? Or even a similar analogy, but that's a good one. So you want your teeth to be healthy. What do you do? I brush my teeth. Okay, so how long are you going to do that for? You got to stop next month? Know, what kind of question is that, like, they think you're off, you're off your rocker out of your mind. Okay, it's the same way, we're, we're looking for ways to maintain our health. If somebody lives in a more toxic area than another person, I'm going to be sharing with that client. Look, it's not your fault that you are bombarded with toxins in this particular area or environment. But because they are there, we want to make sure that they're coming out well, so you might want to focus a little heavier on taking care of yourself this way, these additional things. So it's all you know, very individual. Now, back to self paced versus group, because you can use the client program in any way you want, you can use it with your one on one clients. Okay. You can practice using this client program, you can develop it however you want. Make the materials that you want.

Unknown Speaker 2:21:16

Um, let's see. So self paced.

Jennifer Savage, ND 2:21:23

And I'm going to have people going through mine in a self paced manner, and they're not going to be spending a lot of money, but they're not going to be part of a group. And they're just going through it at their own pace. And without any hand holding from me. Or, like I said, with one to one clients, you could just give them this information and say, I want you to read through this, these are your next steps. And, you know, we'll meet again, in two weeks, or a week, however you want to do it.

Unknown Speaker 2:22:01

A group program

Jennifer Savage, ND 2:22:03

can work the exact same way sharing a group program where it is self paced, everybody enters in at their own time, you know, they sign up whenever they want. So everybody is on a different module. And you have a group setting once a week to answer any questions that will come up for that client in that module. Let's see. Lisa says reminds me I had someone say they always remember their fork to eat. So why can't they be ah?

Unknown Speaker 2:22:41

I like that. It's good.

Jennifer Savage, ND 2:22:48

Alright, so what should you do self paced versus group program. I'm Sherry, when you say self paced not now, I want you to see what I'm doing. I'm not going to assume that I know what you mean by self paced. I know what it means to me. I don't know what it means to you. And I don't even know what the group program looks like to you. So Sherry, will you explain to me your vision of self paced and your vision of group.

Unknown Speaker 2:23:21

So

Unknown Speaker 2:23:22

what I was thinking of with self paced would be like everything is and I've gone through different ideas as to how you know, you want to do it. With one being, everything is available, but you have to you know, read through or watch or whatever, each module before you're allowed to click on the next one. So they don't just like jump to the end. Although people still, you know, fake it and jump to the end. Like it can't stop them from doing that. also thought about something where you get like a push notification by email or what have you, where every week, you know, here is the information for the week. And then they can obviously either follow that, or they can spend three weeks before they do the next one. Obviously, I've not built anything. So I'm asking all these questions to myself as to which one is which one is best. You know, I don't like the idea of like, just like here, here's a PDF of the next thing I'm going to be doing for eight weeks because that's very overwhelming. So I kind of like you know, the sequential idea. But it would be, you know, no interaction for me just here it is set out, you know, things that I prepared videos and such but not Hey, Sherry, what do you think about because then that's not self paced To me that's, you know, a look at here, here's your thing, and you do it with some sort of a, you know, obviously we can you can enter into a one on one type of conversation following this link and then take them through that process. You know, versus group where there would be some sort of applause form where people could, you know, talk back and forth and, and bring problems that, you know, you would check in once a day and then have those weekly meetings if they had questions.

Jennifer Savage, ND 2:25:13

Yes. Yes to all that. And yeah, Gal says that could be a Facebook group. Absolutely. Yeah. And it's really, this is trial trial trial. Okay. There are no exact answers for you. I, because I don't know which way is going to work the best. But they're all good ways. There. I don't know that there is one way that's better than the other. You might have people that don't need hands on as much. And they don't want hands on as much. But, you know, they may not have the perseverance that somebody does, where you are also offering some one on one. And that's not always true. I mean, I've seen it go both ways. Even one on ones, can you show a lack of commitment and fall off? Right. And what you are doing what you're

promising when you sell somebody this program, is you are promising education. That's your outcome. Right there. That is your outcome? Has that occurred to you?

Unknown Speaker 2:26:36

No,

Unknown Speaker 2:26:37

not really. I don't I hadn't really thought about you know, what, what am I promising them? I'm promising them a pathway they can follow?

Jennifer Savage, ND 2:26:44

Yeah. Because we don't know what makes every single person healthy outside of our own body? We don't know, we can't know. Right? So we teach them? How to find that information. Do you

Unknown Speaker 2:27:02

I mean, when you're doing something and you don't know anything about a person, like you have no idea, their symptoms or their labs or anything? Do you still obviously, you know, recommend experimenting with salt and electrolytes to you go ahead and recommend the Bronco Max in the mastic gum since it is food. And we know that many people have GI issues? Or is that that where you step back? And you're like, I don't know if I should recommend this? It's not going to do harm to them.

Jennifer Savage, ND 2:27:34

Exactly. Okay. It really it won't,

Unknown Speaker 2:27:37

it can't do.

Jennifer Savage, ND 2:27:41

Okay. And the big part there is what you said, I have no idea. Now, this comes back to some of the questions that we had previously, in the clinical skills group. How would you work with somebody who came to you that did not have any lab work? They have no symptoms. And they just want to learn how to be healthy. Ultimately, this is all we're doing. We're just educating people. And that's the takeaway from that question. So you are educating this person who has no labs, no symptoms, they're perfectly

healthy. It's a no brainer. You're saying, Here's what I want you to consider, because I don't know you. There's nothing to guide me about your case. So I want you to consider are you well hydrated. You're going to have to stay well hydrated for the rest of your life, just like you're going to have to keep clean teeth for the rest of your life. To continually allow your body to heal. It is not negotiable. People must be properly hydrated. And the sad fact is, this is why it's so critical is because people will go by thirst. And that's just not a good way to calculate what your hydration needs are. But Sherry, I can tell you for sure that if somebody is eating a completely clean diet, and that's another thing, that's not negotiable. If it's clean if they're eating proteins and vegetables, which is what we eat. It is likely not going to contain enough salt. Not for the needs of their body. And they have to learn that you know when it's really hot outside or they're exercising, and they're sweating.

Unknown Speaker 2:30:00

They must hydrate.

Jennifer Savage, ND 2:30:04

And what good hydration looks like and it doesn't, doesn't look like Gatorade. See, they understand the principle of Gatorade. That's the same principle we're trying to make with them. So for that healthy person who just wants to learn to stay healthy, that said, and they need to understand what they're eating, they need to understand what a Bristol chart is, you know, do they have good bowel movements. And we could also be talking to the person who has three or four symptoms, and they don't know that those are those things are symptoms. It could just be for them in their mind. That's the way it's always been, or, you know, I'm getting older, so I expect things to, to break down and go wrong. All of those things.

Unknown Speaker 2:31:05

We think incredibly helpful.

Jennifer Savage, ND 2:31:10

Very helpful. Thank you. Yeah. So you didn't promise this person an outcome? Because they didn't have an outcome? Right? Right. The only expectation was, they wanted you to teach them how to be healthy. That's what you did. The person who comes to you with a chronic illness, you are only teaching them how to be healthy. That's all you are doing. Except you are taking the additional steps of trying to figure out like what root causes could be. Again, you're not promising an outcome. I mean, yes, you want them to feel better. But ultimately, that's why they have to understand right from that discovery call or that consultation, that this is what you do, this is a process if they don't want to join in, if they are not going to report back to you things that are changing with them, then it leaves you in the dark, and you can't work that way.

Unknown Speaker 2:32:11

And I think that's what's always been so mind blowing for me with with functional medicine, from the beginning, is that it's so complicated. And yet it's so easy, because of the basic things that everyone needs. But yet it's so complex, because it's different, you know, I don't know how to really explain it, but it's like, but this is so, so easy. We teach them how to do these things. And that's going to help them so much. But then there's all these layers on top of it.

Jennifer Savage, ND 2:32:39

Yes. And we can't deal with any of those layers until the foundational work is done. Done and consist consistent still. Okay, so if you've got a client, you're working with them, and they're hydrating, and they're eating well, and they might start to feel better, right. But then as you move forward, they quit hydrating, and they start adding more crap food and that changes everything. Okay, you can't work that way as a practitioner, that's not fair to you. They need to understand that, that to get to the more complex issues, if they are even still there after doing the foundational work. They have to be consistent with what they're doing. They cannot be all over the place and for you to be able to like not pull your hair out. Won't happen. Won't happen. They need to be able to say to you yep, I have been hydrating consistently for the last three months. Because they gotta keep hydrating when they're done with you or they're still not going to be healthy. You know, but you don't have control over what they do. Then you really don't have control over it while they're your client but then if they stop hydrating while they are your client, then you're able to say to them then I don't really understand. You know what the picture of you can look like you know, you not hydrating properly and being so dehydrated when we started. If you are that dehydrated now, I don't know how you're going to heal. This isn't about what you can and can't do. This is about what they will and will not do. They have full control over their picture of health, not you. You already know the recommendations to make. This is the non-complex side of this. So like with Lyme and mold clients, got to go through all this foundational work and sometimes When somebody is chronically ill, it takes longer, a lot longer to establish these things. But these basics are still interfering with how they are able to heal. So we have to do a little bit at a time. But it doesn't change the fact, no, we're not going to be able to kick bacteria and virus out of your cells until you know you're hydrated, or

Unknown Speaker 2:35:30

until you're eating well can't go down that road. All right. So

Jennifer Savage, ND 2:35:46

this is what we do. You can do it self paced, or you can do it group. You could do both at the same time. And just to give you an overview, and you might have heard me say this before, but now it might just be more present, because this is your question to you sharing. But you know, I am offering something that

is self paced with basically no hand holding no group, nothing. And this is for people who just really can't afford to do the extras. Alright, I know in my heart, I mean, I everything about me, every piece of who I am, is in that client program. And there's probably more I can add. You know, I don't, I don't think that it's done. It's done. But I, there's just more, you know, as we learn. But I believe in my heart that every step that that program offers a human being is a step to show them how to regain their health. And it's very unique to them. Because everybody is going to discover their own things about their own body. That's what it teaches them. So to send somebody out on this journey by themselves, I'm alright with it. I'm very comfortable. Now you have the next person, the next tier up, okay, that is a group program. It's the same thing. I'm taking that self paced person and I'm sending them out on their journey, self paced, no hand holding no training wheels. Except once a week, I have a Facebook group warned me week group where they can come in and ask questions. Okay, that's it. That's the extra. Now, the top tier is the person who pays for that top tier program is self paced. They are working through it at their own pace. And they also have this once a week group program. But they are now also able to schedule sessions. And they get sessions, they get four sessions as a matter of fact. So the coach working with that client. And, you know, this is how I'm, this is how I want it to be and how I plan on it to be. So any coach working with that, within that program doesn't have to work with them, like a one on one client. They just have to be the coach for that session for 45 minutes to give personal attention to the questions that that person has. That's it, they don't have to know about the person. They don't have to read all their labs or, I mean they can, okay. But really, we want to work more one on one and in depth with that person after they finish the program. That's where, you know, we've cleaned everything up. And now we can see how to go forward. So you see, they're really all self paced programs. It's just what you add to it. Or if you're strictly one on one, you can meet with your client, you know, let's say it's a four month package, you meet with them eight times. Every time you meet with that person, you could have sent to them ahead of time, module one, module two, and then bring that up for discussion or maybe not ahead of time maybe this is what you're discussing on session one here client let's talk about this and I'm I'm getting To follow up today by sending you all the materials on module one, and I want you to go through it, you're not calling it module one, you're calling it something else. But it's the same principle. You have everything that you're teaching right there in that teaching format.

Lisa says, I do love that idea, but staying in those boundaries could be challenging. Talk to me about some of the challenges Lisa?

Unknown Speaker 2:40:35

I'm thinking of a client that might bring up things that are like beyond the scope of what is being covered in a particular module.

Jennifer Savage, ND 2:40:43

Do you mean the client, right? Client? Yeah, yeah,

Unknown Speaker 2:40:49

just and how I don't, I don't know that I, as a practitioner would do an awesome job at getting like reeling them back in. So I don't know, I need to think about that, because I do like the idea of using the modules as, like a framework.

Jennifer Savage, ND 2:41:07

Okay, think about that. Everybody think about that. And I want to revisit this, because I would like to hear your thoughts on what these challenges would be. So we, you know, can address them right now. So get something very specific. And I would like to use it as an in practice event. So if you can put that in the me we group under, you know, the in practice, event list, wherever that list is right here in practice events, right. And it is hashtag in practice event. And just come down here and put your thoughts, a specific idea about how boundaries might be challenging there. Alright, Sherry says I was thinking that to a nice boundary challenge. Someone jumping ahead about a topic you aren't at yet. help you focus back on the fact that it's a process peeling the onion analogy. Yeah. Yeah. And Sherry, depending on what kind of tech platform you're using to put this out, you can drip out the information so that they cannot go ahead. But in a self paced situation, where I'm not holding their hand, they don't have access to group, though, they'll get the full thing

Unknown Speaker 2:42:32

all at once.

Jennifer Savage, ND 2:42:34

Okay, so when we're being specific about boundary challenges around this, let's consider that this is somebody who is only in a group program once a week or in a group Plus, they have consults or sessions in that program.

That's good. That's an excellent question, Lisa. Or at least an excellent topic of, of the program to explore.

Unknown Speaker 2:43:11

I'm putting that example in the thread. Just trying to Okay, good one.

Jennifer Savage, ND 2:43:16

Okay, we'll take your time. We want good examples. So that we can go through them and really get an idea you know, of challenges that we would run into, I want to know cuz, you know, as soon as I run into challenges I'm bringing on to the group, like, you're not going to believe what happened.

Okay, well, this has been a really good talk today. We've got about nine minutes left. Tiana says Does anyone have ideas of pricing structures for each of the three scenarios? Alright, Tiana, I'm just going to throw out to you my first initial thoughts because I have not put my pricing structure at a firm place yet. But I am thinking of doing alright, so this is a three month program. Technically, I mean, you can make it any size you want, you know that Oh, and Sherry, I want you to consider something else too. You can. This has 12 modules. Okay, that's a three months at once a week, you can set up a little program like the beginner program, and you could do the first three or four modules and that's it make that a little program. That like like the sky is the limit for all the really cool little things that you can do. But what you're doing them for is not for you. What you're doing them for is for the needs of the people that are attracted to you Gail says, I did 750 for the 12 sessions with one group call each week and one bonus session with me. Okay, that's cool. I'm doing for like just self paced, go for it, no handholding 499 or 497. Okay, so they can buy in at 497 and go through the 12 weeks on their own, as slow or quick as they want. Those who are in the group program is going to be like, I don't know, probably 1497. And then those going through, like the top tier, I mean, this is, this includes a lot of extra things. So that's going to be probably 3497. And that also includes testing. So it's going to include a baseline and a finish up of bloodwork, it is going to include a baseline and a finish up of the htma. Okay, so they get to have each of those. And it will include four sessions.

Unknown Speaker 2:46:10

And something else,

Jennifer Savage, ND 2:46:16

I don't remember all the specifics. Gail says I wanted to do at least one group program with a group call. So I could understand more about what the participants wanted, and how my setup was working. I like the idea about a group call, um, you know, where you're having the group call each week. But my, your idea that I like is the Bonus Session. And I think that we should also consider, like, if we're doing just a group program, you know, where they they go through the program at their own pace. And they can meet in the group once a week. I think that it's good to have that that one Bonus Session, to reinforce even if it's in the middle of the program to reinforce what these people are trying to accomplish.

Yeah, that's good, Gail. She says, I wanted them to know that I would still be watching and participating. Yeah, so yeah, these are all great ideas. Again, they are they are limitless. You know, you can use any idea to find out what is going to work best. And you know, what, if something doesn't work, you change it. It's that simple. Sometimes we get hung up on quilt now I can't change it.

Unknown Speaker 2:47:49

I'm just stuck. Just change it. Sherry,

Jennifer Savage, ND 2:48:01

do you feel like I've actually answered your question?

Unknown Speaker 2:48:04

Yes, absolutely. And I appreciate the ideas on pricing is incredibly helpful. Yeah.

Jennifer Savage, ND 2:48:12

Pricing, sometimes gets tied into how much I think I know, or my experience. I want you to tie pricing into the value that you're offering. Let me tell you something, if you're offering this program, this is a great teaching program.

Unknown Speaker 2:48:40

You can add to it.

Jennifer Savage, ND 2:48:43

You can make it 16 weeks, you can add things to each module that you feel need to be there. You can rearrange the modules from the order that they are in. This is your program to use as it is or adjust. So because of that it's important that you

Unknown Speaker 2:49:09

you know you're happy

Jennifer Savage, ND 2:49:14

with the teaching that you're giving them. So you might adjust a couple things or add some things in that you think belong in there. Then this is no longer about you and your own experience, or how long you've been a practitioner. This is about you knowing, I mean because look, you're in the mentorship, all of you. You know what we teach here? I know you all are part of that belief. How does the body heal? That's the question you're answering. How will you teach a client to learn about their own health? Okay,

this isn't about your experience or time in practice. So be comfortable with what you are charging, do not attach it. And I'm speaking specifically about the group program here or the client program. Allow it to be what it is. Okay? Don't attach it to your own experience. You all have a ton of knowledge. You all know that already. You all know exactly what you're doing.

Dale says, it's also great for learning to make tech stuff work. Oh, and that it is. And that's going to be a major stumbling block for a lot of people using the program. So that's also on the table. You know, we're going to talk more about this. Yeah, or a major headache, or heartache could fit in there to chaos.

Unknown Speaker 2:50:57

Mm hmm. Yep. Yeah, I know.

Jennifer Savage, ND 2:51:07

So, we've had a lot to talk about today. I do understand, okay, this is the same way that you would think about a client and say, this client is telling me what they need. So I know that all of you are very serious about understanding marketing. But I want you as I have said in the past, I want you to understand marketing the right way, the proper way. And it's not learning about the best picture to put on Instagram, or, you know, what they're, they're just things those are just things understand where your head is at, about who you are as a practitioner. It will make a huge difference in how you write your copy, and one of the exercises that you can do when it comes to writing your copy is writing it out as simplistically as you feel like you would like to say before you spiff it all up for marketing try using the Fineman technique

Alright, now may grab this, and huh, it won't let me do that

Unknown Speaker 2:52:37

one. Let me see if I can make this work. All right.

Jennifer Savage, ND 2:53:01

Take any scenario that annoys or frustrates you. And I'm going to put also choose a scenario that involves

Unknown Speaker 2:53:19

your clients or potential clients. Yep.

Jennifer Savage, ND 2:53:29

I think has been very, very good to me today.

All right. So that's your homework.

Now, everybody has been putting their goals in here, and it's wonderful Sherry And Tom, I'm going to get yours entered into our goal sheet. So that we can share that with everybody. I mean, because you're posting them publicly, here in the group publicly. They're not hidden, so they're all going to be on one sheet. That way we can keep accountability going. So we can see how everybody is doing at achieving their goals. Or you could say, No, I didn't achieve that goal because it wasn't right for me. I chose a different goal. This is not about failure and success. Alright, anybody have anything else?

I mean, this was a lot to take in today. I think. I feel

Unknown Speaker 2:54:58

Yeah, Sylvia

Jennifer Savage, ND 2:55:00

It was helpful for me to. You're very welcome. And I had asked a question on Wednesday, I think and I really didn't get into it didn't explore it too much. But you know, when we see really nice platitudes, we read something that's very encouraging. And we feel that emotional pull to it. What does that really do for us from an action standpoint? So we've had a really good talk today. And I am going to put it in the masterclasses. I thought it was that good.

Unknown Speaker 2:55:44

And

Jennifer Savage, ND 2:55:46

what I want to understand is what actions you might choose to take from our talk today. What is an action step? What is an experience that you can have? So that it's not just that we feel good from the talk? Because I feel good from the talk. But what can we do as an action step? That will help solidify how

we think and how we change our perspective? Okay, keep that in mind as well. Magical money statement? Oh, do tell Tiana.

Unknown Speaker 2:56:36

Oh, this is an ask more than a tell. But we can do it. We can save that for another chat. My client this morning made it really easy for me because she said, Oh, I guess we're on the last session. So we need to talk about, you know, me buying another package. Oh, my God, she made it so easy for me.

Jennifer Savage, ND 2:56:59

And they should? They should. And that's what most of my clients say, Well, I'm going to have to re up I'm gonna have to repurchase. That's what they say. I don't say anything. So that's what I have to manifest. Okay. Yeah. Yeah. And, yeah, I apologize. And I don't have to go anywhere at all. I really want to talk about this getting comfortable talking about fees and money. Because that is a big hang up for a lot of people. So I won't touch on it right now. But I do feel it's going to be an important part of what we talk about going forward. You know, I've got packages that are three sessions. So you would think that I'm constantly having to talk to people about money, and yet I don't. So, I just released a client. We had only worked together three times. And he feels good about where he's at. Is he going to sign up again? I don't know. But that's the discussion that we had on our last session. I'm like, I don't know that you need another session. How do you feel about it? Okay, so, so you're actually you're not just talking about money. You're talking about, well, where is that person at? And so you could say client, I still feel like there's a little bit of work to do. Um, you know, maybe another couple sessions worth How do you feel about that? Is that what you are feeling? And they might tell you, Well, I am feeling that way. But I just really don't have the money for it. Okay, that's fair. That's fair, you can only do what you can do. Now, is there a place in there Tiana, that makes you uncomfortable about talking about fees or money?

Unknown Speaker 2:59:15

I think I'm struggling a little bit with with the value. Because my initial three sessions at least the way I started out, included that initial consultation that was longer, and reviewing all the health history and the lab work and the symptom questionnaires, the timeline. Now I'm thinking about separating those out. And just trying to figure out I'm trying to move the dial in all different directions to figure out the pricing.

Jennifer Savage, ND 2:59:55

Okay, so you're trying to beat match this up with your time right? Yeah,

Unknown Speaker 3:00:01

so if I was including that initial session in the three in the event, you know, whether it was the three or the six, I was, I was okay with those numbers. But now someone wants to have more sessions, I feel like I needed a whole nother type of a pricing package for, like, calling it follow up sessions, or I can completely split off the initial comprehensive consultation, and then just have those three succession packages that are just, you know, equivalent session packages.

Jennifer Savage, ND 3:00:40

Yeah, and there's two ways I look at that. So if I'm working with a client, that is not really complicated, they might purchase a package they might purchase purchase to, okay, but they will get to a place and it's hard for me to define this place, but they're going to get to a place where I am okay. saying to them, you know, if you want to, because we're at a good place, we're still moving forward, but you're doing the work and your work is showing progression. So if you want to work, you know, with single sessions, that's fine. Now, what I do is, you have to understand the difference, the package price that I offer, includes extra time that I'm going to need to do work around their sessions. So if I offer a single session to somebody, it will be obviously reduced from the package price. But it's going to be a little bit less or a little bit. Well, now it could be equal to like if you took a package and split it in three. And that is the new package or the single package price. That's not quite what I do. Mine's a little bit less, because I know that I am not going to have to involve myself in looking at intake forms and reading labs and doing all this.

Unknown Speaker 3:02:16

That's exactly what I'm getting at. So yeah, that's what I'm playing around with. So one is just the initial conversation. I just happen to have an initial comprehensive session on Monday. And that's all this person is committed has committed to right now. Because Okay,

Jennifer Savage, ND 3:02:38

so just the initial console, right? That's initial

Unknown Speaker 3:02:43

console. So they filled out all their paperwork, the questionnaires, they don't you know what they didn't. So it's actually like what I normally would have called session one.

Unknown Speaker 3:02:55

And then

Unknown Speaker 3:02:57

I have to have the money conversation after that.

Jennifer Savage, ND 3:03:00

Wait a minute. This is not your client yet.

Unknown Speaker 3:03:04

Well, they committed to an initial comprehensive consultation, and they knew what the price was. Okay.

Jennifer Savage, ND 3:03:11

You are charging them appropriately for your time in that initial consultation?

Unknown Speaker 3:03:18

Yes. Because this is just my way of experimenting with different options. So I actually have another one. It's not Monday, it's later on, but that one was purchased as a gift for somebody. Interesting. Yeah. Someone I know. A colleague of my husband purchased it for his daughter.

Jennifer Savage, ND 3:03:41

See another great way of marketing, what we do gift packages.

Unknown Speaker 3:03:49

Yeah. So. But that's a whole separate scenario. I don't know what her situation is. So I don't know what her financial situation is. I don't really know that much about her yet, because she hasn't even filled out the paperwork yet. So that that I know, he's paying for that initial session. But Monday's is someone who has just committed to that one. Comprehensive consultation. So anyway, I just have to, I'm just playing around with ideas. And I love getting ideas from this group.

Jennifer Savage, ND 3:04:21

Real ideas, not just things that float out there, but things that we've actually all tried. And we can give different opinions on how they work

Unknown Speaker 3:04:29

for us. Yes, and the way to get the, you know, sometimes I just need that first statement, and then I roll with it. Yeah, yeah. I wrote down some ideas that you just said, and I go, Oh, yeah, I could start with that. Talking about, you know, if it's an uncomplicated client, you know, from here, we can offer single follow up sessions, you know, as an as needed basis. I do have something that I'm calling a targeted coach. session that is focused on someone who has a very focused question. Maybe not a chronic health problem. So I'm playing around with all kinds of ideas for my menu right now. And I saw Elizabeth, she's not on the call now. But we both have been playing around with our menu of services.

Jennifer Savage, ND 3:05:24

That is excellent, excellent right there. And see, I'm just the opposite. I don't want a menu of services. I don't want to give them any more choices than I'm comfortable with. And that is actually my way of controlling the situation. Is it right or wrong? It's not either, it's not a right or wrong situation, it's going to be what works best for you. You know, and if you're comfortable having that menu of services that you can offer, that's fabulous. There's other things that you offer, you know, and like Sylvia brings to the table, being a nutritionist, okay, so there are services that she could even offer that are extra. So I want to be really clear about that. But I think it's a very, very cool thing to be able to do. Knowing what fits your system and services, the best is going to be important, because you may discover that there's a service that nobody purchases. And maybe you know why, but maybe you don't. But if nobody is purchasing it, it'll probably fall off of your menu. So keeping all of that, you know, in mind,

Unknown Speaker 3:06:43

this was my way for now for today for this month. Figure figuring out what's going to be the right fit, but it also helped fill the gap on those people who just wanted that quick check in that I was giving away for free. Yeah, you really know what to do with it. Yeah. And now I have a service for that. And I literally, I have someone who wants to is taking advantage of the 15 Minute check in and pay me \$50 for it. And you know what? I'm okay with that? Yeah, I think that's a model I came from was these brief and frequent check ins, there wasn't functional based, it was usually weight loss based. And I, you know, tried to move over to to the functional and more private clients, I just didn't know what didn't know how to go about that. So that I created it to fit that now, maybe eventually, I won't be doing that kind of work anymore. So right now, it worked very well, because I had someone who said, Oh, I want that. It's kind of like the appetizer or the side dish. I don't want the whole man, I don't want the whole meal. I just want the side dish.

Jennifer Savage, ND 3:07:58

Yeah. And, you know, that is exactly my point. Understanding what people need from you, you saw that you saw the need for that quick check in, and you put a price on it. That's exactly what everybody should be doing. You know, it's just like, figuring out what you say to the client the same thing all the time, time and time and time again. And having that written up into a PDF for in practice better. As a former note,

you know, it's the same principle. And so, like you said, as you transition over, those people might fall off. And, and nobody needs a quick check in, but you can still have that service, where it's available if they do.

Unknown Speaker 3:08:51

The other way I used it is that I mentioned, if you have a package, you automatically get some of those check ins. So now it's created a little more value. Oh, I love that because they see it. I don't, I'm not an expert at practice better. I'm not sure. If someone can go on my practice better and see the whole menu. I'm not really sure how that works. I don't know, I don't know how to show someone, let's say that whole menu of services, it's not that big, it might be five options. But if they could see it, or let's say I do schedule a 15 minute check in, let's say between our one hour sessions, they'll see that it has this price value. And but so don't worry about that, that that's included in your package. So just create some value, I think if they if they see it that way. Yeah.

Jennifer Savage, ND 3:09:43

I know. Excellent idea.

Unknown Speaker 3:09:45

I think Gail just posted that. I know I can send a link for one particular service, but I wasn't sure how to capture the menu of services.

Jennifer Savage, ND 3:09:56

Let me show you right now. Hold on just a second. I'm going to stop sharing for just a second so I can open up my practice better and be discreet about it. Hopefully that'll work.

Alright, let me get to my

Unknown Speaker 3:10:18

practice okay Okay, so

Jennifer Savage, ND 3:10:49

can you see this? Okay Tiana?

Tianna, are you there? Oh yeah,

Unknown Speaker 3:11:04

I'm on the iPad watching you, but I picked up my cell phone to see if I can follow along.

Jennifer Savage, ND 3:11:09

Oh, okay. So I should be, I just want to make sure you can see I want to make sure I was sharing properly again. Okay, so this is the public bookings page it's under, like, if you click on the, we scroll up here for just a minute, if you click on the Settings, and then go to logo and branding. There should be a website thing on there. But anyway, if you click on logo and branding, it'll take you to that page. But then you just go over here to website links and widgets. So this is the public profile page that tells everybody about you and who you are and what you do. But these are the bookings pages. And you can set this up to show exactly what everybody sees. So, like on this particular page, I haven't changed my booking page since five to 19. Okay, I'm going to click Edit. And the only thing this shows is the advanced your health qualification call. I do not want anybody purchasing a package from me until I talk to them. Okay, it's that simple for me. But you can add on any services that you want. So let me go back. And let me see if this one has more than one or not. No, just has one. Anyway, you can have five services in there or more services, it just doesn't even matter. This is a booking widget that you can put on any page.

But any of these, this public booking page is going to show the services that you want to have shown even if they're public, public services. These are going to be the only ones that your clients can see. Or I'm sorry, that the public can see not your clients.

Unknown Speaker 3:13:35

Okay, I need to explore this because I'm on I'm looking at it now on my phone. And I don't see it look the same ways as your site. I'm going to play with it. But I know, I know how to do get link for a particular service or package. Yeah, I just I didn't know how to capture the menu. And I might not want to capture the entire menu because I do want to have that initial phone call with somebody. But after we have, maybe after we have the call it may be that.

Jennifer Savage, ND 3:14:04

So that's what I have to play around with. Yeah, well again, this is not just about getting the link this is the actual menu that you would show to the public. So you can set it up where let me just go into edit this one again

let me go into add a page. So add page and then there's little you know the red button down in the bottom right hand corner you can't see it because it's out of my screen share thing. But if I click that, I'm going to add a product and I get to choose Okay, so I want a singular package session and I want to A 45 minute session, I want to complimentary in a case consultation. So I get to choose all the things that I want to show the public in my menu. And it's done. And then here's the four services that they get to see in my public menu.

Unknown Speaker 3:15:19

And to get to your public menu, either they find find this

Jennifer Savage, ND 3:15:27

this link right here, up top, and it's right underneath public bookings pages. So this is your page for bookings that you would share for somebody to be able to choose different items on your menu. Okay, so if we go here

See, this is the only one I'm offering. But I can have anything under here that I want, and allow them to book.

Unknown Speaker 3:16:20

So you have to have that link to get here.

Jennifer Savage, ND 3:16:22

Well, it's wherever you put the link. Yeah. But you have the ability to show your entire menu to change your menu, wherever you want. I mean, this could even technically be right on the homepage of your website.

Unknown Speaker 3:16:41

And I have used the individual links in that regard. I just didn't know I could show more than one at a time if they had to have all those multiple links.

Jennifer Savage, ND 3:16:51

No, you do not. You just get to your booking page to show all of that. I'll play around with that. Thank you. Absolutely.

Alright, so again, we're gonna be talking much more about money and fees, and getting comfortable around that. You know, money and fees. It creates a reaction, right? So it creates a thought thought creates the reaction. This is exactly what we talked about. Right here.

Unknown Speaker 3:17:34

Every choice

Jennifer Savage, ND 3:17:36

you make starts with a thought every thought is going to have an emotional reaction. I want you to really dig deep into that reaction that you have around money. Like what's the first thought is your first thought, oh, this person probably can't afford me. Which means what? What does that mean for you? Do you feel like you're charging too much? If that's the case, why? You know, why are you trying to speak for some person that you don't know, you don't know if they can afford it or not, that's not your business. Be confident in who you are and what you do what you charge. Do not try and speak for the other person.

Alright, so next Friday, we are going to go over this homework, you know, that I put in me we group and to see where you may have experienced some growth. Or maybe you've challenged your way of thinking. Okay, because this is a whole new way of thinking. Trust me. I've gone through the process of like, experiencing new things and just being astounded. Like, how did I not know that before? How did I not ever see that? It kind of freaks me out. So when when you experience it, like I can relate to that. And that's what I want you to have I want you to have an aha moment. All right, well, then, if we don't have anything else, I am going to wrap the call up. I'm not sure what we're going to talk about Wednesday yet. I'll plan on that later today. And you can always go right in here to Dinah list. And see you know the notes as I add to them about the topics about which we will have a discussion and we are moving into you know some more masterclass areas new ones not As the old ones. And I'm just, I'm taking my time, you know, with what I'm going to move into what I'm exploring how I want to do this. But we will be having, you know, more discussions around that around our current list of topics. All right, well, if nobody has anything else, then I want to thank all of you for being here. And have a wonderful weekend. we'll regroup again on Wednesday. And I do believe that that is an early call.

Oh, yeah, it is an early call. Okay. So at noon, and I'm sure we're gonna have something exciting to discuss. Because every call, it seems like it's very exciting for the last few years. So apparently, that's a dynamic that is never going to go away. And that's what I'm counting on. Alright, so everybody, take care, and we'll talk soon.