

A special thanks to Dr. Scott and Dr. Debra Walker of Neuro Emotional Technique (N.E.T.) for allowing me to use this worksheet with my doctors. Once written this is a great handout to give your patients. Talk to me about all of the reasons you would want to use this brilliant marketing tool.

If you would like to know more about N.E.T. check out their website at http://www.netmindbody.com/index_2.html

Practitioner's

Getting On Purpose Work Sheet

DIRECTIONS: Fill this out. Use additional paper if necessary and revise, then re-revise and edit as necessary. Then read it to your self. Then read it aloud to your treating practitioner. Allow him/her to test you on any area that may seem non-congruent. Consider having this customized and edited by a professional writer and printed as a letter or brochure for your new patients. Post it by your desk and re-read it periodically. Revise it if it ever needs revising. We have more "blanks" at the receptionist table as you finalize your version. Consider faxing it home to have typed up so it's ready to go when you return.

Dear Patients,

All too often it's the practitioner who gets all the information about the patient, and the patient gets little information about the practitioner and his/her practice. I would like to change that.

My full name is _____ and I was born in (place) _____. I went to college at (name of school) _____ located in _____ and graduated in (date) _____. I have (a wife, husband, children, pets, etc. with names or ?) and like to (garden, cook, etc.) _____

_____. I originally (decided, was led, was inspired) to be a healing practitioner because _____

I've chosen to devote my life to the healing arts because _____

I am grateful I did so because _____

_____. I believe with all my heart in the principles of alternative healing which are, (can be stated); _____

I believe with all my heart in *how* I practice and always strive to improve it. I believe I give an excellent service for a fair fee. I want to help people. I want you to refer and continue to refer patients to me because _____

I established this clinic in this particular community because _____

_____ . The whole purpose of
this clinic is _____

_____. What seems to make this practice unique is _____

_____. My personal promise to you is _____

Signature) _____
