

**Beyond Better Call # 6**  
**January 25, 2008**

**Your unique value and extraordinary service potential**

From a conference call with Phil Kaplan as recorded by Brennan Forsyth

You're telling your potential clients the truth. Make it compelling. Make it emotional.

Talk to your clients and ask them what makes your service special! Use this valuable feedback to make your service more compelling.

Doctors focus on healing, what you do is help keep them well.

The medical establishment is broken. Insurance companies, drug companies have a lot of influence over doctors. Watch out for the pitfalls of convenient diagnoses such as 'thyroid conditions' or 'Type-II diabetes' or 'chronic fatigue syndrome' to fit the establishment framework. But just because your client wears the label doesn't mean that it is actually the case.

Drugs might only treat the symptoms but not the cause. Don't just treat the symptoms, treat the cause.

We can't cure people who have genuine illnesses but we can help the people who are told that their weight and lack of energy are the result of illness and get them well.

Does this mean you know better than a doctor? Not necessarily. But the results of your helping overweight people with 'thyroid conditions' or 'Type-II diabetes' or 'chronic fatigue syndrome' get better with exercise and proper nutrition speak volumes. No drugs, no therapy, no supplements. How does that sound? Too simple? Now you're getting it.

Be honest with your client, use your proven knowledge of health to treat them.

Think about the word "Disease." Dis-ease. The loss of comfort. What you are providing is not just fitness and wellbeing but comfort. Can your doctor write you a prescription for that? No, but you can!

Hiring independent contractors to work in your facility has its merits but beware of the pitfalls. When hiring an independent contractor have it so that they must abide by the rules of your company and limit the duration of their contract (e.g. months maximum) but don't establish yourself as a landlord, establish yourself and your service as a leader that they should strive to want to work for.

Your business is unique and your results are real. If anyone wants to work for you they must learn and appreciate this.