

- BECOME YOUR PATIENT -

Become Your Patient Part I

Stop thinking like a Practitioner. Stop thinking like a marketer. Start thinking like your patient. The process will get you inside your patient's head and allow you to influence them more effortlessly than ever before. Your patients will feel an instant bond and respond to perfectly matched messages.

What is your market's biggest desire?

What do they really want?

Why do they really want that?

Remember

It's not just what would happen, but what would that give them (i.e. money gives them status and freedom)

What’s their biggest problem or frustration?

What’s the frustrating obstacle that’s holding them back?

How is that impacting them emotionally?

You want to get the specific emotions here, as well as the situation.

Become Your Patient Part II

Now it's time to step into your patient and see through their eyes. The more you let yourself go for this, the deeper your experience will be, and the more you'll be able to lead and influence.

Imagine Your Patient...

Imagine your patient as her/his mind is consumed with the desire to experience the ultimate outcome you listed.

Also picture her/him as she worries over her biggest problem and how it's holding her back.

With that sense so clear in your mind, pretend that you're her, and finish this sentence:

“If I could just...”

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Your Patients Persona

Name your patient

Man or woman?

How old are they?

What do they do for a living?

What do they look like?

What other identifying traits do they have? (Married, kids?)
