

# Road To Wellness In 2021

“One of the ways to foster health is to promote an anti-inflammatory diet and lifestyle.”

Join the health revolution! That sounds like a call to arms but let's face it... we are in a war, a pandemic. At least that's what the news media keeps telling us. But WE KNOW we live in a sick nation, in fact looking at the health of industrial nations worldwide, the US spends FAR more money on health care but has the lowest life expectancy, highest chronic disease burden and highest rate of obesity.

One of the things we have learned about COVID is that people that are already inflamed with compounding factors like obesity or blood sugar dysregulation are more prone to negative effects of the virus. Part of the reason is they are already inflamed and as the body fights the virus additional inflammation occurs.

A cytokine storm is created and overwhelms organ systems and bodily functions. So one of the ways to foster health is to promote an anti-inflammatory diet and lifestyle. Clean the body, feed the body... if you have watched us for any length of time you



know that is one of my mantras.

So let's take advantage of the media driven fear and help our patients get healthy. But here is the problem. Patients don't know where to start, they are easily confused, they don't want to make long term commitments, and they want to feel the results. That is the goal of the NutriClear Plus program.

NutriClear Plus is a system that is easy to understand. The commitment is relatively minor but it offers a significant return on your patient's investment. You can see links to a discussion of the benefits but let's talk about how to get

the NutriClear Plus program in their hands.

First set a goal. Better yet, set several goals with your staff. Have a “January” start date. A “get in your bathing suit” start in April date, a “get back in shape after summer frolicking” date in September and a let's “get healthy before the next round of flu” date in November.

Obviously you can be more clever on your titles based on patient population etc., but you get the point. Set some marketing goals.

Second, apply another concept that is gaining tremendous appeal to the wellness community; hosting

cleanse or detox groups instead of seeing patients one on one. This includes Facebook groups, zoom calls, even weekly conference calls to keep connected. This keeps the cost low and encourages your patients to develop a buddy system which brings people into your therapeutic world. Why would I say that? Because the question everyone asks after the detox is “what’s next?” Patients have a reduction in symptoms and lose weight... they want to keep going. What’s the next step? You are the “next step”.

Speaking of “what’s next” of course it depends on the health of the patient but the WholeLife Rx program was designed as the next step. You can see a link to the right for more information. But before I get too far ahead of myself, I want to give you some marketing ideas for the first step.

Here is a Pop up stand that we have developed to start the conversation. Patients had a 65% reduction in overall symptom burden and lost an average of 7 pounds. We also have a desk top stand with brochures for your reception area. There’s a poster that you can use to start conversations. But I am really excited about this next piece.

Our producer has had such powerful results with the NutriClear Plus detox himself, and with his friends and family that he created a short commercial. It’s a pull through marketing video that you can use on Facebook, Instagram or as an email to share the concept with the world... let’s take a minute to watch.

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If you saw this video wouldn’t you want to know more? You can see a link to a Wellness Minute that we did for patients with more details. You can copy the link and send it out. Use the commercial on Facebook and then send this wellness video out to all your clients via email.

This is marketing with purpose. There may be negative downsides and even dark sides to COVID-19, but if we can get our patients following an anti-inflammatory lifestyle and

motivated to take the steps to stay healthy we can chalk up at least one positive benefit. Thanks for taking time to watch this week. I look forward to being with you again next Tuesday.