

Welcome!



THE SCHOOL OF
Applied Functional Medicine™



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Business Truths & Myth-Busting with Wildly Successful Practitioners

www.SchoolAFM.com

What's NOT on the Menu for Today



- What is Functional Medicine?
- How/Why is it Powerful?
- HOW you “do FM” is the Difference That Matters Most
- What are the Most Common True Root Causes of Disease in your Patients/Clients?
- But this free webinar DOES dive into these topics in detail:
www.SchoolAFM.com/full_practice/



“Talking Turkey”: Myths Abound!



- “You can’t make a good living doing FM client work.”
- “You have to sell lots of supplements or join some type of MLM in order to do well financially.”
- “There’s no way to do this that isn’t exhausting...always trying to scrape together new clients.
- “The average income in my area isn’t high enough. People won’t pay me anything reasonable to do Functional vs Conventional practice.”
- “People who say they are making six figures doing this work aren’t being honest.”
- “I don’t know enough to feel confident that I can help people fully.”



Simple, Powerful Truths



- The world Needs what You as a practitioner can uniquely offer.
- Functional Medicine demand is Skyrocketing.
- You Deserve to be Rewarded generously for your Value.
- Wildly satisfied clients build wildly successful practices.
- We often blame external circumstances when our fear is the primary barrier between us and what we most want.
- The true reasons you haven't yet built a deeply satisfying and abundant practice are temporary.
They can be changed.



Making It Hard



**Slowly
Building
Rapport**

+

**Sorta
Confident**

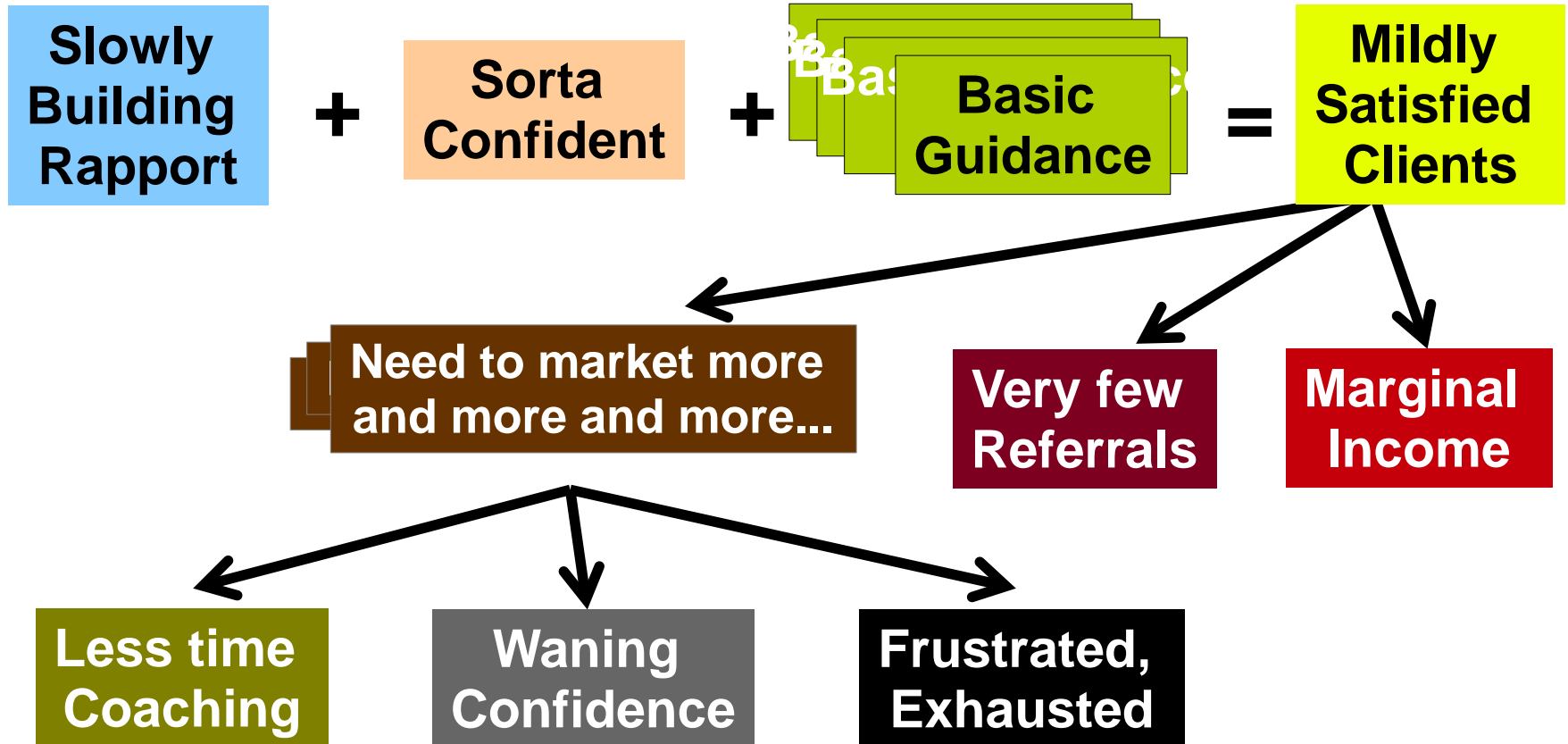
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**Basic
Guidance**

=

**Mildly
Satisfied
Clients**

Making It Hard



- Less service. Less of what you love. Less income. Not fun.

Making It Easy

Get Visible. Often!

**Rapid
Relief
Focus**

+

**Strong
Confidence**

+

**Clinical
Know-How to
Get to the
Root Causes**

=

**Wildly
Satisfied
Clients**

Making It Easy – and Fun

Get Visible. Often!

Rapid Relief Focus

+

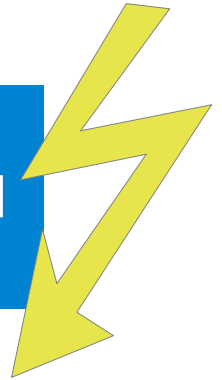
Strong Confidence

+

Clinical Know-How to Get to the Root Causes

=

Wildly Satisfied Clients



Copious Qualified Referrals

Soaring Confidence

Clients Stay Long-Term

Higher Rates

Making It Easy – and Fun

Get Visible. Often!

Rapid Relief Focus

+

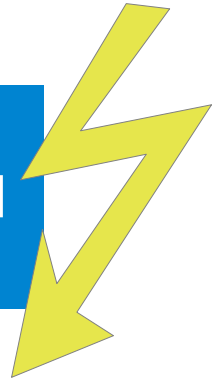
Strong Confidence

+

Clinical Know-How to Get to the Root Causes

=

Wildly Satisfied Clients



Copious Qualified Referrals

Soaring Confidence

Clients Stay Long-Term

Higher Rates

- Greater Service.
More Healing. Less Marketing.
More Income. Less Stress.
More Fun!

Wildly Successful Business

Abundance for Everyone!

The Difference That Matters Most



Wildly
Satisfied Patients

Mildly (or Un-)
Satisfied Patients

Wildly satisfied patients can fill your practice with their enthusiastic referrals, freeing you to (1) Do what you love the most and (2) Be wildly successful doing it!

The Difference That Matters Most



Wildly Satisfied Patients

The practitioner offers...

- Confidence
- Leadership
- Functional *Dynamics* Knowledge
 - Inspiration
 - Rapid Relief
 - **Root Cause Resolution**
- Belief (placebo)

Mildly (or Un-) Satisfied Patients

The practitioner offers...

- Hesitation/Uncertainty
- Control –or– Aimless openness
- *Diagnosis* Management
 - Overwhelm
 - Delayed benefit
 - **Unsustainable benefit**
- Fear (nocebo)

Wildly satisfied patients can fill your practice with their enthusiastic referrals, freeing you to (1) Do what you love the most and (2) Be wildly successful doing it!



FUNCTIONAL MEDICINE



COACHING



**HEALTH CARE
TRANSFORMED**

Good Medicine Math™

Wildly Successful Practitioners!



Tony Llabres
www.FDNofFlorida.com



Andrea Moss
www.MossWellness.com



Heather Green
www.FitWithFibro.com



Julie Farrelly
www.AchieveOptimalHealth.com.au

Wildly Successful Practitioners



Dainna Pearlman
www.5by5Health.com



Kasis Hrecka
www.NourishUp.com



Jodi Franklin
www.JodiFranklin.com



Lisa Vasile
www.4BetterHealthMedicine.com

What's In the Way?



- Get found. Get visible. Often. As Often as possible.
- Don't tell people What you do; tell them **Why they should care**. Confidently.
- Inspire, educate, empower. People want a partner but they also want Results. Balance Rapid Relief & Root Cause resolution.
- **Charge what You are Worth**. Don't pre-judge what people can or will pay to prioritize being well. *Paying* you well increases the likelihood of them *Getting* well.
- Knowledge builds confidence. But Practice galvanizes it. Practice, practice, practice.
- If you want to work as part of another practice, you still need FM Knowledge and proven Successes using FM in order to get hired.
- Surround yourself with people who believe in your future vs. those who are afraid for you.
- Focus on *wildly* satisfying the next dozen people vs. just adding to your numbers.
- Don't quit your "day job" until You are ready for the leap. Fear is Not client-attractive.



SAFM Core 101 Semester



•Ready to rocket your practice to a higher level? Fill your practice with wildly-satisfied client referrals. <https://www.schoolafm.com/core-101-semester/>

•Signature program designed to increase your clinical know-how and confidence in using it boldly. **Next semester begins mid-September!**

- **5 Anchoring Essentials Courses** (Disease 101, Supplements 101, Labwork 101, Mapping, Mind-Body)
- **3 DeepDive Clinical Courses of Your Choice** (17 to choose from!)
- **Monthly Puzzle Piecing Case Studies** (Real client practice cases, including initial consultations, symptom lists, WS maps, labwork assessments, session plans)
- **Eighteen Open Coaching Calls** (Real-time Q&A support for your own clients, deeper dive assessment on students' actual patient and client cases...practice, practice, practice!)
- **Twice, monthly facilitated Peer Group Huddles** to support each other
- **Online, real-time Q&A** board for each course. Ask yours; learn from others.
- Access to **The Wildly Successful Forum** to interact with peers, share ideas, build community
- Unlimited review of **archives**, PDF of **webinar slides** to use in your own practice, helpful ready-to-roll **client handouts**, clinical course **transcripts...**
- Unlimited access to **Q&A “Treasure Chest”**, a rich database of disease explanations, symptom ties to root causes, supplement recommendations, case studies, and more...
- Prepares you for the **Applied Functional Medicine for Coaching™ certification**, an opportunity to set yourself apart in this growing industry!



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Thank you!

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