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Q&A Session
18 December 2019

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What's Coming Up

- "What I feel like saying"
- Your questions
- What's Next and 30-day Project Focus





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“What I feel like saying...”




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Your Questions


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Question - Amy




Amy Geach Christmas time for referrers in hand therapy world... it is traditional to send little present to referrers... bottle of wine, flowers, food, etc with card thanking them. To me it all just feels like a waste, they get so much other stuff at Christmas, I don't think it stands out. I am thinking of swapping the Christmas present to a new year present that we give at the end of Jan when they come back from holidays. Any thoughts and ideas around this swap. Do you think this would be a good idea? Am also thinking of doing similar with my Maida Members.


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Question - Amy



Amy Geach For hand therapy..... I am working on my nurture sequence emails for new clients who book in.... in the 'switch on' stage, is completing an online version of the forms they need to fill in a good 'switch on'!.... I am thinking it might be a 'switch off'!!! An alternative would be click on a link to tell us about their injury/situation - we could add that to their clinical file for the therapist to read before the appt? My other concern is that the some clients come in the day after they book in, others come within 2-3 weeks of making the appt..... so I think my switch on needs to be something that doesn't matter if they have already had their appt.... so maybe my switch on then needs to be give us some feedback or??? Feeling lost on the switch on part because of the time differences between when people first call to book and their actual appt.



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Question - Peta



Peta Gillian I'd love to talk about Waitlists and get some insight into what these landing pages might look like. I've always had something really simple for Ageless Confidence, but now seeing [Michelle's](#) comments I think I've been doing myself an injustice.


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Question - Amanda




Amanda MacLean Hi, my question is on videos for my website (on general pages, landing pages, Step 2 etc etc) 1. Any good examples for inspiration from other's websites 2. is there a Content Sells episode on this topic. Thx

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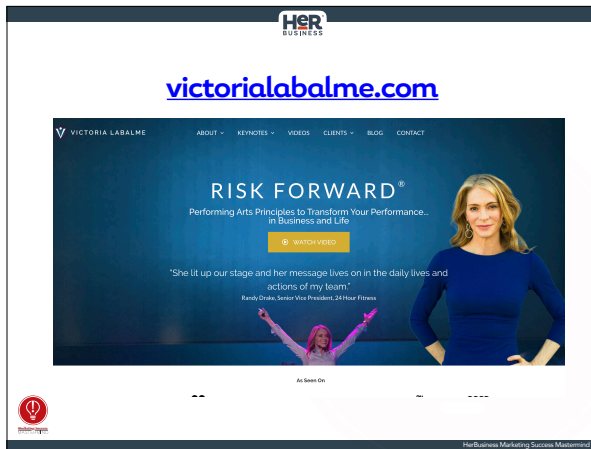
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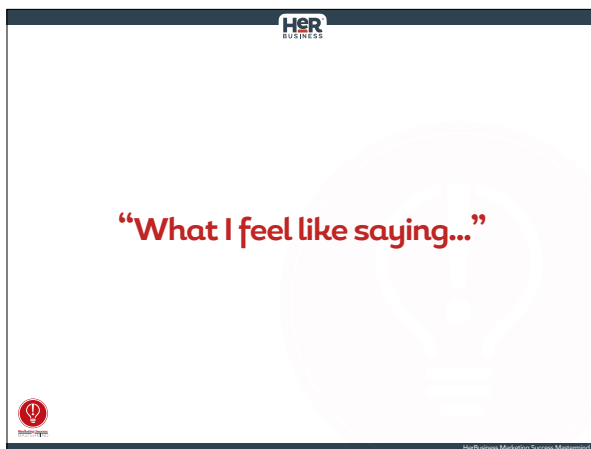
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