



Module 10


CREATING A NEUROOPTIMAL® BUSINESS



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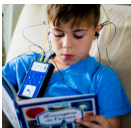


BUSINESS -KEY POINTS:

Train your own brain!!!!

Leaving your Client in the driver seat: Let them to decide when they're "done" or when and if they want to come back

Training one vs. multiple members of a family

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NEW TRAINEE MEETING...

- When discussing with trainees what they may experience remember:
 - 1. Everyone is different
 - 2. No way to know what they'll see and experience
 - 3. Typically, "the more trained a brain is..." you might see ... (Language)
 - 4. Subtleties, examples of situations and shifts
 - 5. Check-in and help them notice 'internal shifts' even ask them to look within at how the Sessions felt, and would they like to schedule another appointment
 - 6. If they have been doing the In-office Sessions for a while does it make sense to rent/purchase?

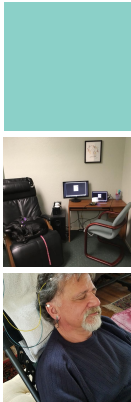



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THE FLOW OF THE SESSIONS- EXTRINSIC CONSTRAINTS

Demo of a New Client Communication

- Listen to their story
- Explain the **NeuroOptimal®** Process
- Clients that notice differences in their lives = are Happy Clients
- Help them do that by:
 - **Progress Tracking Tools** (a diary of change)
 - How to use
 - Ask questions
 - Measurable- What # would you give it?



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Elements of the Initial Sessions





- **Getting Client on Board**
Understand how **NeuroOptimal®** works
- **Pricing**
 - Per session
 - Per Package of sessions
- **Client Understanding of Office Policies**
 - Late or No-Show fees
 - Any discounts or refunds you offer
- **Client Consent to Training**


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AVAILABLE IN PDF FORMAT

• <https://neuroptimal.com/pas-s-members/documents/>

• FREE DOWNLOAD



NEW CLIENT CONSULTATION FLIP BOOK

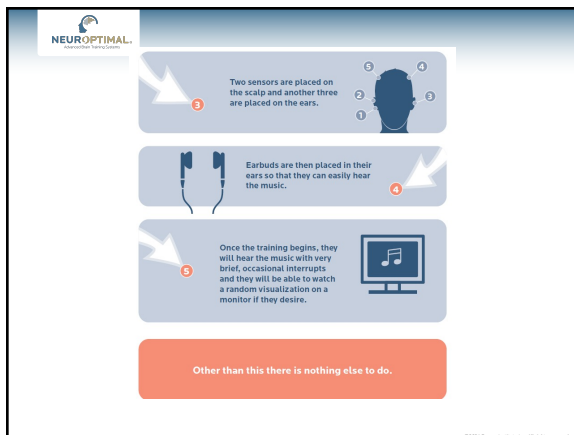
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PRACTICALITIES OF A NEUROFEEDBACK PRACTICE

Rentals

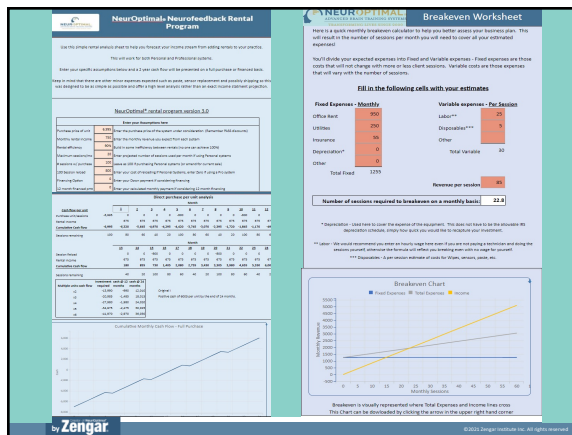
- Passive income stream
- Less costly alternative for families who wish to train
- Alternative for people who live far away
- No hours required
- Unlimited **Clients**
- Low maintenance
- Very affordable financing options available for **PASS** members



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Rental Contract

Zengar® website- you can
personalize this contract
for your own use

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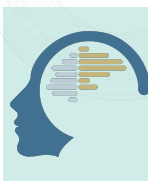
PRACTICALITIES OF A NEUROFEEDBACK PRACTICE

MODEL OF PRACTICE

- PRIVATE PRACTICE
- PIGGY BACK
- ON THE ROAD

MULTIPLE SYSTEMS VS. ONE SYSTEM

- SHORTER HOURS
- MORE CLIENTS
- MORE SLOT AVAILABILITIES DURING PEAK HOURS



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Training Locations


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PHYSICAL LOCATION SETUP


- Client Monitor set up in front of the Client Chair so visual is apparent.
- NeuroOptimal® system off to the side or behind Client



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ADDRESSING CLIENT QUESTIONS

- How often to do Sessions?
- How many Sessions for X,Y or Z?
- Is there an age limit?
- How many Sessions is enough?
- Regular Session only?
- Getting worse before getting better (side effects?)
- What to expect after first Session?
- Sensor Falls Off in a Session?




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CLIENT QUESTIONS



When talking with the Clients always explore:

- Symptoms are coming back?
- Are their symptoms the same?
- If familiar symptoms Are the same in what way?
- How are they different?

1. Perception
2. How dealt with it
3. To step back and look at it
4. Look at DIFs

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CLIENT QUESTIONS (CONT'D)

- Populations not to run?
- Do results last?
- Medications stop Neurofeedback?
- Booster Sessions?
- When Sessions?
- Session series vs. lifetime commitment?
- Research?

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- One consistent message
- In the same language
- Emphasizing the same things
- Leaving everything else out
- Nothing more, nothing less

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It is imperative that we all use the same language.


- Any word we use within the software is **capitalized**
- All of the words listed are kept in **English**
- Registered trademarks are **capitalized** and have a registered trademark sign





CORRECT LANGUAGE

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ELEVATOR SPEECH

We all need a 3-5 sentence dialogue for when someone asks

"What do you do?"

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Discussion Questions

Please Take Time to Review

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