



Effective Referral Guidelines

Be Example, Educate, Persevere (BEEP)

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THANK YOU IN ADVANCE FOR HELP US HELP THOSE YOU LOVE AND CARE ABOUT!



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Introduction

Even though your referrals do not know it, it is very important for you to succeed at referring them because you are literally saving and extending their life, and preventing them from living their later years in pain, illness and disease.

No matter what other therapy they are using, if they are not correcting their nutrient deficiencies, balancing their biochemistry and restoring the function of their organs/glands/body systems through clinical nutrition therapy, their body will not and cannot heal. This is a scientific fact.

If you are the first in your circle of family and friends to improve your health through clinical nutrition and naturopathic therapy, you are a pioneer blazing the trail for those you love and care.

Pioneers Succeed by BEEPING

- **Being an Example** for others,
- **Educating** and enlightening others for “Knowledge is Power,” and
- **Encouraging** – people love to feel appreciated and accepted for who they are and pleasing others, especially, when what we are doing is good for the other and good for ourselves is a wonderful feeling. However, the most challenging is when we are faced with areas of our lives that we do not have the strength to overcome on our own and the emotions that arise from this realization are magnified when we are aware that others know our weaknesses.

So sharing the benefits of clinical nutrition therapy and encouraging them to contact our office can be rejected for no other reason than to say yes would be either having to face “I need help” or it is saying “Someone knows I need help.” This also puts them in the position of not pleasing you when they decline or delay taking action on contacting us after you have invited them to do so. Because of all the inner conflict many people wait until there are desperately ill before they will allow themselves to be humble and acknowledge or admit they need help.

So encouraging your referral means sharing your own thoughts, experiences, struggles, etc., when you were in their place. For example, if you sense that your referral is not wanting to admit needing help, and you remember feeling the same way, you could say,



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“I remember not wanting to admit to myself that I needed help.” Then share how you worked through this. If someone referred you, you can share that experience.

The parent's role is to protect their child even from him or herself. In other words, when a parent observes their child doing or not doing something that has consequences, the parent intervenes. As a family member or friend there are times we must be there for others to help them make right decisions which is also protecting them from the consequences of their wrong or delayed decisions.

You know the value of clinical nutrition and if your family members or friends knew what you know, this article would not be required would it? So in encouraging your referral listen to your inner knowing for the right timing and at every opportunity help them know without any doubt that you accept them as they are, you know what they are going through and how glad you are that you 1) mustered the faith or strength to try something different (i.e., clinical nutrition therapy when you knew medicine was not helping or that you know there had to be a way to heal your body not just suppress symptoms), 2) had friends or family who helped educate you about clinical nutrition therapy and/or encouraged you to contact us.

- **Persevere** even when others are slow to follow their lead, don't appreciate their good intentions and/or ridicule the changes in their own life that are different than the unlightened and uneducated. So don't give up. Pick your moments to share, and if rejected many times, at periodic intervals, try again, softly – without pressure.

So the pioneer keeps **BEEPING!!!** Not in an loud, intrusive way, but gently and with love. If they did not keep on BEEPING, no one would make progress and discover new and better ways.

The Three Stages of Truth

Schopenhauer stated: “All Truth Passes Through 3 Stages:

- First, it is ridiculed.
- Second, it is violently opposed
- Third, it is accepted as being self-evident.

This was true for Edison and electricity, Ford and automobiles, D.D. Palmer and Chiropractics, and in medicine when sterilizing the physicians hands, instruments and operating room was ridiculed and now it would be considered criminal not to. The list goes on for every new invention and health care system. Anything that does not involve drugs and surgery today is being violently opposed by the **American Medical Association and Pharmaceutical**



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Companies, who continually work at suppressing Public Education and Knowledge about any non-medical therapy and have even organized committees to write and traditionally and online publish disparaging articles. They post propaganda on the internet that sound very scientific and factual to confuse and mislead the public. However, due to satisfied clients/patients of clinical nutrition and naturopathic therapies, they are not succeeding, only delaying the truth and education from reaching everyone, as soon as they could reach them if unimpeded.

It takes a new paradigm, belief, Service, Product or Health Care System 30-40 years to go through Schopenhauer "3 Stages of Truth." We are currently in the 35th year since the resurgence of Naturopathic Therapy in U.S., which is the oldest healthcare system in existence, but was suppressed by the A.M.A./Pharmaceutical Companies during the 20th Century, which is when the adults of today were born and raised. So we have generations of people living today who grew up totally unaware of naturopathy. Clinical Nutrition is in its 26th year. **The fact that you persevered until you found Dr. Smith is testimony to the shift that is occurring from Schopenhauer's Stage 2 to Stage 3 of Truth.**

Therefore, your referral is depending upon you to be prepared and approach them in a way that helps you succeed in interesting them in following through now. Therefore, for the sake of

1. your success in helping those you care about,
2. your referral getting the healing they need, saving and extending their life.
3. and helping us spread the Good News about safe and effective Clinical Nutrition Therapy so we may fulfill our mission in life, which was spoken in 1943 by Winston Churchill, "The greatest asset any country can have is healthy citizens."

these guidelines have been written to help you when you are ready to refer others to Dr. Smith.

Timing To Refer

- 1 First the timing has to be right for you, as our client. This means when you are experiencing health improvement from clinical nutrition therapy. This does not mean that you have attained optimal healing, yet, it means that you have significantly improved in your health so that you are secure in the knowledge (truth) that clinical nutrition is "foundational" to healing. So that no matter what anyone says or does around you, nothing can cause you to believe otherwise, because you have proved to yourself by your own experience that Clinical Nutrition is safe and effective – that Clinical Nutrition Works!!!!
 - a) Share with Referral Initiated Referrals (defined on page) whenever the opportunity arises.



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- b) Otherwise, ideally, wait until you have been on your therapeutic supplements for 6-8 weeks before actively sharing (Read “Client-Initiated Referral” on page 5). This will give you more time to:
 - i) complete your New Client Orientation Consultations,
 - ii) be more consistent in implementing your own Clinical Nutrition Program. It takes more time and energy to prepare to implement and become consistent, than it does to “be” consistent.
 - iii) you will have improved in your own symptoms more, and
 - iv) your Clinical Nutrition homework will be less so that time can be freed up to actively refer, so you can help others.
 - 2 Second, the timing must be right for your referral. Some people must suffer awhile longer to be open to the truth when they hear it. Those who are ready to hear the truth will respond openly and gratefully to you for caring enough to share your success story and refer them to Dr. Smith.

Three Strikes Not Out

Therefore, give everyone three opportunities to take action on your referral to Dr. Smith and then move on to someone else. Keep the person on your **“Not Ready” List** (whether this is a mental list or written, though written is more effective) and then in six months try again.

Physicians have their patients return in six months for re-examination when they cannot find any medical cause for their symptoms. Their clinical experience has proven that given another six months, the body can deteriorate (degenerate) significantly for medical detection.

We know that when medical examination are normal, this means their symptoms are still in the clinical nutrition stages and the physician’s should be referring them to a Clinical Nutritionist or Naturopathic Doctor. The patient has not yet degenerated to the medical stage, which is why the patient’s medical tests and examinations are still “medically” normal. Given another six months, it is possible that they could progress to the medical stage, unless clinical nutrition therapy is provided.

Re-Refer Every Six Months

So check back with these people six months later and perhaps they will be ready then, especially if pain and dysfunction has worsen. Because medicine is based on “reacting” (when in pain) and not being “proactive” (prevention), Americans are still in this mind-set. As more people spread the Good News about Clinical Nutrition Therapy and other “natural” healing therapies, in time this mind-set will change more toward being proactive.



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If Referral is not ready then, give it another six months – we don't want to give up on people, we just want to keep planting the seed, persevere – keep BEEPING, until they are ready. And when they are, you want to be there for them. After all, it is because you care that you first thought of sharing Clinical Nutrition Therapy with them originally and has that changed? No, so give them the time they need and keep praying for them to be open the next time you use these guidelines in their behalf again.

Perseverance always succeeds because it is a Spiritual Law.

Two Types of Referrals

Client-Initiated

These are people you know whom you seek out to share your success story to interest them in clinical nutrition therapy or in some way initiate referring them. These are the most challenging of referrals. The Referral Do's and Don'ts will help with these referrals.

Referral-Initiated

These are people who notice your improvement, ask you what you are doing, and after sharing your success story, ask for Dr. Smith's phone number or website address. These are the easiest referrals. However, may still need some follow-up as it is easy to be distracted and postpone making contact with Dr. Smith even though they want to.

Referral Do's

- 1 **Wait for the right timing for yourself.** Though you may be enthusiastic to share your improvement, you need to be on solid ground first in your changed beliefs regarding clinical nutrition therapy and commitment to improving your health.
- 2 **Most Effective Approach** – (Refer to page 6 for details)
- 3 **Evaluation Approach** – (Refer to page 6 for details)
- 4 **Education Distribution Approach** – (Refer to page 8 for details)
- 5 **Email Link**

Most Effective Approach

The most effective method is to ask your referrals, if Dr. Smith may call them to answer their questions and assure them that if they choose not to pursue our services at the end of this telephone inquiry call, they will not be contacted again by Dr. Smith or our office.



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Why Is This The Most Effective Method Of Referral?

1. Because your referrals generally have no experience in the safe and effective clinical nutrition therapy, so they have no urgency in contacting us, even if they are in severe pain. This, then, allows daily stresses, other priorities and concerns in their life to distract them from contacting Dr. Smith, as soon as possible. Once you have had your first successful experience in the services we provide, we are sure you will agree that your referrals would call us immediately, if they only knew for sure that they could start feeling better in just 3-6 weeks? And they would have that certainty if everyone around them right now was aware of and used clinical nutrition therapy to restore their health.
2. You are still learning yourself, so you are not yet equipped to answer their questions. Additionally, hesitation to answer or inability to answer all questions can discourage your referral. When they ask a question, simply say,

“James, that is a good question and it is important for you to get all your questions answered accurately. I am still new to this therapy and would not want to answer you incorrectly, but what I do know is that it is working for me! I have not felt this good in a long time and I am confident that if Dr. Smith can help me, she can help you!

What would be best, James, is if you would give me your permission to give Dr. Smith your phone number so she can call you to answer your questions to your satisfaction. She provides a free inquiry consultation, there is no obligation and if you decide not to begin clinical nutrition therapy, she will not contact you again. What would be the best day and time for her to contact you?”

Evaluation Approach

Ask your referral to read an article by Dr. Smith and give you their opinion. Why? Because you value their opinion, because they are intelligent and may understand something you might not,



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whatever is a true statement. This approach does not make your referral defensive, but open to be helpful to you and by doing so, they help themselves.

- 1 Choose an article on our website, blog, or web page that pertains to the referral's own health challenges so that what they read will be meaningful to them.
- 2 For example say,

"Karen, my new therapy is really working and I want to learn as much as I can about it. I have this article by Dr. Smith. Could you do me a favor and read it and tell me what you think about it? You always have a way of seeing things I don't see / I respect your opinion. You will. Great. Thanks. When do you think you might be able to read it? Okay, I will call you then so you can tell me what you think."

Education Distribution Approach

1. Leave print outs of Dr. Smith's articles sitting out around the house or in a specific place where your referral will have to move it or their eyes will see it, if your referral is a family member. Copy/Paste sections of Dr. Smith's Nutritional Education web pages into a Word document and print to distribute or place strategically.
2. After visiting a referral for some other purpose, leave behind an article or web page word document. A few days later, you can call and ask if they found it. Then tell them you will come by for it on ____ (set a date/time two days later). If it is not important for you to retrieve, they will not put any value on it. This 2 days to call / 2 days to retrieve, gives them time to read it out of curiosity as to what the information is about that is important to you.

Say,

Liz, when I visited you the other day, I left a very important article at your house, have you found it? (If asked its title or subject, answer the question only and then say) Great! (in a Relieved tone) Could I come by on ____ at ____ and get it? Good. Thanks see you then. (Don't stay on the phone or talk about anything else, so their last thoughts when you hang up is about the article or print out.)



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Email Link

Send an email with link to a web page on our site that pertains to the referral with a brief message, such as....

- 1 Susan, you were talking about _____ the other day and I thought of this web page that has the answer or a new approach, so thought I would pass it on to you. Get back to me and let me know what you think....” Have a great day,
- 2 Scan our website for a service that you have not yet purchased, email it to your referral and and say, “I am considering this, what do you think?” As your referral reads the information, views the video or slide, they will feel no pressure or obligation for taking action themselves as they are thinking of you as they soak in this knowledge. Thus they will be in a mental and emotionally open position to consider the information personally too.
- 3 The above is using the Evaluation Approach via email instead in person or over the phone.

Referral Don'ts

Avoid giving unsolicited advice. No one likes unsolicited advice, no matter how well- meaning. Nor, do people like to be told something they don't know about unless they open to the subject. No one likes to feel pressured or defensive, or feel that they are doing something wrong and you are doing right. As the orientals say, it is important to “save face.” Therefore, whatever approach you use, ask permission to give them the information before doing so. Here are a couple examples:

1. “Tom, if I could refer you to someone whom I know can help you, would you be interested? Or “ May I suggest a health practitioner whom I know can help you?. The reason I think Dr. Smith could help you is because she has helped me (share your success story). Would you be interested in talking to Dr. Smith so she could answer your questions about how she could help you? (go to the above regarding asking for permission to give Dr. Smith their phone number and best day/times to call.)”
2. “Susan, Dr. Smith has really helped me and I am confident she could help you, anyway, it certainly doesn't cost you another but a phone call to find out how she can help you and get your questions answers, if I



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asked her to call you would you be willing to talk to her? If you are not interested after the call, she will not use your phone number again.”

Signs of Not Yet Ready For Truth

Resistance and Rejections are just milder forms of Schopenhauer's Stage 2 Towards Accepting Truth (Stage 3).

Resistance

Think you may meet with resistance when you approach your referral? If so, **Be Indirect...**by using the Evaluation or Distribution Approach. **An indirect approach does not put your referral on the spot, defensive or make them feel/think they have to do what you are recommending. If they feel obligated or uncomfortable, they will not follow-through. They may make you think that are or they will, but there will always be some reason for delay.**

Rejection

No matter how many times we are rejected in our attempts to refer someone, consider all rejections as planting a seed, and keep nourishing the seed. Truth cannot be destroyed. And what you are sharing is the truth, so seeds are being planned. In due time, someone or some thing will come along saying the same things you are saying and confirm your seeds. Then they will call you and ask for our phone number or go online or to a phone book and find it.

Also, if you were referred and did not contact us when you were first informed by your referral, think of how you would feel today if your referral had given up on you. We have had people contact us five years after their referral had first shared the benefits of our services. In cases like this, some people just have to suffer more before they are ready to take action or they have been cut on or drugged from their medical treatment enough to get to the point that they say, “Enough is Enough! There has to be a better way! “ Then they remember a time in their past when someone cared enough about them to referral them to us and they take action.

Never Ready?

Unfortunately, there are people who will never be ready. They are either too brain-washed by the medical community or it is part of their destiny to suffer for some higher purpose learning experience. It is worse for our clients when this person is a close relative or friend because it is hard to watch them suffer when you know that healing is only a phone call away.



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So what do you do? First, if either of these cases is true and the person will never be ready to change, only that person and God knows this is true, so our responsibility has not changed. We keep BEEPING. In advertisement, it is said by some that a person has to see or hear the ad at least nine times before taking action; other advertisers have increased this number to 16 times. This principle applies to referrals too. Obviously, buying some thing is certainly not as important as healing, ending suffering, extending one's life on earth, so we do not want to give up on our Referral, just like advertisers today certainly are not giving up on the influencing the public's spending. So perhaps after using the information in this article in a variety of ways 9-16 times over the course of a year or so, maybe that is enough. Only you can answer that question. LOL

About Using These Guidelines

1. If you are comfortable with the idea of using them and they think they can be useful to you, Great.
2. If not, please share which parts you are uncomfortable with or what you think/feel about them with Dr. Smith. These guidelines have been compiled from the feedback of clients on what they found to be effective and thus, we are interested in your feedback, too. Dr. Smith may be able to provide some additional information or help, also.

Guidelines and Scripts are Effective Tools

Please note: all businesses and organizations (for profit and non-profit) have scripts and guidelines for marketing, contacts, promotions, etc., in order for them to succeed in their goals of helping others and assuring the longevity of their business, mission or charity.

So if you are not use to using scripts or being provided suggestions on how to approach someone about a potential, new or sensitive subject, being uncomfortable at first is a natural response. Practicing the scripts many times so that you can say them easily, as though the words were originated with you, helps your confidence in using them.

Create Your Own Tools/Methods and Compare To These

If not sure about using these tools, then don't use them and measure the success of your own methods for referring, i.e., the number of people you refer to the number of people who contact Dr. Smith and become a client. If you are succeeding with a high rate of referral, keep doing what you are doing and share your methods with us so we can share them with others. If few people in comparison to number of referrals, actually contact Dr. Smith, then perhaps you



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could try these guidelines for the same period of time and then compare results. Soon you will know which is most effective.

Conclusion

When anyone is enthusiastic about a new dress, a fad, restaurant, movie, amusement park, novel, or anything else, it is so easy to share the information and there is really no consequence if the referral does or does not go to the movie, read the novel, etc. However, we have a responsibility to others when it comes to life, health, prevention of disease and premature death. So we hope you will receive these guidelines in the goodwill spirit it is intended and find it useful, too.

Your feedback regarding your Referral successes and challenges is greatly appreciated, so we may keep these guidelines updated.

In closing, we want to warmly thank you in advance for your good intentions to refer and for all those you contact or who contact you. Thank you for sharing your success story with each of them.

For each referral who becomes a client, we want to thank you in both word and deed. By deed, we provide a monetary credit from \$5 to \$25, depending upon the fee your referral paid for their Initial Assessment, which is applied to your next invoice for our services.

God bless you for sharing the Good News that Clinical Nutrition Works!!!

Thank you for helping us fulfill our destiny as Winston Churchill (1943) said so well...

“Healthy Citizens Are The Greatest Asset Any Country Can Have!”