

# 3 DAY EXCITE MFM EVENT

## DAY 1

Nov 1 (Fri), 8am to 5pm

*“Add EXCITEMENT to Your Therapy Programs and Position Yourself for the Future With More Revenue, Security and Growth”*

8am	Yoga & MFM Session Breakfast	Start of event. Refresh and rejuvenate your body
9am	<b>How to Beat Insurances &amp; Declining Reimbursement Game (Part 1)</b>	<ul style="list-style-type: none"> <li>• Billing, Coding &amp; Collection Strategies,</li> <li>• Using Telehealth Options for More Sales, Compliance, and Less NS/CX</li> </ul>
11am	<b>MFM Basic Level 1</b>	Learn the power of MultiFunctionalMovement and how it brings excitement into any therapy program (PT/OT/ Peds)
12noon	Lunch	Group lunch together. Healthy, tasty and delicious.
1pm	<b>MFM Basic Level 2 Functional Nutrition</b>	MFM, Yoga, Pilates, Functional, Body, and Ground work basics. Essential nutritional resources for patients.
3pm	<b>How to Beat Insurances &amp; Declining Reimbursement Game (Part 2)</b>	<ul style="list-style-type: none"> <li>• Using Yoga, Fitness and Wellness to 2x Client Volume and Revenue,</li> <li>• Converting Wellness Clients Into Therapy (and vice-versa),</li> </ul>
4pm	<b>How to Create Exciting Wellness Programs That Sell</b>	<ul style="list-style-type: none"> <li>• Legal Forms, Agreements &amp; Waivers</li> <li>• Sales Tools, Page and Funnel</li> <li>• Program Structure</li> <li>• Equipment</li> <li>• Launch a Proven Promotion Strategy</li> </ul>
5pm	End of Day 1	

\*Breaks every 1.5 hrs

**BONUS:** *“High Deductibles, HSA’s: The Irresistible Offer and 3 Step Onboard Process”*

# DAY 2

Nov 2 (Sat), 8am to 5pm

## *“Leverage EXCITING Technology and Strategies For Fast Growth”*

8am	Pilates & MFM Session Breakfast	Start of day 2. Refresh and rejuvenate your body
9am	<b>The “Hybrid Program” and Why It’s the Key to Your Future</b>	<ul style="list-style-type: none"> <li>• How “Customer-Driven Convenience” is the missing link to more clients, satisfaction and sales.</li> <li>• 3 Step Process to Creation</li> </ul>
10 am	<b>Creating Your Online Module</b>	The apps, tools, structure, content, and key components.
12noon	Lunch	Group lunch together. Healthy, tasty and enjoyable.
1pm	<b>MFM Basic Level 3</b>	MFM, Martial Arts, Kicks/Punches, Plyometrics, Muscle Synergy Subsystems.
3pm	<b>Proven Promotion Strategies</b>	<ul style="list-style-type: none"> <li>• SMS/Text Marketing</li> <li>• SEO Marketing</li> <li>• Messenger Marketing</li> <li>• Chat Bot Marketing</li> <li>• Google Ad Marketing</li> <li>• Youtube Marketing</li> <li>• Social Media Marketing</li> <li>• Telehealth 101</li> </ul>
5pm	End of Day 2	
6pm	Group Dinner & Party	Social event for all attendees!

\*Breaks every 1.5 hrs

**BONUS:** *“The difference between “Selling” and “Gaining Commitment & Investment” AND “How to sell high ticket programs and why it leads to greater commitment and outcomes.”*

# DAY 3

Nov 3 (Sun), 8am to 12pm

## *“Instant Strategies You Can Use Over and Over Again”*

8am	“ROAR” & MFM Session Breakfast	Start of day 3. Strengthen and rejuvenate your body
9am	<b>Launch the 3 Email Series for Instant Bookings</b>	• Use my template to copy and paste and run a promo right from the event!**
10:15 am	<b>MFM Group Project</b>	Collaborate with others in your setting to create MFM sequences for your unique population. Present to James and group.
11:30am	<b>Q&amp;A</b>	
12noon	End of Day 3	

\*Breaks every 1.5 hrs

\*\*May run on day one or two.  
Schedule is subject to change.

**BONUS:** *“How to Use Educational Videos to Capture More Patients.”*