



CONTINUING EDUCATION THAT MAKES A CHANGE

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When you are done with the course, take the posttest. When you pass the posttest (70% or higher) and pay the course fee (\$10 per unit), you will be issued a CEU Certificate of Completion.

Enjoy!

Course Name:	Your Second Most Important Marketing Tool is FREE
Course Number:	Business 1204
CEU:	1.0
Instructor:	Philip Copitch, Ph.D.

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COURSE OBJECTIVES

1. You will study how and why to develop a 9-second speech.
2. You will read real life examples of 9-second speeches.
3. You will study ways to use 9-second speeches to build a larger and more stable practice.
4. You will experience how to use a 9-second speech as a teaching tool.
5. You will see ways to help others refer to you.

SUGGESTED PREREQUISITE COURSES

Business 1201: Are Therapists Allowed to Make Real Money?

Business 1202: The One-Paragraph Business Plan

Business 1203: Your Most Important Marketing Tool Costs 5¢

INTRODUCTION

We are going to study the difficult task of developing a *9-second speech*. A 9-second speech is a mini verbal performance that teaches the listener how to think of you, or refer to you, or help you. It is a hutzpah technique for getting people you have had contact with to think of you at an opportune time, a time when they can refer to you, or help you in some way. It is a powerful and often under utilized marketing tool that is necessary to master if you wish to grow a thriving practice.

EXAMPLE OF A 9-SECOND SPEECH

His attorney, following a domestic dispute that landed him in hot water with local authorities, referred Mr. Al Upenset to my office. Mr. Upenset was a muscular man of sixty. He had been married for over 40 years. For over 30 years Mr. Upenset had been a supply master sergeant in the Marines. After 38 years in the armed services, Mr. Upenset reluctantly retired to a doublewide trailer with his wife and her three small dogs.

Mr. Upenset was angry when he entered my office. He was angrier when I asked him to sit down. He sat but his chest heaved and his eyes stared at his wringing hands.

The third question of my intake interview infuriated Mr. Upenset. He rose off the couch and angrily stepped over to me as I sat. In one swift movement he ripped his tee shirt off and flexed his body at me. He bent himself, putting his face 6 inches in front of mine. In a deep, Neanderthal tone he spat his utterance, "I'm going to punch you in the face...what are you going to do about that?"

"I'm going to bleed, Mr. Upenset," I said in a low calm voice. "You will make me bleed, then I will feel a lot of pain."

"What the..." He took a step backward.

"Mr. Upenset, you will make me bleed and feel a lot of pain."

"Yeah, I don't want you to bleed ... I'm sorry, I think, that I'm just going crazy or something." He went and sat down, took a few big breaths and tried to put on his ripped shirt. Mr. Upenset was cooperative for the rest of the evaluation.

Many years ago, I learned when someone is in your face and ready to attack, stay calm, and in a low voice tell him or her what will happen next. Let them softly hear what is in *their* future. When I was a young therapist working with teenage incarcerated murderers this was stressed during in-service training. It has served me well for over twenty years of dealing with angry patients. This reality speech helps the angry patient look outside of their personal anger.

This is also an example of a 9-second speech. If I had to come up with the calm words under the circumstances described above, the likelihood is that I couldn't. But because I have a practiced speech I was able to use it at the correct moment, without thinking it out on the spot.

In emotionally charged situations a 9-second speech is helpful. It is also a helpful hutzpah-marketing tool. I have many hutzpah-marketing 9-second speeches. I have specific speeches for many particular situations that allow me to sell myself subtly.

I have hutzpah-marketing 9-second speeches that I teach employees, family and referral sources so they can market me to others comfortably. My 9-second speeches are designed for me to give the best mini performance many times a day as I go through my activities.

9-SECONDS

9-seconds is the longest that any mini-speech should go. Most are less. It is socially acceptable to dominate a conversation for a little bit, while you get your thoughts out. I have found that most people are comfortable with letting me yammer away for up to 9 seconds. If you had nine seconds to market yourself to any of the following, what would you state?

Medical doctor	Dentist
Nurse	Therapist
Waitress	Cab driver
Funeral home director	Soccer coach
High school teacher	Veterinarian
Pre-school director	Plumber
Florist	Police officer
Minister	Office worker

This is my diverse list of referral sources from last month. I keep track of who refers to me so I can thank them personally. I have built a reservoir of motivated referral sources by making it easy for a referrer to think of me and easy for the referrer to refer to me.

I have built my practice on my hutzpah business cards, my hutzpah practice brochures and my hutzpah 9-second speeches. As I have confessed before, I am basically lazy so I do not want to miss an opportunity.

BUILDING A 9-SECOND SPEECH

You can probably speak 25 words, clearly, in 9-seconds. The problem comes when you have to limit yourself to only 25 words to get your point across. If someone asks you at a party—“What do you do?” What is your reply?

“I’m a family therapist.”

“I’m a social worker.”

I recently heard a therapist, when asked just this by a surgeon say, “Oh, I’m just a family therapist.” My heart skipped a beat. The surgeon tossed him a softball and the MFT forgot to bring a bat! “Oh, I’m just a family therapist.” Sounded like, “I don’t do anything important. Please don’t notice me.”

In this situation what would you say? —Even if you are nervous.

You have a potential referrer’s ear for the next few seconds, what would be the best thing to say? How would you use this opportunity to sell you as a person to get to know, and eventually refer to on a regular basis? This is not an easy question. If it were, everyone would be able to do it.

First you have to define what you want to teach. A 9-second speech is very personal; it’s about you and you alone.

WHAT DO YOU WANT TO TEACH ABOUT YOU

You are going to be teaching about you—but not directly. You have to focus on the person you are talking to. You have to solve a need for your audience.

If I answer the surgeon above, “I’m a family therapist. I work with children and teens who are acting out at home and in school.” The surgeon probably gets a polite smile on his face and flutters away like an opportunity lost. Nothing against the surgeon, but I simply bored him.

But, if I speak to him directly about me indirectly, he is captivated. Most people love to talk about themselves. I know this because I went to shrink school. So I answer, “I solve problems for medical doctors confronted with angry patients. Do you ever have patients who act out in your office.”

“All of them...ha ha ha. But seriously, my staff is constantly coming to me with this patient or that patient who growled at them. I had a gal just walk off the job a few weeks ago because of the way a patient treated her.” He replies.

“It must be hard,” I support. “Not only do you have to do surgery, but you also have the office headaches.”

He shakes his head in agreement, “Staff are under a lot of stress. I spend a lot of time listening to them complain. Surgical patients are often rough on the office staff.”

“I know all about that, as a family therapist I specialize in working with angry people, I offer a free in-service to help office workers deal with rude or emotional people.”

“You’d talk with my staff?”

“I’ve developed a free in-service training to teach office workers how to avoid violence in the work place. It takes about an hour, and office personnel seem to enjoy having the new skills. I’m pretty sure it helps with employee retention. You know its hard to keep good employees these days.”

If I was *me* focused. The above conversation would have gone something like this:

“I have a free in-service for employees that teaches them how to deal with angry patients. I find that if I meet your staff, they are very likely to refer patients to my office. Can I schedule a talk for your staff so they can become a referral avenue for my practice?”

—the listener hears that I want something from him. But, if I focus on him, he is very comfortable having his staff refer to my practice. The point here is that in the professional community, direct solicitation for re-

referrals are perceived as needy or rude. Indirect requests for referrals are seen as professional and respectful towards the referred patient.

It is important to develop a *recommendation environment* where the referrer feels that the referral is his idea and that you are best for the patient.

TEACHING OTHERS HOW TO REFER TO YOU

The goal of the 9-second speech is to teach something. The subject is situation specific. For example

Situation	Teaching goal
Meeting a medical doctor, dentist, chiropractor, county caseworker, probation officer, or a school principal.	I can help you with your staff/patient conflicts.
Meeting an attorney.	I can help you with your staff/client conflicts.
Meeting a business owner.	I help employees with home and work conflicts, allowing them to perform at peak efficiency. Employees with lower stress, use fewer days of sick leave, are nicer to be around, and are retained longer.
Meeting another therapist.	I'm a phone call away for clinical consults, business matters, or community issues. I'm active in our professional community and a good resource for you to work with.
Meeting a potential patient.	I solve problems, call and let's talk privately. I'm not going to judge you; I'm here to help.

The subject that I am teaching is audience specific. I focus on helping them.

It is important to note, that no matter how skilled you are as a clinician, you will only receive referrals if the referrer believes you are ethical and professional. When someone refers, their referral choice is a reflection

tion on themselves. Most professionals would rather make no referral than take a chance of making an embarrassing referral.

Fifteen years ago, an old attorney pointedly told me, “I don’t refer to counselors or chiropractors ‘cause they charge too much.”

What he was really saying was that he didn’t refer to people that he believed got more out of the relationship than the patient. The fact is that most referrers have this belief. Most people are not comfortable referring if the professional gets more out of the situation than the patient.

Three years later, I worked with a family whose daughter was murdered. It turned out that that family hired the above-mentioned attorney to help them litigate the case. Once the attorney “saw” the benefits that therapeutic support gave the family, he became a prolific referrer. The referrer must believe that the referred patient will significantly benefit from your services. This perceived *value of service* cannot be underestimated.

WRITE DOWN YOUR 9-SECOND SPEECHES

Your homework assignment is to write 9-second speeches. You will need categories of speeches and then the actual speech. For example:

Categories of speeches (situations as stated above)

- Meeting a medical doctor, dentist, chiropractor, county caseworker, probation officer, or a school principal.
- Meeting an attorney.
- Meeting a business owner.
- Meeting another therapist.
- Meeting a potential patient.

Written 9-second speech:

You need to write down your 9-second speech and practice it. You need to be able to present your 9-second speech naturally as if it was your first time ever saying it. Your 9-second speech has to feel like an old friend, but present as a new vivacious friend. Examples:

Meeting a medical doctor-

I solve problems for medical doctors confronted with angry patients. Do you ever have patients who act out in your office?

Meeting a dentist-

I solve problems for dentists confronted with fearful patients. Do you ever have patients who are abnormally fearful in your office?

Meeting a attorney-

I solve problems for attorneys confronted with depressed clients. Do you ever have clients who are depressed or angry in your office?

Common situations

I also advise that you write 9-second speeches for common situations. For example when someone says:

“How do you deal with all those sad people?”

I have a great profession. I get to help people everyday...but I do remind myself that I didn't cause my patients' problems. It's great being able to help.

“How do you know what to tell people to do?”

I help people make choices, sometimes very difficult choices. But I don't tell; I help them to figure out what they want and how to get it.

“I saw a therapist once.”

Did you learn a lot? ... I always hope that my patients learn a lot.

Other 9-second speech categories you may want to develop

- End of session homework
- Next appointment
- Need for further testing
- How someone can comfortably refer
- “Do you take _____ insurance?”
- “How long does it take to get an appointment?”
- “What do you mean my insurance company didn’t pay?”

When writing your 9-second speeches, over write. Write too much at first, then cut away the repetition and useless parts. Play around with your word choices. Re-write and re-write some more. Your 9-second speeches have to feel correct and comfortable. I assume that no other therapist could use my 9-second speeches. 9-second speeches have to be personalized by you, in your style, to the person you are talking to.

Enjoy the process. As the old joke goes, a tourist asks a New York cab driver, “How do you get to Carnegie Hall?” The cabbie replies, “Practice, practice, practice.”

WANT MY OPINION?

After you have gone through the process of developing your hutzpah 9-second speeches I would be happy to give your words a free once over. Fax me or send them to me by E-mail attachment. Please don’t send me 10’s of pages. Please limit yourself to 2 or 3 pages.

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POSTTEST

When you’re ready, take the posttest to obtain your CEU certificate. Your test consists of 5 multiple choice or true/false questions per Con-

tinuing Education Unit (3 CEU course = 15 questions).

