



Customer Service Guide

Part 1

Making A Difference

revised 8.6.03

Vision/Mission

Making the Customer Believe

Standard Customer Responses



The Vision. The founders of Your Health Magazine had a vision that:

If health information was published in easy-to-read lay terms and distributed to thousands of people, it would undoubtedly make a difference to people who need healthcare.

Distributing this information FREE would create more readers, and have a greater impact.

Making it local, rather than national, would give people immediate access to the authors and advertisers,

Local health providers, and other health-minded companies who understand how vital this information is, would support the project.

The old-fashioned “dinosaur” doctors would yield to a new age of health providers who would be more progressive and proactive; who would see the value in promoting health and prevention.

The company would grow and become a large company with a national voice and impact.

The Mission. The Mission of Your HEALTH Magazine gives us our major tool to use in the sales process, as well as, the rest of our operations. A solid understanding of how to use the mission in the sales process creates a truly extraordinary opportunity.

Helping People Find The Healthcare They Need

The Mission was established because everyone needs healthcare, and finding and choosing healthcare can be a daunting task. Using the Mission as the cornerstone of our sales process makes it possible to reach high goals. People who get behind this Mission and push this Mission can sell to any business.

Over a decade ago we recognized that doctors basically wait for people to get sick, and come to the doctor. In this way they will always have a source of patients. Doctors, and other health providers are unique in this respect. If other businesses operated this way, they would most likely go out of business. What numerous doctors fail to realize is that many people (in the millions) need healthcare now. If the medical profession doesn't advertise, or communicate in some way, people are left in the lurch, making finding healthcare very difficult.

Our job is to create an understanding and belief that:

- Millions of people need a doctor, now.
- It is hard to find a doctor.
- There is NO information to assist people who are looking for a doctor,
- People will read Your Health because of the way it is formatted and distributed.
- The information we publish really makes a difference.

Customer Belief.

If the customer believes that:

- Millions of people need a doctor, now,
- It is hard to find a doctor,
- There is NO information to assist people who are looking for a doctor,
- People will read Your Health because of the way it is formatted and distributed, and,
- The information we publish really makes a difference,

Then they believe in our product.

Once a customer believes in the product, we can sell to them. But, the reasons they buy may not be the same as those, on which, we are selling them. Once they believe in the product, then they will buy because their own needs are served. Those needs include:

- Getting more patients and they see how this will help them,
- Gaining market share from their competitors,
- Seeing their name in print,
- Having an article published, i.e. stroking their ego.

It's just so important to realize that getting them to believe in what we are doing comes first, and is far more important in the sales process than anything else.

The founders of Your Health Magazine understood that the vision and the mission, presented with passion and believe, would be hard to say to. They may not buy an ad or run an article, but it's hard to imagine that a health provider wouldn't show some kind of support for the mission.

Standard Customer Responses: Having the experience of thousands of phone calls to health providers, the company has a solid understanding of what customers will say when asked to buy. We know what the receptionist is going to say when you ask for the decision makers, and we know what the decision makers are going to say when you ask for the order.

So, you, the new employee, have the advantage of the experiences of all the people who came before you. You are in a better position to succeed than all of them. Taking advantage of all the lessons learned and experience gained is up to you.

Some questions are going to be asked more often than any others, so we have prepared an answer for those questions which will assist you. As you become more comfortable in your position you will incorporate these elements into your own responses to customer questions.

These are the most common questions people ask.

I'm Interested In Advertising, Can You Send Me Some Information?

How Does This Work?

How Much Does It Cost?

Where Is It Circulated/Distributed?

Can I Put An Article In The Paper?

(Please review the answers to these questions on the following pages.)

We also know that cold-calling or calling doctors for the first time also gets a reaction from the receptionists and the decision makers/doctors.

We know that receptionists react in one of the following ways:

What's this about,

Is this about advertising,

We don't advertise,

We get all our patients from referrals,

We don't need any new patients,

You have to talk to the Dr/OM,

or,

The doctor is with patients.

We know the decision makers react similarly at first, something like this:

We don't advertise,

We get all our patients from referrals,

We don't have any money, or a budget, for this,

We don't have time to write an article or do this,

We don't need any more patients.

It is very interesting that none of these are responsive to the Vision or the Mission. None are even relevant to people who need healthcare. Whether the doctor is in or out, does or doesn't advertise, has time or not, gets patients from referrals or not, or anything else, those people still need healthcare.

So, when you hear these types of reactions, it is the right time to speak to the importance of the mission. In many cases they don't know what we are offering, or how it works, or why we do it, so they are reacting as if we are just like every other paper that called them.

In these cases, we need to educate them about our mission, and explain that this **it not about advertising, it is about helping people who need healthcare.**

In short, we are going to address each customer response by speaking to the Vision and the Mission.

Staying focused on this brings people around and gains support for our product. Because of the importance of the mission, there really is no limit to how enthusiastic we can be, and should be.

How does this work?

We are a publishing company. We make people, (the public), aware of the important, valuable, and high quality health services available to them.

- We start by creating an attractive, appealing and well read large format magazine and applying the highest quality printing standards for this type of product.
- Important and interesting articles are placed into the publication. These articles really make a difference to people. They are informative, educational and interesting.
- Advertisements are designed to educate people about services that are available and encourage people to go get the healthcare they need.
- Carefully drawn route maps are used to distribute the publication to 1,000's of locations each month. The most labor intensive and resource intensive part of the entire process, distribution consumes more time and attention than any other area.

Why do we do all this?

- Literally millions of people should be going to the doctor, today.
- Doctors and other health professionals can attract more patients SIMPLY by making people aware of the doctor and what the doctor offers.
- The healthcare community needs a solid way to make themselves known to people.
- Creating awareness about any product or service will cause that product or service to be used and purchased by more people.
- Healthcare is so important to people that when they have a health problem they actively, and tenaciously, seek information about it.
- If we can put people who need healthcare together with the providers who help them, then we have made a difference.

The How Much Does It Cost Question

One of the most common questions we will have to answer is about cost. It is extremely important to understand what the customer is asking. Most of the time they want you to reassure them and give them confidence that the product is worthy of them spending money on it, whatever the price. You don't necessarily give them this assurance or confidence by stating a dollar amount. Most of the time you need to do more.

A customer may ask how much it cost, when they don't really know what "it" is. You rarely get a question like, "How much is a 1/4 page for one month?" You see, they don't really know what to ask, so they just ask, "How much does it cost?" This is proof we need to explain more.

We want to answer the question so we get credit for all the work we have done and are doing. So, the following description is provided so we can consistently and confidently address the customer's concerns when they ask these types of questions.

How much does it cost?

That is a very good question. We understand that everyone wants to know how much it cost and make sure they are getting a good deal. So, let me explain a little about the cost.

First of all, we have developed a very efficient and effective system of production, distribution and time management in order to offer you the absolute best price we can.

We have also developed a range of set sizes to be able to offer you something within your budget.

And, we have some discounts built into our prices that I'd like to tell you about.

- One of the discounts is when you participate for a longer period. On most sizes you get an automatic 40% discount for participating for 12 months. We do this because we know it will be more effective for you and more valuable to the public to see you repeatedly rather than just once.
- Another built in discount is for choosing a larger size. As the size you choose goes up, the price doesn't go up as much. For example, a quarter page might cost you as much as \$395.00, but an exclusive page which is 4 times as big is only \$705.00. That's about a 44% discount built into our prices.
- There are also discounts for multiple editions, and for prepayment.

We can only do this because we have devoted so much time and effort to making this the most effective and affordable product for you.

Our mission is to help people find healthcare, and by making this so affordable, we can have more participation and more people will find the healthcare they need. So, making it affordable for you is also beneficial to our readers and people who need healthcare.

The Distribution Question

One of the most common questions we will have to answer is about distribution. It is extremely important to understand what the customer is asking for. Most of the time they want you to reassure them and give them confidence in your distribution methods. You don't necessarily provide this assurance or confidence by stating the number of copies distributed or the amount of readership. Most of the time you need to do more.

These questions about distribution are all about the same and can be answered the same way.

Where is this magazine distributed?

Who reads this magazine?

What is your press run?

What's your distribution/circulation?

How do you distribute the magazine?

In any situation, we want to answer the question so we get credit for all the work we have done and are doing. So, the following description is provided so we can consistently and confidently address the customer's concerns when they ask these types of questions.

I'm glad you asked about this because our distribution system is something we are really proud of. We have done an enormous amount of work on this system over the past 15 years to be sure it is the most effective and efficient system possible.

First we studied the areas where people go and where they will pick up this magazine.

Then we created carefully drawn maps of each area, like Falls Church or Woodbridge, and we identified all the good places to display the magazine.

Then we developed our routes and the places where the magazine would be distributed along each route.

Each month, our own distribution staff in our own trucks follow the routes and distribute the magazine in about 100 places each day. That means in No Virginia we're reaching about 2,000 locations.

The system mostly focuses on waiting rooms where people sit and look through magazines. These places include healthcare offices, like doctors, dentists, hearing aid offices and every kind of health related office, many restaurants, libraries, community centers, and gyms.

Another type of place where people wait and read magazines is automotive repair shops; we all know how long you have to wait in those places, and frankly they are good spots for our magazine.

We reach more locations this way than any other magazine of this type, and we're very proud of that.

We understand how important this is to you, and it is also critical to us in our mission to help people find a doctor. We do everything we can to get people to read it and go to the doctor.

Can I Put An Article In The Paper?

The space for articles in YourHEALTH Magazine is devoted to health related topics and we encourage you to place an article.

This information helps people and really makes a difference.

The more information in the magazine the more people will read it, and benefit from it.

Is There A Charge For The Article?

We do not charge for the space where you see articles in the paper. We charge for the display space and find that when an article and a display are placed together in the magazine, the response is better.

Do I Have To Buy An Ad To Have An Article Printed?

No, it is not required that you advertise to have an article printed. However, we do give priority to our customers — they support our publication and it only makes sense to encourage them to submit articles. If you want to submit an article and it's something the Editor finds to be a very good and important article, you could still have it printed.

What we are doing is publishing as much information as we can to help people learn about health and seek the necessary services, so we encourage you to submit your article so we can see if we can use it. I will send you a copy of our guidelines so you can submit it correctly.

If I Buy An Ad Will My Article Get Printed?

In just about all cases, we make space available for our customers to submit an article, as long as it complies with our article guidelines.



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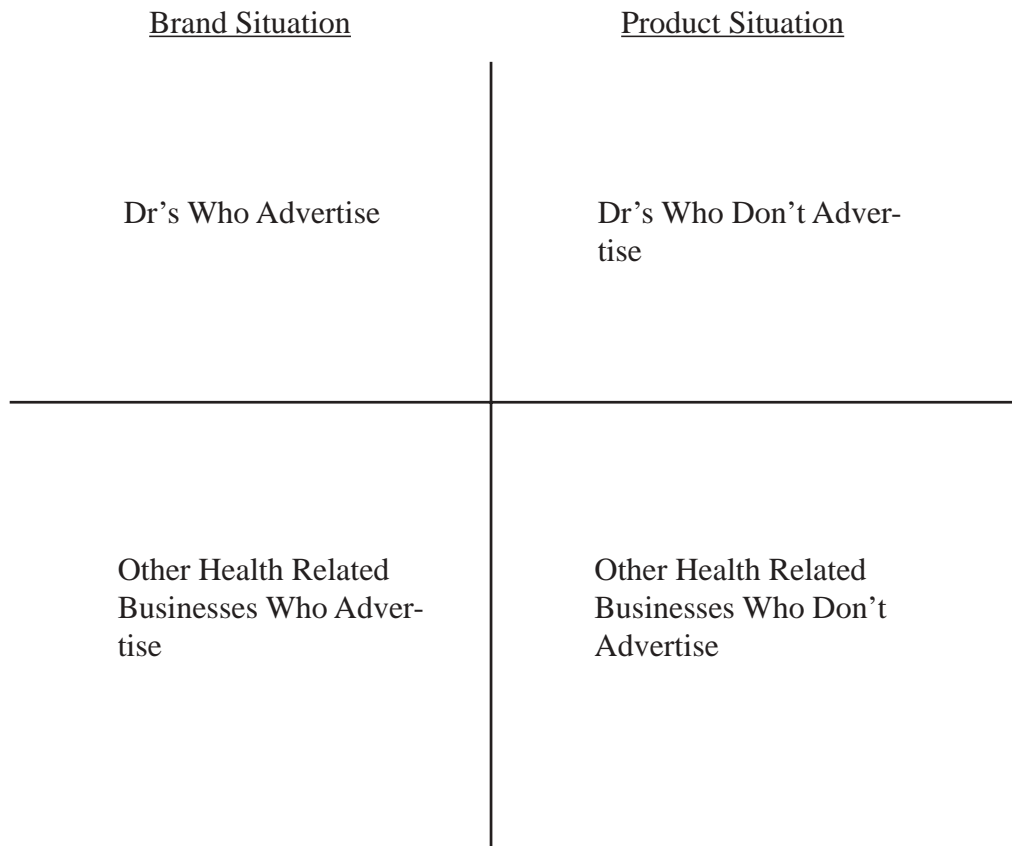
Part 2

Types Of Customers

Brand vs Product Marketing

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Types of Customers — Understanding the difference in Product and Brand marketing



We Have Customers Who See Us As A BRAND and Those, To Whom, We Are A PRODUCT

Product v Brand Marketing

This is a brief description of Product Marketing and Brand Marketing.

Product is defined as something the consumer does not currently use or have experience with, therefore, they don't know why they need it, or should buy it.

Brand is something they already use and understand how it works.

Your HEALTH Magazine is a Product to most customers. That is why you will hear them say things like we don't have the money, or we don't advertise. The most significant challenge for sales people is to understand the difference, in respect to each customer. Your HEALTH Magazine is a Brand of advertising, to some, and a "new" product to most.

To sell any commodity or service, the customer first must understand why they need it, what problem it will solve, or an amount they are losing because they don't have it. If they don't already know this then trying to sell them a "solution" will be pointless, and frustrating. So, the Product marketing approach is necessary.

The way you sell a Product rather than a Brand, is to educate the customer about the problem they are having and what that problem is costing them. In the case of YourHEALTH Magazine the problem is the way patients go about finding a doctor, i.e., word of mouth, long lists, etc. The price the doctor is paying is not having more patients, or helping those people that need him/her.

Sales people for YourHEALTH Magazine should look at the educational process as a necessary first step in the selling process. This educational process should remain as the most important part of the relationship between YourHEALTH Magazine and the customer.

The challenge here is to keep the salesperson from immediately going to the solution, and abandoning this educational process. On the front end, the educational process represents 90% of what is necessary to sell YourHEALTH Magazine. Once the salesperson understands the difference in Product and Brand marketing, and uses this educational process correctly, they will never go back, because Product marketing is so powerful.

Many top salespeople in every field use this educational process. It is more difficult than a Brand marketing approach, however, executed effectively, it is very powerful.

How does Your HEALTH Magazine make a difference?

- Your HEALTH is the only company that looks at the needs of the patient and the difficulty the patient has in finding the health care they need, finding the right doctor, or learning about their own health. We must educate the Doctors, OM's, Administrators, Directors, etc. about this problem and the price our customer is paying because of this problem.

- Your HEALTH started out with the intent of getting more people to go to the doctor, at a time when Managed Care and the Government are trying to get people not to go to the doctor.

- Your HEALTH has invested over \$10 million in this effort, and we believe we have a very good solution, if the customer understands the problem.

- Your HEALTH recognizes that finding a doctor is a difficult process for the patient.

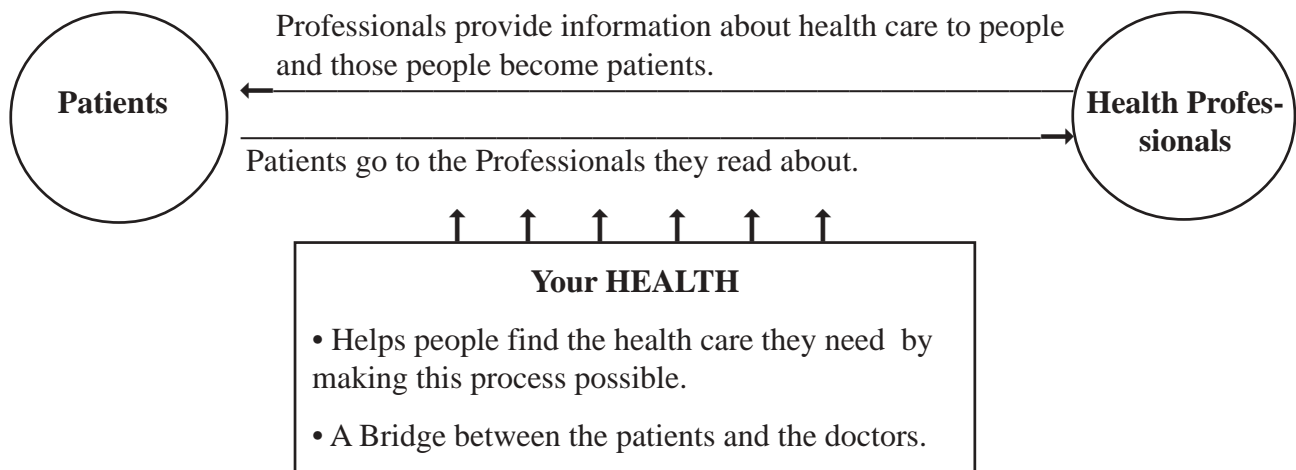
- Doctors and patients mostly believe it's easy to find a doctor. In reality, finding the healthcare you need is a daunting task. Educating the customer about this problem is a necessary first step to selling them "participation" in YourHEALTH Magazine.

Using an ad from the Washington Hospital Center for Sleep Disorders we can illustrate this. The ad promotes all the good things about the facilities and the doctors. It also states that 95% of the people with a sleep disorder never get treated.

Your HEALTH will lose a customer if we fail to educate them about this problem.

That is unfortunate for us, our customer, and the patient. It means that 95% of people still don't get the health care they need, and there is a potential 38,000,000 patients that our customer could serve that they will never get.

How well we educate our customer about this problem, and the huge missed opportunity for both them and the patients, will determine how successful we are.



Brand Marketing

Brand Marketing is done for customers who have some experience with advertising and know how it works. If you try to use this approach with someone who really doesn't understand how it works, then you are making a big mistake.

The people who have experience buying and placing ads will naturally compare what they know about to what you are telling them, and try to compare your offer with other offers they have heard, or bought. So, when you present your product, you are presenting it as a Brand of advertising. So, you must show the customer why your product is better than the next guys product.

In order to sell to this person you follow these steps:

- 1) Go through the exactly the same Product Marketing process as described earlier. In some cases the advantages of YourHEALTH Magazine will be obvious to the customer and you won't really ever get into a discussion of my Brand versus his Brand.
- 2) If a customer steers the conversation to a comparison with other papers or advertising opportunities, then you must know how you measure up, and be able to compete. Now you will engage in a comparison where the customer will carefully evaluate the benefits of your product versus the benefits of another. And, you want to make sure you focus on the ways YourHEALTH Magazine is better than the competition.

YourHEALTH Magazine competes in the following ways:

- Target market. People who have a health problem are much more likely to pick up and read a health magazine to find out information about health than they are to pick up some other publication, which by and large has nothing to do with health. Now you must be able to explain that to the customer in a convincing way.

You see, Dr/MR/Ms when someone had a health problem, they are going to look for information that can help them. They aren't as likely to pick up the Pennysaver, or Gazette as they are a publication like YourHEALTH Magazine or the Washington Post Health Section, wouldn't you agree?

- Articles. The articles they are writing for YourHEALTH Magazine is something they can't get anywhere else, so this too gives us a competitive advantage. Now you must be able to explain that to the customer in a convincing way.

You see, Dr/Mr/Ms when people look for information about health they will see your ad and if you treat a problem they have they will remember you, it's something called imprinting, etc. Now, we encourage you to write or produce articles about this subject which we print at no charge. So, when people are looking through YourHEALTH Magazine, they will see your ad, but also stop and look at your article, and many will read the articles. This makes a very powerful impact and has the effect of reinforcing that imprint to a much higher degree and they really remember you. Now can you get that from XYZ publication?

- Free Listing. We offer all our customers a Free 3-line listing in the Directory of Health Professionals. This is a \$60.00 value and I bet the competition doesn't offer this. Now you must be able to explain that to the customer in a convincing way.

You see, Dr/Mr/Ms we also offer something I bet you aren't getting anywhere else. We want you to have all the benefits we can give you so we also offer a FREE listing in our Directory of Health

Professionals, a \$60.00 value if you buy an ad.

- **Distribution.** We actually have a full time distribution person who goes to each customers office and hand delivers 20 copies of the publication to the customer for their office. Nobody else does this. Now you must be able to explain that to the customer in a convincing way.

Dr/Mr/Ms we want to do everything we can for you, so we have a full time distribution specialist who will bring you as many copies of the publication as you want so you can have them for your patients, show it to your friends and family and maybe send to your relatives that live out of town. That is simply one more example of our commitment to you, isn't it?

- **Price.** We guarantee our price to be lower than the other similar publications in the area. In fact we will beat whatever price they are getting from another company by 10%. All they have to do is fax us a copy of the invoice and the ad and we will beat that price by 10%. Now you must be able to explain that to the customer in a convincing way.

You see, Dr/Mr/Ms we think the greatest thing is to beat our competition, it really gives us a thrill. We offer you a more targeted circulation, the ability to write or produce articles, and all the other things I've just gone over with you. And, we make a very strong commitment to efficiency so, not only can we offer you all these benefits, we can beat anyone's price on the same size ad. All you have to do is fax me an invoice and a copy of the ad and we will guarantee the price. You get all these additional benefits, and at a lower price. Now that's putting your money where your mouth is isn't it?

This is very useful when calling people in other publications. You can simply call on ads from other publications and compete on price.

For example: Dr/Mr/Ms I saw your ad in _____ and wondered if you know that we have a better offer for you and many levels, and we guarantee to beat the price you are paying for that other ad by at least 10%. But first let me tell you about our product. Then go into the Product Marketing, then Brand Marketing approach.

Product Marketing Sales Diagram

The Diagram on the following page illustrates the simplicity of the Your Health Magazine sales approach, and two other approaches which are commonly used. Approaches A and B are successful on a limited basis when talking to professionals. Approach C has been proven to be 10 times more effective. Here are a few points to remember when viewing the diagram.

What are you selling?

This is an interesting question which is not very clearly defined in the diagram.

- You are selling a way to impact on the many people who need healthcare. The way we go about this is to provide information to people so they can understand the problem and become aware of professionals/services that may help them.
- You are selling that this makes an important difference.
- You are selling that we know this works.
- You are selling that we work very hard at this and we believe in it.
- You are selling that this is the right thing to do.
- You are selling that we distribute thousands and thousands of magazines in a targeted area.
- You are selling that we publish the information on the web so even more people can benefit from it.
- You are selling that it is cost effective.
- You are selling that people will pay more attention to health professionals than anyone else.

Objections

There are (5) main objections. Each one can be handled by using the mission as a tool.

Scripted Approaches

Each person needs to use a scripted approach to assure the message gets across clearly and in the most effective fashion.

Practice

Sit across from each other and:

- Repeatedly go over your script, and all objections,
- One person asks, “What are you selling?”, and the other gives the answer. Then switch roles. Do this repeatedly.
- Make sure your “what are you selling” is powerful and that your script and answers to objections are powerful. Practice them repeatedly until they are.

Millions upon Millions of people need healthcare, NOW!, and will in the future

- Diseases
- Cancer
 - Heart Disease
 - Sleep Apnea
 - HBP
 - Diabetes
 - Dental
 - Hearing Loss
 - Depression

- Injuries
- Sports
 - Automobile
 - Workers Comp
 - Disability

- Elective
- Eye Surgery/Vision
 - Cosmetics and Plastic
 - Dental and Medical
 - Weight Loss
 - Stop Smoking

- Alternative
- Chiropractic
 - Supplements
 - Remedies

1. They don't understand their health problem or have the information they need.
2. Nobody is telling them to go to a doctor, encouraging them, motivating them, promoting health, etc.
3. They don't know who to go to/who is available, so they don't go. **What a tragedy.**



Your Health Magazine Offers the Opportunity To

- Provide information to people who need healthcare
- Show them professionals they can and should go to now
- Promote health and motivate people
- Have a targeted message to people interested in Health
- Be cost effective
- Participate in a product specifically designed for Dr's and other health professionals to reach patients



To: Doctors, Dentists, Chiropractors, Therapists, Health Facilities, Gyms, the Beauty Industry, etc.

◀ OR ▶

SALES APPROACH A: BUY SOME ADS
SALES APPROACH B: DO SOME HEALTH EDUCATION
 (But, Traditional Dr's DO NOT Advertise and Don't want to do Health Education)

SALES APPROACH C: HELPING PEOPLE FIND THE HEALTH CARE THEY NEED
 Appeals to their EGO and their GREED. (And will get 10 times more sales than any other approach)

Objections

- Don't Advertise
- Get all patients from referrals
- Don't have time
- Can't afford it
- Have enough patients

* Using the mission to overcome objections is very powerful!!

YHM is a Bridge between the Dr's/ Health Professionals and People who need them.

Using the Mission is the "High Road" and builds value.

The Mission is used to overcome ALL objections.

YHM is a Catalyst to get people moving and going to a Dr or other health professional.

Caution: Offering "advertising" to Dr's and other health professionals may be risky and does not truly build value in the product. Doing this will alienate some professionals, and will get small orders from others.



Customer Service Guide

Part 3

Customer Participation:

Getting Customers Into The Magazine

revised 1.4.05

Timelines: When You Should Contact Customers

It is important to realize that in order to participate in Your Health, most customers will need some lead time to get materials ready. So, doing things ahead of time is necessary.

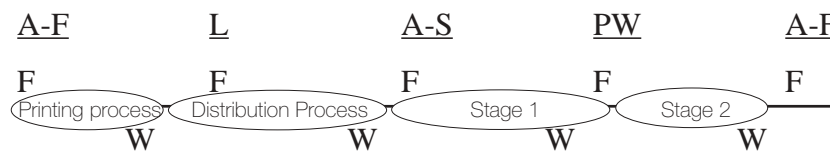
It is also important to realize that if they advertise somewhere already, then they probably already have an ad, and they don't need as much time as someone starting from scratch.

The following chart shows the timelines to give you assistance in knowing when to talk to different types of customers.

A-F = Arlington-Fairfax Edition

F = Friday Press day

W = Wednesday Deadline day



From the chart above you can see that once A-F goes to print it takes about a week to get it printed and about another week to get it distributed. Once distributed it will be the best time to speak to new customers about it, but you can't wait too long, because people will need time to get materials ready.

Stage 1 - This is where you would contact customers for the first time, and particularly those who have not done anything like this before.

Stage 2 - In this phase, you need to complete the process with people you talked to in Stage 1 and you can also talk to customers who are more prepared to make quicker decisions and have display ads and/or articles ready to go.

In addition to this, distribution personnel deliver a flyer to people for our upcoming special focus. If they pick up cards from those people then those people are excellent people to talk to in Stage 1. Involving your distribution crew in this process is an excellent and productive approach.

Customers/Prospects for Your HEALTH include:

1) Health Related Businesses, Doctors, Chiropractors, Dentists, Podiatrists, Therapists, Counselors, Skin Care, Audiology, Acupuncture, Alternative Health, Nutrition, Massage, Hair Salons that sell beauty and skin care products, and any other health related business.

Prospects are acquired through;

- Referrals,
- Business cards from our distribution staff,
- Lists compiled from our database,
- Competing publications/media,
- Yellow pages, and,
- Field work in the territory.

2) Businesses that want to market to Doctors, who want a product like Physicians MarketPlace.

- Referrals,
- Visits to doctors offices,
- Competing ads,

3) Non-Health Related Businesses that want to reach the market in the geographic area where Your HEALTH is distributed.

- Referrals,
- Field work in the territory.

The level of prospecting efforts determines the amount of business growth. If prospecting efforts are eclipsed by other activities, then status quo is about all that is possible. A balance must be struck between all other activities and prospecting activities.

Know Your Product: It is important to know your product enough to keep from fumbling around trying to find information, or hesitating when the customer asks questions. A lot of this comes with time on the job, but the new employee must spend enough time to be comfortable with this information or they risk losing the customer.

Products We Offer: Your HEALTH offers several products to help provide all businesses with the opportunity to participate.

1) Exclusive Page. This is the product we recommend to all customers as the best way to market healthcare, and the best bang-for-the-buck. It is essentially a full page devoted to them, with half the page devoted to an article and half devoted to an ad. The standard format is to have a 3 column by 9 inch ad, and the article wrap around the ad.

2) Regular ads: These are ads that will run in the publication as set-up by the production staff wherever they fit or we decide to place them.

- Back page ads
- Inside covers
- Front half of publication, which includes the right side of the center spread
- Back half of publication which runs from the page after the center spread to the page next to the inside back cover.

3) Health Education Pages: Health professionals can have a page which is entirely about health education with minimal attention to advertising their services. This is a very effective way to market healthcare. This is not on the rate card however can be treated the same as an exclusive page for price purposes; write in the comments that they want an Health Education page and indicate it on the design order.

4) Special Sections: We offer Special Focus Sections each month as shown on our Editorial Calendar. We devise these before the beginning of the year with the input of each employee. We can offer a special for almost any subject, and we can add or subtract specials during the course of the year. Familiarize yourself with the Editorial Calendar to identify which months a special section will run. These sections will be noted on the front page and be positioned within the paper where the best space available is located. Employees who want to target a specific group of customers can run a special section of their own.

5) Health Education Page Sponsorships: Health professionals can write an article and have a sponsor pay for the space. These can either be half or full pages. These are not considered ads, they are considered Health Education Sponsorship Pages. We have found that, if presented correctly, many pharmaceutical companies are interested in doing this. Samples of Health Education Sponsorship Pages can be found at the office.

6) Classified: We maintain a small classified section which is available through the office on a column inch basis.

7) Directory of Health Professionals: This is a listing of health professionals separate from the classified. The price for this is \$5.00 per month, with a minimum of six months participation, paid in advance. Each customer with a display in the magazine receives a listing in the Directory at no charge. Note: These listings run in all four editions in each office.

Information About The Order Form:

Everyone who works with customers must have a solid grasp of how to fill out an order for, and assist the customer in the process. Whether in sales, production, customer service, or any other area, customers expect you to know how to take an order. One of the last things customers want is to talk to one person and be transferred to another person for this, and another person for that.

We have provided the following information to make it easy for anyone to assist the customer to complete the order.

The Order Form. The form is designed to assist you in making the sale and completing the necessary paperwork. Each step is part of a strategy to get the order filled out and up-sell the customer to a larger size, multiple editions and more repetition. Make sure you know every little part of the order form – the more knowledgeable you are, the more comfortable the customer will be.

- **STEP 1:** The editions gives you the chance to have them choose editions and make a case for each one.

- **STEP 2:** Color is always a value. We have the lowest color price of anyone. Offer each customer color.

- **STEP 3:** The months gives you the chance to sell them more repetition.

- **STEP 4:** The price grid gives you the opportunity to point out:

Sizes available

The larger sizes are a better value,

The longer the duration, the lower the monthly price.

This grid is designed to have them choose a size rather than saying “yes” or “no”.

- **STEP 5:** Have them authorize the order. (Be sure you have read this and understand it completely.)

Ad Design and Response. We have to get information about their ad design on a design order to assist in the design process. Knowing the material on the circular makes it easy for you to assist the customer, and assist in the design process, as well as, demonstrate your knowledge about marketing and advertising. We employ design personnel and managers who can assist in developing the ad design, using well founded and effective design principles. We provide a three page Design Circular to give to customers so they are aware of these principles. This information is also included on our web-site.

Articles. Many customers will want to submit articles. An Article Circular provided by the company can be given to customers so they know how to submit an article. This information is also available on our web-site.

Distribution. The company has developed it’s own distribution system which includes several delivery personnel using company trucks to deliver Your HEALTH Magazine. Carefully designed routes are used to spread the publication over the entire distribution area. Stacks of 10-50 copies are delivered along these routes to thousands of locations, including Doctors office waiting rooms, other waiting rooms, healthcare facilities, community centers, libraries, senior centers, shopping centers, convenience stores, and more. Distribution personnel also deliver flyers promoting specials, and pick-up competing publications for use in Brand marketing.

Assisting the Customer to Fill Out the Order Form

The following steps have been carefully designed to assist the customer in filling out the order form, and associated paperwork.

- Speak to the customer with enthusiasm, professionalism, and conviction. Talk about how important it is for them to participate and how it will make a difference to people who see them in the magazine.
- Place a copy of the paper in front of them, (or ask them to go through it over the phone). Point out an exclusive page so they can see how they can have an article and ad working together. Let them flip through the magazine, constantly showing them how each ad and article helps someone, and how those people in the magazine are getting more business, more recognition, and becoming better known to patients and other professionals. They will, almost always, stop on ads and articles they like. They will almost always point out, or indicate to you the size and style they want.

Note: If you are doing this over the phone, you can actually tell them to look at the paper with you while you go through it with them. You can also fax information to them while you have them on the phone.

- Give them, and go over, the Design Circular to demonstrate that we use standard well accepted design principles. This helps the customer trust our expertise.
- Give them the Article Circular, which helps the customer understand how to prepare and submit an article. Really emphasize that the articles help people, and that not only are the articles educational and helpful, but the ads are very helpful to people, too.
- Give them the Demographics/Distribution Circular and emphasize how hard we work on distribution, and how our system, while it isn't perfect, is better than any other.

Through our drop delivery system;

- We get the publication to people when they have time to read it,
 - People have time to read the entire publication, and take it home, or leave it for someone else to read,
 - Copies don't get thrown out like in direct mail,
 - The publication has at least a month shelf life,
 - The magazine is read by people interested in health, and,
 - We can target the market like no other publication.
- Steer the customers attention back to the paper, and get the customer to express desire for a certain size.
 - Using the price and size grid, explain how much something like that would cost. You can do this for several sizes, and determine the size you think they will buy.
 - Discuss repetition, repetition, repetition, (excerpt from Guerilla Marketing) and show them how we give lower prices to encourage repetition.

- Discuss market coverage, and the discounts offered for choosing more than one edition.
- Constantly reiterate how their participation will help people, and help them grow the business.
 - Use Testimonial Circular.
- With the order form completely filled out, either place it in front of them, or fax it to them, and ask them to approve the order. Then go to the Design Order.
- On the Design Order, write the 5 basic pieces of information you will need for the ad; name of business, name of doctor/health professional, services they offer, address, and phone number(s). Finish this as quickly and expeditiously as possible.
- Once all these steps are done, if they haven't approved the order, then it is time to ask for the order. So, answer any questions they may have, and ask them to approve the order.
- You will probably have to handle some objections and reiterate some points. Each time you feel that you have answered their questions, ask for the order again. Remember, you are assisting them to be in the magazine — without this process to follow, they probably would never be in. Each time they object or ask more questions, they move closer to the sale. Some people will sign in less than 6, and some will take more, but if you don't ask for the order at least 6 times, you really aren't doing a good job.
- Once they have signed, take some time to express how important this is going to be to many people, and you appreciate that they are doing something good, and important. You want them to feel good about their buying decision. Once you have done this, it is a good time to ask for referrals.
- Get the signed order, Design Order and any other paperwork we will need to set up their ad, and article (if they have that material available). Return to the office with the completed and approved paperwork.
- If they don't approve the order, then leave a copy of it with them so you can follow-up later and ask them to fax it to you. You may have to go through the whole process with them over the phone, again, and fax them a different order. But, once they have all your materials, the order, and the Design Order in their possession, they will feel a sense of loss if they don't go through with it. Many orders are received as a result of this follow-up process.



Virginia Office
8500 Leesburg Pike
Suite 409
Tysons Corner VA 22182
(703) 288-3130
fax (703) 288-3174
production@rcn.com

Maryland Office
4201 Northview Dr.
Suite 401
Bowie MD 20716
(301) 805-6805
fax (301) 805-6808
designshop@erols.com

OFFICE USE ONLY	
Acct #: _____	Rep: _____
<input type="checkbox"/> new	<input type="checkbox"/> renewal <input type="checkbox"/> remnant
<input type="checkbox"/> deliver copies	<input type="checkbox"/> mail a copy

Advertising Order

STEP 1: Choose EDITION
(5% discount for choosing more than one edition.)

- Prince George's County ...
- Anne Arundel County
- Southern Maryland
- Montgomery County
- Arlington-Fairfax
- Loudoun-West Fairfax
- Alexandria-Springfield
- Prince William County

STEP 2: Choose Color

- Spot (\$65) Color _____
- PMS (\$95) PMS# _____
- Full color (\$250)

STEP 3: Choose Months/Repetition

- January '0__
- February '0__
- March '0__
- April '0__
- May '0__
- June '0__
- July '0__
- August '0__
- September '0__
- October '0__
- November '0__
- December '0__

STEP 4: Check the SIZE and FREQUENCY for BEST PRICE*

PREMIUM PAGES	<input type="checkbox"/> 1x	<input type="checkbox"/> 3x	<input type="checkbox"/> 6x	<input type="checkbox"/> 12x	Width x Depth
<input type="checkbox"/> Back Cover	\$1530	\$1225	\$1110	\$875	9 ³ / ₄ " x 12 ³ / ₄ "
<input type="checkbox"/> Inside Covers	\$1280	\$1025	\$ 810	\$675	9 ³ / ₄ " x 12 ³ / ₄ "
<input type="checkbox"/> Exclusive page	\$ 705	\$ 565	\$ 510	\$460	9 ³ / ₄ " x 12 ³ / ₄ "
STANDARD SIZES (FRONT HALF of PUBLICATION, and CENTER PAGES)					
<input type="checkbox"/> Full page	\$1095	\$875	\$785	\$705	9 ³ / ₄ " x 12 ³ / ₄ "
<input type="checkbox"/> 1/2 page	\$650	\$520	\$465	\$425	See Below**
<input type="checkbox"/> mini 1/2 page	\$505	\$405	\$365	\$330	7" x 6 ¹ / ₄ "
<input type="checkbox"/> 1/4 page	\$395	\$315	\$285	\$255	4 ³ / ₄ " x 6 ¹ / ₄ "
<input type="checkbox"/> 1/6 page	\$325	\$240	\$215	\$195	4 ³ / ₄ " x 4"
<input type="checkbox"/> 1/8 page	\$245	\$180	\$160	\$140	4 ³ / ₄ " x 3"
STANDARD SIZES (BACK HALF of PUBLICATION)					
<input type="checkbox"/> Full page	\$845	\$675	\$575	\$475	9 ³ / ₄ " x 12 ³ / ₄ "
<input type="checkbox"/> 1/2 page	\$515	\$410	\$370	\$330	See Below**
<input type="checkbox"/> mini 1/2 page	\$395	\$315	\$275	\$245	7" x 6 ¹ / ₄ "
<input type="checkbox"/> 1/4 page	\$275	\$220	\$190	\$160	4 ³ / ₄ " x 6 ¹ / ₄ "
<input type="checkbox"/> 1/6 page	\$210	\$155	\$135	\$115	4 ³ / ₄ " x 4"
<input type="checkbox"/> 1/8 page	\$150	\$110	\$100	\$ 85	4 ³ / ₄ " x 3"
<input type="checkbox"/> 1/16 page	\$N/A	\$N/A	\$ 50	\$ 40	2 ¹ / ₄ " x 3"

**1/2 page sizes are as follows - 9³/₄" x 6¹/₄", or 7" x 9" or 4³/₄" x 12³/₄"

* Prices are for each ad ordered, i.e., per each ad, per each edition, per each month.

Additional Comments:

ON ALL ORDERS: THERE IS A ONE TIME SETUP FEE OF \$25 FOR EACH AD, \$10 FOR EACH PHOTOGRAPH AND \$10 FOR PROCESSING CAMERA READY ART.

STEP 5: BILLING INFORMATION: (There is a 5% prepayment discount for amounts prepaid with this order.)

Company Name _____ Phone _____

Contact Person _____ Email _____ Fax # _____

Street _____ Suite # _____

City _____ State _____ Zip _____

Credit card information: Card #: _____ - _____ - _____ Exp. date _____

ARTICLE SUBMISSION: **Will customer provide an article with the advertisement? ___Yes, ___No.** Health professionals who plan to submit an article must follow Article Submission Guidelines found at www.yourhealthmagazine.net, or by calling the office for assistance. Failure to provide an acceptable article by the deadline does not relieve the customer of the obligation to pay for the ad space.

AUTHORIZATION: I, (person signing), am duly authorized to make this order. I understand and agree that: Failure to furnish copy, or to approve ad design prior to printing does not relieve me, (the customer), of my obligation to pay for the reserved space, whether the ad runs or not. This order is cancellable in cases defined in YHM Cancellation Policy. Payment is due by the invoice due date. Invoices not paid by the due date incur a \$25 late charge for each ad and each edition ordered, and any discounts given are forfeited, and the (1x) price above becomes due for each ad for each edition ordered. Bills left unpaid for 60 days incur an additional \$150 collection fee, legal fees up to 35%, interest at 2% per month, and all collection costs, and I agree to pay those charges. Disputes arising from this agreement must be in writing and will be governed by the laws of Maryland and adjudicated in court located in Upper Marlboro, MD. For more information, visit www.yourhealthmagazine.net.

Customer Signature _____ Print Customer Name Here _____ Date _____

ALL ORDERS MUST BE APPROVED BY THE PUBLISHER BEFORE THEY ARE ACCEPTED BY YOURHEALTH MAGAZINE (PUBLISHER'S APPROVAL _____)



Writing Effective Headlines

A Circular for the Customer

Provided By Professional Media Corporation

The interest of the marketer or advertiser is to set a goal for marketing and reach the intended goal. As copywriters we know that this requires the headline of a given ad or campaign to have the right appeal. The wrong appeal may yield smaller results, no results at all, or the wrong kind of results. It is important to understand the use of basic principals which will assist in writing the best headlines and achieving the desired result.

Three steps should be used to prepare an effective ad campaign:

- 1) Determine the characteristics of the target market,
- 2) Write a headline, and ad, that will appeal to the target market, and,
- 3) Measure the results.

There are three types of headlines that must be understood and used correctly to assure the best chance to have an effective campaign.

1) Self-Interest. The most powerful headline appeals to an individuals or businesses self-interest.

Example of a good self-interest headline: Here's how your family can stay healthy.

Example of a poor self-interest headline: Doctors Family Medical Clinic.

In the first example, it is clear that the self interest of every person is high. In the second, it is unclear how this relates to the self-interest of the reader. It almost demands the reader to establish a self-interest angle of their own, and that is pretty hard to do.

2) News. The second most powerful headline is news. News of a happening, news of a new technology or news about a person. People are always interested in news.

Example of a good news related headline: High Tech Medical Center Opens.

Example of a poor news related headline: Doctors Family Medical Clinic.

3) Curiosity. The third most powerful appeal is curiosity. Something that will peek the curiosity of the reader will get them to read the ad, however, it is third because it doesn't get as good of actual results as one or two above.

Example of a good curiosity headline: These three things prove that doctors care.

Example of a poor curiosity headline: Doctors Family Medical Clinic.

To be successful, a headline should be written in a way that has one or more of these important attributes. When writing headlines, compare them to these age old axioms about headlines and see how well they match up.



RULES FOR DESIGNING HEADLINES/ADS

To assist you in achieving the very best results from your advertising campaign we have condensed material from leading literature on advertising design, which you may find helpful in reaching the target population and gaining the best results.

- **Three types of headlines:**

- 1) Self-interest
- 2) News or Information
- 3) Curiosity

Consider with each headline/ad if it appeals to one or more of these three.

- **Four appeals that are most effective:**

Sex/sex appeal. Not just—or primarily—the physical act, but also love, affection and friendship.

Greed. All the things—physical and emotional—that money can buy.

Fear. Fear of losing what you have...of not gaining what you hope to achieve...orboth.

Duty/honor/professionalism. Not what's in it for me, but what is best for those I serve—the right medicine, the longest lasting sewer pipes, the most effective fire engine.

- **Writing the headline,** these are tested formulas for making an effective headline.

Headlines that have announcement quality, or that have a news style.

Begin your headline with one of the following words or phrases:

- 1) Introducing
- 2) Announcing
- 3) New
- 4) Now
- 5) At Last
- 6) Starting/Beginning (date)

Feature the price or a special offer.

- 1) Feature price in your headline
- 2) Feature reduced price
- 3) Feature a special merchandise offer

4) Easy payment plan

5) Free offer

6) Offer information of quality

Using keys words in headlines.

1) "How to" or "How"

2) Why

3) Which

4) Who Else

5) Wanted

6) This

7) Because

8) If

9) Advice

Other types of headlines

1) Use a testimonial style

2) Offer the reader a test

3) Use a one-word headline

4) Use a two -word headline

5) Warn buyer to delay buying

6) Speak directly to the reader in first person

7) Address the headline to a specific group or audience

8) Ask a question

9) Offer benefits through facts and figures.

Advertising Campaigns That Get Results

Use Proven Principles

By rating advertisements against known principals we can assess the potential success of the design. Here is a simple form that can be used to rate ads. All ratings are on a scale of 0-10, 0 being the lowest.

Ad designed for whom? _____

Name of Ad (if no name, give a name)? _____

1) Advertisements must be directed to the target audience. Rate how well it does.

Rating:

Who is the target audience? _____

Does it appeal to the target audience - rate 0-10 _____

2) The structure of the ad should contain a headline (or graphic), a message/body, an offer and a call to action. Does it have all these components. Rate from 0-10. _____

3) The appeal must be effective to gain and keep the attention of the reader. The known effective appeals are listed here. Rate the ad against each one.

Sex/sex appeal. Not just—or primarily—the physical act, but also love, affection and friendship. _____

Greed. All the things—physical and emotional—that money can buy. _____

Fear. Fear of losing what you have...of not gaining what you hope to achieve...or both. _____

Duty/honor/professionalism. Not what's in it for me, but what is best for those I serve—the right medicine, the longest lasting sewer pipes, the most effective fire engine. _____

4) The headline must be effective to get the reader to read the ad. The three types of known effective headlines are listed here. Rate the ad against each one.

Self-interest of the reader _____

News or Information about something the target market has an interest _____

Curiosity _____

5) Total the score here. Then go back and see if you can improve in any of the areas where the score was low.

Possible score = 90

TIPS FROM...



DESIGN SHOP



DESIGN ORDER

Submit this order to the Design Shop for setup and to receive a proof.

Date: _____ Customer name: _____ Date proof is needed: _____

Size(s): 1/8 1/6 1/4 Mini1/2 1/2 Excl Page Full Page Edition(s): _____

Month it will run: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Fax Proof of ad to the attention of: _____ Fax #: _____

Top _____

1/8 page _____		
1/6 page _____		
1/4 page _____		

SHOW:

HEADLINE

GRAPHICS
PLACEMENT

MESSAGE

OFFER

CALL-TO-ACTION

ADDRESS,
LOCATION(s),
ETC.

(Use back of this
form for more
space)

FREE LISTING IN HEALTH PROFESSIONALS DIRECTORY:
Each Health Professional Customer Receives a (3) line listing
in the Directory of Health Professionals under (1) heading.
Please indicate the heading desired and the exact verbiage :

HEADING: _____

Line 1: _____

Line 2: _____

Line 3: _____

Use the other side of this form to show layout of larger ads.



Submitting An Article For Publication

Articles from customers:

Your HEALTH Magazine is designed to have articles about current health topics prepared by local health professionals. In this way, the public can read about a problem they have and know where to go and who to see for a solution. We encourage professionals to write articles because 1) It helps them get patients they can help, and 2) The public will be able to find someone to help them.

The articles received from professionals must be objective and of general interest. The company's article submission guidelines are developed to offer the author a guide to generate the best material possible. When an article comes into the office, it is compared with the guidelines to be sure it is acceptable for publishing.

In some case, the author talks about himself/herself in a way to promote their own point of view, qualifications, experience, etc. Although this may seem like a way the author can get a favorable reaction from the public, it most likely will have the opposite effect. The public is not going to respect or respond favorably to a self-promoting article.

On the other hand, if the article focuses on the patient's problem, offering strong information to help the patient understand the problem, then that professional will be sought out for services. In this way, the patient gets what he/she needs, and the professional gains a patient to help.

Press releases:

Press releases are generated by companies and individuals who feel something newsworthy is happening and they want to make the media aware of it. For example, a new health facility is planned but the public is unaware of the planning. By sending a press release to the media, the media can then pass the information on to the public.

Press releases should be written in a form that a newspaper can reprint without rewriting the entire story. However, many people writing press releases don't know this and submit items which are self promoting and fall outside of the guidelines. Keep in mind that press releases are generated to inform the press, not necessarily to be used as articles.

In order for a press release to be printed as an article the following must be done:

- 1) The material must be written from a third person point of view.
- 2) It must be informational and not self promoting, and,
- 3) The headline must be rewritten to be of interest to the general public.

In most cases it is easy to edit a press release so it can be used as an article. Since press releases are informational in nature, they may be edited without the authors consent, or guidance as long as the facts are reported accurately.

In cases where press releases are received and promote one point of view, it is always advisable to get the other points of view so the information is as factual as possible.

Article Topic Suggestions and Assistance Preparing An Article

Our editorial department can provide all kinds of assistance in preparing the article for publication, including, topic suggestions, editing, or taking material in rough form and converting into a publishable article. Then we can deliver it back to the customer so they see it before publication.

Pharmaceutical Companies Sponsor Articles

Your HEALTH Magazine provides the opportunity for drug companies to sponsor articles produced by area professionals. The drug company pays a flat fee for a half or full page, called a health education page, and the professional writes the article. Many times a pharmaceutical representative and the doctor will collaborate on an article.

Article Reminders

We know you are busy and cannot keep track of all our deadlines, so we developed an automated system which send you a fax reminder of the article deadlines. Each customer receives the reminder approximately one to two weeks ahead of the deadline. This give you plenty of time to prepare any material you wish to submit.



Article Submission Guidelines

These guidelines are provided to assist you in having important health information published under your name in a publication that helps people, helps your business and makes a difference.

In order to have the publication look its best and be the best for your needs, these standards must be used when submitting an article. Materials submitted that do not meet these guidelines will be returned to you with an explanation.

- 1) Only articles produced by licensed healthcare professionals are excepted, unless the author provides documentation of the facts or matters claimed in the article from a well known and generally accepted third party institution or profession(al).
(This information is reviewed for correctness by our staff, however, we recognize licensed healthcare providers as authorities in the field and do not second guess the information provided. The health professional accepts all responsibility and liability for claims made.)
- 2) The Article **SHALL** be typed in a block type font, i.e. Arial, Helvetica, or similar block type. The size of the type **SHALL** be at least 12 point. The Article may be mailed or delivered but **SHALL** be received by Your HEALTH" by the published deadline, or a facsimile received on (301) 805-6808 by the deadline, or the article will not be printed.
- 3) The article must be informative and interesting to the general public and/or the healthcare community.
- 4) The article may not be self-promotional other than to present information about a new service, product or technique which will benefit the public, and the author is unique in being the only, or one of a very few, people who provides such service or product.
- 5) The material must be appropriate for the target audience so the reader will comprehend the subject matter.
- 6) 150 - 500 words in length. Longer articles can be submitted but must be very informative and interesting to the reader in order to be used. These articles can be features in the publication, but must meet stricter standards, at the sole discretion of the editorial staff. If you wish to run a feature article, contact the Editor well in advance.
- 7) Each article is printed with the permission of the contributor of the article. It is the responsibility of the contributor to assure that all material is appropriate for printing and that proper authorization has been obtained prior to submitting to Your HEALTH".
- 8) THE ARTICLE SHALL NOT speak adversely toward another person, professional, provider, service delivery system, philosophy or position.
- 9) Any claims made in the articles are considered valid when contributed by a licensed healthcare professional. Any advice, recommendations or statements of fact made in the article are the sole responsibility of the contributor.
- 10) Each contributor authorizes use of the article in and by Your HEALTH" and authorizes Your HEALTH" to publish and distribute it without any expectation of remuneration.
 - ¥ The article is totally and completely separate from the advertisement.
 - ¥ Your HEALTH" reserves the right to edit any article. Substantive editorial changes made by Your HEALTH" will be reported to the contributor to the best ability of Your HEALTH". The contributor can decide to have the article printed as edited or not have it printed at all, or make arrangements to submit other material, which, other material must, also meet these terms and conditions. Should the contributor not be available, then Your HEALTH" reserves the right to publish the article as submitted, edit the article or not print the article at all.
 - ¥ An "Exclusive Page" is a three column by nine inch advertisement that runs with an article. Be sure your article and ad are both received by Your HEALTH because, if no article runs with the advertisement then the charge is the same.

See Testimonial Page (pdf only)

Sources of Articles

Articles from customers:

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On the other hand, if the article focuses on the patient's problem, offering strong information to help the patient understand the problem, then that professional will be sought out for services. In this way, the patient gets what he/she needs, and the professional gains a patient to help.

Assisting Customers With Article Submissions

In the interest of our mission and getting the best information out to our readers, we can provide valuable assistance to our health professional customers with their articles.

- Many times the office of a health professional will be enormous amounts of printed materials from which an article can be devised. Most of this information is so general that it is not copywrite-able. A brochure design can be copywrited but the information it contains generally cannot be. So, in many cases we can extract information from a brochure or other printed material the doctor may have and massage into a good article.

- Doctors who are members of associations usually have information from those colleges, universities, board, etc, which they can use to create an article. Usually, because of their membership status with those organizations, they have a right to use the information.

- Many foreign (and American) doctors are not good writers. They know the facts, but the way they present them is too technical or cryptic for the public. In these cases, we suggest to the doctor to just have someone type it out, and not to worry about how it sounds or looks; we will edit the material and send it back to them for approval.

It is not surprising that a doctors lack of comfort with writing an article may be a major obstacle to them participating in Your Health Magazine. Since we are experts at editing articles, we can , and should, make them feel comfortable with the help and assistance we can provide.

Press releases:

Press releases are generated by companies and individuals that feel something newsworthy is happening and they want to make the media aware of it. For example, a new health facility is planned but the public is unaware of the planning. By sending a press release to the media, the media can then pass the information on to the public.

Press releases should be written in a form that a newspaper can reprint without rewriting the entire story. However, many people writing press releases don't know this and submit items which are self promoting and fall outside of the guidelines. Keep in mind that press releases are generated to inform the press, not necessary to be used as articles.

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In most cases it is easy to edit a press release so it can be used as an article. Since press releases are informational in nature, they may be edited without the authors consent, or guidance as long as the facts are reported accurately.

In cases where press releases are received and promote one point of view, it is always advisable to get the other points of view so the information is as factual as possible.

Internally written articles

The editorial department may generate articles from time to time about current health topics. These articles must follow the same guidelines as other articles.

Article Topic Suggestions

The editorial department may require, at times, the sales or customer service department to seek out professionals of a certain specialty or training to gain articles about breaking or important health topics. In this way the publication can run feature stories and special editions that focus on a particular topic or area.

Articles from the Internet

It is relatively easy to find a huge amount of information on the internet that can be reformatted and reprinted. The areas where this is available include web sites of major health related associations, i.e. Cancer Society, NIH, US Public Health Service, FDA, Heart Association, news groups, etc.

In addition to articles, comics, crossword puzzles, graphics and other materials can be directly acquired from the internet.

News Services/Syndicates

Many services exist which will provide high quality article material at a reasonable cost. These services usually provide materials only to subscribers to their service. The cost can run from a few dollars a month to several thousand. Examples of services/syndicates are Associated Press, Reuters, Knight-Ridder etc. There are literally thousands of services that will provide editorial matter for newspapers.

Article material acquired this way can help generate sales by gaining sponsors for the articles/section. For example: YOUR HEALTH could decide to run several articles about seniors. These articles could be purchased from a news service. Then the sales/customer service staff could solicit advertising from senior related businesses to be part of the section. The advertisers could thus be “sponsors” for the articles.

Drug Companies

YOUR HEALTH provides the opportunity for drug companies to sponsor articles produced by area professionals. The drug company pays a flat fee for a half or full page, and the professional writes the article.

Articles from other editions of YOUR HEALTH

Your HEALTH never has a shortage of article material for publication, because YOUR HEALTH has many authors in each area of distribution. Each edition includes 15 - 20 articles. With four different editions, the total number of articles in a given month could be as high as 60 - 80. Articles from other editions can be published if need be. It is also advisable to reprint articles that have generated significant interest from the public.



Customer Service Guide

Part 4: Customer Objections

- **We Don't Have Time**
- **We Don't Have Enough Money**
- **We Don't Advertise**
- **We Get All Our Patients From Referrals**
- **We Don't Need Any More Patients/Customers**

Standard Customer Responses

1: We get all our patients from referrals

There are different types of referrals: 1) Doctor referrals, and 2) Word of Mouth Referrals. With so many health professionals getting their patients from referrals, you would think everyone would be getting the healthcare they need. Well then, why aren't they? Because, the referral system only works for people who are going to the doctor, not all the millions who aren't.

What to say:

Well, the referral system is great, but, you know, in way too many cases, it just doesn't work. The system of getting referrals is kind of out-dated because it really hasn't changed the number of people who have illnesses and are not getting them treated, or even diagnosed.

You see, the health system has been based on referrals for a long long time. But, we are in the business of encroaching people aren't going to the doctor, to go to the doctor. That is what we consider to be the most important thing. Once they show up at your office, you generally can handle the referral problem, or find someone who can. What's important here is that a person who needs healthcare, gets it.

Let's just say that someone had a illness in your specialty, and they came to your office seeking healthcare, and did not have a referral. Isn't that better than if they did nothing. Do you agree that the most important thing is that they came to your office? They are pursuing healthcare. They are trying to do something about their problem. Isn't that important?

Well, we believe we make a difference, in this respect. If you don't believe you can make a difference that way, then we should probably spend our time and energy talking to somebody else.

Objection 2: I don't have time.

Yes, I can certainly appreciate that. We are all pressing our schedules to the limit these days.

But, that doesn't change the fact that millions of people have undiagnosed and untreated health problems. Don't you think it's worth a little time to get some of those people to go to the doctor?

The whole process of trying to learn about healthcare, then you have to find a doctor, then see if the doctor is on your health plan, make an appointment, take off work, and so forth and so on. What happens is people just put it off, when they really know they should go to the doctor.

Now, with millions of people out there who need healthcare, and aren't getting it, surely you could find a few minutes to see if we could encourage some of those people to take action, and come to you. Couldn't you?

But what I would like to explain is the way a patient goes through the process of finding answers to their health problems. You see, first a patient realizes they have a health problem, then ...

Now, I know your schedule is pressed, but there really are people within a 15 mile radius of your office who have problems that require your services.

We believe making a difference to those people is worth taking a little time and effort. Plus, it helps you see more patients. We have years of experience working with busy professionals and our system is set up to make it as time efficient as possible. We respect the position you are in, but when someone has a health problem and is looking for a doctor, we believe we can make a difference to them, and you could too.

Think of it as an investment in getting more patients, and making a difference to people who need you.

Objection 3: We don't have any money, or a budget.

Yes, I can certainly appreciate that. We are all squeezing our budgets to the limit these days.

But, you know, the truth is, everybody has money; it just a matter of what we choose to spend it on.

So, let me tell you about millions of people who aren't getting the healthcare they need, etc.

Now, it seems like, in the situation you're in, if you could find just a little bit of money, then you could make a difference to some of these people, and since you would get paid for it, that would be a good thing, wouldn't it?

About investing a little to get more patients:

A. If you need more patients and you think it's important to do things to get more patients, then you would either want to create a budget, or take money from another budget. And, if you don't think getting more patients is important, then you probably won't. So do you think getting more patients, and doing something to get more patients is important enough to create a budget or squeeze some funds out of another budget, somehow?

B. Most people who want more patients, and understand that they have to do things to get more patients, in other words patients are going to just magically appear, have already established some kind of budget. If you need more patients, and you understand that you have to do something to get more patients, and you haven't even established a budget for it, then you are doubly in need of our services. We can really help you get going.

Objection 4: We don't advertise or believe Doctors should advertise.

Well, this will probably shock you; we actually agree that from your perspective you shouldn't advertise.

But, from the patients perspective, we have vehemently disagree. What might be good for you, and the profession, is not good for the patients.

Therein lies the conflict that we have to deal with all the time.

Let me see if I can explain it this way; millions of people need healthcare and don't get it for a whole host of reasons. Literally millions of people in this country have serious undiagnosed and untreated health problems. And, most of them can afford healthcare, or have insurance.

We feel that somehow we need to encourage them to go to the doctor. But the question is how?

We can give you some things to do that don't have anything to do with advertising, but they are going to be time consuming and therefore, not very effective.

So, there is the dilemma. How do you encourage people to go to the doctor?

We think we understand the problem very well, and have developed the best possible answer. It's more about health promotion, health information, and health education and it works.

We have developed a product that takes into account the medical professions resistance to advertising and the patients need to find a doctor. And, like I said, it works.



Customer Service Guide

APPENDICES

APPENDIX.

Data Management: The company maintains a database to assist employees to keep track of data about customers and prospects. This database has over 4,000 prospects and customers which can be easily tracked. The information includes name and address, phone and fax, contact person, Status (the month their order expires), recall dates, a prospects level of interest, comments section, and much more. All of the information is searchable, and easy to use.

Database and Computer Operation

The company provides a specially designed database system for keeping track of every contact with customers. Salespeople and all other staff are required to keep this database updated.

When not in the office, it is essential to keep records that can be transferred to the database. The following grid can be used for this purpose.

Database Procedures

The company maintains records in the computer for Sales, Subscriptions, Billing, and Faxing. The records are kept in a Filemaker Pro format. The main data file is called Master.list, which holds records for sales and subscriptions and is utilized by most personnel. Associated with Master.list is a related file called contact.history which contains the information Master.list uses to display contact history for each record. The contact history file is used for certain searches of the data and to view certain groups of data.

New Sales Prospects

New prospects for sales are entered into Master.list from the following sources:

- Reviewing local newspapers in the area ,
- Reviewing business from distribution and/or obtained by the employee,
- Personal knowledge of the area
- Reviewing Yellow pages advertisements for prospects in the area,
- Canvassing health related businesses in the area.

Database reports

Each week a report is run showing all contacts for the week. Another report is run to show statistical data about the contacts made.

Lists Generated from Master.list:

Maintaining accurate prospect information is essential to building sales. The Company's computerized database must be maintained and managed to have this information available for use. Lists and reports can be produced in a variety of formats for use by the account exec.

Mailing lists, fax lists, customer lists, and a variety of others are produced from Master.list so the

data must be kept accurately and precisely by each employee.

Fields in Master.list which must be filled in and maintained:

Company name: Entered for an individual as last name, suffix, first name

Phone #: Entered 000-000-0000

Fax#: Entered 000-000-0000

email address: Entered exactly as necessary.

enterers name: Entered from pop-up list

entry date: Auto entered

Contact person: Entered firstname lastname

Street #: Entered as number without the # sign

Street: Street name without the street #

Suite: Entered with the # sign

City: Exact

State: Postal abbreviation

Zip code: five digit only.

ADC: Entered automatically

Source: From pop-up list

Status: The last month of an advertising agreement entered as first day of month order ends.

Mail y/n: Whether this record should receive a copy of YH.

Sales Person: From pop-up list

Dcode: From pop-up list. Tells A-Advertiser, D-Distribution location only, M-Mail copies, and has a number beside of it to tell exactly how many copies to deliver or mail.

County: From pop-up list, tells which county the record is for.

Special: From pop-up list tells what specials this record would pertain to.

Telemarketing information:

LC Date/Last Contact Date: by pressing “today” is auto-entered and shows the last date of any contact for this record.

Call Type: From pop-up list.

Called by: from pop-up list tells who the contact was made by.

Spoke to?: From pop-up list gives general information about who was contacted.

Response: From pop-up list gives the result or response from the contact.

Rating: From pop-up list rates the prospect or customer as to the likelihood of a sale

Recall date: Manually entered in date format to tell when to recall for this record.

Comments: up to 256 characters

Appointment Information:

Last Visit Date, Visit Type, Response, Revisit date, Appointment date, Appointment with, Appointment time, Describe Visit.

Sorting the list: The list can be sorted in a number of different ways to be more helpful. Examples are;

1. Alphabetically by Company
2. Phone number
3. Zip code
4. City
5. DCode
6. Sales Person
7. Contacted by

Reminders for articles

responsibility to work with customers to gain articles for publication. It must be recorded in Master.list that the customer has been contacted about publishing an article. Currently a fax reminder is automatically sent to each customer with a fax number entered correctly in Master.list, but this does not relieve us of the responsibility to call the customers to remind them.

Using the DataBase

The database is contained on the network. In order for the network to access the data, the computer workstation PowerMac 7200 must be on and the database must be loaded on that station. Once it is loaded on that station, it can be used by all other stations on the network.

Training: Training on Filemaker Pro is necessary before venturing into the company's database system, or making changes in Master.list.

Starting-up and Shutting down the workstations on the network.

The network is always on except in cases of power outage. The workstation where the files are kept must be on to access the files. The Database files are stored on the Masterlist.server. This station must be on and the database files must be loaded in order to use the database from any station.

Shutting down the workstations must be done properly to prevent damage to the hardware software and loss of data.

To start-up the individual stations:

1. Press the keyboard key in the uppermost right hand corner of the keyboard.

2. Enter your password, when prompted. Passwords are your first name.
3. The database should appear on the screen.

Shutting down the computers must be done properly each and every time. The 7100 cannot be shutdown if people are logged onto the database files. Trying to shutdown when someone else is using the database brings up a warning. You can then request that the person using the database log off.

To shutdown;

1. Place the pointer over the icon in the uppermost right corner of the screen and hold down the mouse button. This will open a list of items in use at that station. Continue holding down the mouse button.
2. Place the pointer over the “Finder” item in the list. The finder will always be on the list, and it may be the only item on the list.
3. Release the mouse button.
4. Move the pointer to the word “Special” on the desktop. It will be in the very top center portion of the screen. This will cause a pull down window to appear. Continue to hold down the mouse button.
5. Move the pointer to the item “Shutdown” on the list. It will always be the bottom item on the list.
6. Release the mouse button. The computer will then begin its automatic shutdown procedure. It will shutdown open files and programs and request you to save any unsaved files at this time. It will sever your connection with the network. It will scan the disk for errors or needed maintenance. After all this has been completed, it will tell you, “Shutdown Successful” and offer you a button to “restart”.

APPENDIX C.

Remnant Space and Time Management

Understanding the time-line on which Your HEALTH Magazine gets printed and distributed is critical to get your sales in on time.

Deadlines: The deadline circular shows the deadline when all sales and materials are required to be in the office. This will usually be 5PM on Wednesdays, and 5PM Fridays.

Paper Layout Calculations: The Production Shop will set-up the layout using the ads sold and submitted by the 5PM deadline. They will determine if there is any space available in the layout that needs to be filled. If there is, then they will calculate the number of column inches, or the sizes they have available. This information will be communicated to the Sales Force the next morning. This space is called Remnant Space, and will be available on a first come, first served basis, until it is gone, or until such time as the production requires the space to be completely filled with something else. You can talk to the production shop to see if space remains.

Remnant Space: By our publishing schedule, there may be empty space in the layout after the sales deadline, which will need to be filled. We can always fill it with good information, and there is the possibility of selling it at a discounted price, as Remnant Space. A Remnant sale is:

- One time sale at a lower price,
- To a customer where we already have an AD so we don't have to start designing ads for people at the last minute, at a discounted price, and,
- For limited space so the customer has to make a quick decision.

Inside and Outside Sales Reps will be given the opportunity to sell Remnant Space, when available, at special discounted prices. The types of customers who are good contacts for Remnant space are:

- Those who we know will ONLY buy at a discounted price,
- Existing customers who might like to try another edition at a discounted price,
- Customers who would like a larger AD but can't afford to go larger.

Reps should always have a short list of people who fit these characteristics so that when Remnant Space is available, the Reps can fill it quickly.

In addition, this space may be used to get a new customer to "try it out" to see if they like it. In this case we must have an AD already prepared, or camera ready from the customer, or so easy to set-up that it will not through production off schedule.

Printing Schedule: The publication goes to press at 5PM on Fridays unless otherwise scheduled because of a holiday or unforeseen circumstances.

Distribution Schedule: The distribution staff picks up the publication at the printers between Tuesday afternoon or Wednesday morning. The distribution usually takes about 5 days to complete. The distribution and the sales effort work hand and hand. While the distribution is taking place, or just after it is finished, is the best time to solicit new prospects.

APPENDIX E.

Paperwork Routing: A completed order form must be placed in the “new orders” box in the office. A completed design order must be placed in the “Design Orders” box in the production room, along with any graphics, a photograph of the health professional and article information.

APPENDIX F.

Follow-up: After an order is received you must be in touch with the customer to make sure they have all the materials ready for publication, an article on the way, and that you provide them any assistance they need. After the edition is printed you must take a copy of the publication to them if this is their first run. One of the most satisfying times for a new customer is when they see their ad/article/photo in print. This is a great time to ask for referrals.