

Imagine what it would be like if patients arrived seeking vision therapy, knowing what it costs, time requirements and with money and insurance issues handled. In this course you'll have a breakthrough in your ability to generate eager therapy patients from your community and from your existing practice.

For 30 years, Thomas Lecoq has helped ODs build and sustain highly successful VT practices.

We're known for teaching that intangible element that makes those "great practice building ideas" work.

That's what makes Lecoq Practice Development stand out among the host of optometric consultants.

Now you can get the essence of the practical benefits of Thomas and Ameer Lecoq's training, materials and system.

In our potent, "More Patients Breakthrough Course," we'll teach you exactly how to convert an interested listener into a booked therapy patient.

	Early Bird Tuition	Standard Tuition	Total
Doctor	\$2125.00	\$2500.00	
2 nd Doctor	\$892.50	\$1050.00	
1 st Staff	\$637.50	\$750.00	
Add'l Staff	\$255.00	\$300.00	
Total			

Early Registration Ends Jan. 1, 2018

Total Tuition \$ _____

Dr. Name _____

Assistants _____

Name on CC _____

CC # _____

VISA MC Exp Date ____/____ 3# code _____

Signature _____

Email _____

**To register: Fax form to 760-262-3172
Or enroll by phone direct at 760-686-4648**

A detailed registration form and questionnaire about your practice is available at idealvt.com. Most issues reported to us will be discussed as a part of this course in a coaching format.

Where to stay: A special room rate will be arranged at a nearby hotel- ask for details.

Lunch, Snacks and Beverages. are provided



Lecoq Practice Development
Presents their acclaimed

More Patients Breakthrough Course

January 19-21, 2018

The Developmental Vision Center

10210 Berkeley Place Dr., Ste. 200
Charlotte, NC 28262

Powerful communication is not a matter of forcefulness, selling or persuasion.

At the end of a powerful interaction, parents or adult patients simply *know* that the problem is vision, that you have the solution and they sign up.

Having more patients is the outcome of delivering powerful communication.

In this course you'll gain the ability to communicate in a way that generates booked exams, referrals or therapy enrollments.

A.D.D. Just Doesn't Add Up!

Flowering words or letters when reading or writing. These signs are often linked to other conditions. Do the same signs may point to visual problems.

SAW WAS
p q
d b

DYSLEXIA or REVERSALS

How to Identify Visual Limitations that Restrict Reading and Learning

VISION IS LEARNED-EXPERIENCED

Certificate of Participation

John Bowles

Mr. John Bowles, Editor
San Newspress
210 Main St.
San Diego, CA 92101

Dear Mr. Bowles:

I would appreciate your publishing the following workshop announcement in your events listing:

OH THOSE ACHING EYES 70 percent of computer users experience headaches, blurred vision and visual distortions. What can be done?

Here's a workshop with practical answers from state-of-the-art visual A.D. ADDRESS from TIME TO TIME or DATE.

The workshop is free. Call (888) 888-8888 for reservations.

Thomas B. Lecoq
Lecocor Practice Optometrists
200 Main Street, Suite 200
San Diego, CA 92101
(619) 551-1100

Mr. John Bowles, Editor
San Newspress
210 Main St.
San Diego, CA 92101

Dear Mr. Bowles:

I want to extend a personal invitation for our upcoming Breakthrough Course in Vision and

Promises of the More Patients Breakthrough Course

In this 3-day course, you will learn to communicate the vision therapy message so that people you speak with schedule initial exams or enroll in therapy. You'll learn a way of speaking about (and promoting) vision therapy that touches the heart of parents, educators and others in a position to refer. All this without resorting to hard sell or manipulation.

- You'll learn to deliver our extraordinarily effective presentation, "The Talk," in your office, to community groups, professional organizations, educators and other referral sources.
- You'll learn exactly how to convert attendees into patients using our powerful RTEC method
- You'll receive our special scripts, and practice communicating effectively with any group
- You'll learn "Magic Sentences" that instantly engage everyone who hears you
- You'll develop the ability to consistently fill your audience with exactly the right people
- Learn effective demonstrations that leave audiences *knowing* that vision is the problem
- You'll get the tools and materials you'll need to make your community outreach pay off, plus written guides on how to carry out productive community outreach campaigns
- You'll have lots of time for questions and coaching specific to your practice
- You'll learn to generate patients from an existing primary care practice, and even how to raise your patient load in a VT-only setting

You'll receive a library of forms, flyers, PR material, our remarkable "The Talk" scripts, demonstrations & handouts that lead your attendees to book their VT evaluation or enroll in therapy.

Add to that letters and guides to community outreach, plus certificates, thank you letters for attendees, and much more.

Not just copies, but Word files you can use as is, or modify to suit your special interests.

It would cost you thousands to have a PR professional produce these materials for you. All this is included with your course tuition!



The Presenters: Thomas and Anee Lecoq have three decades experience in helping VT practitioners grow their patient load and referral networks. In this course, you'll receive the same instruction and coaching the Lecoq's provide during their full consultations, but with the benefit of having more time for personal practice. You'll leave able to apply what you've learned immediately.

Bring your staff: We encourage you to bring key staff to this course. If you have a Vision Therapy Administrator, s/he will learn to be effective at generating community outreach opportunities as well as how to apply our basic concepts to increasing VT enrollment. Your practice administrator will be motivated and better able to help you grow

Try us out: If you've thought about doing our consultation, this is the perfect way to find out how we work and whether we're a good match for what you need. Your full tuition applies to a future consultation, and since the course IS Step One of our full consultation, you'll be ahead of the game.

Visit www.idealvt.com to register. Please fill out an information form to tell us about any issues you'd like to have us cover during your course.



Attendance is limited to 4 ODs (plus host) and staff. To assure your place, please register as early as possible.

If you'd like to discuss your practice take advantage of our free initial phone consultation. Call Thomas or Anee at 760-686-4648 to set a time.