

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 new, "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 October 1, 2016

Total Tuition: Dr. _____

+ Staff #1 _____

+ Staff # 2 _____

+ Staff # 3 _____

Total _____

Dr. Name _____

Assistants _____

Name on CC _____

CC # _____

VISA MC Exp Date ____/____ 3# code _____

Signature _____

Email _____

**To register: Fax form to 760-240-4794
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: Arrangements will be made for a group rate at a nearby hotel. Ask Ameer for details



Lecoq Practice Development
Presents their acclaimed

More Patients Breakthrough Course

October 21-23, 2016

At the office of:

Robert S. Fox, O.D., FCOVD
1202 Troy-Schenectady Rd
Latham, NY 12110

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!

Attention deficit disorder (A.D.D.) is a brain disorder that causes people to have trouble concentrating, remembering, and following through on tasks. It is often diagnosed in children, but it can also affect adults.

Signs and symptoms of A.D.D. include:

1. Inattention
2. Forgetfulness
3. Lack of organization
4. Difficulty completing tasks
5. Lack of motivation
6. Difficulty following directions
7. Difficulty staying on task
8. Difficulty staying focused
9. Difficulty staying on time
10. Difficulty staying on budget

If you have any of these symptoms, you may have A.D.D. Contact your doctor for a diagnosis.

**Client: Paul
A.D.D. (201) 234-4567**

Flourishing words or letters when reading or writing. These signs are often linked to dyslexia. Other examples may point to visual problems.

S A W W A S
P q
d b

DYSLEXIA or REVERSALS

Many children experience an early onset of reading difficulties. It is often diagnosed as dyslexia, but it may be a sign of a visual learning style. A visual learner may see letters or words as a jumble of shapes and colors. This can make it difficult to read and write. If you suspect your child has a visual learning style, contact us for a free evaluation. We can help you understand your child's learning style and provide strategies to help them succeed.

How to Identify Visual Limitations that Restrict Reading and Learning

Visual learning is a natural part of the human experience. It is the ability to learn from what we see. This includes reading, watching videos, and looking at diagrams. If you have a visual learning style, you may find it difficult to learn from text or audio. This is because you are learning from a different perspective. To help you understand your learning style, we offer a free evaluation. We can help you identify your learning style and provide strategies to help you succeed.

**Client: Paul
A.D.D. (201) 234-4567**

VISION IS LEARNED-EXPERIENCED

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t o y o u y

**Client: Paul
A.D.D. (201) 234-4567**

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!

Certificate of Participation

John Bowles

Has successfully completed a community education program in Vision and Attention Deficit Disorder Program as a co-ordinator on the Beach of Orange County in California.

Client completed on the day of this available workshop.

Attendee John Bowles is a responsible and is added to our large number of mailing people. This certificate is a testament to the fact that you have successfully completed the course. This certificate is available for secondary and tertiary use for an American Ocular Disorder.

Certificate Number: 123456789

Mr. John Bowles, Editor
San Newspress
210 Main St.
San Diego, CA 92140

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.I.R. ADDRESS from TIME to DATE

The workshop is free. Call (909) 999-9999 for reservations.

Thomas B. Lecoq
Lecturer/Presenter (201) 234-4567
Vision Point
200 Main Street Lane
San Diego, CA 92140
1986 (505) 440-1100

October 17, 2004

Mr. John Bowles, Editor
San Newspress
210 Main St.
San Diego, CA 92140

Dear Mr. Bowles:

I want to extend a personal appreciation for your attending to my workshop on Vision and

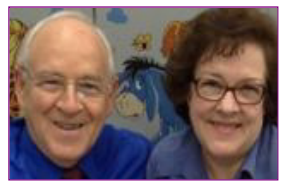
Attendance is limited to 5 ODs (plus host). To assure your place, please register as early as possible.

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

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



The Presenters: Thomas and Ameer 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 Lecoqs 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.

