



# **Physician- Professional Marketing Program**

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## Table of Contents

Physician - Professional Marketing Program .....	4
The System .....	4
Step 1 - Find a Friend .....	4
Step 2 - Find a List of the Niche Market You're Aiming At .....	5
Step 3 - Send Your First Correspondence to the List.....	6
What Book .....	7
Get Started.....	7
Resources .....	7
Website:.....	7
Books You Can Give Instead of Writing Your Own: .....	7
Appendices.....	8
#1 Note from MD Friend and Letter of Introduction .....	9
#2 Supreme Court Postcard.....	10
#3 Alien Postcard (ERISA Anti-Alienation Provision) .....	11

## Physician - Professional Marketing Program

This is a program I designed for a firm that specialized in physicians. However, it would work well for anyone specializing with virtually any high income professional that runs their own practice such as:

- Physicians
- Dentists
- Chiropractors

This system works unbelievably well in bringing highly qualified, high income professionals to you.

**You will never...ever...find a system that works as well as this one for this special niche market, but....**

There are two caveats to this system:

1. While I did discover two issues that would be of great interest to highly paid professionals in private practice along with the resources describing those issues - I am not an expert in this niche. **You should not use this system unless you already have expertise working with these folks.**
2. You need to already have one happy client in this niche. The marketing program revolves around them allowing you to use their name.

## The System

The system is made up of four parts. I provide you three of them, you must create the fourth, again because of your expertise and my lack thereof.

## Step 1 - Find a Friend

This system leverages peer group “Consensus” - a major principle of influence.

That's fancy talk for, "If it's good enough for one of my colleagues...it's good enough for me."

So the first thing you need to do, is go through your client base and look for a client that fits

**Niche I am going to target:**

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**Names of clients that fit my niche:**

Name\_\_\_\_\_ Phone Number\_\_\_\_\_

Name\_\_\_\_\_ Phone Number\_\_\_\_\_

Name\_\_\_\_\_ Phone Number\_\_\_\_\_

Name\_\_\_\_\_ Phone Number\_\_\_\_\_

Name\_\_\_\_\_ Phone Number\_\_\_\_\_

## **Step 2 - Find a List of the Niche Market You're Aiming At**

Sometimes your friend will know where to find a directory or resource, but many will feel uncomfortable giving this to you. So if necessary, go to a list service to buy a list for your niche market.

Listed below are a couple of list companies that specialize in physicians lists, you could also do an internet search for "mailing list for physicians".

<http://www.mmslists.com>

[www.allmediainc.com](http://www.allmediainc.com)

<http://www.medicalmailinglists.org>

## Step 3 - Send Your First Correspondence to the List

There are three different pieces that you can send. For best results, they should be sent in the sequence order below or you can choose to just send them one piece. If you should decide to send the cards out in sequence for best results...you should send them every two weeks. That is often enough for them to remember the previous card but not so much as to be bothersome.

- 1) *Note from MD Friend attached to letter of introduction* - This is a formal introduction and will capture people that know your friend. **(see appendices)**
- 2) *Supreme Court Post Card* - Grabs their attention because these are the types of things they worry about every day. **(see appendices)**
- 3) *Alien Postcard* - This card is humorous and is best sent at the end to finally get the MD receiving it to say, "All right, all right. Who is this guy and why is he so special?" **(see appendices)**

All of the templates, instructions and explanations for these 3 pieces are explained in detail in the appendices section.

**#1 Note from Friend attached to letter of introduction**

From the Desk of Del Bridge, MD

May 19, 2008

John,

If you are like me, you are constantly getting bombarded with all sorts of "retirement" and "asset protection" and "tax reduction" schemes from everywhere. I'm becoming pretty skeptical about all of them. The last thing I need is any complicated planning or money stolen from the IRS.

I've enclosed a note from a dear friend of mine that has been helping me navigate the murky. He has provided what all the others claim to provide, but has done it in a simple, quick and hands-on manner. Would you do me the personal favor of taking just one minute to read his note?

Thank you,

Del Bridge, MD

Del Bridge, MD

**#2 Supreme Court Postcard**

**2004 Supreme Court Ruling affects ALL physician's assets**

(Case No. 02-458. Argued January 13, 2004, Raymond B. Yates MD vs. Hendon)

If you are a physician retirement plan face.

These statutes affect physicians in particular due to the heightened litigation risks you incur. Retirement plans not specifically put together for physicians by a specialist often miss the special requirements necessary to protect your retirement plans.

The 2004 Supreme Court ruling highlights the special problems Physician retirement plans face.

John,

We have enough problems without this. Call Scott Baker at Baker Financial and get his 5 point checklist. Even if you don't have a retirement plan, I'd do it today. Call his office at 545-3372. It's not cost a cent.

Regards,

Del Bridge, MD

Scott Baker  
1248 2nd Ave. Suite 103  
Columbia, SC 29201

John Smith  
1256 Oak Ave.  
Columbia, SC 29201

**#3 Alien Postcard**

There are several unique IRS and IRC retirement and pension plan provisions that apply specifically to physicians and their unique asset protection needs. Unfortunately, a recent survey of physician retirement plans found that over half were lacking them - causing the plan to be open to creditors.

Baker Financial offers a free 5 point checklist that tells you if your plan is in the clear or not. Call 345-3372 to receive it.

John,

I've worked with Scott at Baker Financial and they're good. Do you, me and them a favor and get the checklist. Post it on your wall - your plan is fine. Robert Saunders - I went and got it fixed. Get the checklist.

Del Bridge, MD

Scott Baker  
1248 2nd Ave. Suite 103  
Columbia, SC 29201

John Smith  
1256 Oak Ave.  
Columbia, SC 29201

## What Book

Remember I said that you would have to provide one thing? That thing is your 3...5...7...10...whatever point guide book that the letters and postcards in step #3 refer to your mailing list calling to receive. I have worked with several Advisors using this system successfully, and all but two had already put together their own “branded” guidebook for physicians or dentists.

This piece that you are offering as a gift does not need to be a 350 page book. It could be in the form of a pamphlet. Or you could purchase and mail one of the books mentioned in the resources section below if you choose not to write a guidebook yourself.

Every Advisor I talked to had a slightly different take on how they provided value to physicians or dentists. They had special techniques, issues or products that they felt really set them apart from other advisors when it came to physicians and dentists. It is these special techniques, issues or products that they referred to in their guidebook, or pamphlet.

## Get Started

If you wish to specialize in this niche you can create an extremely profitable business. You just need to get that first client and treat them like gold so that they will be willing to allow you to send these pieces with their signature.

## Resources

### **Website:**

<http://www.AssetProtectionBook.com>

The above website is by far the largest and most comprehensive creditor-debtor and asset protection resource available anywhere. This website hosts thousands of pages of articles, cases, statutes, analysis, and many other resources to assist planners.

### ***Books You Can Give Instead of Writing Your Own:***

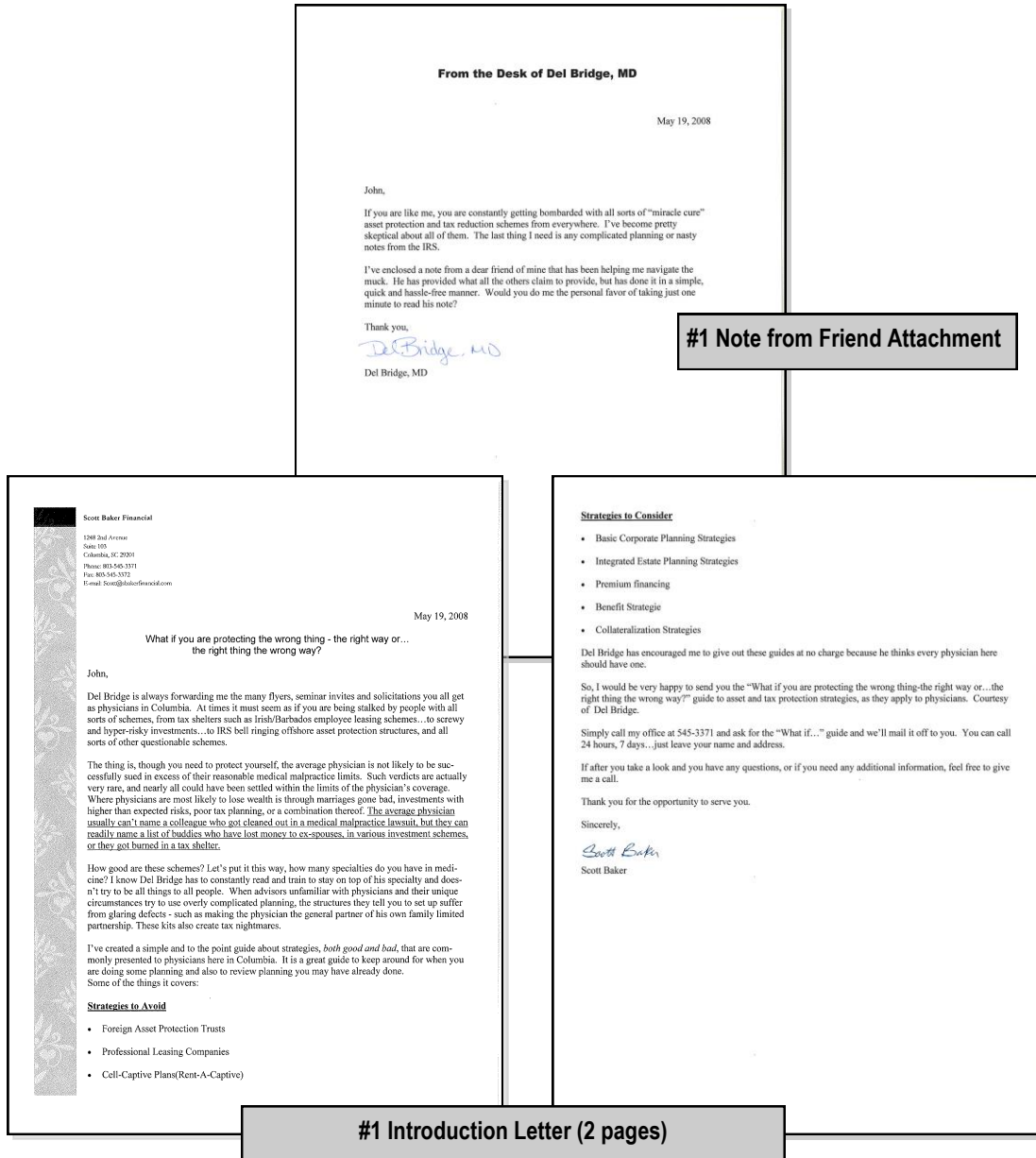
1. **ASSET PROTECTION CONCEPTS AND STRATEGIES FOR PROTECTING YOUR WEALTH** by Jay Adkisson and Christopher Riser
2. **ADKISSON'S CAPTIVE INSURANCE COMPANIES: AN INTRODUCTION TO CAPTIVES, CLOSELY-HELD INSURANCE COMPANIES, AND RISK RETENTION GROUPS** by Jay Adkisson

# APPENDICES

## #1 Note from MD Friend and Letter of Introduction

These are meant to be mailed to your niche list together and are the first in the series of 3 to be mailed.

The “#1 Note from Friend Attachment” you will need to have your physician/professional sign. You can then make copies of this letter with their signature and mail it with the “#1 Introduction Letter” that is printed on your company letterhead.



## #2 Supreme Court Postcard

This postcard is to be mailed out 2 weeks after you had mailed the #1 Note From MD Friend and Introduction Letter. The postcard can be prepared by your office; you will need to have your physician/professional friend sign the postcards. The directions to print the postcards, the verbiage and explanation are below.

### Directions to Print In House:

**Size of the Postcard:** The size of the finished postcard will be 5.5 X 8.5

**Postage:** Because of the size, it requires a regular first class stamp

**Paper:** Will need to be printed on at least a #67 cover-stock. It is meant to look official so plain white is best.

**Printing:** This is designed to be printed 2 postcards on one regular size 8.5 X 11 sheet of cardstock, back to back. You will then need to cut this in half to end up with the two postcards.

**Handwriting:** The bottom back portion of the postcard is best if they are handwritten as in the example on page 6. If this is not possible, you can type one of the two messages below and have your physician/professional friend just sign them.

**Optional:** *You can also either bring the print file or the verbiage below so that your local printer can do the work for you.*

### Card Verbiage

**Front of Card: 2004 Supreme Court Ruling affects all physicians' assets** (Case No. 02-458. Argued January 13, 2004, Raymond B. Yates MD vs. Hendon)

If you are a physician, to adequately protect your retirement and pension plan, it must follow:

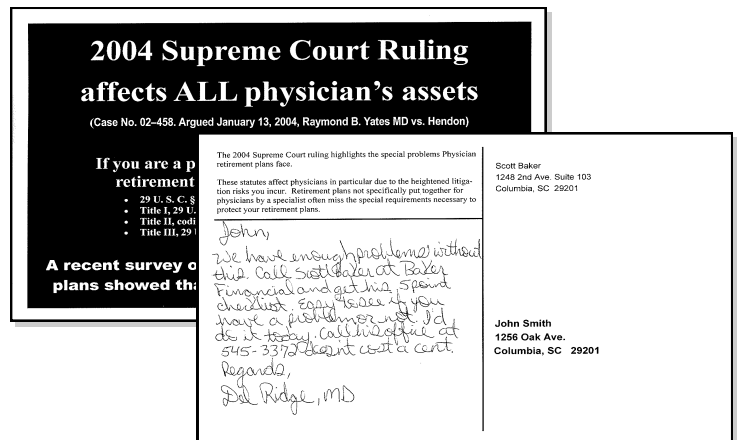
- 29 U. S. C. §1001(b)
- Title I, 29 U. S. C. §1001 et seq
- Title II, codified in 26 U. S. C., amended various Internal Revenue Code (IRC)
- Title III, 29 U. S. C. §1201 et seq

Source: [www.physiciansadvantage.com](http://www.physiciansadvantage.com)

A recent survey of physician's retirement and pension plans showed that more than ½ were non-compliant.

### Pre-Printed Message Top-Left Back of Card

The 2004 Supreme Court ruling highlights the special problems Physician retirement plans face.



These statutes affect physicians in particular due to the heightened litigation risks you incur. Retirement plans not specifically put together for physicians by a specialist often miss the special requirements necessary to protect your retirement plans.

**Handwritten/Typed & Signed Note Bottom-Left Back of Card (2 options to choose from):**

#1<<Name>>,

This stuff means diddle to me. That's why I trusted <<Advisor>> at <<advisor firm>> to fix my retirement plan. Call his office at <<xxx-xxxx>> and they'll send you his <5> point retirement plan checklist. No Charge. It's important.

<Advisors's MD friend >>

#2 <<Name>>,

We have enough problems without this. Call my guy <<Advisor>> at <<advisor firm>> and get his <5> pt. checklist. It's easy to see if you have a problem or not. I'd do it today. Call his office at xxx-xxxx doesn't cost a cent.

<<Advisor's MD friend >>

**Card Explanation:**

Source: <https://www.supremecourt.gov/opinions/03pdf/02-458.pdf>

***#3 Alien Postcard (ERISA Anti-Alienation Provision)***

This postcard is to be mailed out 2 weeks after you had mailed the #2 Supreme Court Postcard. The postcard can be prepared by your office; you will need to have your physician/professional friend sign the postcards. The directions to print the postcards, the verbiage and explanation are below.

**Directions to Print In House:**

**Size of the Postcard:** The size of the finished postcard will be 5.5 X 8.5

**Postage:** Because of the size, it requires a regular fist class tamp

**Paper:** Will need to be printed on at least a #67 cover-stock. It is meant to look official so plain white is best.

**Printing:** This is designed to be printed 2 postcards on one regular size 8.5 X 11 sheet of cardstock, back to back. You will then need to cut this in half to end up with the two postcards.

**Handwriting:** The bottom back portion of the postcard is best if they are handwritten as in the example on page 6. If this is not possible, you can type one of the two messages below and have your physician/professional friend just sign them.

***Optional: You can also either bring the print file or the verbiage below so that your local***

*printer can do the work for you.*

**Card Verbiage:**

**Front of Card:** (Front Picture of an alien or space)

**Pre-Printed Message Top-Left Back of Card**

There are several unique IRS and IRC retirement and pension plan provisions that apply specifically to physicians and their unique asset protection needs. Unfortunately, a recent survey of physician retirement plans found that over half were lacking them - causing the plan to be open to creditors.

<<Advisor's firm>> offers a free <5> point checklist that tells you if your plan is in the clear or not. Call xxx-xxxx 24/7 to receive it.

**Handwritten/Typed & Signed Note Bottom-Left Back of**

**Card:**

<name>,

I've worked with <<Advisor's name at Advisor's firm name>> and they're very good. Do you, me and them a favor and get the checklist. Best scenario—your plan is fine. Worst scenario—it isn't and you get it fixed. Get the checklist.

<<Advisor's MD friend>>

**Card Explanation:**

Source: <http://www.benefitscounsel.com/000938/>

