When it comes to Functional Food Testing and MARKETING the food test, we’ve found the 10-minute talk to be a KEY COMPONENT and should be the “Foundation” to growing your food sensitivity testing business!

Everything should center around this talk! Your goal and the goal of your staff will be to get as many people to your talk as possible! Set a goal of 15 per talk…start there…and keep growing it!

Q: But doc, I don’t have the space? A: Find space. Do you have a waiting room? Even if it can only hold 10 people…that’s fine. Just do them more frequently. And if you REALLY don’t have the space (are in a 1 room suite), then contact your library or do a search for banquet rooms…board rooms etc. The key is to find a good space, where you can do a quick 15-20 minute talk…once a week, or every two weeks at the very least.

Q: Doc, I don’t have the time! A: Sure you do. Remember, it’s only 15-20 minutes. This is NOT meant to be a long drawn out 1.5 hour doctors report where you talk to 10-15 people, and then have to go look at their x-rays and try to close them on chiropractic. This is NOT a group doctors report. This is a quick…informative session on Functional Food Testing and inflammation. You know, as well as I do, that inflammation is at the root cause of MANY chronic health conditions. Food sensitivity testing is 1 key component for the patient to get their inflammation under control…and get back on the road to health. Again, weight loss…weight loss resistance…diabetes…cholesterol problems…digestive problems…thyroid problems…pain / inflammation…migraines…adhd…skin problems. This a just a few of the conditions that can be helped by food testing them and customizing their diet!

Q: I don’t have a T.V. or Powerpoint! A: No problem. Just talk. That’s what I do. You don’t need a power point or any props. Doc, this is same talk I give externally as well. This is my “Lunch N Learn” basically. So its important that you MASTER this talk. Practice practice practice! Memorize it! Own it! Show your passion!

Remember, food testing SAVES lives. When you can get people eating a clean paleo approach…that is customized based on how they react to foods…here is what you’ll see clinically:

- Decreased Inflammation
- Improved Energy
- Weight Loss
- Improved Sleep
- Improved Digestion
- Improved Skin
- Decreased Headaches etc.
Remember doc, 2 out of 3 die of heart disease and 1 out of 3 die of cancer. This is 5 out of 6 people dying of either heart disease or cancer…and chronic long stand systemic inflammation is at the root cause for many people. Poor dietary habits lead to all of the different conditions…leaky gut / IBS / Thyroid / Autoimmune Conditions / Fatigue…

Get The Idea Doc?

So the people NEED this TEST! They WANT this test! They just need to be educated on it! Nobody knows about it!

Listen, whenever I do a talk and ask “How many people here have been blood tested to see which foods they should NOT be eating?” Guess how many raise their hands? Nobody! Never…EVER! And they should be tested. Why? Remember, we’re testing the IgG portion of their immune system. What happens if you’re sensitive or intolerant to certain foods (i.e. Gluten or Dairy)…and your immune system reacts to those foods…yet you keep doing it over and over and over again? Do you think that might wreak havoc on your immune system over time? Could that throw you into an autoimmune condition? A condition where your body just turns on itself…and starts to attack itself? Absolutely! In fact, 90% of low thyroid is Hashimoto’s which is an autoimmune condition. So it’s not a problem with your thyroid at all…it’s a problem with your immune system! Do you think it would be a good idea to food test if somebody has a thyroid condition? Absolutely! Don’t get me started on thyroid…all you doctors who do functional medicine work realize how poorly thyroid problems are managed in the U.S.

If a patient presents with:

• Low energy
• Cold all the time
• Can’t lose weight
• Hair loss
• Brittle nails

Guess what? Their thyroid sucks and they’re getting food tested…and we’re going to customize their diet and remove the culprits that are wrecking their immune system and spiking inflammation in their body!

Remember, we use the saying “We Don’t Guess…We Test!” We don’t like being subjective in our office…we like to test and give the patient a concrete objective solution based upon their blood work!
How Do I Get People To My Talks?

Ah yes, the **BIG** question! Remember…I always say the best marketer wins! You can be the best doctor in the world, but if nobody knows about you it doesn't matter. So the key is bodies in your door!

There are many different strategies you can use to get people to your 10-minute talks. For us, radio has been big! Very big! Not only for food testing but weight loss as well.

Now, there are 2 different types of doctors. Some doctors have deep marketing pockets and no time. Others have more time than money. My suggestion, is if you have 2-3k or so that you could put into radio ads, THAT is where I’d start. For us it has proven to be the most fruitful and effective. With our radio campaigns, as of this writing, we’re currently generating upwards of **80 new patients a month**. Again, I’d highly recommend radio!

If you don’t have a huge marketing budget, or if you’d like to start small and ramp up… start with an initial email campaign to your existing patient base and put a post on Facebook. Both of these options are free and you should be able to drum up 10-15 people for an initial talk just with these 2 strategies alone!

In addition we’ll also provide you with a front desk banner, a 18 x 24 poster for your office and 3 test kits to display around your office. These 3 strategies get people talking and asking questions.

I’d also highly encourage facebook sponsored ads IF you are fairly tech savvy. There is a learning curve to running FB sponsored posts. However, watch our training videos
and use our exact ads. Remember, with FB we want to run “Dark Posts” which are ads that show up in the newsfeed, but they are hidden from your newsfeed wall. Make sense? In other words, if you had 431 likes or followers on your business page…these 431 people would NOT see your post or ad to get people to a talk.

I would also explore Val-Pak / Money Mailer / Newspaper / Magazine…any type of print medium that gets into the hands of a lot of people, again with the sole purpose of getting people into your office to attend your 10-15 minute talk.

We also have sample flyers, postcards etc that can be distributed throughout your community. If you have a marketing director who can go business to business dropping off invitations…postcards…flyers etc…this is also an inexpensive way of getting people to your talks.

**Set A Date Now!**

Grab your calendar and schedule your first talk! When it’s scheduled and planned, it’s going to get done…then road map out the plan of attack for getting people there. Hopefully with the above strategies you’ll be able to get at least 15 people to your first talk. We’ve had doctors do an initial talk and have 30-40 people attend of JUST their existing patients.

Remember, this isn’t chiropractic. This isn’t a spinal care class. This isn’t a x-ray report. This is food…inflammation and hopefully the solution to their health challenges. People LOVE this information and the service you’ll be able to provide for them.

**Let’s Get Into The Talk Itself!**

Below you’ll find the exact script. Do you have to memorize word for word? Obviously not. But you’ll get a general idea of the flow. The key points obviously are the food testing you do…inflammation and how it’s the root cause of many conditions.

I also have some stories…which wouldn’t be congruent for you…but you can use them and just tell them anyway…

Enjoy!
10 Minute Talk Script

Hello everybody, first off thanks for being here tonight…I know I’ve met a lot of you already, but for those I haven’t met my name is Dr. Brandon Mannie and I’m the clinic director here at Natural Health Solutions.

Now, did everybody get a questionnaire as they were coming in? You should all have an inflammation survey or questionnaire.

As you know, tonight’s workshop is about functional food testing or IgG food sensitivity or intolerance testing…because we know, research has proven over and over again…that food sensitivities spike inflammation. And so tonight we’ll be talking a lot about inflammation…

So let me ask you this, this can be an interactive workshop…and I’ll be asking questions as we go along…but let me ask you, do you guys know of any conditions that inflammation causes. So let’s say I have chronic…long standing…whole body inflammation…what can that cause?

Any ideas?

Well, we now know that chronic systemic inflammation is at the root cause of many health problems. Conditions such as diabetes…heart disease…cancer…cholesterol problems…

Obesity or weight problems…chronic back pain or joint pain…migraine headaches…

There are so many conditions that link back to inflammation being the root cause…

So the goal of tonight’s workshop is to give you some tools and some strategies that you can implement tomorrow…that will help diminish or reduce inflammation…make sense?

Now, let me ask you this question…how many people here have been food tested? I’m not talking muscle testing, or elimination diets or anything like that…I’m talking a blood test to determine which foods you should NOT be eating?

Not many…

And here is the thing, right now about 70% of the entire U.S. is overweight or obese…it’s projected to be 80% by 2020…and 94% by 2030.

83% of all health challenges are food related. Let me say that one again…83% of all health challenges are food related.
For example, my wife reacted to chicken…of all things. After our second child, she had about 20 pounds that she couldn't lose…she tried all kinds of different things and nothing worked. So we food tested, and found she reacted to chicken. She got rid of chicken and the weight melted right off.

I’ve told some patients…we have to quit eating apples. We have to quit eating spinach. How is that for a doctor? A doctor telling their patients to quit eating apples or spinach :) However, not everybody reacts the same way to foods. Things that are generally healthy for some people, may not be healthy for everybody. And this is why we test our patients.

Let me ask you this. What are some foods that you think people react to a lot?

Yeah, the 3 big ones we see are dairy, gluten and eggs. Those are really common. But then we also see a mixture of fruits and veggies…some nuts and seeds. We see garlic a lot. My son reacted to oranges, grapefruit, pineapple and lemons…so all the citrus fruits.

So again, no two people are the same…which is why any cookie cutter program, whether it’s weight loss…or other treatment protocols for certain things…if it’s a cookie cutter, 1 size fits all approach…I’m not a fan…b/c we’re all different and we all react to foods differently.

Now, we just talked about gluten…and it’s a hot topic right now. You have grocery stores that have entire sections that are gluten free. So, right now…40% of the entire country is gluten intolerant. Not celiac disease…celiac is less than 1%…I’m talking sensitive or intolerant…meaning, they eat pizza…they crash…they eat pasta or noodles…they crash. Make sense? The word gluten means glue…very difficult to breakdown and digest…

But here is the thing, if you are one of these 40%…who have a hard time breaking it down…gluten actually will destroy the villi in your small intestine. Your small intestine is where you absorb all of your nutrients…so THEN, you become nutrient deficient….and it’s the deficiencies that lead to over 200 conditions. Again, a list of over 200 conditions…linking back to gluten intolerance…

Some of the common problems we see, linking back to gluten are migraine headaches…digestive problems…IBS…chronic pain and inflammation…achy joints…and then a big one is thyroid problems.

Thyroid problems are epidemic right now. But what most people don't know is 90% of low thyroid is autoimmune. It’s a condition called Hashimoto’s…and so it’s not a problem with your thyroid…it’s your immune system attacking your thyroid. So this is 9 out of 10 people.
A lot of people are taking levothyroxin or synthroid for low thyroid symptoms, such as fatigue, inability to lose weight, cold all the time, hair loss, brittle nails...so these are all low thyroid conditions, however...there are so many people on these thyroid drugs...and they still have these symptoms...why? B/c they aren't addressing the true cause...which again, is the immune system attacking the thyroid...

Make sense?

So again, we food test...and if we see a big spike to wheat, barely, rye and oats....guess what...we need to go gluten free....unless of course you want health problems later on...

Now, a lot of people wonder what we’re actually testing. When we do a food test...what are we looking for. We’re actually testing the IgG portion of a patient’s immune system. Which is the delayed immune response. This is not the IgE portion, where...you eat shrimp and your throat closes shut...this is not that...that’s an anaphylactic response...those people sometimes carry an epipen...they already know what they’re allergic too. Remember, there is a difference between an allergy and a food intolerance or sensitivity. One is immediate and can be really severe...the other is the delayed response. So what we’re testing for is the 10-12 hours...sometimes even 24 hour...delayed immune response. The “I eat eggs...and 12 hours later I have a migraine headache response”...but I have no idea why. The time gap is too huge to do any sort of elimination diet.

So, again...what can sensitivities lead to? Chronic fatigue, weight loss resistance (by the way...you’ll have a helluva time losing weight by eating all kinds of foods your sensitive too. Your body will be inflammed...you’ll feel awful...it’s just an uphill battle)...this is why we’ve been testing patients for over 10 years...it makes life a lot easier. We also see a lot of thyroid problems...migraines...infertility...achy joints and back pain...skin problems...kids with ADHD...

Remember, 83% of conditions...linking back to the foods we eat.

Let’s shift gears a little bit. Let’s talk cravings...who here has cravings? What do you crave?

Yeah, a lot of people crave chocolate...sweets...other people it’s salt...popcorn...doritos that sort of thing.

Research is finding that people actually crave the foods they are sensitive to. So if you crave chocolate, you might have a dairy sensitivity. Make sense? What they found is that people become addicted to the histamine and cortisol response, which is what happens when people eat foods they are sensitive to...so it’s not really the foods, it’s the chemical response as a result of eating the foods. Make sense?
Now, let me ask you...raise your hand again if you crave sugar or sweets? Okay, for those raising your hand...how many have a high stress life?

Yeah, we see it all the time. What happens is, if you’re highly stressed throughout the day...this destroys b-vitamins. If you are b-vitamin deficient...you’ll crave sweets. So a suggestion would be, if you crave sweets...take a b-complex...this a lot of times will help with the cravings...

And let’s get more specific...in terms of b-vitamins...if it’s jolly ranchers, skittles, dots...pop...that type of sugar, it’s b-vitamins. If it’s chocolate...that’s a magnesium deficiency. So it’s important to distinguish between the two.

What about salt? Salt is a zinc deficiency.

Again, so if you crave something...it’s either a deficiency of something...it’s your bodies way of needing some type of nutrient...or it’s a food sensitivity like we talked about...

Now, I know you guys have some questions...and I’ll stick around for as long as you’d like...

I gave you guys each an inflammation questionnaire as you came in. Before you leave fill that out...because I want you guys to leave here with a better understanding of where you’re at health wise. There is a key at the bottom of the questionnaire.

If you scored a 15 or lower you have a very low level of inflammation.
If you’re between 16 and 49 you have moderate inflammation.
And if you’re 50 or higher...you have a high level of inflammation, which means...you need to be food tested, and you should be on some deflaming supplements. Remember what chronic, long-standing inflammation leads to? Diabetes, heart disease...cancer...cholesterol problems...and so on...

Now, my time is up...but just wanted to end with a quick story...

When my first son Jonah was born, when we’d feed him...he would projectile vomit...his eyes would roll into the back of his head...and he’d become lethargic and limp for about 15 minutes. We knew something was wrong...he also had terrible skin, bad eczema...he would scratch his head until he would bleed...so we basically had to tie him up, and swaddle him so tight that he couldn’t move...

Of course we like to go the more natural route first, so we tried 3 different chiropractors who did the muscle testing. One said get rid of corn. One said gluten...and the other I think said sugar. So, 3 different opinions...and all failed, nothing worked. The pediatrician didn’t do anything...she referred us to a dermatologist...and they just throw cortisone at everything...and I knew that wasn’t the long-term solution.
Finally, we took him down to the allergy institute of La Crosse. Down in La Crosse Wisconsin. They finally did a blood test. Out of all the doctors...nobody thought about taking blood. Well, it's not easy getting a lot of blood from an infant...so I had to hold his head down, while they put a needle into his scalp. So that part sucked...but guess what the blood work found?

Peanuts, Eggs and Dairy...

What's in formula? Eggs & Dairy. They told us about a formula called neocate...it's a dairy free, egg free, gluten free...expensive formula...and ever since then he's been perfect. But again, it was getting to the root cause...

And because of that experience...we decided to bring food testing into our own office...and our mission is to help as many people as we can, by getting to the root cause of their health concern. Guys, we live in a sick society...I have 3 little kids...and their lifespans will be shorter than mine...b/c of the food problems...and the standard American diet which is very processed and toxic. So our lifespans are now actually getting shorter...

How many of you found this information useful?

Can you do me a favor?

We do this talk every Tuesday at 6pm. If you know of somebody who is suffering from anything...migraines...digestive problems...pain and inflammation...weight loss problems...

Will you invite them to this talk? We have some postcards that you can take...feel free to pass those along to somebody who needs to hear this information and get food tested.

Also, we do send kits all across the country...and so if you know of somebody in Florida who needs testing...that's fine...we'll send them a test kit and they can test themselves, or take the kit to their lab if they want somebody else to poke their finger. Make sense?

I know many of you are probably wanting to be food tested as soon as possible. We do that in office, it's done through a simple finger prick...we send it off to the lab for analysis...and the results are usually back in 7-10 days. We have a couple options...if you know that you want to be tested, you can stick around tonight and we'll get you tested right now before you leave.

If you want to think about it...talk to you spouse, that's fine too. Just sign up for a time later this week to get tested.

As far as the cost, no insurance doesn't pay for it...I wish they would...but they don't. You can use flex spending or a HSA if you have that as an option. But to be food tested
it’s $499. You can do 2 payments of $250. But that includes testing, the customized diet…which is basically a customized paleo…or anti-inflammatory diet…and we’ll also do the report of findings where we’ll give you supplement recommendations as well…depending on your current condition.
Okay, I know this was a lot of information…I’ll open it up for questions now…

Doc, just some final comments and suggestions.

As far as testing on the night of the talk…that will make the night longer. However, a lot of people want to be tested right away. So I would encourage you to allow this an an option. Maybe you allow 6 openings and the rest have to schedule later in the week?

It depends on you, your office space and staff on what you can get accomplished…

The other option is to have a sign up sheet. Don’t test the night of the talk, but just pass around a sign up sheet and have them come back. The ONLY draw back with this option, is you may lose a small %. The information tends to fade…they get busy with life again…they miss appointments etc etc. That’s the drawback…

So I’d encourage you to test as many people the night of…

Also, don’t forget to ask for referrals / invite people to your next talk. These talks should ideally snowball and grow and grow as more people start bringing more people.

Don’t forget to mention that people can get tested from far away.

The inflammation questionnaire is for THEIR benefit. So they can see where they are at and it helps motivate them to get tested to get their inflammation down and under control.

Send them with the notes and the referral cards.

**Duplicate - Duplicate - Duplicate Week After Week…**

Practice practice practice! Your first talk won’t be perfect…but you’ll learn from it and get better. Keep working at it. Keep grinding. Keep saving lives!