

## Webinar Transcript

I am Dr. Eric Kuelker, psychologist. I will be presenting to you today, and I have been in full time private practice for the last 20 years.

In this webinar you will learn how to take advantage of the single best opportunity to grow your practice that nearly all other therapists either ignore or they just flat out avoid.

You will learn how to position yourself in the eyes of referral sources in less than an hour. Often it only takes 30 minutes for referral sources to see you as a true expert.

I will show you the research, the science that shows that your therapy practice is the obvious choice, the first choice for treating most mental health problems.

You'll learn how to eliminate all your fear of talking to referral sources. And I know this is a huge obstacle for some therapists. In this webinar you'll learn how to eliminate it completely.

You never need to be salesy or slimy, sell yourself. And I know I just can't stand it when people do that to me. Don't worry; you don't have to do it either.

You will learn how to create a stream of referrals.

I know, I know, these are big bold promises. You will see by the end of the webinar how they are fulfilled. And your time and your attention are valuable.

So I want to give a gift back to you. There is a gift for staying on the webinar to the very end.

Now I am here because I want to help you grow your practice. And you have never seen all the content in this webinar. Most, if not all of it, will be brand new to you. And in order to get the most out of the webinar, it would be best to eliminate all distractions. Shut off Skype or messenger. Close down FaceBook and your email. Mute your cell phone. This is important to you, and to the public, and you want to get the most from your time.

I mentioned before that I am giving this webinar to you today because I want to help you grow your practice. I want you to reach as many hurting people as possible, and deliver the best possible therapy to them. That is because therapy is a far better intervention for nearly all mental health problems than the alternatives. But the public does not know that. I have spent literally hundreds of hours reading psychiatry and medical journals, and the research is very clear. Three times more people want therapy than want pills. Therapy is clearly helpful, and it has no nasty side-effects. Also, it is way more effective in the long run. The relapse rates for pills are 2 to 3 times higher than for therapy. That is because only therapy can address the single biggest cause of mental health problems. I want to teach you these truths, and inspire you. Then, you can get the message out to the public. As you get these truths out you will grow your practice. And then the public will benefit.

And I do know something about filling up a private practice under very tough circumstances. A few years ago I moved 200 miles to a brand new city. And I knew only six people in the entire city. That was the whole base from which to build my private practice. And every couple of weeks I drove, the highway is so bad that it has its own TV show. Yeah, it's called Highway though Hell. And it's about the Coquihalla Highway. And I've seen this scene many, many times, of cars covered in snow, skidding into the ditch. It was hair raising, let me tell you. I was doing intervention with my autistic child in order to help them. And I was sleeping three hours a

night due to a major loss. And this was due to a business partner who was so bad that he spent four months in jail for the way he treated me. That's why my sleep was so awful. And I was even told, "You will fail to build a private practice." Seriously! I moved into the city in about six weeks after I moved in, a rehab consultant was chatting with me and she said, "Yeah, you know, a year ago another psychologist moved to this city and they started to build a private practice and they just couldn't make a go of it. And they had to work for the government. So I don't think you'll make it, Eric." And I was just stunned by these words.

And I tried everything, all sorts of things to grow my private practice, full page articles in the newspaper. I tried Facebook ads, directory listings, networking groups, put signs up and just a few clients trickled in bit by bit by bit. It was very slow and frustrating at first. So I think actually you and I are a lot alike. We've tried all sorts of different things to grow our practices. We both know what it feels like to have just one client scheduled for the next day. We've both lost sleep under those kind of circumstances. It's a horrible feeling. I don't want you to have that any longer, because once I learned how to connect with referral sources and be seen as an expert then everything changed, then the referrals rolled in. And I hit a six figure profit within seven months of moving into this city. Since then I've repeatedly been in the newspapers, and on national and provincial TV programmes. I've been featured in books, and I coached other therapists. For example, Wendy Groiss said, "The useful advice and many helpful tips that Dr. Kuelker's given me are helping to effectively build my private practice."

And I also coached Andrew Portwood and he said that, I was "instrumental in helping him begin and grow his counselling practice. His coaching programme provides the essential steps a private practitioner needs. It addressed the questions I most needed to work through, (where will my referrals come from? How do I build this network in a proven manner?)" And Andrew went on to strongly recommend my services. And I say that not to brag, but to let you know that the information in this webinar is going to be very valuable for you.

Now, I'm not going to guarantee success, it's due to many different factors: it's due to hard work and honesty, and persistence, credibility. So you might not even make a dime. However, on the other hand if you're getting about eight hours of sleep and you know more than six people in the city and you feel pretty calm, man, you have way more factors in your favour than I did when I was starting out my private practice.

So now we're going to look at the central core idea. And that is how you can get a stream of referrals by positioning yourself as an expert, especially to other referral sources with expertise in your area. Well, experts do two things differently than other people. First of all, they teach. And secondly, they offer a perspective that's different and unique and really kind of stands out in the other person's mind, right. Salespeople don't teach, they just sell, they try to say, "Hey, buy my product. Buy my product." But experts, they teach useful information. And also their perspective is different. For example, let's take the field of weight loss. If somebody comes along and says, "Hey, the way to lose weight is just to exercise more and eat fewer calories." That's not a different perspective. We've heard that before. That person doesn't stand out in our mind as having a different perspective. But if they come along and they say that, "Due to changes in farming, that gluten causes weight gain. And if you eliminate gluten then you're going to lose weight." Well, that's a different perspective. Now, it's a separate issue if they're right or if they're wrong. But it definitely is a different perspective and that person stands out. And that's part of that whole wheat belly phenomenon that was big around four years ago.

So how can you do this, okay, what can you teach to referral sources? And what material can you teach that offers a very different perspective that will cause the referral source to see your therapy practice as the first choice? Remember, that was one of the big bold promises I made at the beginning of the webinar, that you can teach certain material to referral sources that would position your therapy practice as the first choice.

Well, this research starts in a very important area and that is what actually causes mental health problems, alright, because there's an enormous amount of misinformation. It's pretty well every week that I'm on the internet and I'm going, "No, no, you've got it all wrong or you're totally missing this hugely important factor."

So let's look at the research of what actually causes mental health problems. And you may have seen part of this research before. What happened was that researchers classify adverse childhood experiences. And that the top 10 most common ones were whether a person was physically, sexually, emotionally abused in childhood, physically and emotionally neglected. And if they grew up in a home with violence between the parents or one parent was a criminal, if a parent had a substance abuse problem, serious mental illness or if they were separated from a parent before the age of 18. And what they did was they asked a convenience sample of 17,000 middle class Americans. And these were a pretty lucky group of people, three-quarters had some college education, they had good jobs, they lived in a beautiful city, good healthcare, good education. And when they asked these people the researchers were stunned to find that two-thirds of them had one or more childhood traumas. It was way more prevalent than anybody thought.

So let's look at the data. Here we see that for women their lifetime risk of depression or the risk of depression by their mid 50s, if they didn't have any childhood traumas at all then about 18% of those women developed depression. But if they had just one childhood trauma, just one ACE, that jumped by 50%, up to 26%. If they had two childhood traumas, that went up to 33%. If they had three, wow, look at that, 45% of them developed depression by their mid 50s. It's nearly a tripling. Four traumas is slightly more, and the poor women who had been exposed to five or more traumas, 61% of them developed depression by their mid 50s. And this is a perfect dose response relationship, the more numbers and types of traumas that people experienced, the higher their risk of depression. You see a very similar pattern for men. When the researchers crunched the numbers they found that roughly 35-40% of all depressive disorders were due to somebody having trauma in their childhood.

Now, where there is depression there is very often suicide attempts. So what we're looking at here is the percentage of people attempting suicide by their mid 50s. And if somebody had zero traumas, the bottom left corner, only 1% of those people attempted suicide. But if they had one trauma that number doubled, two traumas it doubled again, three traumas jumped up again. And with every additional trauma the risk of attempting suicide jumped up, until look at that, if somebody had seven or more traumas, 36% of those people attempted suicide. Amazing! This is mind blowing. If you have seven or more traumas you're 36 times more likely to attempt suicide than those people who grew up with no childhood traumas. And the researchers crunched the numbers again and two-thirds of all suicide attempts were due to people having trauma in their childhood. Two-thirds! This is amazing research. But the hallmark of science is replicating the results someplace else.

So in Canada they did the Canadian Community Health Survey. And it's a very well done study; every person in Canada has an equal probability of getting picked. It's not just a convenience sample of, oh, hey; you're an HMO here in San Diego. No, it really represents all Canadian citizens. And they had a nice big sample size, 23,000 people, 80% of the households responded, a really macro picture. And they asked about just three types of childhood traumas, whether the person was physically abused, sexually abused or exposed to violence in their household. Let's look at the results they got. Here if somebody had no traumas their odds of developing depression was set at one. And you can see that if the person had just one childhood trauma, they were two and a half times more likely to develop depression than the person who grew up with no childhood traumas. If they had two traumas that jumped higher, and those poor people who had three, all three childhood traumas, they had physical abuse, sexual abuse and their parents were violent towards each other, they were more than five times more likely to develop depression compared to the people that grew up in emotionally healthy homes. Isn't that amazing? It's so close to the American data.

Well, let's look at other disorders. So far all we've talked about is depression. What about bipolar disorder? And let me tell you, when I saw this slide it just blew me away, because what we see here is that if somebody had all three traumas in childhood, they were physically abused, sexually abused and their parents were physically violent, they were eight times more likely to develop bipolar disorder than a person who grew up in an emotionally health home, right. And that shows that bipolar disorder isn't fundamentally a chemical imbalance, it's fundamentally a problem of regulating emotions, an effect as a result of childhood trauma. And yeah, the medications can help dampen or, you know, moderate the emotional upswing. But when we look at what actually causes bipolar disorder, well, if you were sexually abused and your dad beat your mum to a pulp, no wonder you grew up with huge difficulty in regulating your emotions. The whole idea that there was this chemical imbalance really got thrown into complete and total doubt for me. Let's look at other disorders, Generalized Anxiety Disorder, same pattern, the more types of trauma, the higher the likelihood of developing GAD.

Let's look at another incredibly important area, and that is people have problems with abusing substances. And look at this graph. If somebody was exposed to all three traumas, they were physically abused, sexually abused, and they grew up with domestic violence, they were eleven times more likely to have problems with substances in adulthood than somebody who was blessed enough to grow up in an emotionally healthy home. Astounding! In this graph right here it shows that we need to fundamentally rethink how we view people with substance abuse problems, because instead of calling them horrible names like junkies or addicts, I mean junkies, that means human garbage. That's awful! Instead, we should think about these people as people with childhood trauma, who have dysfunctional methods of coping with that pain. Because really that's what it is. Look, if you had all three types of trauma you were eleven times more likely to abuse substances than somebody who didn't. And this has incredible implications for our society.

I mean there's so much about a war on drugs. Seriously! Really! I mean it's not about a war on drugs, it's that these people have had trauma and they need to have that trauma treated. And if you grab traumatised people and you throw them in steel cages and then you lock them up for 10 years, that's just going to increase their trauma. It's not going to heal their trauma. It's not going to actually solve the problem. It's just going to make the problem worse. And guess what, people; the problem of substance abuse is getting worse over time, not better. Why?

Because you're taking people who are traumatised in childhood and then have this dysfunctional, yeah, it is a really bad method of coping with that trauma. And then you're traumatising them all over again in jail. It's not working. Or substance abuse problems are called brain diseases. Rubbish, rot, completely false. It's not fundamentally a brain disease. I mean, yes, using substances heavily changes the brain. But it's not a disease like malaria or polio or, you know, mad cow disease or something. No, it's a dysfunctional method of coping with childhood trauma.

And suicide attempts, look at this, if somebody was exposed to all three types of trauma, they were twenty-seven times more likely to attempt suicide than somebody who didn't. This is almost a complete photocopy of the data from America. This is amazing, in science to get such a precise replication of results. And again it made me, when I think of this data and then when I worked in a psychiatric hospital, it just makes me angry to see that people who attempted suicide were often characterised as manipulative. No, they were fundamentally, people with a great deal of psychological injury; they didn't know how to ask correctly for what they needed. But they were acting out of pain, not out of some clever cunning way to lock people in or twist their thinking around or that sort of stuff.

Let's look at other areas. Any mental disorder at all, they used the structural clinical interview for diagnosis. So a standardised, you know, good quality way of assessing any mental disorder, the exact same results, the more types of trauma that people had the higher likelihood of developing any kind of mental disorder. And look at it, you know, OCD, if you had all three ACEs you are eight times more likely to develop it. You know, Post Traumatic Stress Disorder, well, that's a surprise, seventeen times more likely to have PTSD than somebody who didn't, phobias, ten times more likely, attention deficit, four times more likely, eating disorders, eleven times more likely. I mean the instance of sexual abuse and people with eating disorder problems is rampant and learning disability, right. Well, no wonder if you're growing up in a home filled with fear and chaos and disorder, it's no wonder that the brain has difficulty absorbing information. And it's got an increased likelihood of all that stress and trauma shifting the brain and making it more difficult to learn and process information. So we've been looking at childhood trauma and the huge impact that it has on developing mental health problems.

Well, what about stressful life events? I mean life goes through ups and downs. And Dr. Ron Kessler, he is an interesting guy. He is the most widely cited researcher in the whole world in the field of psychiatry, okay. And he hasn't done this just once or twice, for 10 years in a row he is quoted more often than any other researcher in the field of psychiatry. It's phenomenal. He must be a raging workaholic. I mean just reading the titles of his publications, that'll take you hours, right, never mind the enormous amount of work that's gone into these publications. So what we're talking about is the best researcher in the field of psychiatry, what does he have to say about the causes of mental health problems? Well, what he did was he followed 2,000 twins for a year. And you might be thinking, ooh, twins, you can study genetics with twins, right, because you have fraternal twins or identical twins. And what he did was he assessed the onset of depression and severe life event, okay. So what he wanted to do is find out, well, which is important, is it genetics, because you can determine genetics from a twin study, or is it life events, right, so a very well done study.

And he looked at all sorts of different, you know, severe life events in adulthood, such as being assaulted or serious marriage problems or financial problems, illness or death of a close relative. And he followed these people along for a year. And what he found was that was when

there's no stressful life event, okay. Then the people at the highest genetic risk of depression, about 1% of them slid into depression in a month where there wasn't any stressful life event, they're just sort of going through life and it was okay and then they slid into depression. And the people at the lowest genetic risk, if there was no stressful life event, 0.5% of them slid into depression in that month, okay. So that's kind of the base rate, so genetics plays a role. Let's look at the impact of stressful life events. If a person experienced an assault or they lost their job or, you know, a close relative died, they were fourteen times more likely to develop depression than in the month where life is calm. That's astounding. And yeah, genetics plays a risk, but stressful life events are fourteen times more powerful than genetics in determining if somebody has depression or not. So that shows the huge impact of these life events relative to genetics.

Now, there's other stressful life events and these can come from the work environment. And I don't know about you, but, man, I see so many people who are horribly anxious or severely depressed because of their boss. And one group of researchers in Denmark, they followed people for two years to evaluate this. And this was a really well done study. They followed over 4,000 employees for two years, so a nice longitudinal study. And they asked them all sorts of questions, you know, they assessed their age and gender and previous depression. Oh, that's a good idea, and familial depression and alcohol consumption and traumatic life events. And they had them fill in personality inventories, looking at neuroticism and on and on and on. So they assessed these people very thoroughly at the beginning of the study. And they also asked them about procedural and relational justice. Now, these are \$10 words, actually that's okay, you guys all have university degrees, don't you? So I can use these kind of hard words. But procedural justice is if you think that the policies in the workplace are fair. Relational justice is if you think that your boss is fair and trustworthy, okay.

So they wanted to see what predicts what. So they controlled for 13 other variables and two years later if somebody thought that the policies in the workplace were unfair, and they couldn't trust their boss, they were three times more likely to develop depression. That's astounding. What that shows is that unfair workplaces and bad bosses, they cause depression, right. It's a longitudinal study; you can separate out cause and effect. And if you report to a bad boss you're three times more likely to develop depression than if you report to a boss that you trust or you report to a company that treats people fairly.

So let's take a breath here, the data says several things. Childhood traumas, adverse childhood events, they're a huge factor in lifetime risk of depression, anxiety, nearly any mental health problem. Stressful life events, if you get walloped with one of those, man, your risk of developing depression goes up fourteen fold, and if you report to a toxic boss you have triple the risk of developing depression. What we have here, ladies and gentlemen, is three different strands of research coming together, okay. And they're going to point to an incredibly powerful conclusion. And therefore psychological injuries are the single largest cause of depression and nearly every other mental health problem. Now, I'm not saying that there's no other causes to mental health problems. But the research that we've gone through is extremely clear, psychological injuries are the single biggest cause of mental health problems, alright.

And if you are presenting this to a referral source, they'll be nodding their head, right, because you've laid out the research, you've laid out the science. They've seen the graphs for themselves. They've seen the charts for themselves. You've mentioned Dr. Ron Kessler's name. You've built a scientific case that backs this up. And this brings us to an incredibly

important implication for treatment, because if psychological injuries are the most frequent cause of depression and other disorders, then psychotherapy is the optimal way to deal with them. This makes sense, right, it's inescapable, right. If you're psychologically injured, only psychotherapy can heal that psychological injury, right. Like pills, they might mute or numb some of the symptoms, you know, they might stop people from having wild emotional swings or they might numb their emotions. But the pill is never going to heal the psychological injury, it can't ever do that. . It's just a pill for crying out loud. Or other interventions, they cannot heal the psychological injury. And therefore psychotherapy is the optimal way to deal with them.

And remember earlier in this webinar I talked about these big bold promises? Let's go through and review them, right. If you're teaching this stuff you automatically look like an expert. You can do this in under an hour, right. It took us significantly less than an hour to walk through all this research and because you're teaching the referral source and because you're teaching them a brand new perspective or a very different perspective, man, do you ever have status as an expert. And you didn't have to sell yourself in some greasy slimy way, no. You just taught the truth. And because of what you taught, the conclusion is completely airtight. Your therapy practice is the best way to deal with people who are in emotional distress, right. And so this is how we've fulfilled each one of these big bold promises that we talked about before. So how do you take action with all this knowledge? Well, this is the nucleus of the expert referral system. What we've walked through, it helps you to connect with referral sources, to teach the research, to position yourself as an expert. It positions therapy and your therapy services as the first choice for treatment. And because you're the one teaching it, hey, they're going to think of you first. And it allows you to handle objections and issues that can come up.

The very first time I ever presented this information to a referral source, he literally grabbed me by the elbow, dragged me down the hallway, and ordered 4 of his colleagues to listen to me. Let me tell you, I was stunned. I was kind of nervous to present it, because it was such a new perspective. But Dr. Wiese totally bought into it. The next time I presented it, I asked the doctor if he had ever seen this research. He said "I have never heard of it." A study showed that the average family doctor has never heard of this research. This vaporizes any fear about talking to doctors. They do not know anything!! It is like teaching someone from Nigeria how to ski. Even though you might be an intermediate skier, and do blue runs, you can still show them how to put on their boots and skis, stand upright, do a snowplow, and get down the bunny run. And it does not matter if the Nigerian is world champion at long jump, they do not know anything about skiing. And even if the doctor is one of the minority who has seen this research, you will be fine. When I chatted with a physician who was aware of it, she said "It is great information, but what do I do with it?" She believed the research, she just needed to be told that since psychological injury is the single biggest cause of most mental health problems, that she can refer people for psychotherapy to treat those injuries. If you teach the research on how toxic workplaces or stressful life events or childhood trauma is the single biggest cause of most mental health problems, then lawyers, doctors, and others will see you as an expert, and refer to you. And this works for whatever niche you are in. If you treat learning disabilities, you can give a talk on "A hidden cause of learning disabilities" and teach about how trauma greatly increases the risk of a learning disability.

Now, you can do this yourself. The gift at the end of the webinar contains the essential resources if you want to do this yourself. However, I developed a program to really speed you on your way. Are you ok with me sharing about this program, and how it can help you get far

more clients from referral sources, with much less effort? If so, just type “yes” in the chat box on the side. Great.

So let's hear from a couple of therapists who have used this approach to grow their practice.

So, so far I've talked to you about using this system. Let's hear from a couple of other therapists who have used and implemented this system in their practice as well.

Well, hi, everyone. It's Casey Truffo from beawealthytherapist.net. And I'm really excited to be talking to you today. I've had the opportunity for the last couple of months to be in Dr. Eric Kuelker's Primacy of Therapy Project, on how to create more demand for your services by educating the general public, and specifically physicians on how well our therapy works to solve mental health problems. Now, I think it's an amazing coaching programme. You guys know I don't do lots of video testimonials. So this is one I really believe in. Now, I invite you to take a look at it and really think about if this is something that's going to work for you. It's working for me and I'm very excited to be presenting some of his ideas to doctors in my area. And I am loving it. Now, I invite you to take a look at it, change it up for your niche and for your way of speaking. Don't just copy his stuff, make it yours. But I think you're going to find it an amazing tool for you. Take good care and I wish you great success.

*Hi there, my name is Danni Shabib and I live in British Columbia. And when I initially thought about opening up a private practice I felt completely confused and overwhelmed. I didn't know where to start. And I found myself getting really lost in a lot of blogs, you know, about how to open a private practice. And I didn't really know how to sift through the massive amounts of information; it was overwhelming, quite frankly. And reflecting on, you know, how I was trained, most of us were trained in grad school was really not how to deal effectively with the business of psychotherapy, the marketing of psychotherapy, the speaking of psychotherapy to the public. And one of the most incredible things that I got out of the coaching programme with Dr. Kuelker was to learn how to speak about what it is that we do as psychotherapists to the public in layman terms, you know, to our potential referral sources and potential clients. And it is something that I had never learned in grad school.*

*And Dr. Kuelker has a very effective and simple way, very straightforward way of helping you to communicate about what it is exactly that you do. And to do it in a way that actually communicates value in psychotherapy from both a research perspective which gives it the credibility that it needs amongst referral sources. But also in a way that isn't too overly theoretical or complicated, but in a language that the clients can understand, which I feel like is one of the most useful tools that we need as therapists, which we don't learn a lot about. And you know I certainly feel that after the programme with Dr. Kuelker, I have a newfound confidence in reaching out to the public. I've already started writing up some blogs; I'm working on recording a video. And I've found myself a really great professional network of other clinicians from different fields who are already getting a sense of how it is that I can work with them. And you know I feel so much less anxiety about opening a private practice. I couldn't recommend it more to any clinician starting out, to open a private practice. Dr. Kuelker's Primacy of Therapy is absolutely the best place to start. He really has a passion for supporting our community, so I really recommend it.*

So you're here because you want a stream of referrals that comes to your practice quickly. You don't want to sell yourself and be slimy. You want the other professionals in your community to



respect you. You plan to be in practice for a long time. And you want their respect. And if you want that kind of help to achieve your goals then let me show you how I can help you.

And the steps really, they're very manageable. Suppose you met an average of one referral source a week, now, I would often talk to four at one time over lunch. But let's just suppose that you met one referral source a week, in six months you would have 25 people referring to you. And if they referred one client every month, man, your practice would be full very nicely.

The whole reason I'm doing this webinar is I wanted to bring it to our whole profession and then all of us therapists can reach the public. Then we therapists, we're the first choice for treating mental health problems. And instead of people getting interventions that they don't actually want and they don't like the side-effects, they get the healing that lasts because their psychological injuries are being healed through psychotherapy.

I want you to be a success story. I want your clients to be well. And as a result I'm offering in-depth, focused coaching for you and a small group of other therapists. I want you to be strong and confident and clear about the tremendous value of therapy services compared to other interventions. Because once this group of therapists, once they know the expert referral system, they will experience what it's like to have referral sources sending them clients on an ongoing basis.

So let's look in more detail at the Expert Referral System. What is in it? Well, it's a coaching programme.

In Module 1 you will learn how to prepare to meet referral sources. And in this module we'll walk through incredible science where you will learn more than physicians about the causes of cancer, heart disease, COPD and more. It'll be an astonishing boost to your confidence that you know this science and they don't. You'll also learn how to handle objections and issues that physicians raise or that other professionals raise to you. One of the elements of this module, it's really cool; you can become immune to rejection. Seriously, just no fear of rejection, you'll be able to connect with every person that you can. And I know that, before I figured out this trick I was anxious about calling to set up an appointment to meet a referral source. Once I learned it, that fear was gone. You'll also receive a full slide deck for your use. All the slides that you will ever need are created to just download them, tweak them, adjust them a bit, put your logo on it, you're good to go. And once your fear has gone then you can meet referral sources quickly. And they'll even talk about you. It's really interesting, just a couple of weeks ago a client came in and said, "Hey, my physician referred me to see you. Her name is Dr. blah, blah, blah." I had never ever heard of Dr. blah, blah, blah." And I said, "Oh, I haven't met her." And this client said, "Well, she sure knows about you." And that's fascinating because people talk, in a professional community, they'll talk. And then that amplifies your expert status and even more referrals come in as a result.

Module 2 is about the paper persuaders. There's all sorts of sample rack cards, prescription pads, summary sheets, journal articles, right in the membership site, you can download them immediately, tweak them, put it on your own logo. What's so neat about these is that the physicians will hand out, for example, prescription pads. And literally last week a client came in and said, "My doctor referred me to see you six months ago and I've finally decided to come in." In their hand they were holding a tear-off from my prescription pad. It's so neat that other people are handing out your materials. They're steering potential clients to you. And what's really cool about the paper persuaders is the journal articles, that significantly amplifies your

status as an expert. If you just leave a copy of a journal article from say the American Journal of Psychiatry on the desk of a physician, your status as an expert really gets burnished, really gets amplified at that point.

Module 3 is the research anxiety reduction intervention. And I know one of the things that makes people nervous is research. Don't worry, that's the whole point of this module is to reduce your anxiety, help you to feel comfortable. If you've followed the slides along earlier today, that's all that you need to know. And we'll go in more depth, more detail. You can ask any question you want. Remember, this is in-depth, focused coaching. I want you to be completely comfortable. And any objections that come up, we'll walk through the significant solid studies that crush them down. And once you know the research, you just have so much more confidence because your status as an expert will be clear in your mind. And you won't be nervous. You'll be, hey, I have crucial knowledge to share with you.

Module 4 is we'll go through why therapy seriously is blatantly superior to pills for depression, insomnia, panic disorder and more. Yeah, I know, that's a big claim. And I wouldn't make it unless I could back it up and show you the data. You'll learn it. And again that will amplify your confidence. There's multiple research studies, there's not just one or two little ones, with a small sample size or dodgy methodology, no. These are major research studies that show the excellence of therapy. And a lot of people are nervous. Well, I don't know all the research. That's okay; I will teach you the single most important thing to look for in a research article. You can find it in 30 seconds. And you can size it up and just slash it down. You can put it in its place, in its proper context so quickly. You don't need to be afraid that you don't know all the research. I'll teach you the research you need to know and I'll teach you how to put any opposing research into its proper place.

Now, I have to give you a side-effect warning, okay. This module might make you so confident that you might just start veering into the side of arrogance, okay. So just remember that other people have been misinformed, okay. And your job here is to educate. And I know, you know, you have to give the standard disclosure of side-effects, may cause drowsiness, you know, do not operate heavy machinery. And so the side-effect warning for module 4 and indeed for this whole coaching programme is do not become arrogant about it. This is about confidence and about education and reversing all the misinformation that is out there.

Module 5 is taking your message to the public. And in five minutes you can make a phone call and get all the media coverage you want once you know what to say. And if you have that single sentence or those two key sentences mapped out in your mind, bang. I'll teach you the formula that has worked every time for me to be on TV. And any time I needed to be on TV, I simply use this formula, boom, there is a TV crew in my office within the next two days. If I didn't need to be on TV, I wasn't on TV, right. But every time I needed to get my message out, I just use this formula; there is a camera crew in my office. So one time I talked about the need for employers to treat their employees well so that they didn't cause anxiety and depression. We looked at that research earlier. And wouldn't 15,000 clicks on a news article about your message be really nice to have? You'll learn how I use this formula and I got that level of traffic. You can get massive publicity in just a couple of days. It's stunning. Once you know what the media wants you can just turn media attention on like a tap. And if you don't need media attention you just turn the tap off and it stops.

And if you need more coverage from newspapers or that sort of stuff to get your message out, you just turn the tap on. There's very simple, once you have a clear idea of what media want and how to navigate what they want without getting sucked into their agenda you can manage it like a pro. And the whole point of taking your message to the public is so that Joe and Jane Public hear the message, because they have been so misinformed as well. And you can get people to see their own need for therapy without being manipulative. And there's a specific handout for your talk. And when you give it out to the audience that is there to listen to you, it will permanently, I mean permanently tilt your audience to your therapy practice. They won't go elsewhere first, they'll think about you. You'll be top of mind. And I gave a talk more than a year ago; I'm still getting clients coming in from that one talk. And you'll learn how to handle the Q&A with the public like a pro. One time I did a Q&A that went on for 45 minutes. And somebody came up to me and says, "Man, I've done public speaking and I would never do Q&A for 45 minutes. I don't know how you dared to do that." Well, this module will teach you how to handle the Q&A looking at objections and concerns that come up, and how to turn them around into points that really support therapy and amplify your position. And you don't need to have fear about the questions from the public. And the nice thing about taking your message to the public is you open up a brand new stream of referrals, all these people, all these members of the public see your expertise. And they will then come to your practice.

And finally, Module 7 has a different tone to it. This really is about applying it to therapy. And I'll share some of the tips about how you can use the research to help reduce shame in your clients. So often I hear clients saying, "I shouldn't feel this way." And then when I walk through the graphs it helps reduce the shame. That's a powerful method to decrease that false guilt. And also you can help them navigate the tension between past injuries and their responsibility in the present day to take steps to improve their psychological health. When people are too heavily on one side or the other of this tension it can really slow them down in therapy. And finally, by understanding all of their psychological injuries and working through them, that'll maintain clients in therapy. We've all had the experience of clients being in therapy for a little while and then they leave. And we know for sure, not all of their issues have been addressed. And this is one way of just going through all of their issues and sustaining their healing until it is complete.

Now, you might have gotten the impression that, wow, there's a lot of stuff here. You're right. I have spent hundreds of hours reading the journals to find this information. I mean seriously, you probably have an exciting and full social life. I've spent nearly every single Saturday night reading psychiatry journals. If you were to call me up at 8:30 on a Saturday night, I'm not at the movies or the concert or doing cool things. No, I am actually reading journal articles, I know, it's really lame. However, it just is what fascinates me, because I'm reading another article and going, oh, wow, this shows that therapy is really helpful in this situation as well. And it took a lot of time to pull out this information, to make the graphs, to distill it into a presentation. I tested it out. I got feedback. When people raise concerns or objections I thought of responses to give to them.

Now, you actually do have the option to do this all yourself. The information is on Google Scholar, look at the list of references and stuff at the end of the webinar. You can do this yourself. But you've got to ask, what is your time worth to you? I mean we don't often think of that way, but it's very crucial to remember, time is money.

And for me, depending on my activity, my time is \$3 to \$4 a minute. So every 60 seconds, that's worth \$3-4 for me. And out of all the hours that I put into this, that's about \$40,000 worth of my time to create the programme to this level, to create the slide decks, to write and rewrite the sample cards and get feedback from people on, "Hey, what do you think of the content on that card?" And they'd say, "Well, this is too wordy." And so I'd go back and I'd rewrite the sample cards and creating the handouts, and thinking of the tips and the tricks to use in giving this presentation, in learning all this content. That's what I invested into this program.

And it's not just about saving time and money; it's about earning money so much faster. Just think through for a couple of seconds, how much money does your practice bring in if you're fully booked? Okay. Just think of how many slots you have, your hourly rate, what does that bring in per month?

So let's look at the numbers from my practice. And in August last year, I earned \$23,012.50. And I spent \$1,990.50 on various office expenses, rent, reception, that sort of thing. That resulted in a profit in August of \$21,022. That's what my practice brings in when I'm fully booked. And, yes, this is August; this is the height of vacation season. The sun is hot, the lake is beautiful. My practice was booked solid. What would it be like for you if your practice was fully booked?

Because once your practice is full, let me tell you, things really change. I noticed all these changes happening in me once I was consistently booked two weeks in advance.

I slept so much better, right, because the bank account was healthy. You can also offer more pro-bono slots. You're not worried about losing money because there's lots of it in your bank account and so you can see more pro-bono clients if you want. You can be more choosy about the clients that you can see. You might refuse to work with certain agencies or organisations. People line up to see you. There is a very fascinating phenomenon because the message is if something is scarce it's valuable. And when people call and they're told that my first opening is six weeks away, man, they book in right away. They've got their name on that short notice cancel list because the message is, hey, if it's tough to get in to a restaurant then the restaurant must be good, right. It's just a fundamental way of how we're wired that scarcity implies that something is highly valuable.

So in the Expert Referral System, you're not just getting the coaching and the modules, I'm giving various bonuses. There's a closed Facebook group, you can post any question you have, you will get support on a daily basis from me. I mean I do spend a little too much time on Facebook, you know, like honest confession time. So why not utilise my addiction to help you? I'll be in there every single work day on Facebook. If you have a question, you post it, I'll answer and then the entire community of us can benefit. And we can trade tips with each other. Each person will have their own experiences and we really are so much stronger when we give each information and encouragement and tips along the way.

Another bonus is a video on "Meet the demand for therapy better than 99% of therapists". I have looked at the websites for over 250 therapists and I see something extremely important missing. And you can just make a few simple tweaks to your website and that will really draw more clients into your practice. So there'll be two key things that I talked about in this video. If you just implement one of them, 30% more clients will book into your practice. I've got the data to demonstrate it. I'll share it in this video. You can get that.

Another video will be on “What professionals want.” You’ll understand a lot more detail what the needs of the professionals are. Now, once you know what their needs are you can meet those needs, you’ll get clients faster as a result.

Bonus 4, a free website review, as I told you, I’ve looked at over 250 therapist websites. What I’ll do is I’ll spend 30 minutes reviewing your website, offering tips, how to improve it so that it turns people that visit on your website into clients. For example, if you’re listed on a big directory like Psychology Today and somebody clicks through four or five different websites, you really want your website to pop out at them and draw them into your practice. Unfortunately we’re not trained in doing this in graduate school. This will be part of that additional supplementary training.

Bonus 5 is a video interview for an hour with Dr. Raquel Muller, with study guide, on how she crushed her fear, and impressed doctors. That went so well, I did another interview with Monica Wood, who also took the Expert Referral System, and there is a study guide with that as well. These are worth \$200.

Okay. Now you’re probably wondering, what does this cost? I mean there’s a huge amount of time and money that went into developing the Expert Referral System. There’s all these modules. The bonuses alone are worth \$675. And the price is \$995, everything included, 995.

And like I said, I want to help you to grow your practice and get the message out to the public about the superiority of therapy.

Now, if you go through the course and you don’t have a huge boost of confidence and you don’t get a level of knowledge that you never have and if you don’t get extra referrals, then contact us. We will give you a full refund within 30 days of purchase. We don’t have the right to hold onto your money if we don’t give you something of serious benefit. I’ll just ask a couple of questions to get feedback so that we can improve it. I’m really focused on getting feedback to improve what we’re doing. And just to verify that you did three modules of the course to confirm that you gave it a fair shot. You listened in on the modules. If you couldn’t make it you listened to the recordings, you absorbed some of the information. If you gave it a fair shot, man, I’m happy to refund the money if it wasn’t of value. I want to make sure that you feel really confident, that you recognise there’s no risk at all to you. I just want to eliminate that concern, that fear.

And I want to take this to another level. I mean I really, really want to help you grow your practice. And I see you and all the other therapists as we can now be advocates for therapy. We can really help clients to get the healing that they hunger for, three times as many people want therapy compared to pills. And yet so many more people get pills than therapy. So we can speak up about the truth.

So I want to encourage you to light your star. Let it shine out in front of everybody. The first 10% of people to use the system in a meeting with a referral source to walk through the slides and explain it to a physician will receive all of their money back. Yeah, seriously, I will send you a cheque back for \$995. And you might be thinking, what! No, seriously, zip me an email, we’ll chat about your experience, because I’m so excited to hear what it was like for you. And what are things that can be done to improve and help make it smoother for other people. I gain that way. You gain because now you’re motivated to take action. And you’ll be thinking, wow, if I just give this information out I’ll get my money back, if I do it fast, take action, get it done early. And most importantly, the public gains, because they are now hearing the truth about how helpful your therapy services are.

So let's look at the Expert Referral System. What's included? For \$995 you get seven coaching modules. They'll be given live and they'll be recorded. So if you can't make it to one live webinar, don't worry, the recording will be in the membership area. You'll get a full slide deck to use in the presentation, you can tweak it, refine it. You're good to go. There are sample rack cards, press releases, questionnaires, other paper persuaders to make sure that your message echoes and reverberates in the minds, both of the public, because they have that handout from your talk and in the minds of the referral sources. You get a full library of research articles and that will impress the socks off the referral sources. Every single work day you can get support through closed Facebook group, there is a bonus video, how to meet the demand for therapy better than 99% of therapists, just one tip in that video will increase the number of clients coming into your office by 30%. And once you understand what professionals want, again you will get more clients. I'll offer a free website review to people that email me a link to their website. That way you can really optimise the likelihood that visitors turn into clients and they don't just click away and go someplace else, because they're not connecting with your services.

A full 30 day refund, there is no risk to you. If you give the program a fair shake and you find it just doesn't help you, I'll be happy to refund your money. And light your star, yes, take action. If you're in the first 10% of the people that sign up, who give a presentation, I'll send you all your money back. I really want to encourage you to get your message out about what really causes mental health problems and how you as a therapist are in the best position to heal them. You just cannot lose.

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