

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.

Tuition for the More Patients Course:

\$ 2,500 for the first doctor

Additional staff tuition:

\$ 1,050 for 2nd doctor

\$ 750 for first staff person

\$ 300 for each additional staff person

Total Tuition	Dr.	_____
	+ Staff #1	_____
	+ Staff # 2	_____
	+ Staff # 3	_____
Total		_____

Dr. Name _____

Assistants _____

Name on CC _____

CC # _____

VISA MC Exp Date ____ / ____ 3# code _____

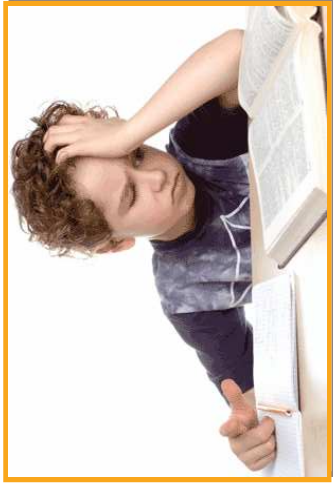
Signature _____

Email _____

**To register: Fax form to 760-240-4794
Or enroll by phone direct at 949-244-3214**

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: Numerous hotels are located near the course site. We will email a list to you.



Lecoq Practice Development
Presents their acclaimed

More Patients Breakthrough Course

September 23, 24, 25, 2011

Office of James Mayer, O.D., FCOVD
Agape Learning & Optometry Center
501 Marin Street, Ste. 205
Thousand Oaks, CA 91360

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.

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

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

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



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

SAW WAS
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**DYSLEXIA or
REVERSALS**

How to Identify Visual Limitations that Restrict Reading and Learning

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!

Thomas D. Lecoq, M.Ed.
Vision Therapy Administrator
2000 S. Bascom Ave., Suite 100
San Jose, CA 95128
Tel: 408.255.1000

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

Attention: Parents, Teachers, and Professionals! This is the only book that explains how to identify and treat the underlying causes of ADD/ADHD. It's the only book that shows you how to use the most effective, non-pharmaceutical treatments available. It's the only book that shows you how to use the most effective, non-pharmaceutical treatments available. It's the only book that shows you how to use the most effective, non-pharmaceutical treatments available.

VISION IS LEARNED-EXPERIENCE

Learn to read, write, and spell with confidence. This program is designed to help students who struggle with reading and writing. It includes a variety of activities and exercises that are fun and engaging. It's the only program that shows you how to use the most effective, non-pharmaceutical treatments available.

Certificate of Participation

John Benitez
Vision Therapy Administrator
2000 S. Bascom Ave., Suite 100
San Jose, CA 95128
Tel: 408.255.1000

I would appreciate your publishing the following endorsement in your next issue.

OH-THOSE ACHING EYES To prevent or cure computer vision syndrome, the author provides a variety of practical, non-pharmaceutical treatments. What can be done to prevent or cure computer vision syndrome? The author provides a variety of practical, non-pharmaceutical treatments. What can be done to prevent or cure computer vision syndrome?

ALSO ADDRESS: FROM THE EDITOR OF DATE

The book is available for purchase at a special price for those who purchase it through the publisher.

Dear Mr. Benitez:

Mr. John Benitez, Editor
2000 S. Bascom Ave., Suite 100
San Jose, CA 95128
Dear Mr. Benitez:

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 Amee at 760-686-4648 to set a time.