

## **45. QUESTIONS TO ANSWER FOR MARKET ANALYSIS WHEN ADVERTISING**

**TO REACH QUALIFIED PROSPECTS TO FILL YOUR OFFICE,  
IT IS ABSOLUTELY NECESSARY TO TARGET THAT PROSPECT  
WITH ACCURACY.**

**You are in business to generate revenue from prospects  
that YOU turn into patients. Nothing happens until a sale is  
made !**

***OR YOU ARE OUT OF BUSINESS !***

**You can waste thousands of dollars in advertising when  
you are not using the strict guidelines designed to reach your  
target market accurately.**

**WE GIVE YOU THE QUESTIONS THAT YOU MUST  
ASK YOURSELF BEFORE YOU PROMOTE  
YOUR SERVICE.**

**These all important questions keep you from “stabbing in  
the dark” and wasting money, while giving you the greatest  
“bang for the buck !” Keep your office full of prospects !**

**We present a very extensive and organized list of  
advertising parameters that must be used in your market  
analysis.**

**Your competitor analysis (manuscript #44) will be used in  
conjunction with your marketing analysis to develop the  
highest sales efficiency for your clinic.**

***DOMINATE YOUR MARKET WITH THIS  
HEAVY HITTING INFORMATION !***

**THIS IS A MUST READ !**

**IF YOU NEED HELP FEEL FREE TO**

**CONTACT US AT:**

**[GARYHEAR@AOL.COM](mailto:GARYHEAR@AOL.COM)**

**OR**

**JUST CALL US:**

**210 - 869 - 3030**

***WE ARE SO HAPPY TO HELP YOU WIN !***