

# Beat doing nothing.

The Switching Map for concierge & DPC practices

Your real competition is the doctor they have and doing nothing. Make choosing you the easier path.

## 01 Name the real competition.

The doctor they have, doing nothing, and the practice across town.

What the doctor they have still gives them: \_\_\_\_\_

What doing nothing costs them: \_\_\_\_\_

Doing nothing is easy and free. That's the choice you're actually up against.

## 02 List what they'd lose.

Everything that stops when they leave the doctor they have.

They'd give up: \_\_\_\_\_

\_\_\_\_\_

The history, the desk that knows their name, the specialist already in motion.

People weigh the loss first and heavier.

## 03 Make the leaving easy.

Say what carries over, out loud, on the site and in the room.

We move: \_\_\_\_\_ Who does it: \_\_\_\_\_

Where we say it: \_\_\_\_\_

"We move your records. We call your old office. Your prescriptions carry over."

## 04 Make it easy to defend.

Write the sentence they'd say at the kitchen table.

Their sentence: \_\_\_\_\_

\_\_\_\_\_

Underneath every question is one more: will I feel foolish if this goes badly. Answer that one.

## 05 Set the standard.

The site and the meet-and-greet both say what carries over.

One person owns moving records and calling the old office.

Every prospect leaves with a sentence they could repeat at home.

*You don't have to be the best. You have to be the one nobody would regret.*

What we'll say carries over: \_\_\_\_\_

Who moves the records: \_\_\_\_\_ Live on the site by: \_\_\_\_\_