

Write the fee sentence.

The Fee Sentence for concierge & DPC practices

One sentence that puts the number next to what it buys and how to stop paying it. Write it, test it, put it on the page.

01 What the fee says now.

Find your fee the way a stranger would, starting from your homepage. Count the clicks.

Clicks to the number: _____ What sits next to it: _____

The first word a stranger would use for it: _____

A fee that is hard to find says you are embarrassed by it, and that they should be too.

02 Decide what it should say.

A fee isn't a number. It's a sentence.

The kind of practice this is: _____

The kind of person it's for: _____

A low fee says basic. A high fee says not for people like me. Decide which sentence you mean.

03 Write it.

"Two hundred a month. That includes every visit, every call,
and my cell phone number. Cancel any month."

The number: _____ How to stop paying: _____

What it buys, in one breath: _____

Our sentence, first draft: _____

If it needs an asterisk, it isn't finished.

04 Test it.

Read it to three people who aren't patients. Ask what kind of practice they pictured.

Person 1 pictured: _____

Person 2: _____

Person 3: _____

If their picture and yours differ, fix the sentence, not the number.

05 Set the standard.

The sentence sits on the fee page, one click from the homepage, with no asterisk.

No "call for details." The person never calls.

The fee is never lowered to fill the panel. Lower says less, not better value.

Say the sentence plainly and let them decide whether it's about them.

Our fee sentence, final: _____

Where it goes first: _____ Who rewrites it when the fee changes: _____