



# How To Make Money Selling Medical Marijuana

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MarijuanaDoctors.com has launched a nationwide sales network giving any individual over the age of 18 the ability to now make money or supplement their income, with medical marijuana.

Individuals now have the once-in-a-lifetime opportunity to make ancillary money by introducing the physicians they know and have relationships with, to medical marijuana and MarijuanaDoctors.com (MD), and all the network's services. MD provides you with all the tools — including the necessary marketing materials and documents, accounting and legal forms — you will need to start your business venture.

## The Booming Medical Marijuana Industry

Medical cannabis is a rapidly expanding industry, and highly profitable sector, and because medical marijuana can only be recommended to a patient by a certified physician, sales consultants now have a unique opportunity to make residual monthly commissions simply by explaining the benefits of medical cannabis to a doctor, and subsequently signing them up to MD's network. By working with the physicians you know and who are already in your network, you will not only be earning a monthly commission, you will also be helping to bring compassionate care to other patients in your state.

So, if you are a true believer in the medical benefits of cannabis and respect that it is a medicine — that can only be recommended to a patient by a doctor — and that it is a safer alternative to the addictive, toxic and potentially fatal pharmaceutical drugs traditionally available to patients suffering from debilitating conditions or terminal illness, and are looking for an at-home way to supplement your monthly income, now is the prime time to **become a sales representative for MD.**

## The Medicine of Prescribing Marijuana

With medical pot now legal in 28 states, and the District of Columbia, the tide has definitely shifted and it is only a matter of time before the remaining states follow suit and legalize medical weed too. Everyday more people are discovering the benefits of medical marijuana treatment, and more doctors are being asked to recommend it. The public consensus on the medical use of pot has most definitely shifted favorably, and the only thing now holding most physicians back from recommending weed to their patients, is a lack of understanding of the State's mmj laws, and lack of reference detailing the physician's certification process for recommending marijuana to their patients. All physicians need in many cases, is simply the right documentation and information.

Given this fact, now is the ideal time to be signing up physicians to the only nationwide network of marijuana doctors. This opportunity is not

only placing sales people in an advantageous position to ride the medical green rush wave, but it is also giving a whole industry of professional sales people nationwide, the opportunity to now get in on the action too.

## How to Become a MD Sales Representative

If you are ready to take the next step, then review MD's marketing material and familiarize yourself with its content, by downloading MD's **Marketing Book**. Step two, distribute the material to the physicians you have a relationship with. Once a physician decides to implement medical marijuana into their practice, all you need to do is register the doctor through your online sales portal, and MD will take care of the rest, seeing to it that the physician receives all the training necessary to optimally use the network's many components and features.

Once the corporate team at MD receives the registration information from a physician you have signed up, both you and the physician will receive an email co-ordinating and scheduling a convenient time for the doctor and his staff to participate in a screen-share demonstration and digital walk through of the program. MD encourages all sales reps to attend these sessions in order to better understand how our system works, and better understand the different services we provide.

## The Sales Pitch to Physicians

MarijuanaDoctors.com provides marijuana doctors with a turn-key set of tools, that allows physicians to understand the parameters of prescribing medical marijuana in their state and gives them the ability to start seeing patients immediately, by providing physicians with everything they need to generate recommendations, validate patients and establish a digital footprint in the medical marijuana industry.

Furthermore, MD was developed and optimized under the #1 search term in the industry "**Marijuana Doctor**" — and it is the oldest and largest doctor directory for medical marijuana, in the world. When a doctor signs up and joins the network, the doctor's location and association to medical marijuana is instantly created by means of Google's indexing of this SEO search term, which immediately starts generating the exposure the physician will need to connect with local patients seeking compassionate care. To better understand Search Engine Optimization (SEO), download MD's **Guide to Understanding SEO**.

## Why a MD Subscription Sells Itself

MD not only saves doctors who are expanding into this industry, time and thousands of dollars in start-up costs, but because the majority of American medical marijuana patients nationwide have found their marijuana doctor via our companies app, mobile or web properties, a

MD subscription basically pays for itself ensuring a return on the physician's investment.

MD Offers **3** Entry-Level  
**Monthly Subscription Options**

Ranging in Price From

**\$895.00 — \$1995.00**

Sales Rep Responsible for  
Creating The Account Will Receive

**10-20%**

**Monthly Residual Commission**  
**&**

You're Earning Potential Doesn't Stop There!

Build a Team Underneath You!

**... Refer a Friend ...**

**Sign Up Another Person to Do  
Sales Underneath You & Also Earn**

**10%**

**Override on Their Commission**

**EVERY MONTH**

Make Easy Money Working from Home

"From baby boomers to millennials, working from home is the most in-demand type of work flexibility job seekers are interested in, and companies need to recognize that or they're going to lose talent, " said Sara Sutton Fell, Founder and CEO of FlexJobs. "In fact, 68 percent of recent college graduates said of all company policies, the ability to work remotely has the most positive impact on their interest in an employer. It is a trend that is here to stay."

The main advantage to working as a sales distributor for MD, is the ability to earn thousands of dollars each month with as little or as much efforts as you desire, or find the time for. Other key benefits to having a secondary income by working from home include the ability to spend more time with your family; operate in a more peaceful environment and less stressful atmosphere; reduce the number of distractions in your day; improve your rate of productivity; and eliminate long commutes in rush hour traffic, ultimately saving you gas, time and money.

## Be Your Own Boss

So regardless if you are new to the medical marijuana industry, are looking for part-time work as a source of secondary income, are a patient or a caregiver, a working professional or a stay-at-home mom, a retiree or a pensioner, a college grad trying to earn extra money to pay off student loans or a sales professional looking for a new market to tap into, an activist whose sole mission is to educate the community about the medical benefits of cannabis or just a couch potato looking for an easy way to earn money to fund your choice of lifestyle, its time to take advantage of this highly profitable opportunity now.

If you are a patient suffering from a debilitating medical condition, chances are you are on a strict budget, fixed income or even possibly disability, and chances are you already know and have a number of

physicians in your network. This is an opportunity to make easy money by simply signing these doctors up to MD's network, and requires minimal effort on your behalf — you could even use your next doctor's appointment as a platform to broach the subject with your physician, which means the money you make signing up your physician can go to covering the cost of the doctor's appointment itself! This new avenue of generating income will help to relieve some of the financial burdens felt by people living with chronic conditions, like you.

Likewise, if you are of a certain age in life, then chances are you too, already have a number of doctors in your network. By simply make the connection, you can now easily make extra money to cushion your golden years.

Don't wait another minute. Get started now, and **[sign up as a sales rep for MarijuanaDoctors.com](#)** today!

## Sign Up Now!

Signing up as a sales representative is a short and simple process. Don't delay, follow the step-by-step guide below and sign up as a MarijuanaDoctors.com Sales Representative now:

## Step 1

**Sign up as a new Sales Representative** by completing the form on the registration page.

## Step 2

After signing up, you will receive an email with the requirements on how to complete your registration. Please sign, complete and return to: **[sales@marijuanadoctors.com](mailto:sales@marijuanadoctors.com)**

- 1 x Independent Contractor Sales Agent Agreement
- 1 x Non Disclosure Agreement (NDA)
- 1 x **W9 Application Form**, filling Box 3 as either an individual / LLC, etc.

## Step 3

Next, download MD's **Marketing Book** and familiarize yourself with the content.

## Step 4

Now, download MD's "**Guide to SEO Sales for Doctors**" and familiarize yourself with the content.

# Now That You Are a MD Sales Rep

Congratulations, if you are still reading this then you have registered as a MarijuanaDoctors.com Sales Representative!

If, after signing up all the practitioners in your personal network, you are ready try your hand at cold call selling other physicians in your community, the next section is designed to give you the tools you will need to graduate to the big leagues.

The first step to turning your medical marijuana moonlighting into a more profitable earning opportunity, is knowing where to find leads. There are a number of factors to consider when sourcing leads.

## Factors to Consider When Sourcing Leads

Now that you are officially signed up, there are a few things you need to know. Medical marijuana programs vary State-to-State, having different qualifying requirements and allowing for different qualifying ailments, but when it comes to sourcing leads often the simplest approach is also the most effective.

Qualifying conditions vary by State, so be sure to check the list of ailments that qualify for medical marijuana in your State. That said, the

qualifying conditions typically approved by most State's, fall into the following categories of medical speciality:

**Neurologist** — Qualified to diagnose and treat:

1. **Alzheimer's disease:**

According to online sources, as of January 2016, there are approximately **5.4 million** patients diagnosed with this condition in the US.

2. **Amyotrophic Lateral Sclerosis (ALS):**

According to online sources, as of January 2016, there are approximately **30,000** patients diagnosed with this condition in the US.

3. **Muscle spasms including multiple sclerosis:**

According to online sources, as of January 2016, there are approximately **400,000** patients diagnosed with this condition in the US.

4. **Neuropathy:**

According to online sources, as of January 2016, there are approximately **24 million** patients diagnosed with this condition in the US.

5. **Parkinson's disease:**

According to online sources, as of January 2016, there are approximately **1 million** patients diagnosed with this condition in the US.

6. Seizure disorders including epilepsy:

According to online sources, as of January 2016, there are approximately 3 million patients diagnosed with this condition in the US.

**Oncologist** — Qualified to diagnose and treat:

1. Cancer:

According to online sources, an estimated 1.7 million patients were diagnosed with this condition in the US, in 2016.

**Infectious Disease Specialist** — Qualified to diagnose and treat:

1. HIV/AIDS :

According to online sources, as of January 2016, there are approximately 1.2 million patients diagnosed with this condition in the US.

**Pain Management Specialist** — Qualified to diagnose and treat:

1. Pain including acute pain, chronic pain, and cancer pain:

According to online sources, as of January 2016, there are approximately 12 million patients diagnosed with this condition in the US.

**Gastroenterologist** — Qualified to diagnose and treat:

1. [Crohn's disease](#):

According to online sources, as of January 2016, there are approximately [1.6 million](#) patients diagnosed with this condition in the US.

2. [Inflammatory Bowel Disease \(IBD\)](#):

According to online sources, as of January 2016, there are approximately [1.6 million](#) patients diagnosed with this condition in the US.

**Rheumatologist** — Qualified to diagnose and treat:

1. [Arthritis](#):

According to online sources, as of January 2016, there are approximately [40 million](#) patients diagnosed with this condition in the US.

**Psychiatrist** — Qualified to diagnose and treat:

1. [Alzheimer's disease](#):

According to online sources, as of January 2016, there are approximately [5.4 million](#) patients diagnosed with this condition in the US.

2. [Post Traumatic Stress Disorder \(PTSD\)](#):

According to online sources, there are [5.2 million](#) patients diagnosed with this condition in the US, every year.

The simplest, and cheapest method for sourcing leads, is to pick a medical speciality based on what qualifying conditions your state allows, then do a Google search based on a specific speciality and locality.

By reaching out to physicians who are already seeing patients diagnosed with one of your State's qualifying conditions, you are reaching your recommended clientele. These medical specialities are not only qualified to certify patients diagnosed with a qualifying condition, they also already have an entire network of patients with similar ailments and symptoms that they will be able to offer compassionate care too.

Another factor to consider is the location of the physician. Physicians operating in highly populated areas are highly likely to see a significant increase in revenue and patients, and would benefit greatly by joining the network. These factors make selling these physicians that much simpler.

## Helpful Tip

Before starting to work on your pitch, MD highly recommends each sales consultant first refine the list of qualifying conditions above, to the specific conditions accepted by your State's medical marijuana program. Then refine the results above from patients diagnosed with a specific

condition nationwide, to the number of patients diagnosed with that condition in your State specifically. These numbers will give the physician you are pitching, a numerical understanding of just how big the pre-existing patient pool is, in their State. To source the information, simply do a Google search e.g. "**How many patients are diagnosed with cancer in New York**".

## Perfect Your Pitch

Once you have a list of leads, its time to start perfecting your pitch. The main objective here, is to reach a decision maker, get a contact number — if possible, get the physician's cellphone number — and try to get a commitment for an appointment date/time to discuss the opportunity further.

## Know Your Sales Script

The sales script in paragraphs below, is a basic guideline designed to reach the decision maker and close the deal. Familiarize yourself with the script so that you are comfortable with the content and closing arguments.

### **— Introduction**

Good morning/afternoon, can you please let Dr. \_\_\_\_\_ know that \_\_\_\_\_ is holding? Thank you!

(If that doesn't work, politely say): This is \_\_\_\_\_, may I ask with whom am I speaking? (Once they give you their name, always address them by their name.) \_\_\_\_\_, Can you please let Dr. \_\_\_\_\_ know that \_\_\_\_\_ is holding from MarijuanaDoctors?

(If they ask where are you from or what is it in reference to): I am calling to see if the doctor is accepting new patients under the state's medical cannabis program? Please let him/her know that \_\_\_\_\_ is on the phone! Thank you!

(What is MarijuanaDoctors / what is this in reference to?): We are the #1 online referral platform for patients that are searching for a physician that is qualified to issue a recommendation for medical cannabis. Do you know if the doctor is accepting new patients under the state's medical cannabis program? Can you please let him/her know I am on the phone. I appreciate it!

(If there is no way of speaking with the doctor at that time, ask to speak to the office manager. If you are still not able to get someone on the phone, ask for the physician's email address.)

### **— Speaking to the Decision Maker**

(In the event you are connected with the doctor / office manager): Good afternoon/morning/evening Dr. \_\_\_\_\_ / (office manager's name) this is \_\_\_\_\_ with Marijuana Doctors. I was calling to see if

you are accepting new patients under the state's medical cannabis program? Are you familiar with us?

(If the doctor says YES): Then I don't have to tell you;

(If the response is NO): Marijuana Doctors is the #1 online referral platform for patients looking for an appointment with a qualified medical marijuana physician. We have been operating for over 7 years now, withstanding the test of time because we optimize our client's digital footprint on the internet building their practice; and our marketing efforts ensure that our clients connect with qualified and pre-screened patients. As a matter of fact, we have referred more than 200,000 patients since inception. We have major interest from patients in your area, seeking of a qualified physician such as yourself Why don't I start by sending you an email with links to our website, everything you need to know about us, a guide to your state's program if you aren't currently treating patients, and my contact information. What is your email address? I promise we won't spam you — it is our policy! Great! I will start by sending you an introductory email that will provide a thorough description of our services, how we refer patients, and provide you with the information you will need to get the process started. Are you available tomorrow? What time?

(If the doctor is NOT interested): Thank you for your time. If you ever reconsider you can find us on the web at [MarijuanaDoctors.com](http://MarijuanaDoctors.com)

(If the doctor says YES to another call): Thank you doctor, I will put you in my calendar for \_\_\_\_\_ at \_\_\_\_\_ AM/PM and will send a calendar

invite for your convenience. The call will take about 15 minutes or more depending on how many questions you have. Would you like to include anyone else on the call? What will be the best number to reach you on for our call? And to confirm your email is \_\_\_\_\_. Great and my name is \_\_\_\_\_. Again, I am with MarijuanaDoctors.com and my phone number is \_\_\_\_\_ should you have any questions. I will send an email out to you by the end of the day. Do you have any questions?

I have been working with physicians for a while now and I know the demanding schedules you have. On the occasion you should find some time free, please feel free to text me and I will do my best to make myself available to speak with you then. Thank you again for your time, I look forward to connecting with you again on \_\_\_\_\_!

**— If you don't get through the introduction, START HERE**

Dr (name) \_\_\_\_\_ we keep physicians who are qualified to treat their patients with medical cannabis relevant, by providing a digital footprint beyond any other's capability! May I ask? Do you at least like the idea of being able to bring in new patients, just by being found on the internet?

(If the doctor says YES): Doctor, there is no company that is more medically relevant in this space than us. We have done all the heavy lifting for you. If you are interested in creating a demand for your services and in increasing your new patient base, then consider us and

I can assure you that you will discover why we are the best at what we do!

### **— Closing**

Doctor do you see the value in a partner that can refer new patients? All I would like to do is share some information about our company that details why we are the preferred choice of physicians, that operate in this space. The work we do has been recognized by CNBC, TIME MAGAZINE, BLOOMBERG, and the list goes on! See for yourself, why we are the preferred referral platform for physicians in this space. You be the judge and jury. Now, what is the best email for me send the information to? I will send you all the information, then some time in the near future I can walk you through the merits of the platform. What is the best day and time we can schedule to further discuss our technology and services?

(If the doctor is interested): Marijuana Doctors is the #1 online referral platform for patients looking for an appointment with a qualified medical marijuana physician. We have been operating for over 7 years now, withstanding the test of time because we optimize our client's digital footprint on the internet building their practice; and our marketing efforts ensure that our clients connect with qualified and pre-screened patients. As a matter of fact, we have referred more than 200,000 patients since inception. We have major interest from patients in your area, seeking of a qualified physician such as yourself Why don't

I start by sending you an email with links to our website, everything you need to know about us, a guide to your state's program if you aren't currently treating patients, and my contact information. What is your email address? Great! I will start by sending you an introductory email that will provide a thorough description of our services that will explain how we can refer you patients.

(If the doctor is NOT accepting): Would you consider helping those in need while growing your practice?

(If the doctor says NO): Thank you for your time. If you ever reconsider you can find us on the web at MarijuanaDoctors.com

(If the doctor says YES go right back to the close paragraph above)

(Then if the doctor is receptive or says YES): For now please educate yourself with the materials I am sending so that you can understand why we are the trusted source for physicians to market their practice.

What email should I send the information to?

(If the doctor gives any REBUTTAL, repeat/acknowledge what was said): How important is obtaining new patients to you? Our TURN KEY SOLUTION, dominates in every category! All of the patients we assist are very sick individuals living with debilitating conditions and many cases, terminal illness. Our purpose at MD is to help these individuals receive the compassionate care that EVERY human deserves! I say this with great enthusiasm because not only do patients and their families thank us but so do all of our doctors, too!

(Close): I respect that, but let me say this: The medical profession is in JEOPARDY of losing its clinical autonomy and fair compensation. What type of marketing are you currently doing to bring in new patients, the lifeblood of every business? The Physicians in OUR network who have adopted modern medicine and modern means of advertising, have dramatically increased their revenues! This is the same play; with different actors in it. If you take into consideration the collective number of patients currently diagnosed with a condition that qualifies for medical marijuana in our State, we are looking at a number somewhere around (\*round-up the number of patients diagnosed with each qualifying condition in your state, for more information on how to do this, see the Helpful Tip in the section above\*) \_\_\_\_\_ patients. If we look at the number of patients diagnosed with the conditions that are treatable by your medical speciality, the number is over (\*round-up the number of patients diagnosed with qualifying conditions that can be treated by the physician's medical specialty\*) \_\_\_\_\_. Doctor (name) wouldn't you like to provide compassionate care to a percentage of the \_\_\_\_\_ patients that are in your area?

If (State you are in) \_\_\_\_\_ is like the other (\*give the collective number of legal mmj States to-date\*) \_\_\_\_\_ States that have adopted a Compassionate Care Act, doctors that participate will see a substantial increase in both REVENUE AND PROFIT! The primary reason we have an **85%** client retention rate!

Don't miss out on the fastest growing area of medicine doctor. I am in the office early and leave late so I am available to speak to you before or after hours — whenever is most convenient for you. All I need is 15 minutes of your time to walk you through the services we offer.

(Close sale — no matter what they say): Doctor (name / office manager name) \_\_\_\_\_ between over-regulation, taxes and dwindling insurance reimbursements, I get it! You have an EXTREMELY tough job! I assure you that EVERY DOCTOR that has incorporated our services into their practice, has received a positive return on investment (ROI) and expanded their current services, by providing patients with the compassionate care they deserve! History has proven; not adopting new standards of modern medicine, causes a wave of failed doctors as well as a number of EXTREMELY successful ones! Please read the writing on the wall. The information I am sending will only help to further educate your knowledge base and understanding. Please take this seriously, there are people suffering who deserve a safer solution. What is the best day and time we can schedule to further discuss our technology and services?

(Close sale): Doctor, would you like to grow the number of new patients your office treats? Because I have NO DOUBTS, that if you are interested in growing the QUALITY and QUANTITY of patients in your practice, that you will see us as a major asset. I am in the office every

day, some Saturdays and even sometimes on Sunday. We have more than a 300,000 patients depending on US to refer them, and that number is growing daily! They trust us! Our technological suite is one of a kind! Second to none!

Simply review the materials I send you to be better informed and give me just 15 minutes of your time to walk you through the services we offer — services that will inject a new stream of income into your practice. We are the number 1 online referral platform in this niche market — soon to be mainstream!

(Close sale — no matter what is objected to, repeat that you understand): Doctor, I respect that you initially feel \_\_\_\_\_ and that you are not convinced we can do what I say we can. I don't blame you, you have no doubt heard many empty promises through the years, but MD is different. We act as a trusted resource — an intermediary if you will — connecting qualified patients in need, with certified physicians capable of providing compassionate care. This means a consistent flow of new patients. What I am sending you will bring you up to speed on something that could benefit your patients today! Are you in the office in the evening, or should I call in the AM before you see patients? You tell me!

(Close sale): Just like in other states, insurance doesn't cover medical cannabis treatments. The patients we refer do not agree, but they do

understand — we are completely transparent. Doctors typically charge between \$200-400 for initial medical cannabis consultation, and \$100-300 for follow up visits. YOU determine your pricing! All I am doing today, is sending you the terms of the State's mmj program, details about my company and research by some of the most credible institutions that exist. You be the judge and jury, you have nothing to lose! At the very least you will be better informed on the subject. What is your email address?

(If you already have the email address): What is the best day to review the details together? It will take only 15 minutes of your time.

(Close sale — no matter what they say): You aren't the first doctor to think or say that; UNTIL they had data in front of them that suggested quite the contrary!

(If the doctor is receptive or understanding): To be honest, this is a topic that sits close to home with me because \_\_\_\_\_ (\*\* tell the doctor a short personal story about what influenced your decision to participate in this compassionate cause \*\*)

Our proven referral platform has assisted a quarter of a million pre-qualified patients in our network, we are pioneers in this market, and most importantly, the patient community TRUSTS US! The information I am going to send you will bring you up to speed on your states mmj legislation, and explain how our technology and services can increase

your practice's profits and revenues. Are you available some time this week to review the details together?

(Sincere Close): We have all lost someone dear to our hearts, who could have been helped by this method of treatment. Patients who turn to medical marijuana enjoy a greater quality of life despite their condition. At the very least please review the material I am sending in case one of your existing patients ask you for a referral. Nothing makes a patient feel more secure than a doctor who truly upholds the Hippocratic Oath they took, would you agree? What is the best email address for me to send this to? What is the best day and time to further discuss opening your practice to patients in need of compassionate care?

(If the doctor says YES to a follow-up meeting/call at any time during the pitch): I would like to thank you on behalf of the patients we serve, for your time today! Within the next 24 hours you receive the information I promised. Just to repeat, your email is \_\_\_\_\_. And what is your cell phone or the best number to call on? I will send you a Gmail/Outlook calendar invite for \_\_\_PM/AM on \_\_\_ because I respect your time. On behalf of the patients we serve, I ask only that you respect my time as well by responding to the calendar invitation. I would greatly appreciate it! Thank you again for your time, have a great day.

## **— Rebuttals**

(Open — "Call from 2 of your patients"): Doctor in the past week, we have received calls from 2 of your patients expressing their interest in consulting a doctor about (State you are in) \_\_\_\_\_'s mmj program. Under HIPAA laws, I am not at liberty to divulge their names, but it is a testament of what's to come. When this happens, as a courtesy we first call the doctor of the patient who has sought us out for a referral. Rather than losing your hard earned patients, our services will help to cement these relationships further; address an underserved market; and bring new patients in the door.

History has proven; not adopting new standards of modern medicine, causes a wave of failed doctors as well as a number of EXTREMELY successful ones — the writing is on the wall! The information I am sending you will only include references from credible resources. Please take this seriously, there are people suffering who are desperate for a better solution — a SAFER solution! What is the best day and time we can schedule to further discuss our technology and services? I am free \_\_\_\_\_ at \_\_\_\_\_? Will that work for you?

(If the doctor is "NOT interested" — no matter what the rebuttal):  
Doctor, I can respect the fact that you are initially not interested, but did you know that the American Medical Association warns that the "regulatory tsunami" facing US physicians, could cut Medicare payments

by as much as 13% by the end of this decade! If the largest Medical association of physicians in the world is warning that we should be prepared for Medicare reimbursements cuts —then doctor brace yourself! Because what they don't tell you about, is the negative compounding effect that has on the value of your dollar today. You do not want to get hit by a bus you can see coming from miles away!

(Goto Rebuttal when doctor/manager brushes you off the phone): All I am asking for is the opportunity to introduce you to my firm, our cause and the services we stand behind, that will put qualified, sick, cash-paying patients in your office, for care. Please take the time to review what some of the most respected doctors in the country, are calling a MAJOR step forward in medicine!

(If the doctor wants you to call them back another time): I can have you off the phone in 2 minutes. I am going to send you some extremely informative information; then all I ask is for 15 minutes of your time to walk you through the referral process and show you how you can start using it to scale your practice. What is your email and the best number to call you on?

### **— Key Point**

Please give me 15 minutes of your time. I promise it will be worth your while and you will come out learning something. Is that fair?

## **— The SEO Sale**

Doctor have you ever heard of a term called search engine optimization (SEO)? SEO is the process of affecting the visibility of a website or a web page in a search engine's unpaid results — often referred to as "natural," "organic," or "earned" results. In general, the earlier or higher ranked a result is on a search page, and more frequently a site appears in the list of search results, the more visitors/traffic it will receive from the search engine's users. In terms of an internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into things like Google, Yahoo, BING, Safari, etc. The point here is to get as close to the front of the first page on search engine sites, like Google, establishing your presence as the goto doctor.

Now if you Google "medical marijuana doctor," you will see that MarijuanaDoctors.com comes up on the first page. Now I'm going to let you in on a little secret doctor — it's not because we lucky. It is because we are the first-of-our-kind and the best at what we do! Search engines place a lot of emphasis on "first-to-market" domains and optimized keywords. Fortunately for us, we are the only nationwide network of marijuana doctors, and when it comes to medical marijuana, the most commonly searched phrase online is "Marijuana Doctor". And when it comes to marijuana doctors, there is only 1 site that ranks at the top — [www.MarijuanaDoctors.com](http://www.MarijuanaDoctors.com). Don't take my word for it doctor, do the search and see the results for yourself! Open an incognito/private

browser window and type the search query, "**Marijuana Doctor**" into Google and hit return. All I am asking for is 15 minutes to walk you through how our technology and services can generate new patients and revenue for your practice. We have created a technology-based platform, combined with a patient-centric referral network, that connects you with patients that really need a treatment plan you can provide. In other words, we have created a niche market for those seeking treatment for serious health issues, and who are willing to pay cash for treatments. Given the current state of health care, wouldn't you agree that cash paying customers are as good as gold?

### **— Key Questions To Help You Better Understand The Doctor's Business**

- ... How do you currently market your practice?
- ... Are you a solo practitioner or are you part of a group?
- ... How many new patients did you acquire in the past 1 / 3 / 12 month(s)?
- ... What are the biggest challenges your practice has?
- ... How has Obama Care affected your practice?
- ... How has the Affordable Care Act affected your practice?
- ... How much do you know about medical cannabis?
- ... Where could you use help in your business?
- ... Do you prefer cash over insurance?
- ... Do you use social media to drive revenue?

- ... Do you have a 24 hour telemedicine platform?
- ... Do you have an APP that allows users to find you on the web?
- ... Have you seen insurance reimbursements shrink in size?
- ... What is the biggest obstacle your practice has to overcome?
- ... How informed are you on the latest developments with medical cannabis?
- ... Does writing prescriptions for opiates ever concern you?
- ... Do you feel you are current on the advancements in medicine?
- ... What do you know about medical cannabis/marijuana?
- ... How much do you know about the State's medical marijuana program?
- ... Has the cost of doing business gone up for you? What have you done to combat this?
- ... What concerns do you have about your profession? What keeps you up at night?

### **— Segues**

- ... Let me ask you a question?
- ... I completely understand, but hypothetically speaking...
- ... Does it make business sense?
- ... Do you like the idea of?
- ... Let me say this...
- ... Point taken, however don't underestimate...
- ... Why don't we...

## **— Legal Position for Doctors Concerned with Prosecution**

On August 29, 2013, the US Department of Justice's (DOJ), Deputy General James Cole, issued the federal government's clearest statement to date. In the **memo to all US States Attorneys**, Cole addressed all federal enforcement activity, including civil and criminal prosecutions, for marijuana laws in all states. The guidance applies to states with medical marijuana laws as well as states that have passed ballot initiatives to legally regulate the production, distribution and sale of marijuana for non-medical use by adults. The memo makes it clear that the federal government will not interfere with a medical marijuana program unless the program violates certain federal enforcement regulations.

## **"CONANT VS WALTERS" —**

The Ninth Circuit Court of Appeals held that the federal government could not punish, or threaten to punish, a doctor merely for telling a patient that his or her use of marijuana for medical use is proper. However, because it remains illegal for a doctor to "aid and abet" a patient to obtain marijuana or conspire with him or her to do so, the court drew the line between protected First Amendment speech and prohibited conduct as follows — A physician may discuss the pros and cons of medical marijuana with his or her patient, and issue a written or oral recommendation to use marijuana within a bona fide doctor-patient relationship without fear, of legal reprisal.

# The Next Step

Now that you know your sales script, have baited your hook and are fishing for physicians, there are a few things you need to know about the steps that follow successfully reeling in a catch!

## Emailing The Physician

Now that you have the physician's contact information, it is time to send your email. The following email below, has been compiled to give physician's a broad overview of our company and the services we offer. Take care to edit the email so that it reflects the information of the State that the physician is in.

**Also ensure to remind the physician that, in the event they should register on their own, to select your name in the "Sales Representative" field!**

Hi Doctor \* EDIT NAME / OFFICE MANAGER NAME

Thank you for taking the time to speak to me today. As promised, here is all the information you will need to make an informed decision about becoming a Marijuana Doctor.

Medical cannabis is a rapidly expanding industry, and highly profitable sector, and because patients can only become medical marijuana cardholders by being certified by a licensed physician, marijuana doctors are essentially the gatekeepers to this new, and emerging medical marketplace.

Medical marijuana is now legal in 28 states, and DC. The tide has definitely shifted and it is only a matter of time before the remaining states follow suit. Everyday more people are discovering the benefits of medical marijuana treatment, and more doctors are being asked to recommend it. In many cases, the only thing holding physicians, such as yourself, back from recommending marijuana to a patient, is a lack of understanding of the State's mmj laws, and lack of reference detailing the physician's certification process for recommending marijuana to a patient. In many cases, all many doctors need, is simply the right documentation and information.

We offer a turn-key set of tools, that will allow you to understand the parameters of prescribing medical marijuana in your state and gives you the ability to start seeing patients immediately, by providing you with everything you will need to generate recommendations, validate patients and establish a digital footprint in the medical marijuana industry.

MarijuanaDoctors.com respects that medical marijuana is a medicine — that can only be recommended to a qualifying patient by a doctor — and that it is a safer alternative to the addictive, toxic and potentially fatal pharmaceutical drugs traditionally available to patients suffering from debilitating conditions or terminal illness.

MarijuanaDoctors.com was developed and optimized under the #1 search term in the industry "**Marijuana Doctor**" — and is the oldest and largest doctor directory for medical marijuana, in the world! For a clearer understanding of what that means and why it is important, please review MD's **Guide to Understanding SEO**.

We offer 3 entry-level monthly subscription options, in addition to membership options for featured listings and telemedicine. For more information about these membership options, please review MD's **Marketing Kit**.

Please visit our website for more information about who we are, what we do, and why we are the BEST at what we do!

- **About MarijuanaDoctors.com**
- **Why Doctors Choose MarijuanaDoctors.com**

For a clear understanding of how your State's medical marijuana program works; who qualifies for a medical marijuana card; and

what the State's law says about medical marijuana, please visit our website: **The New York Medical Marijuana Program** \* EDIT THE STATE AND LINK TO CORRECTLY REFLECT THE STATE THE PHYSICIAN IS IN

I look forward to the opportunity to walk you through how our technology and services can generate new patients and revenue for your practice. MD is a technology-based platform combined with a patient-centric referral network, that connect you with patients that really need a treatment plan that you can provide. In other words... We have created a niche market for those seeking alternative treatment for serious health issues and are willing to pay cash for treatments.

In the event you decide to **register on your own**, please select my name as your "Sales Representative".

If you have any questions, feel free to contact me anytime. I look forward to speaking with you again soon.

Kind regards,

\* EDIT TO REFLECT YOUR FULL NAME

\* EDIT TO REFLECT YOUR CELLPHONE NUMBER

Be sure to add your name and best contact number to the bottom of your email, then insert the "Representative of MarijuanaDoctors.com" signature, as per below — download [PNG](#) signature file.



## Registering a Physician

Once a physician you are working with decides to implement marijuana into his medical practice, the first thing you need to do is email the physician, MD's "Marketing Success Agreement".

The email below, has been compiled to provide the physician with clear instructions on what forms to complete and where to send them.

**\* Please ensure to Cc [sales@marijuanadoctors.com](mailto:sales@marijuanadoctors.com) on the email you send to the physician:**

Hi Doctor \* EDIT NAME / OFFICE MANAGER NAME

Congratulations on making the sensible decision to become a  
Marijuana Doctor!

Please review the subscription agreement attached below, and return  
the signed and completed copy to **[sales@marijuanadoctors.com](mailto:sales@marijuanadoctors.com)**

If you have any questions, please feel free to contact me — I am  
available anytime.

Kind regards,

- \* EDIT TO REFLECT YOUR FULL NAME
- \* EDIT TO REFLECT YOUR CELLPHONE NUMBER



Again, please be sure to add your name and best contact number to  
the bottom of your email, and then insert your Representative of MD  
signature.

The next step, is registering the doctor through the **online sales portal**. To do this, fill out all the required fields and under "Sales Agent" select your name, then submit the information by clicking the "Register Now" button.

## Information You Will Need to Register a Physician

As mentioned previously, the aim of this 4-Step process is to collect as much information as possible but if anything is left out, the practitioner will be able to edit the information once the account is active. That said, here are a some key points to keep in mind, when completing the practitioners registration:

1. Firstly, ask the physician / DO / naturopath (NMD) / Nurse Practitioner / or medical professional that will be seeing patients, to provide you with an email address that will be used as the accounts user ID — the practitioner will use this unique identifier as their username for logging into MD. All email alerts and system notifications for everything from

The screenshot shows the MarijuanaDoctors.com website with a navigation bar at the top. Below the navigation, there's a section titled 'Join Marijuana Doctors Today!' with a sub-section 'Connect with Patients Seeking Medical Marijuana'. This section includes a brief description of the service and four bullet points detailing its features: 'Practice Listing & Profile', 'Preferred Patient Placement', 'Pre-Screened Consumers', and 'Recommendation Letter Generator'. Below these features is another section titled 'What Other Doctors Are Saying:' with a short testimonial. At the bottom of the form, there are several input fields for 'First Name', 'Last Name', 'Email Address', 'Phone Number', 'City/State/Zip', 'Password', 'Confirm Pass.', and 'Your Sales Representative'. There's also a checkbox for 'I agree to the Terms and Conditions' and another for 'Yes! I would like to receive the Marijuana Doctors newsletter. Privacy Policy'. A large blue 'Register Now!' button is at the bottom right.

notifying the practitioner of a new appointment request, to patient correspondence, scheduling information and more, will be sent to this address, so ask the practitioner for an email address that is closely monitored, so that the email alerts can be addressed in an orderly and timely manner. Another important factor to take into consideration is that the email address will appear on all appointment confirmation emails sent to the practitioner's patients — for this reason, we strongly advise against the use of a personal email address for these purposes, and highly recommend that the practitioner select one that is secure and in compliance with receiving patient's medical data and records. In some cases the practitioner may ask if they can list more than one email address for notification purposes. Explain to the practitioner that only 1 email address can be associated with an account, however, by simply opening their email account's settings, they can opt to forward emails from a specific sender — in this case [info@marijuanadoctors.com](mailto:info@marijuanadoctors.com) — to one or more additional email addresses of the practitioners choosing. Please note, this is something that the practitioner must do in the settings of their email account. For additional help and instructions on how to do this, we recommend the practitioner search the HELP section of their email provider,

as instructions on how to do so vary from one provider — i.e. aol, gmail, hotmail, msn, outlook, yahoo, etc — to the next.

2. Ask the practitioner to provide you with the name of their practice.
3. Ask the practitioner to provide you with the practice's logo, in either **PNG** or **JPEG** format.
4. Ask for the full physical address of the brick-and-mortar location, where the practitioner will be seeing patients.
5. Ask the practitioner to provide you with the best contact information for the practice:
  - a. Telephone Number
  - b. Fax Number
6. Ask the practitioner what price they would like to charge for each type of appointment:
  - a. Initial Patient Appointment
  - b. Follow-Up Visit
  - c. Recommendation Renewal — State law requires that after a period of time (the length of time varies depending on the state), all medical marijuana patients must renew their recommendation / medical marijuana card.
7. Ask if the practitioner offers telemedicine / telehealth appointments — for more information about telemedicine visit **Telemedicine Info** in MD's Resources section.

8. Ask the practitioner what methods of payment the practice will accept, i.e., Cash, Credit Card, Check, PayPal, etc.
9. Please note and inform the practitioner, that the following information will be not published anywhere on the site, and is strictly for verification purposes only:

  - a. Date of Birth
  - b. Medical License Number
10. Enquire if, for purposes of SEO, we may use the practitioner's name to create a unique bio for the account's profile page, under the "Cannabis Doctor Info" (**example of a bio**) section. This bio highlights important and relevant information about the practitioner and their practice, and also adds credibility and an added layer of transparency.
11. Ask the practitioner if they have any specific requirements or office policies outside of meeting the state's requirements — i.e. all patients must have medical records and meet the age requirement, to qualify for the state's medical marijuana program — including things such as: no-show fee; cancellation fee; require patients to be 18 or older and if a patient is a minor, require the legal guardian be present at the time of the evaluation appointment and to give consent; etc.

## Completing The 4-Step Registration Process

You will then be walked through a 4-Step process to complete the registration sign up:

### Step 1 — USER INFO

The screenshot shows the MarijuanaDoctors website with a navigation bar at the top. The main content area displays a horizontal navigation bar with four steps: Step 1 (USER INFO), Step 2 (PRACTICE INFO), Step 3 (CALENDAR), and Step 4 (DOCTORS). Each step is represented by a circular icon with a corresponding image (a clipboard, a telephone, a calendar, and a doctor profile). Below each icon is the step number and name. The 'USER INFO' step is highlighted with a red circle around its icon. The 'USER INFO' form is shown below, containing fields for Legal Entity Name, Entity Type, and State of Incorporation, all of which have been filled out. A 'Save >' button is visible at the bottom right of the form.

My Account | Log out  
Welcome back, TEST

Enter Zip Code

f g+ t v w n

ABOUT FIND A DOCTOR LEGAL STATES PENDING STATES RESOURCES NEWS/BLOG PRODUCERS ADVERTISE FACTS SEE DOCTOR NOW

Step 1 Step 2 Step 3 Step 4

USER INFO PRACTICE INFO CALENDAR DOCTORS

**USER INFO**

**Legal Entity Name\*** TEST PRACTICE  
This is the name of your business.

**Entity Type\*** Sole Proprietorship

**State of incorporation\*** California

Save >

The goal of this process is to collect as much information as possible, that said, doctors may not always have all of the relevant information handy, or in some cases, they may not have decided on a pricing structure yet, if so, don't worry nothing is set in stone — be sure to let the physician know that will be able to edit the information at anytime.

## Step 2 — PRACTICE INFO

The screenshot shows the MarijuanaDoctors website interface. At the top, there's a navigation bar with links for 'ABOUT', 'FIND A DOCTOR', 'LEGAL STATES', 'PENDING STATES', 'RESOURCES', 'NEWS/BLOG', 'PRODUCERS', 'ADVERTISE', 'FACTS', and 'SEE DOCTOR NOW'. There's also a search bar labeled 'Enter Zip Code' and social media links for Facebook, Google+, Twitter, YouTube, and RSS. Below the navigation, there's a horizontal navigation bar with four steps: Step 1 (User Info), Step 2 (Practice Info, highlighted in red), Step 3 (Calendar), and Step 4 (Doctors). Each step has an icon above it: a clipboard, a telephone, a calendar, and a doctor's profile. The main content area is titled 'PRACTICE INFO' and includes a placeholder for an 'Update Practice Logo' with a browse button 'Choose File' and a message 'no file selected'. There's also a small thumbnail of the logo.

This step will collect information about the practice's office policies; pre-visit requirements; practice details and contact information; pricing schedule; and practitioner's professional information, including such things as, the number of years that the practitioner has been in business, details of any hospital clinic affiliations and professional associations.

## Step 3 — CALENDAR

The screenshot shows the MarijuanaDoctors website interface. At the top, there's a navigation bar with links for 'ABOUT', 'FIND A DOCTOR', 'LEGAL STATES', 'PENDING STATES', 'RESOURCES', 'NEWS/BLOG', 'PRODUCERS', 'ADVERTISE', 'FACTS', and 'SEE DOCTOR NOW'. There's also a search bar labeled 'Enter Zip Code' and social media icons for Facebook, Google+, Twitter, YouTube, and LinkedIn. Below the navigation, there's a horizontal navigation bar with four steps: 'Step 1' (User Info), 'Step 2' (Practice Info), 'Step 3' (Calendar, highlighted with a red circle), and 'Step 4' (Doctors). Each step has a corresponding icon: a clipboard for Step 1, a telephone for Step 2, a calendar for Step 3, and a doctor's portrait for Step 4. Under each step, there's a link to its respective section: 'USER INFO', 'PRACTICE INFO', 'CALENDAR', and 'DOCTORS'. Below this, there's a section titled 'CONTACT INFORMATION' with fields for 'Street Address\*' and 'Apt/Suite #'. The 'CALENDAR' section is described as follows:

**CONTACT INFORMATION**

Street Address\*

Apt/Suite #

The purpose of this step is to collect the contact information about the practice's physical office location; patient billing information; and the location's office hours.

## Step 4 — DOCTORS

The screenshot shows the MarijuanaDoctors website interface. At the top, there's a navigation bar with links for 'ABOUT', 'FIND A DOCTOR', 'LEGAL STATES', 'PENDING STATES', 'RESOURCES', 'NEWS/BLOG', 'PRODUCERS', 'ADVERTISE', 'FACTS', and 'SEE DOCTOR NOW'. There's also a search bar labeled 'Enter Zip Code' and social media icons for Facebook, Google+, Twitter, YouTube, and RSS. The main content area features a horizontal navigation bar with four steps: 'Step 1' (User Info), 'Step 2' (Practice Info), 'Step 3' (Calendar), and 'Step 4' (Doctors). Each step has a corresponding icon: a clipboard for Step 1, a telephone for Step 2, a calendar for Step 3, and a doctor's portrait for Step 4. Below this, there are input fields for 'Full Name (e.g. Dr. John Smith)\*', 'Date of Birth\*', and 'Gender:'. There are radio buttons for 'Female' and 'Male'. A small 'Attach an Image' button with a file input field is also present.

My Account | Log out  
Welcome back, TEST

Enter Zip Code

ABOUT FIND A DOCTOR LEGAL STATES PENDING STATES RESOURCES NEWS/BLOG PRODUCERS ADVERTISE FACTS SEE DOCTOR NOW

Step 1 Step 2 Step 3 Step 4

USER INFO PRACTICE INFO CALENDAR DOCTORS

Full Name (e.g. Dr. John Smith)\*

Date of Birth\*

Gender:

Female

Male

Attach an Image Choose File no file selected

The final step captures information about the practitioner who will be seeing patients. Starting with the basics i.e. name, date of birth, gender; and then moving onto information about the practitioners medical qualifications and certification, including what medical school the practitioner graduated from, the number of years the practitioner has been in practice, whether or not the practitioner is board certified, what state the practitioner is certified in, the practitioners medical license number and tax ID number.

# Mission Complete!

Once the 4-Step registration is complete, and the corporate team at MD receives the contract and registration information, both you and the physician will receive an email co-ordinating and scheduling a convenient time, for the physician and his staff to participate in a screen-share demonstration and digital walkthrough of the program. As mentioned previously, MD encourages all sales reps to attend these sessions in order to better understand how our system works and to better understand the different services we provide.

