

## Economic Downturn Is an Opportune Time To “Invest” in Success

Troubled economic times drive many people to an excess of caution. Yet these are the times when great fortunes are made.

A question worth considering is, how does that translate to taking vision therapy out of the doldrums and up to a new, higher level of activity?

During this recession, we've fielded many calls from cautious doctors whose therapy numbers were depressed. Here's what we've told them: NOW is the time for developmental optometrists to effectively broadcast the vision therapy message whenever and wherever they can in their practice and community. And if the practice includes primary care, its time NOW to learn to effectively generate therapy patients from that base as well.

Some doctors have been stopped from acting by scary recession stories. Others give one or more of the following reasons for not taking action:

- 1: They'd tried, but the results weren't worth the effort.
- 2: Even their “best” presentations produced few patients.
- 3: They had very limited ideas about how to market Vision Therapy.
- 4: Circumstances never seemed just right to take action.

Here are our recommendations for each of these conditions...

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# Give More Children Brighter Futures



## Lecoq Practice Development

### And you don't have to do it all alone!

- Dramatically increase therapy enrollments
- Develop an inspired, proactive and supportive staff
- Free up time for family and other interests
- 100% return on investment in 4-8 weeks
- Extended phone support for implementation
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- Complete training, materials and software included

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phone consultation with Thomas Lecoq.**

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our free demonstrations and select practice forms.*

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### **Therapist Training in Your Office**

**On Your Schedule,  
Using Your Equipment,  
Reflecting Your Philosophy**

Growth requires developing new therapists. Our Lyna Dyson, 2008 COVT of the year, gets new therapists up to speed quickly with individualized instruction.

### **More Patients Breakthrough Course**

**January 29, 30, 31, 2010  
Charlotte, NC**

***Other Course Dates and Registration Details at [idealvt.com](http://idealvt.com)***

Our 3 day workshop teaches how to speak powerfully to parents, educators, professionals and rehab specialists. Every single person who attended this course raves about the value they got from participating.

You'll also receive an abundance of scripts, demonstrations, handouts, public relations materials plus coaching so you can start building immediately.