

**COMPREHENSIVE**

# **OUTLINE FOR EASY PATIENT DRIVES**

**\$50 VALUE**

*DR. HIGHTOWER'S method*

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**HELLO!**

**THANK YOU FOR YOUR TIME!**

**MY NAME IS DR. HIGHTOWER FROM GreenOnline  
DoctorEvals.COM BASED OUT OF TUSLA, OK. I'M ALSO  
LICENSED IN MISSOURI AND MY ONLINE SERVICE THERE  
IS MissouriCardOnline.COM.**

**PLEASE TAKE A FEW MINUTES TO REVIEW THE  
FOLLOWING INFORMATION WHICH I'M CONFIDENT  
WILL HELP YOUR BUSINESS GROW USING MY  
SUCCESSFUL, STRATEGIC METHOD FOR PATIENT DRIVES.**

**I OFFER TWO WAYS FOR US TO COLLABORATE.  
FREE OF CHARGE.**

**1. I HELP YOU WITH YOUR PATIENT DRIVE LOGISTICS AND BASICALLY HELP YOU IMPLEMENT A FULLY TURNKEY DRIVE SO THAT YOU OR YOUR STAFF ISN'T BOGGED DOWN DEALING WITH ANY OF IT. IT'S KINDA LIKE A DRIVE ON AUTOPILOT (WHERE I DO THE HEAVY LIFTING) WHILE YOU RECEIVE THE BENEFITS THAT A DRIVE BRINGS IN REGARDS TO INCREASING YOUR EXPOSURE TO NEW CUSTOMERS.**

**OR**

**2. FOR THOSE NOT INTERESTED IN A DRIVE, I OFFER A DISCOUNTED VISIT, LISTED BELOW, WITH ONGOING PATIENT SUPPORT FOR ANY APPLICATION HICCUPS AFTERWARDS. I DON'T SEND ANY PATIENT BACK TO YOU FOR PROBLEMS OR QUESTIONS IF I CAN HANDLE IT, WHICH IS 99% OF THE TIME.**

**BOTH WAYS OFFER BENEFITS TO YOU AS DESCRIBED HERE. THE DETAILS ARE AS FOLLOWS.**

- 1. A SINGLE, ONE-TIME PATIENT DRIVE OR ONGOING, MONTHLY (OR EVERY 2-4 MONTHS) DRIVES, WHICH CAN BE EITHER “ONLINE, STAY-AT-HOME DRIVES” OR “ONLINE, PATIENT ON-LOCATION” DRIVES WITH THE DOCTOR’S FEE AT \$40.**
- 2. NON-DRIVE PATIENTS \$49 PHYSICIAN VISIT.**
- 3. APPLICATION SUBMISSION IS \$40 EXTRA FOR DRIVE PATIENTS AND \$50 FOR NON-DRIVE PATIENTS.**
- 4. STATE FEE IS EXTRA**

**NO STRINGS ATTACHED. REMEMBER, DRIVES GROW YOUR CUSTOMER BASE SO IT’S EXTREMELY IMPORTANT TO STAY AHEAD. PATIENTS ARE ALWAYS LOOKING FOR DISCOUNTS AND IF YOU HAPPEN TO BE THE DISPENSARY ON YOUR BLOCK OR TOWN OFFERING RECOMMENDATION VISITS THEN YOU’LL SHINE, ESPECIALLY IF YOUR**

**REPUTATION IS “REGULAR DRIVES”. I EXPLAIN HOW IMPORTANT IT IS TO HAVE REGULAR DRIVES AND WHY THIS IS A SMART MOVE FOR YOU. MONTHLY OR QUARTERLY DRIVES ARE NOT COMMON FOR MANY DISPENSARIES AND THAT’S CRAZY!**

I’LL PLAINLY LAYOUT ALL THE STEPS THAT WORK VERY WELL FOR ME AND FOR THE SEVERAL DISPENSARIES WITH WHO I SUCCESSFULLY WORK WITH ON AN ONGOING BASIS, BOTH IN OKLAHOMA AND MISSOURI.

SINCE THE LOGISTICS OF DRIVES CAN VARY, **DISPENSARIES USUALLY WANT TO KNOW HOW THIS WORKS - THIS IS THE PURPOSE OF THIS LETTER.** MOST DISPENSARIES REALLY CANNOT INVEST A LOT OF TIME INTO STAFF HANDLING THE LOGISTICS OF A DRIVE AND THAT’S WHY I’M HERE!

**UTILIZING MY SERVICE, UNLIKE OTHER SERVICES, YOUR STAFF CAN CONTINUE TO PERFORM THEIR NORMAL DUTIES SEAMLESSLY BEFORE, DURING, AND AFTER THE DRIVE.**

FOR YOUR PATIENT DRIVE, IF PATIENT TURN OUT IS HIGH AND SATISFACTORY FROM A LOGISTICAL STANDPOINT THEN CONSIDER ONGOING DRIVES. THIS LETTER IS MOSTLY ABOUT THE LOGISTICS TO MAKE A DRIVE VERY SUCCESSFUL IN YOUR AND THE PATIENTS' EYES, AND LESS ABOUT ADVERTISING STRATEGIES.

## **PRE-DRIVE STEPS**

WITH AT LEAST 4-WEEK NOTICE (PREFER 5-6 WEEKS)

- CONTACT ME WHEN YOU WISH TO HAVE THE DRIVE**, WHETHER ON A WEEKEND (FRIDAY OR SATURDAY - RECOMMENDED) OR WEEKDAY. I RECOMMEND ADVERTISING HEAVILY AT LEAST 3 WEEKS IN ADVANCE; SOCIAL MEDIA AND IN-STORE. OF COURSE, I'LL DEFER TO YOU ON HOW AND WHEN YOU ADVERTISE. I'LL

DEFINITELY POST ON MY SOCIAL MEDIA.  
HOWEVER, A GREAT SETUP FOR A DRIVE IS ONLY AS GOOD AS THE ADVERTISING STRATEGY USED, BUT GENERALLY, AN IN-STORE DISPLAY WELL SEEN AND REGULAR SOCIAL MEDIA POSTS ACROSS A FEW PLATFORMS IS ALL THAT'S NEEDED. I WILL PROVIDE THE DISPLAY (AN 8 ½" X 11") AT NO COST TO YOU. IF YOU WISH TO MAKE YOUR OWN THAT'S FINE.  
SECURING A DRIVE WITH ME IS BEST DONE VERY EARLY DUE TO LIMITED SLOTS. IF LESS THAN A 4 WEEK NOTICE I MAY BE ABLE TO ACCOMMODATE BUT NO GUARANTEE.

- ONCE WE HAVE CONFIRMED THE DRIVE DATE, YOUR STAFF DOES THE FOLLOWING:**
  - WRITE ON MY BUSINESS CARD THE DAY AND WHAT TIME THEY CAN SCHEDULE** AS YOU MAKE PATIENTS AWARE OF THE DRIVE. IN MY EXPERIENCE,

IT'S BEST IF BUDTENDERS ARE PROACTIVE AND ASK, "DO YOU NEED YOUR CARD RENEWED?" AND GET STAFF IN THE HABIT OF LOOKING FOR CARDS WITH UPCOMING EXPIRATIONS. I RECOMMEND KEEPING A LOG TO REACH OUT TO THEM 1-3 MONTHS PRIOR TO THEIR EXPIRATION IF ABLE. THE GOAL WITH THIS STRATEGY IS TO HELP FILL THE SLOTS OF UPCOMING DRIVES.

- **EXPLAIN TO PATIENTS TO SIGN UP ONLINE** AT THE WEBSITE HERE [WWW.GREENONLINEDOCTOREVALS.COM](http://WWW.GREENONLINEDOCTOREVALS.COM). FOR MISSOURI IT'S [WWW.MISSOURICARDONLINE.COM](http://WWW.MISSOURICARDONLINE.COM). THE WEBSITE IS LISTED ON THE BUSINESS CARD AS YOU SEE. IF SOMEONE'S CARD DOESN'T EXPIRE FOR 3 MONTHS I CAN STILL SEE THEM AS LONG AS THEY APPLY WITHIN 30 DAYS OF THE CARD EXPIRATION DATE. AGAIN, BE ACTIVE TO REACH OUT TO THESE FOLKS TOO.

- **PATIENTS SIMPLY FOLLOW THE STEPS LISTED ON THE WEBSITE TO SCHEDULE FOR DRIVE DAY.** THEY ARE TO SELECT AND BOOK “I’M A DRIVE PATIENT” AND FOLLOW THE PROMPTS. I’LL QUICKLY MAIL YOU MORE BUSINESS CARDS ONCE WE CONFIRM A DRIVE DATE. ALSO, YOU CAN TELL PATIENTS THAT WHEN THEY SIGN UP AT HOME OR IN YOUR DISPENSARY, THAT THEY ARE AUTOMATICALLY IN THE DRAWING FOR A CANNABIS-RELATED GIFT FROM ME. PEOPLE LOVE THIS AND I ENCOURAGE YOU TO USE THIS AS PART OF YOUR ADVERTISING. I DO COOL CANNABIS POSTERS OR PENS. I RANDOMLY PICK TWO FOLKS FOR THIS EVERY DRIVE REGARDLESS OF HOW MANY PEOPLE SIGN UP. THIS BRINGS UP AN IMPORTANT POINT, MAKE DRIVES FUN! HECK, SOME DISPENSARIES PLAY COOL TUNES IN THE BACKGROUND ON DRIVE DAY IF ON-LOCATION TO LIGHTEN THE MOOD AND CREATE GOOD VIBES.



- PLAN ON 4 HOURS FOR A DRIVE, WHICH WORKS BEST IN MY EXPERIENCE FOR BOTH TYPES OF DRIVES. OF COURSE, IF YOU HAVE ANOTHER IDEA WE CAN DISCUSS IT. IF FOLKS ARE NOT ABLE TO ATTEND THAT DAY I'LL HONOR THE PRICE DISCOUNT SINCE THEY HAVE PAID ALREADY UPON SCHEDULING.

ENCOURAGE FOLKS TO SIGN UP AS SOON AS POSSIBLE TO ALLOW A BUFFER FOR ME OR YOUR STAFF TO HELP THOSE FOLKS WORK THROUGH ANY TECHNICAL ISSUES, QUESTIONS, ETC.

- **FOR FOLKS NOT TECH-SAVVY OR WHO HAVE QUESTIONS, DIRECT THEM TO ME, INSTRUCTING THEM TO FIRST TEXT ME THEIR FULL NAME AND THAT THEY'RE A DRIVE PATIENT, NAMING YOUR DISPENSARY. MY NUMBER IS LISTED ON**

**THE WEBSITE AND IT'S ALSO THE NUMBER  
BELOW.**

**THIS IS JUST ANOTHER EXAMPLE OF HOW I  
MAKE THIS PROCESS AS SMOOTH AS  
CANNABUTTER SO THAT YOU DON'T HAVE  
STAFF TIED UP TROUBLESHOOTING SIGN-UP  
ISSUES. I'LL TAKE CARE OF IT!**

A HICCUP AT TIMES IS THAT FOLKS ENTER THE WRONG  
EMAIL WHEN SCHEDULING SO IT'S IMPORTANT TO  
EMPHASIZE THAT ACCURATE INFORMATION IS  
IMPORTANT. ALSO, **FOLKS NEED TO HAVE AN  
EMAIL THAT THEY PERSONALLY HAVE  
ACCESS TO SO THAT THEY CAN FILL OUT  
THE MEDICAL FORM BEFORE THE VISIT  
AND ALSO AFTER THE VISIT TO  
DOWNLOAD THE SIGNED**

**RECOMMENDATION PHYSICIAN FORM, EVEN IF YOU OR I SUBMIT THEIR APPLICATION FOR THEM. FOR MISSOURI PATIENTS, I SEND THE FORM TO THE STATE INSTEAD AND I EXPLAIN THESE DETAILS TO ALL PATIENTS DURING THE VIDEO VISIT.**

## **DAY OF DRIVE**

**IF THE DRIVE IS “PATIENT ON-LOCATION”, PREPARE AND**

- MAKE AVAILABLE TO PATIENTS A QUIET, PRIVATE ROOM AND FOLLOWING STATE REGULATIONS. ANYTHING IN EARSHOT OF OTHER PEOPLE WON'T WORK.**
  
- FOR THE PHYSICIAN VISIT, WITH THE PATIENT ON-LOCATION, YOU'LL NEED A LAPTOP WITH A CHROME BROWSER AND**

CAMERA. CELL PHONES ON SOME TYPE OF STAND WORK ALSO WITH STRONG WIFI SINCE CELLULAR IS SKETCHY OFTENTIMES.

- **STABLE INTERNET IS EXTREMELY IMPORTANT.** AND
- **HAVE ONE OR TWO STAFF ASSIGNED TO ASSIST PATIENTS** QUICKLY DURING THE DRIVE TO ADDRESS ANY CONNECTION ISSUES MOSTLY, COMMUNICATE WITH ME IF NEEDED, AND HELP ANSWER PATIENT QUESTIONS.

HERE'S ANOTHER TIP, FOR THE COMPLETION OF THE STATE APPLICATION, NOT NECESSARILY FOR THE PHYSICIAN VISIT, LAPTOPS AND DESKTOPS WORK THE BEST OVER FIDDLING WITH A PHONE IN MY EXPERIENCE.

- **ONCE THE VISIT IS DONE, I FILL OUT THE RECOMMENDATION FORM AND SEND IT ELECTRONICALLY TO THE STATE AS IN THE CASE OF MISSOURI, OR TO THE PATIENTS'**

**EMAIL FOR OKLAHOMA FOLKS. THEN IT'S SIMPLY A MATTER OF APPLYING ONLINE TO THE STATE, WHICH I OFFER THAT SERVICE AS DESCRIBED BELOW.**

## **COST - FOR BOTH STATES**

**\$40 DRIVE VISIT EXCLUDES THE STATE FEE WITH PATIENT SUBMITTING THEIR APPLICATION.**

**\$49 NON-DRIVE PATIENTS EXCLUDES THE STATE FEE WITH PATIENT SUBMITTING THEIR APPLICATION. \$80 DRIVE VISIT IF THEY WANT THEIR APPLICATION SUBMITTED FOR THEM, WHICH EXCLUDES THE STATE FEE ALSO.** FOR NON-DRIVE PATIENTS WHO WANT THEIR APPLICATION SUBMITTED FOR THEM IT'S \$50 EXTRA, EXCLUDING THE STATE FEE.

**ADVERTISE AS YOU WISH.** PAYMENT IS SUBMITTED ONLINE UPON SCHEDULING AT THE WEBSITE.

**YES, THERE ARE CHEAPER VISITS OUT THERE FROM OUT-OF-STATE AND IN-STATE DOCS WHO JUST PROVIDE A SIGNATURE AND ARE MISSING IN ACTION WHEN THE PATIENT HAS QUESTIONS OR ISSUES AFTERWARDS. UNFORTUNATELY, THIS IS COMMONPLACE BUT I HAVE SOLVED THIS.**

**WHY I'M DIFFERENT THAN MANY OTHER CANNABIS DOCTORS IS THAT I ACTUALLY EDUCATE PATIENTS ON MEDICAL CANNABIS, TALK ABOUT POTENTIAL DRUG-CANNABIS INTERACTIONS, PROVIDE MY IN-DEPTH MEDICAL CANNABIS GUIDE, AND PROVIDE SUPPORT TO PATIENTS**

**BEFORE AND AFTER THEIR VISIT FOR NO EXTRA CHARGE. THEY LITERALLY HAVE DIRECT ACCESS TO ME.**

**IF A PATIENT WANTS MORE TAILORED, ONGOING GUIDANCE ON WHAT CANNABIS PRODUCTS TO SELECT, A VERY COMPETENT COLLEAGUE OF MINE HAS SPECIALITY TRAINING IN MEDICAL CANNABIS DOSING STRAIN AND TERPENE SELECTION AND CAN OFFER THAT OPTIONAL SERVICE. SHE ALSO DOES BUDTENDER TRAINING SEMINARS AND IS PASSIONATE ABOUT MEDICAL CANNABIS. JUST LET ME KNOW.**

**OF COURSE, YOU CAN OFFER YOUR OWN INCENTIVES TO SWEETEN THE OFFER TO PROSPECTIVE DRIVE PATIENTS, WHICH I HIGHLY RECOMMEND DOING SINCE THIS**

**HAS PROVEN SUCCESSFUL ALTHOUGH  
TOTALLY OPTIONAL.**

THE SELLING POINT IS THAT FOR STAY-AT-HOME DRIVES, THE PATIENT IS INCENTIVIZED TO TAKE ADVANTAGE OF THE DISCOUNTED PHYSICIAN VISIT PRICE THAT ON-LOCATION DRIVES TYPICALLY OFFER WHILE YOUR STAFF CONTINUES TO FUNCTION AS NORMAL. **THIS IS ANOTHER REASON THAT**

**MANY DISPENSARIES LIKE HAVING  
REGULAR STAY-AT-HOME DRIVES SINCE  
STAFF INVOLVEMENT IS VERY LIMITED.**

ONCE YOU HAND PATIENTS MY BUSINESS CARD AND WRITE THE INFO MENTIONED ABOVE, **IT'S  
ESSENTIALLY HANDS-OFF FOR YOU EXCEPT  
FOR YOUR ADVERTISING STRATEGY.**

EVEN THOUGH COMPLETING THE APPLICATION ISN'T ROCKET SCIENCE, IT DOES TAKE SEVERAL MINUTES OF DOCUMENT PREPARATION AND EFFORT AS YOU'RE LIKELY AWARE.



IN MY EXPERIENCE, DRIVE PATIENTS FIND \$40 FOR ME TO SUBMIT THEIR APPLICATION A FAIR PRICE FOR THE CONVENIENCE OF KNOWING THEIR APPLICATION IS DONE RIGHT. IF YOUR STAFF HANDLES APPLICATION SUBMISSIONS THAT IS TOTALLY FINE, AND IF YOU DON'T CHARGE FOR THAT SERVICE YOU CAN USE THAT AS YOUR INCENTIVE TO HELP INCREASE PATIENT TURN-OUT. IT'S TOTALLY UP TO YOU.

## **BENEFITS OF OUR COLLABORATION**

**1. I'M A PARTNER, FREE OF CHARGE, TO ASSIST YOU TO GET MORE PATIENTS FLOWING THROUGH YOUR DOORS VIA SUCCESSFUL, EASILY-REPRODUCIBLE, AND EASILY IMPLEMENTED DRIVES.**

**2. BASED ON MY EXPERIENCE OF HAVING COORDINATED AND**

**PARTICIPATED IN SEVERAL DRIVES, OUR ONGOING COLLABORATION CAN BE WHAT SETS YOU APART.**

**INDEED, I CERTAINLY VALUE YOUR EXPERIENCE TREMENDOUSLY SO IT'S CRITICALLY IMPORTANT TO PARTNER WITH AN EXPERIENCED CANNABIS DOCTOR WHO HAS THE SAME GOALS AS YOU. I'M A DOCTOR WHO VIEWS YOUR SUCCESS AS MY SUCCESS AND SUPPORTS PATIENTS AFTERWARDS. AND WHETHER WE THINK SO OR NOT, A PATIENT'S VIEW OF A DISPENSARY OR DOCTOR AUTOMATICALLY REFLECTS ON ANY COMPANY OR SERVICE THAT THEY COLLABORATE WITH. PATIENTS ARE LOOKING AT THE EXPERIENCE AND NOT DIFFERENTIATING EACH BUSINESS SO WE INDIRECTLY REPRESENT EACH OTHER. DON'T LEAVE IT UP TO DR. AVERAGE JOE TO**

**REPRESENT YOU! WORD OF MOUTH TAKES PLACE WELL AFTER A DRIVE IS OVER SO REST ASSURED THAT I'LL TAKE CARE OF HELPING PATIENTS AFTERWARDS AND NOT STAIN YOUR REPUTATION.**

**SO IT'S IMPERATIVE TO CONSISTENTLY SOLIDIFY YOUR DISPENSARY'S PRESENCE OVER YOUR COMPETITION USING THE POWER OF MY PROVEN DRIVE STRATEGIES AND COLLABORATION TO STRENGTHEN YOUR PATIENT BASE.**

**WITH THE OPTION OF MY STAY-AT-HOME DRIVES, YOUR REACH EXPANDS WELL BEYOND THE BOUNDARY OF YOUR PRESENT REACH OF THE LOCAL CUSTOMER BASE. THEREFORE, THE FOLLOWING FACTORS, WHICH ISN'T AN**

**ALL-INCLUSIVE LIST, CAN POTENTIALLY INCREASE FOR YOU:**

- 1. ONLINE REVIEWS**
- 2. EMAIL LIST**
- 3. SOCIAL MEDIA EXPOSURE**
- 4. ONLINE PURCHASES**
- 5. PATIENTS DRIVING OR INQUIRING FROM GREATER DISTANCES BEYOND YOUR LOCAL REACH WHICH ALL TRANSLATES INTO MORE SALES POTENTIALLY**

**I HAVE MANY OTHER VALUABLE STRATEGIES, TIPS, AND PITFALLS TO AVOID IF WE COLLABORATE WITH AN EASY PARTING OF WAYS IF YOU DECIDE AT ANYTIME TO TAKE ANOTHER DIRECTION.**

**I LOOK FORWARD TO COLLABORATING WITH YOU SO THAT “WE” CAN GAIN AN EVEN STRONGER CUSTOMER BASE AND ACTUALLY HELP FOLKS ALONG THE WAY. SO PLEASE DON’T HESITATE TO CONTACT ME AT 918-973-0831. PATIENTS ARE WELCOME TO TEXT ME ALSO. PLEASE TEXT FIRST. ANYTIME THAT YOU NEED MORE CARDS PLEASE LET ME KNOW. THANK YOU VERY MUCH FOR YOUR TIME!**

SINCERELY,

DR. HIGHTOWER

**TEXT 918-973-0831 AND I’LL GET BACK WITH YOU PROMPTLY!**

[WWW.GREENONLINEDOCTOREVALS.COM](http://WWW.GREENONLINEDOCTOREVALS.COM)

[WWW.MISSOURICARDONLINE.COM](http://WWW.MISSOURICARDONLINE.COM)

FOUNDER, CEO