Rapid-Fire Expert Exchange	
By User	**Message**
Nick Andreotta	Hi Welcome! Nick here from Tucson
Hallie Smith	Hello, hello! From San Diego.
Hallie Smith	Anyone else here, yet?
Renee Matlock	Hi!Renee from Illinois is here!
Dylan Hendricks	Looking forward to a great discussion. (from Tucson, AZ)
Carrie Gajowski	I am in St. Augustine FL.
Erica Vallin	Erica in Tucson :)
Hallie Smith	Where is everyone from?
June Starkey	Hello! June in Toronto :)
Nick Andreotta	Hi June
Nick Andreotta	!
June Starkey	Hey Nick
Debora Steinberg	Debora ny
June Starkey	:)
Deborah O'Sullivan	Deborah from Toronto, Ontario
Hallie Smith	Hello June and Deborah!
Cynthia Miller	Hi
Deborah O'Sullivan	June in Toronto! Hello from fellow Canadian!
Deborah O'Sullivan	I don't hear any audio, though...
Laura Alexander	Hi. Laura, Seattle WA
Hallie Smith	HI Laura!
Hallie Smith	Welcome
Sandy Combs	Sandy in VA
Hallie Smith	Hi Sandy!
Sandy Combs	cant hear audio
Hallie Smith	Try refreshing your browswer
Carrie Gajowski	Sandy - can you write me in the QA box?
Sandy Combs	now i can
Mary Barry	Hi. Mary from IL
Hallie Smith	great!
Hallie Smith	Hi Mary!
Carrie Gajowski	Deborah - can you write me in the QA window?

Hallie Smith	What marketing challenges, folks? What's your goal for your practice?
Hallie Smith	who tends to come to you as clients?
Nick Andreotta	Who would you like to reach that you have not been able to?
Hallie Smith	first step - find your just right client.
Hallie Smith	what is the problem that you're trying to fix?
Deborah O'Sullivan	I can submit Qs in Q & A but nothing shows up - no dialogue, or any text.
Carrie Gajowski	I just wrote you back on the QA window.
Nick Andreotta	HI Mary!
June Starkey	HI! I'm a new provider but experienced teacher in private practice. This summer is about me piloting FFW to a small select group of students who I know well.
Hallie Smith	Where do your clients spend time? Define two different clients: the student and the parent. You're mraketing to a parent.
Hallie Smith	Great, June. How did those clients come to you? ARe you looking to grow and continue in the fall?
June Starkey	YES I am going to continue...with teaching and with FFW
June Starkey	YES growing!
June Starkey	YES loving FFW
June Starkey	Sure :)
June Starkey	Students between 5 and 18, generally who are struggling with reading/literacy.
June Starkey	Some have diagnosis of APD (CAPD in Canada) and some don't.
Hallie Smith	how did those clients come to you, june?
Lila Macaluso	Of course the best way is client referral

Frances Litman	Marlene has been around for some time and so she already had an established client base. Good points you are bringing up. I need to ask her how she initially reached out to them.
June Starkey	through my website, word of mouth referrals, facebook :)
June Starkey	YES, absolutely!
Mary Barry	It's been very difficult to compete with companies that purchase site licenses and offer FFWD at a competitive price.
Hallie Smith	what do you do on your website - is it specific to a local area? care to share the URL?
Frances Litman	We have been putting on free public talks, using FB, social media, attending networking functions, keeping website active and up to date, flyers.
Lila Macaluso	My area has a parent magazine that is marketed to local physicians, etc. I have a 1/4 page ad that is really working for me.
Deborah O'Sullivan	Frances, what venues do you put on free public talks?
June Starkey	Parent magazine sounds great!
Frances Litman	Public libraries, rec centers
June Starkey	http://www.joyoflearning.ca
Deborah O'Sullivan	Thank you, Frances
Frances Litman	We tried a parent magazine several times and nothing came from it
Lila Macaluso	It's actually awesome and gives me a chance to market to my key ages
Nick Andreotta	Nice Lila!
Nick Andreotta	Thanks June!
Nick Andreotta	Frances welcome!
Lila Macaluso	I host Parent Information Sessions in the evenings - with Q&A along with info

Frances Litman	Thanks Nick and all
June Starkey	I need to update my website to advertise the FFW element of my practice...
Deborah O'Sullivan	Lila, where do you host the parent info sessions? I was thinking of our public library....
Lila Macaluso	That works, but I host them in my clinic
June Starkey	very cool :)
Deborah O'Sullivan	Great idea, Lila!
Frances Litman	Marlene has been trying to get into the schools and attending conferences and putting herself out as a speaker
Lila Macaluso	Private schools in my area has been more receptive than public schools
Lila Macaluso	Oops "Have been more receptive"
Deborah O'Sullivan	Agree, Lila.
Hallie Smith	Great suggestion: make sure you're showing up on google maps in your area.
June Starkey	Deborah, you're in Toronto, right?
Hallie Smith	thru a regional search.
Lila Macaluso	I even offer a mini lab in one private school so that parents don't even need to travel to my clinic
Hallie Smith	claim your business on a map.
Hallie Smith	great idea, lila!
Lila Macaluso	Watch out for YELP
Deborah O'Sullivan	Just northeast in Stouffville... I am at http://www.auditorypathways.ca
Lila Macaluso	I had a negative comment on that site for years without even knowing it
Hallie Smith	google your business and claim your business!
Lila Macaluso	With no way to refute the comment
Deborah O'Sullivan	Thanks for the Google tip, Hallie!

June Starkey	YES! Brilliant suggestion!
Hallie Smith	Flyers - where do you put them?
Deborah O'Sullivan	not sure how to claim the business...when I google me, I get....Me!
Hallie Smith	there's a business that will show up on the right.
Hallie Smith	(sometimes)
Hallie Smith	what's your business name?
Hallie Smith	nevermind! aud pathways, i see it...
Frances Litman	We're doing these things but it's not bringing in enough people
Frances Litman	What are mini labs?
Lila Macaluso	My company is THE READING LAB, so we call their site a "Mini Lab"
Hallie Smith	https://www.google.com/business/ce/rds1/?utm_expid=101497709-31.S-syY5OXQR2E22MK3d40vQ.2&gmbsrc=us-en_US-ha-se-z-gmb-s-z-b~z-how-u&ppsrc=GMBS0&gclid=EAIaIQobChMIs8Cgh6bL1QIVz2F-Ch0RKQ1JEAAYASABEgL_3vD_BwE&dclid=CI_k0Iumy9UCFUfWZAod2Z8CUQ&utm_referrer=https
Lila Macaluso	The trouble with YELP is that I had current satisfied clients who wanted to add their positive comments but were denied because they weren't frequent YELP users...just saying
Hallie Smith	Frances - is marlene going to private schools?
Hallie Smith	audiologists?
Hallie Smith	YELP isn't a perfect tool, that's for sure.
Frances Litman	She is but needs to expand on that
June Starkey	Folks for some reason I've lost audio. I'm going to go off-line and try to figure this out. :) See you soon.
Hallie Smith	try a quick refresh!
Lila Macaluso	I am frequently asked to do teacher inservice training at private schools

Hallie Smith	Does marlene have a local business listing?
Hallie Smith	Great, Lila! YOu're already recognized as a thought leader.
Frances Litman	Not sure about audiologists.
Carrie Gajowski	If you lose audio during the session, try refreshing your browser.
Hallie Smith	Anecdotally, I've heard that audiologists are good referral sources for APD
Deborah O'Sullivan	Frances, any questions about audiologist, I might be able to help as I am one!
Frances Litman	Good to know. I'll ask her
Frances Litman	We've been working together for about a year and Marlene originally was trying to blanket the province. Her goal was to reach as many people as fast as possible.
Frances Litman	I've been encouraging her to use the leads and network she already has and do really well with one school.
Lila Macaluso	Timing is critical with marketing...around state testing, report cards, etc. Targeting getting ready or getting skills repaired when already facing low scores.
Frances Litman	Got a 404 error on the Google link provided
Lila Macaluso	Let parents know how our solutions differ from traditional tutoring
Deborah O'Sullivan	Do any of you find that private clients who are FFW clients are permitted to complete the daily work at school (Ontario schools in question).
June Starkey	the "refresh" worked! Thank you!
Hallie Smith	I have heard of that for sure, deborah
Deborah O'Sullivan	I think the content follows the Ontario curriculum somewhat nicely.

Hallie Smith	Late Sept/October is a hugely popular time for parents to seek services.
June Starkey	Yes, Deborah. Here in Toronto for sure that happens. In many independent schools and also in some public schools. You?
Deborah O'Sullivan	June, I am somewhat new and trying to find myself as a FFW provider...mostly I test for APD.
Hallie Smith	simple wins!
Hallie Smith	get prospects to your site by outbound marketing - then use simple, broken up text - to encourage them to take action.
Deborah O'Sullivan	Many people are using their handheld devices for online searching, so optimizing for mobile devices and simple content is helpful.
Hallie Smith	(advertising, talks, etc.)
Hallie Smith	yes! great point, deborah.
Dylan Hendricks	To put it simply, your website is your brand.
June Starkey	Very cool Deborah :) I am in the midst of a website overhaul at the moment.
June Starkey	I agree Dylan!
Hallie Smith	Client nurturing system is hugely important! Build trust.
Hallie Smith	enewsletter, articles, media announcements
Frances Litman	Love your feedback on http://www.end-dyslexia.com
Hallie Smith	keep them informed of your services
Hallie Smith	you're the expert!
Lila Macaluso	I've had conversions from follow-up emails that are 'just checking in to see how it's going'
Hallie Smith	great!
Hallie Smith	timing is everything, as you've said. and personalized outreach, as well.

June Starkey	To be honest, the thing I most need is peer-reviewed literature. There was a study that was posted via Facebook earlier this summer. I really appreciated that.
Dylan Hendricks	Email is great way to keep people engaged, but also to reengage.
Hallie Smith	Great, JUne! We can keep sharing those on the Provider page.
Hallie Smith	on FAcebook. Are you on there?
Deborah O'Sullivan	Agree with you, June.
Hallie Smith	Are you familiar with the Ylinen meta-analysis?
June Starkey	Lovely, thank you. Yes, I'm on fb. Love that. Love that it's closed as well.
June Starkey	No I don't think so...
Deborah O'Sullivan	A closed FB group? Should join...
June Starkey	It's fantastic.
Deborah O'Sullivan	Is it Scientific Learning or Fast ForWord?
Hallie Smith	Yes, Deborah! Y ou must join!!!
Hallie Smith	Fast ForWord Provider Group
Deborah O'Sullivan	Thanks, Hallie!
Hallie Smith	here's a piece of research that I love: Ylinen, S. & Kujala, T. (2015). Neuroscience illuminating the influence of auditory or phonological intervention on language-related deficits. Frontiers in Psychology, 6.
Frances Litman	Wonderful marketing kit. Thank you for preparing this.
Hallie Smith	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4330793/
June Starkey	This marketing kit is fabulous! Thank you!
Lila Macaluso	Just a small version of my clinic held in the school

Lila Macaluso	Using a teacher that I train as FFWD Coach
June Starkey	Thank you so much, Hallie! Fabulous!
Nick Andreotta	Thank you Lila!
Lila Macaluso	Mini labs are held after school and sometimes during the schoolday
Hallie Smith	Do you use them ever as a marketing tool pre-purchase?
Hallie Smith	tutors rarely work on foundational skills - work with parents to help them understand that ffw gets to the root causes of difficulty.
Lila Macaluso	No I sell them a license that I oversee
Hallie Smith	i see.
June Starkey	Agree 100% Renée!
Lila Macaluso	I stress that unique difference
Lila Macaluso	Let's talk about meeting the financial needs of our clients
June Starkey	Someone posted a super lovely video on the fb group about motivating their students...loved that! Would love to chat about practical ideas about client compliance.
Lila Macaluso	I have to offer different payment plans for my parents
Lila Macaluso	In my area we're suffering from layoffs
Lila Macaluso	Our local economy is really down
Lila Macaluso	I make them sign an agreement
Lila Macaluso	that if they cancel they owe me a % of the balance
Lila Macaluso	I agree to get a hefty payment up front
June Starkey	I have been finding that as well.
Lila Macaluso	I have always given full or partial scholarships when needed, but refuse to market just to the wealthy
Lila Macaluso	Many of my clients learn to reach out to grandparents, etc

Kim Delaney	I am a new provider and am trying to decide how much I need to charge. Is anyone willing to share a range they typically charge? And what does this include beyond the lic?
Hallie Smith	June - I'm not sure we'll have time to get to compliance here, but i bet others will chime in on the FB providers page.
Hallie Smith	We also talked quite a bit about it on our first Rapid Fire a couple months ago. Might wannt to listen to that one- let me check on the link for that.
Deborah O'Sullivan	Kim, I try to be competitive with the FFW offers online as parents can simply go online to get help through Scientific Learning...
Lila Macaluso	Laughing, I have current client who held my ad for 4 years and then came back to me to enroll their child when they could afford it
June Starkey	I agree about affordability, Lila. My practice works on my firm belief that those who can pay more, should pay more (and they get platinum perks for that), and that allows me to help those kids who are not able to afford.
Hallie Smith	http://event.on24.com/eventRegistration/console/EventConsoleApollo.jsp?&eventid=1436404&sessionid=1&username=&partnerref=&format=fhaudio&mobile=false&flashsupportedmobiledevice=false&helpcenter=false&key=780C45D53BC410B840D02C3111370B76&text_language_id=en
Kim Delaney	Thanks!
June Starkey	Totally understand!
Deborah O'Sullivan	June S I would love to connect with you outside of this session, if possible...
June Starkey	Yes--cool!
June Starkey	Me too Deborah!

Hallie Smith	Thank you all so much for participating!
Dylan Hendricks	Thanks, everyone!
Deborah O'Sullivan	I am excited to begin to recommend FFW to more parents of the kiddos I test!
June Starkey	This was superb! Thank you everyone! Well worth my time!
Deborah O'Sullivan	Motivating and helpful...
Frances Litman	Thanks for including me in the conversation. Well done everyone
Hallie Smith	Great, everyone!
Hallie Smith	Take Renee up on her offer, y'all! 45 minutes with Renee will give you more great ideas.
Kim Delaney	Loved listening and reading the comments! Thank you all for your wisdom :)
Deborah O'Sullivan	very generous Renee...
Hallie Smith	Thanks for joining us, Kim.
Hallie Smith	We'll be posting this out to the Facebook Providers Page - and sending the links.
Sheri Hoss	Thank you for this; it has been very helpful. In gratitude
June Starkey	Really appreciate the outstanding customer service available too. :) I feel like I have back up!
Frances Litman	When is the next one?
Hallie Smith	Please join us for next month!
Renee Matlock	Thanks everyone! Great conversation!
Hallie Smith	Always will be 2nd Wednesday of the month, 4 pm PT
Lila Macaluso	THANK YOU!
Deborah O'Sullivan	Will see you all on FB page! Thanks for the regular sessions so we can connect in a 'real time' format!
Hallie Smith	Thank you!!!

Deborah O'Sullivan	Good night!
Frances Litman	bye