Freedom Business for Doctors: How to Build a Virtual Health Practice That Scales Transcript

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Introduction and Guest Welcome

If a doctor wants to double their income in the next 12 months, where should they start? They have got to focus on simplifying. The businesses that have grown and skilled the most, they have literally simplified their business down to this process.

More patients, more authority, and more freedom. I'm Brett Gregory, founder of Doctor Talks. We're democratizing the creator economy for doctors. Welcome to the show.

Hey, it's Brett Gregory for another edition of Dr. Talks. And I'm the founder of Doctor Talk and we are democratizing the creator economy here for doctors.

I am with a really good friend. This is a special interview. Dr Isaac Jones, I've had the pleasure of knowing him for I think over a decade now. and just watching you help so many other practitioners, doctors, clinicians, just really achieve financial freedom.

It's just been such an honor and a privilege to know you, to call you a friend, and to work with you. I'm really excited to have you share your expertise with our audience.

Thank you so much. Dr. Isaac Jones, thanks so for being here. the chief marketing officer, this is how I met him, with one of the doctors that I was coaching that he helped to scale into the multi-seven figure range.

I've seen how you've shown up as well over the years for doctors to help us get our message out there even more. And so excited to connect with you today.

Yeah, really excited. Well, let's jump in. You're the founder of Health Experts Alliance.

Dr. Jones Background and Practice Burnout

So just give us a little bit of background about you and how you came to be to create this just amazing community. Yeah, yeah. Well, I really was passionate about functional medicine as I was going through school.

And I went and built one of the largest integrative practices in America right out of school, and I partnered with a person that already had a relatively large integrate of office.

Then I kind of took it to a completely new level, became the larger of its kind in American, maybe even in the world. And I was just driven for success.

I grew up in a really poor family. My dad was a janitor, my mom was this stay at home mom, which is more work than working. It's the real job. Yes, the job, exactly.

So much love mom if you're listening to this. And so, you know, I, we had seven brothers and sisters and so Christmases were tight, birthdays were, they were special.

My mom always made them special, but I knew like all the kids, the new sneakers in the school and I had like hand-me-downs from my brothers, like. Yeah.

And so I took university really serious, I take functional medicine really seriously. I did not party. I didn't do anything while I was through school.

Like I cannot screw this up. You know, be excellent for my family and be a success in a way. And while in practice, I was just driven through following this practice management system.

There are a lot of these practice companies that teach you how to build business. And this one certainly helped us grow and create structure on how to grow in scale this business.

But the problem was, you built a box for yourself, like a hamster wheel for your self. So I was working anywhere from 70 to 90 hours a week. Iwas pushing my body, my brain.

And just a year and a half out, I literally got so tired and exhausted that I fell asleep at the wheel coming back late night. uh, from the office and I might, I was probably going 70 to 80 miles an hour.

My car swerved off the highway. It hit those little ribs on the side of the road. I got to thank, you know, uh God for the person that invented those ribs.

It woke me up right before the car hit the cement medium. And I was really into personal growth ever since my dad who bought me the book, you know, The Seven Habits of Highly Effective People when I with a teenager.

So I'd always go to like personal-growth events. One of these guys that I met at a personal grow event, I called up, right after I almost lost my life, hitting this cement-medium.

I just was breathing heavy. My heart was racing and I said, Steve, You know, I almost died. Like I literally was so close to just hitting the cement medium.

I fell asleep, burned out. And he was just like, do you like your life? I was like I hate it, you know? Yeah, sure. Do you, what's going on? Like, don't sleep well, pushing really hard.

I just told them all the different things like I'm in paperwork all of the time, I am with patients all time. And at the same time I was elevated in this practice management environment as the top doctor.

You know, they're like, Oh, look at Dr. Jones. You can have what he has. And we would do video shoots for the doctors and we'd teach them like Oh you can, have a practice like what we have.

I felt like this conflict, I thought like dirty inside because I'm like This is not freedom. This Is not really, and I knew we also had a lot of patients coming in, but a Lot of patient patients leaving because we didn't give the kind of deep quality care that I desired to give people because it was just so busy.

So I ended up having this guy say, Hey, he asked me this question. He's like, if you could create your dream practice, what would it look like? And I'm like.

Oh my gosh, it would look this and I'd have actually free time for myself. able to date somebody for crying. I didn't have time to data anybody or build a family.

And, and he's like, okay, great, Great. So he was, he, was the NLP coach and mindset coach to Tony Robbins. He was like asking me questions that were kind of just expanding my mind around, you know, what was possible for me.

and I, I now do that for, for other people, which is a blessing, but You know, for me at the time, I was like, whoa, like I can create this. He's like you can totally create.

I'm like but nobody is doing what you're talking about. Like everything I just talked about was a dream.

Mindset Shift and Building a Dream Practice

Nobody's doing that. Well, you got to create it. And I have student loans to pay off. Debt, $300,000. You I am so

busy I don't even have time to even think about doing anything.

on the side and he's like, well, if you could, how would you? And that one question, there you go. You could. How would. Yeah. And it was just like. Well, If I could I do this and I'd do that.

It just expanded my mind even more around the possibility of building my dream practice and my life. Fast forward three years later, I built a seven and then eight figure virtual practice.

I. I later on in three years, I built the seven figure virtual practice. It was probably four or five years later that I broke eight figures. Um, but I created freedom.

I ended up dating, you know, who is the woman who's now my wife. We have four kids together. Just got back last week from Washington, DC for a week and a half.

Or we went to the Smithsonian and the Lincoln Memorial and all the other cool places. Who went tell these museums that, that Erica wanted to take the kids.

And so. You know, that's what I want to cultivate and what have thankfully cultivated for so many other physicians out there. And just giving them access to a better, I would call it a system of practice and plan of practices that will help them not just create more success financially, but more successful body, mind and spirit, right?

Which is what we're all about. Yeah, wow, that's such a great question. If you could do it, how would you? That's what I wrote that down. I'm going to remember that one.

So why do most doctors struggle financially, like even when they're great clinicians? Yeah. They've learned a lot and they even go to a a of practitioners and doctors, they go like weekend courses, their educational clinical knowledge is really good.

And then they'll see somebody like this kid I was at this mastermind with who's doing multi seven figures a month selling paleo courses online. This is in 2013 and I'm like, wait a minute, how much money are you making?

Like millions of dollars a months selling Paleo education online, like Paleodietes, Paleolifestyle, et cetera. And it just made me realize it's the marketing, it is the mindset, the business and the entrepreneur elements to his success that we weren't taught in school.

So we literally have people that are reversing crazy diseases that have the best geniuses clinically. And they have they're struggling to make ends meet.

They're Struggling to rub two pennies together. Some of them I've met have gone bankrupt. There are brilliant people. they just don't know how to run a business.

So I feel like the reason why people are successful is they Have the mindset that i'm not just going to be a doctor i'll be an entrepreneur they also have the belief that they can do it they believe in themselves even if there's limiting beliefs i had a lot of living beliefs as i grew my practice to the success that I had and and look like you've got to look those limiting believes in the face and be like, you know what I hear you.

I see you there and I choose not to believe that I'd choose to. Believe this and you elevate your thinking to say, Hey, I am worth it. Hey I can become a doctor who's also an entrepreneur.

Why Doctors Struggle Financially

hey I have the right and the ability to generate income that is 10 times more than what I'm making right now. And I deserve it. I worked hard. Yes. The reframe around that is when I went to Washington last week, I saw all the pharmaceutical companies presence in Washington.

And I was like, here they are, trillion dollar industry, billions of dollars coming in every single month to these companies. And our doctors and health professionals don't even believe that they should be paid, you know, a thousand bucks for a care plan or something like that.

It's like guys, they're the pharmaceutical industry is raping people for like tens of thousands or hundreds of thousand dollars. If all you did was educate people on how to drink more water and less sugar, it'd be worth it more than what they're doing in the other industry.

Way better. Yeah. No, that's a, no, I totally, totally agree with you there. So, all right. Tell us what's broken about the traditional medical practice model today.

Well, the traditional practice model keeps you a slave to your practice. It causes you to essentially lose your health, lose, your life. Yeah. Lose the ability.

Like, sure. You can make good money, but I was talking to a doctor the other day. She, she's this beautiful woman. And she reached out to me. She's like, look, I'm the breadwinner for my house.

I have kids I need to take care of. i'm trying to homeschool. building my practice. she just kind of left the traditional medical system to run a functional practice on her own.

And, she's doing it like three days of the week and she did something like 150 or dollars last year, but she's like, I'm scraping by cause I, you know, paying out all this money for, she just doesn't understand how to build the business.

And so, the biggest challenge that we're seeing is again, The, the, lack of understanding a solid framework that will create freedom, that we'll actually create you being a business owner versus a.

So the goal that I would have is to give people. on a silver platter the framework which is what i call you know that the freedom business road map. And it really gives people the understanding of how to get out of just operating to become the owner of the business where you have systems that work for you versus you having to work forward the best.

And you can really get, you know, elevate yourself above and beyond where you've been at in the past. And another big problem that we see is that people, they don't know their value and they, there, don t have confidence in their values or what to charge.

Whatu2019s Broken in the Traditional Practice Model

So they charge, and people are brought to a program based off of, believe it or not, the investment that you're asking for them to make. asking them to make a serious investment, they don't take you seriously.

And so what we recommend is programmatizing and packaging, whatever your care plan would look like, whether it's a fee for service model over six months, and you see people twice a month, or you'll see over three months every week for three month or whatever it might be, you package that and get people to invest in the process of transformation.

What's really beautiful about that is that they're brought to the program differently because they're investing a little bit more than the fee for service and you get better results with them.

So in a way there's like a moral and ethical obligation that we have to like structure our business properly so we get the best results, right? Yeah, better compliance gets better results, right?

So I want to dig into the freedom business roadmap, but maybe start with this question. So if a doctor wants to double their income in the next 12 months, where should they start?

If they want to double their income in the next 12 months, they have got to focus on simplifying. I know this sounds

crazy, but the businesses that have grown and scaled the most, have literally simplified their business down to this process.

And I'll get into the freedom business roadmap with this. if you, if, you see what most doctors do is they have a website and they typically have. A dropdown menu with all of the 10, 1200 different things that they can help with.

Right. If you're, If your, the jack of all trades, your the master of none. And so you ultimately want to become, You know, focused on a particular niche group of individuals that you can.

Help that. You can serve that, that can get results with and so. And that changes audience attraction, which is step number one. When you focus on who is it that you want to serve, you can then understand who do you wanna attract and you start attracting specifically the customer persona or avatar that.

Now the second step in the business, the freedom business roadmap. is really creating a system that will allow for people to invest into that is like a signature process or signature program.

So it's no longer about the doctor. Oh, come meet me. I'm Dr. Stacy. Everyone wants to work with Dr Stacy versus having a Signature Process or methodology or program that is the thing that everyone wants.

It's the process that everybody wants to go through. So it doesn't require you anymore. And that means that you can hire other health coaches or nurse practitioners or nurses, or you could do group coaching for these people and scale yourself out of the day-to-day grind.

This is a very important element, we call that authority automation. You've got the first step, which is audience attraction. And you've gotta authority, automation work.

The proprietary process is the thing that people want. It's, it's. you become the authority or the process becomes the. That, that you can then automate to be able to later on scale.

So the second. Uh, is a line selling. So a lot of like the practice management company, I was talking about it earlier.

The Freedom Business Roadmap

They would recommend that we, what I called scare care people into care. And it was, it very like, in my heart, this doesn't feel right. But I'm like, look, that's what the medical system does is scare care.

I guess this is just how it is. And so I would follow the script. So I. Would say the things and people would get under under care, but they would. Get under.

Care because they were scared, they'd get. Under care because. They were afraid it was it. Was in a place of fear, not abundance. I was like i wonder if there's a better way to sell people and engage people into care and what was amazing is there is this fifteen thousand dollar high ticket sales course.

That was really powerful i invested into it and then i learned that the top sales people in the world. They get people to invest through essentially selling themselves into the process, intelligent questions.

And so it's called the Socratic method of sales. I call it the aligned selling process. So it just changes the game and it helps. the physician go from, you know, a low conversion rate of say 20% or 30% conversion to 50, 60, 70. We have people converting at 80, 90% because they've just gotten really good at the art of what I call a line selling.

The reason why I called it a Line Selling is because you're aligning with the desires, the hopes, that the goals, even the challenges and the issues, your alining with that.

with the person that you're serving. And then they want to move forward in a way that's more in integrity and is non sleazy. Again, you get to a place where they're the ones that selling themselves into working with you.

You're just asking questions. A lot of people, they'll go into the pitch, but in the script that we recommended, You say, hey, I know that, we've reviewed your case history and your labs.

There's a lot of challenges that have come up here. Are you open to me sharing the plan that I've created for you to be able to address this over the next three to six months?

I would love that. It's their decision. They're the ones that pitch me. Tell me more. I want to learn more versus, all right, this is what we need to do.

You're going to die if you don't work with me, you know what I'm saying? So I, I wanna say that, And so the next thing is automated programs and residual income.

So the step in the Business Freedom Roadmap is Automated Programs and Residual Income. And again, a lot of doctors and practitioners, they don't know how to build residuals income, right?

And one of the ways to built residual incomes is to get people to trust you. One of the best ways to get people to Trust you is through education marketing.

One of the best ways to do that is through podcasting. That's why I'm a huge believer in people and doctors working with you to be able to build trust with people over time.

And I will tell you, when I launched my first podcast called Superhuman Entrepreneur, became one of top podcasts in America. It was number one for I think three months.

I did like 300 podcast episodes. I did not start seeing more, like people come in to work with me until like the seventh to 12th month. I'm not kidding.

But then after, after that, it was like, all these people started wanting to. Work with. And they started applying to, work. From my podcast, but what I do there is I built trust.

So. Automated programs is taking your knowledge and automating it through a process that people go through. And if you're a doctor that and health professional out there that you like, look, I work with two complex cases.

I can't automate a system or program. You definitely can. Uh, and then you just customize the complexity through the automations because you recommend the same thing for.

Call it 60% or 70% of the same thing for everybody. Stop eating sugar, drink more water, get better sleep, whatever. That could be your core program. And then you can customize the complexities.

Then there's a whole conversation around residual income, which I'm passionate about. I remember in 2011, I went to the Cognac region of France with my wife.

We were gone for a couple weeks at my friend's chalet. in the countryside and I was like, I come back. I'm like wow, that was amazing. And we had made something like $38,000 in residual income on our e-commerce site.

Amazing. My friend Dr. Axe, Josh Ax, called me up and he's like how are you doing? I am like oh great. Dude, you won't believe this. While I on vacation in France, we made $ 38, 000 or whatever.

That was the thing that like bro. You need to teach me how to do this. And so I'm really passionate about teaching doctors how-to-build residual. Then the last step, the Last A is asset ascension.

You can't get to asset Ascension unless you've mastered audience attraction, you're really focused on who are you speaking to, What is the podcast that you want to launch that is speaking specifically to a specific audience or webinar or whatever your marketing strategy is, then how can you create that authority and how you can automate that?

to create scalability and to free up your time. And again, make it not about you, but make about the process and the signature program that you've developed or delivered or the methodology or whatever you want to call it.

Then there's the line selling, getting away from sleazy selling into heart-based selling. The last one is audience attraction, or excuse me, as automated programs and residual income.

If you do those four things well, you will then get to asset ascension and you'll be able to scale, but you have to simplify those four steps, getting to the very first comment of your question.

You have got to simply. The people that simplify, they have one niche, right? They create one landing page and they optimize that one learning page. They get that.

Simplifying to Double Income

One thing that then, you know, th they had that, one sales process that gets people into that program, yada, and it's, just creates this flywheel of scalability and growth.

And that's where you become most profitable. There's other elements that I would love to share, but that that the core. Yeah, that amazing. When you said simplify, it just reminded me of a story when Steve Jobs came back to Apple.

It was two months away from bankruptcy. He became the CEO and he looked at, he said, okay, we have to simplify because they had over 200 products. he slashed it down to six.

What are their six, you know, what are the most simple core products that they're just so good at? And it worked just exceedingly well. So tell us in our closing here, so like what, are, the top one, two or three things that every doctor should implement in the next 90 days?

Number one, I think it's important to get around an environment of performance. So they say that your network is your net worth, right? Yeah. I surround myself with people like Brett.

Like this individual right here, who's my business mentor, wrote the book, Excellence Wins. He's the founder, the Ritz Carlton, and somebody I'm building longevity resorts with.

That's like get around good soil. And so I don't care if it's health experts Alliance. You come to our events you come too You know, you get involved in our coaching and our support and we help you build your business out, et cetera, and get in involved our community.

That is important. And we would love to be able to support you that way. But even if it's not us, find somebody else that's going to uplift, encourage you, that is going help increase your belief in yourself, your mindset.

And the other thing that I would recommend, so that number two is follow systems that have been proven and that work. Okay. So it is, I think very important to follow the systems.

That are proven. And that. Work and. Have been that that had been tested and the third and last thing is you've got to implement AI like.

90-Day Priorities for Doctors

AI is going to change the game. And even if you don't know what you're doing, just get into AI. I would highly recommend moving away from chat GPT and starting to use Claude.

Claud is insane. What it's going be able to do for practitioners is crazy. Wait just even a few months. The things that are going going launching down the pipeline, I've got some inside sources, is gonna change for us.

I would say, again, surround yourself with good soil, follow proven systems, and integrate AI as much as you can. Wow. Amazing. Dr. Isaac Jones, my friend, founder of Health Experts Alliance.

Thank you so much. This was just so many incredible pearls of wisdom. I took furious notes. We're going to put all the links. How can people get ahold of you if they want to join Health Expert's Alliance?

Gosh, it's a great question. I think healthexpertsalliance.com. And then if you want to book a call with one of our team members, I would probably just email Corey at health experts, alliance.

com, spelled with a C O R E Y at help experts alliance com. He did not, he doesn't know I'm giving you his email. I don't know what else to do. We're going to put the links in the description so you can book a call, you have an event coming up when's your next event you have two events a year yeah we do actually and if you go to disrupt healthcare co hopefully the website is up and running disrupt health care co we're going to be in scotsdale arizona at the fairmont hotel right down from true food kitchen and whole foods we know our audience I'm going to be there.

I would love it. Brett's going be where we just had an amazing outstanding event in Miami.

AI, Events, and How to Connect

But yeah, I mean, it's sold out this last event. We were thinking it always sells out. Yes. Yeah. So love for you to get some tickets and maybe we can give you a little bit of a get you early access and early pricing.

I think that this is the lowest pricing that we'll have and then we will be increasing the price pretty soon. Yeah. If you're going to attend to disrupt, buy your ticket right away and book a call.

We'll put all those links in the description. Dr. Isaac, my friend, thank you so much. Appreciate you. Thank you, Brad. If you found this episode valuable, please consider hitting the like, subscribe, and leave a review.

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We'll see you next time.