

# 5-NOTES SYSTEM: WEEK 6: LESSON 11:

## HOW IT WORKS TOGETHER; ANALYSIS OF THE 5-NOTES SYSTEM

### COURSE CURRICULUM

1. *Important: for everything important, it helps to print and put it in an [old-school 3-ring binder](#). Research shows that learning happens faster and deeper in 3-D (book, pencil, pen, paper) instead of only 2-D (screen).*
2. See [the online version of lesson 11 here](#) <=

### OBJECTIVES OF THIS LESSON

1. Better understand how each part of the system works together to accomplish our purposes.
2. Understand practices that help start and build the system.
3. Schedule a daily (or weekly) time to start practicing building the system.

### REVIEW OF THE COMPONENTS OF THE 5-NOTES SYSTEM

#### THE 5 NOTES

1. Pay Button
2. Form
3. Email
4. Web page
5. Video

#### THE 12 BUTTONS (SEE LESSON 5 FOR MORE DETAIL)

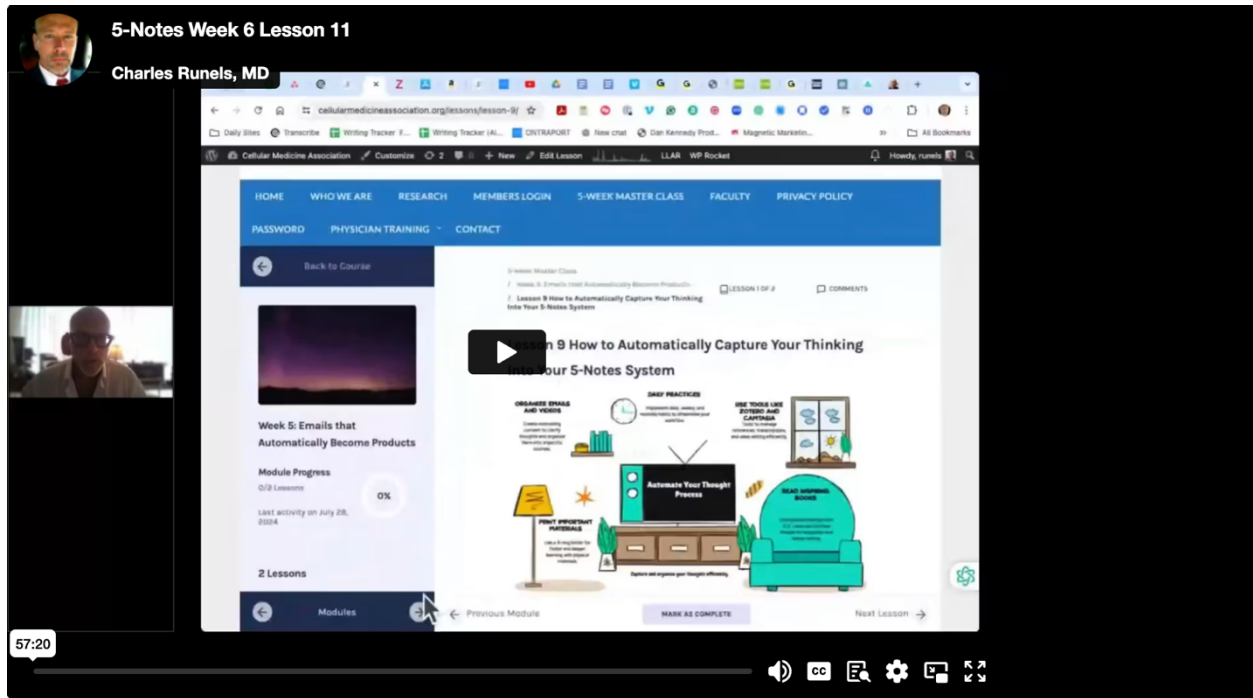
1. Add an **automation** (Button I)
  - a. **Wait/end** (Button II)
  - b. **Add an email** (Button III)
2. **Add a page** (Button IV)
  - a. **Add a block** (Button V)
  - b. **Add an image/video** (Button VI)
  - c. **Add a form** (Button VII)
    - i. **Settings** (Button VIII)
  - d. **Add a button** (Button IX)

3. **Publish** (Button X)
4. **Add a tag** (Button XI)
5. **Add a rule** (Button XII)

## PROCESSES COVERED IN THIS LESSON (USING ONLY 5 NOTES AND 12 BUTTONS)

- A series of emails without a sale button, just another automation, can be a course.

## VIDEO FOR THIS LESSON



## BUTTONS USED IN THIS LESSON

Review

## SKILLS LEARNED

1. Daily, weekly, and monthly practices that facilitate making the system.
2. How to draw and write while doing your webinar
3. Using your 4 x 6 cards during your webinars

## DO LIST

1. Watch the video.
2. To practice the process, schedule a 30-minute first-in-the-morning session daily or weekly.
3. Schedule a webinar using the process taught in lessons 9 and 10

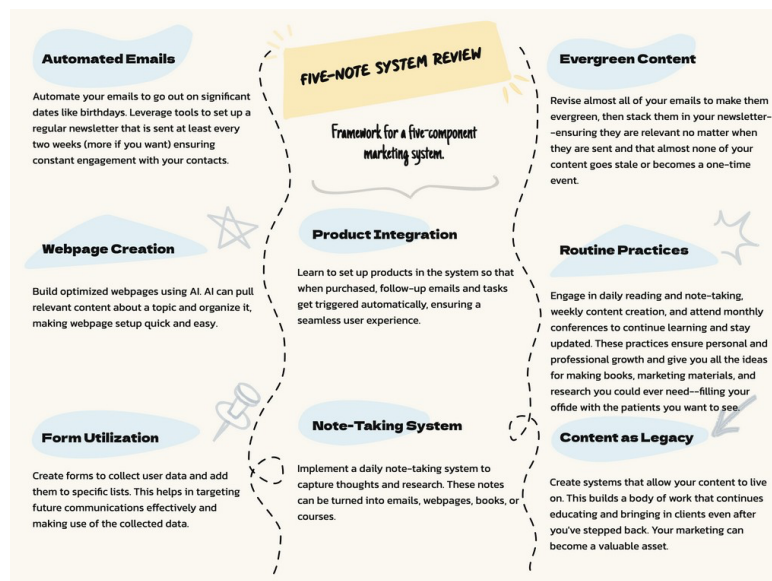
## OTHER LINKS AND TIPS

1. [This link shows me adding a book reference to Zotero<=](#)
2. [This video shows me adding a reference to a Word document using Zotero<=](#)
3. [Camtasia](#)
4. [Rev.com](#)
5. If you need a free Ontraport account, [here is where to get one](#). Wait to cancel anything else you are doing (other software). Run them parallel for a while; you can use one to build the other.
6. If you want more cash procedures to add to your practice, [you can find options here<-](#)

## TRANSCRIPT

Thank you for being here. Hopefully, the process is starting to make more sense to you and be of value to you. I've had some good feedback, which is encouraging.

We've reviewed the system's basic components. Today, we plan to walk through how the components work together, followed by other ideas and profit models.



When you bite into something new, even the simplest things can be, if not confusing, at least sometimes feel irrelevant. Why is this part necessary, or does it seem too simple or complicated? And then, as you move forward to learn more, you get to where the real questions start to appear. So, I will do another session in the evening, around 10 to 14 days from now, to answer those questions. I'll do it live, and I'll let you ask the questions live if you want. You can also post those questions at the bottom of the pages of each lesson, and then I'll assemble them and

answer them.

## DEMONSTRATION OF NOTES FOR A WEBINAR

I'm showing you, right now (see video), what it looks like to do the process when I get ready to do one of these webinars, which we talked about in the last lesson, and how to use a webinar to motivate yourself to make things (emails, web pages, videos, books, and courses).

I make notes on these four-by-six cards as we discussed (see lessons 7 and 9) and shuffle them into logical order. If you want, prior to the webinar, you can turn those cards into a PowerPoint presentation or write them out as a handout (what I have done for this course). You can also simply refer to them as you talk (usually without putting them on the screen), as I am doing now.

But this is how it starts—with the notes and the cards. Exactly the way I talked about doing it.

I thought it'd be handy to show it to you. Pull back the curtain and let you see one or two steps before what it looks like when I do a webinar.

Again, using webinars like this pushes me to think and write content that's produced in the way we've talked about (lesson 10) so that people come to me who want what I want to do. In the beginning, it was mostly patients coming for procedures, then people buying products, and then physicians who might want to do something similar.

## PURPOSE OF THE 5-NOTE SYSTEM

What does this system do?

Remember, I call it the 5-Notes system because it has five **components**.

While doing this class, I vaguely remembered the five notes, [the five black keys on the piano, which are the full scale in African spiritual songs](#).

I didn't know that it was also the full scale for a few thousand years in all Chinese music<sup>1</sup>, but it seemed like a good metaphor. If you can write all African spiritual songs (and all Chinese music) with only five notes (the pentatonic scale), it seemed like a good way to make the point that you should be able to do a lot of marketing and build a powerful system with only five components.

The system brings you people who need what you want to do. To me, the whole thing starts with what your perfect day looks like.

I'm going to take a few minutes now to review the system—how the components work together. Some of you missed a few classes. But even if you've seen them all, now that it's all there, let's step back and look at the functioning system.

## HOW DO YOU START BUILDING THE SYSTEM?

You start with what your perfect day looks like. What do you want to do when you are at work?

And then when you start thinking and talking about that with patients, but as importantly (perhaps more importantly) using the five components (web pages, videos, emails, buttons, and forms) to talk about it, then people start to show up wanting what you want to do and your day starts to look more and more like what you want it to be for the most soul satisfaction and profit in your bank.

The process of building the system and maintaining the system increases your reputation and knowledge, so you're growing emotionally, physically, intellectually, skill-wise, and wisdom-wise.

I think this process and these practices promote that.

As a side effect, you have increased soul satisfaction, and your bank account grows.

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<sup>1</sup> Zheng et al., "An Automatic Composition Model of Chinese Folk Music."

And what were the five notes we talked about? Let's look at each one.

## ALLOW YOUR PATIENT TO ACCEPT YOUR PROMISE

Buttons that take money and forms that collect information, these two components are the two components that ***allow your person, your customer, or your patient to accept your offer*** to help.

Remember, no one has a reason to give you anything—not their email address or phone number, nothing unless there's a promise; otherwise, it's called “stealing.”

If I come to you and say, “Give me \$100,” and all I have to offer you is a gun in your face, that's called theft. But if I offer you something that to you is worth more than \$100, now that is a commercial exchange that creates more value for everyone involved: so metaphorically, if I say, “Give me \$100, and I will give you \$500,” then, if you believe me, as quickly as possible, you will take that \$100 out of your pocket and give it to me. And that's what you're doing when you provide a button on a web page and you say to them (with words and videos), “Give me \$1,500 for an O-Shot® procedure (as an example), and I will make your marriage and your life better.” This is the same as saying, “Give me \$100 and I will give you \$500.”

And when the exchange is over (completely over and you have provided the service), everyone is better than when they started.

The same goes for the form.

You are saying, “Give me your information (email, cell phone, mailing address) and I will give you information that will help you to be happy, healthy, and loved.”

## MAKE THE PROMISE

**Those buttons** (forms and buttons that take money, make appointments, and collect information) can sit on a web page; they **can't make the promise, they allow the person to accept the promise.**

You need words, videos, and images to make the promise to those who need what you want to offer and to turn away people who would not benefit from it.

I could be so persuasive that I get people to give me money for things I can't do: “Give me \$1,500 for an O-Shot®, and I'm going to make your ovarian cancer go away.”

That would be very, very unethical even if I gave them the O-Shot® because they don't want the O-Shot®; they want the benefit.

That's why even if you provide the service or product (as promised when they clicked the button), you can't keep the money unless they receive the promised benefit or unless you do something else that's of equal or greater value.

So, if you provide the service and they do not see the expected benefit (they gave you the metaphorical \$100 but did not receive the \$500), then maybe you repeat the procedure, or maybe you do something else for them, or you give them all their money back. But until you give them the value they expected, that's at least worth what they gave you (and it's not the procedure; it's the procedure's results). Until you do that, you've

not kept your promise; you've stolen their money. And, you have to ask, because many people who are disappointed will not tell you that they are disappointed.

These other three components (videos/images, are the components that make the promise to the right person and alert the person who is not appropriate for the promise not to click the button or make the appointment. It saves everybody time.

So, the web page has words that make the promise so the person knows whether to click the button or make the appointment. The video or a picture is worth proverbially; a picture's worth 1,000 words, but someone's done the research, and even just a few seconds of a video can be worth many thousands of words.

These are all tools to make the appropriate promise: ***A web page with words on it, videos and images to help communicate the same thing as the words, and then an email to get them to the page.***

Otherwise, the web page and the video just sit there. The email itself can, of course, do the same thing as the web page and the video, but often, trying to make the email carry as much as the web page becomes impossible. For example, it's hard to carry the video in the email.

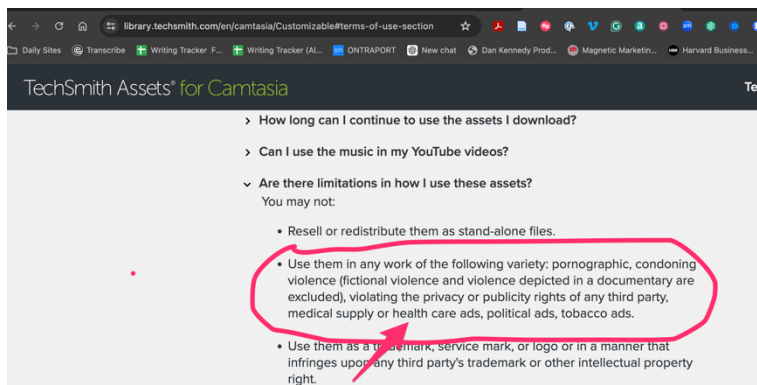
These are the five keys or the five components.

And to make that, to remind you why this is so important, let me swap over to what we're looking at here for a second because this is huge.

## A REMINDER ABOUT WHY YOU NEED THE 5 NOTES AND WHY NOTHING ELSE WORKS QUITE AS WELL FOR DOCTORS

Remember [Camtasia](#)?

We talked about Camtasia, this software that you buy for a few hundred bucks, which I recommend. I think it's 200 bucks. It allows you to film the screen. You could film your screen showing PowerPoint presentations. You could film it for lots of different purposes. But after you buy the software, it offers to sell you royalty-free videos, backgrounds, titles, motion graphics, templates, and all this stuff.



And then there are some disclaimers for ways you cannot use it.

And I bring this up as just one example because it's everywhere. It's in social media; it's everywhere. But if you buy it, here are the ways you cannot use it. You cannot use it for pornography or to condone violence. It's okay if it's fictional or it's a documentary, but if you're just promoting violence, you can't

do it. You can't expose private stuff that belongs to other people. And you can't advertise medical or healthcare—***no medical supplies or healthcare.***

Next is politics and tobacco.

Healthcare, that's us. ***We are forbidden to use these things, and we are put in the same category as cigarettes, politicians, violence, pornography, and exposing private material..***

However, the components of the 5-Note system (emails, webpages, videos, forms, and buttons that take money and make appointments) are not being censored.

With my 5-Note system, you can still discuss what you can do as a doctor to make someone well.

It seems outrageous, but this situation is to be expected. If you drop a glass on a tile floor, it will make a loud noise when it breaks. If you have ten zillion attorneys wanting to make millions by suing physicians who see bad outcomes with their patients, it's the same law of physics. You'll have big companies afraid to be tangled up in that drama that costs millions of dollars. They don't want anything to do with us; we are unclean because we are a legal risk. It applies to Instagram, Facebook, YouTube, Twitter, and many other apps and platforms (almost all of them).

Whatever. Shame on us if we let it soil our day.

We can't change it, so we learn to not just live with it but thrive in it, and the first step is to know the places we can still run without being censored.

Otherwise, it's nearly impossible to communicate with those who need what you want to offer.

That was the logic behind those five notes and the 12 buttons. I've used this almost exclusively since very soon after I started building websites.

When I first started making websites back in 2018, I guess it was, give or take, there weren't as many tools. There was no Facebook, but there also wasn't censoring. You could use Google Ads to advertise almost anything. But very soon, that changed, and I lost a YouTube channel (with 140 videos and months of work). Now, the rules are different. And I'm showing you how to move freely and prosper within these rules.

## EXAMPLE OF HOW YOUR MARKETING AND EMAILS CAN CREATE A *LEGACY*

During my 12 years as an emergency room doctor, I found it comforting to listen to David Jeremiah on the radio and on cassette (remember those?) when I was driving from hospital to hospital. Then, I had privileges for 14 different hospitals in Alabama and was blessed with good energy—so I would do shifts at all of them and sometimes go for weeks without going home; I would just live in the hospitals and drive from one to the other between shifts. And without drugs or even coffee, I would go for days without sleep; I would just work. And I loved it. For some reason, it was a gift I was given, like most of you, of having good energy when I was young.

I used some of my sex transmutation tricks as well and would go routinely for two to three days without needing to sleep. But I would listen to David Jeremiah<sup>2</sup> talk when driving between hospitals, and he tells the story of J. Vernon McGee.

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<sup>2</sup> “Turning Point with Dr. David Jeremiah.”

J. Vernon McGee<sup>3</sup> did a radio show in the '60s where he read through the Bible—all of it. It took him five years, but he read every word of every page—strategically, on the radio, bouncing around the books and talking about it as he went, and he recorded it.

And then, after he had recorded it—and this was way before the internet, in the 1960s—he kept replaying it over and over again (on the radio). He then started selling printed guides and taking donations. Remember when you could send in a pre-addressed, stamped envelope, and people would stick things in it and mail it back to you? That sort of marketing you will remember if you grew up in the 1960s and 70s.

David Jeremiah tells the story of having lunch with J. Vernon McGee. At lunch, Dr. McGee laughed and said, "I'm going to be preaching all the way through the Bible until the rapture comes."

This was before the internet. And, of course, now his teaching is on the internet, but they just had to replay every episode repeatedly on the radio. He inspired David Jeremiah in his early days, and he's created a similar system where he preaches on various topics that are then part of his legacy and will be available for download long after his death.

David Jeremiah says that many of the people in his church do not even know that Dr. McGee died and even comment that they think he is getting better.

But how is that related to what we're doing?

This is so big—much bigger than giving 50 or 100 grand to a marketing agency.

Some of you, plastic surgeons, spend 100 grand a month advertising. And it's beautiful. It's bringing you patients from around the world. You're making money. Your people love you.

But when you stop, and you move to Idaho or Alabama, where people go when they get tired of what happens in some of the big cities, when you move to Idaho, it stops. But, if you are building a system that's living (being sent out automatically), which is what I'm showing you, you can have a system that's still educating/motivating patients and filling an office that is now staffed with doctors that you hired or who bought your practice, ***your marketing has become an asset separate from you hands-on work and an asset that becomes part of your legacy.***

Dr. McGee's legacy has gone on for decades after his death. Your marketing can become your legacy of teaching; what other people would call spam has become motivational and inspirational within the healthcare field. Your marketing lives on even after you're sitting on the porch watching the sunset in Idaho. And that's not far-fetched at all.

This is happening in many arenas other than the preacher arena. It's happening with every artist who leaves a legacy of their work. It is not what you were taught to do as a doctor—but you can do this if you want.

As we review the lessons in this course, I thought it might be helpful to remember that.

## HANDY HARDWARE

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<sup>3</sup> "Thru the Bible with Dr. J. Vernon McGee | Home."



Another little sideline: I've bought at least five pieces of hardware and software to draw and write electronically during a webinar. I've tried the iPad with the iPen, and I don't even remember the names of all the different things I've used.



GoToWebinar also has an option to grab a pen icon with my mouse and draw on the screen, but I've found all of them cumbersome.

If you look at what teachers use when they have a room full of impatient third graders, what do they use to survive?

They use an electronic version of an overhead projector. That's what I'm using now. I recommend you have something similar because you can move a lot faster than you can with an electronic pencil.

## PRACTICES THAT BUILD THE 5-NOTE SYSTEM

I wanted to just a little bit of encouragement and reframing of what you're doing. Even though this is a six-week course, if you're really following the process, you never finish. You keep making things, and it keeps growing, and it gets to be extremely satisfying. It's more like practicing than finishing. Remember, instead of writing literature, we're making, and we're practicing making things with these tools. As a side effect, you get smarter and more informed, people come to see you for you to do the things you like to do, and your bank account grows.

Think of these lessons more as steps to learning the process. And my intention, not just my intention, is what I've been doing and will keep doing for at least another probably month or two is to keep adding new tools. I know I was asked to put in some templates, which will come; I've added a page to the course called Further Helps. And I've put some things there already, but there'll be some templates.

Part of the reason I didn't put templates already is the following: I bought 52 templates once. I can't remember what I paid, but it wasn't cheap. It was 52 templates where you fill in the, and it would write the emails for you. I never used it, not once. Take that back. I might've used it once, and it felt just; I found I didn't need it. Not only did I not need it, but it also distracted me from what I wanted to say.

And so I'm going to give you the templates. And I'm not saying they're not useful, but if you're practicing what I'm showing you, which is reading, making notes on what you're reading, you've got the template. You take out your notebook and your index cards, and then you just tell people what it was you just learned. But as an example, I'm going to give you some templates, and it could be helpful, I suppose, for some people to start that way until you get the hang of it. And they could be useful. Okay. And, of course, further readings of some of the books I'm giving you, you could reread. I think you should reread them for the rest of your life.

## WHAT BOOKS WILL YOU REREAD EVERY YEAR?

I know CS Lewis said that in his reading, he found he would reread two books for every new book that he read. Of course, he read six to eight hours every day. But he would reread two books for every new book. And I have a shelf of books that I keep separate. And because these are books that I want to read at least once a year—every year. And, of course, reading them might be rereading them word-for-word or listening to them when I go walking for the next three days in a row or just catching the highlights of it but not forgetting what was in it. Every book I've put in suggested reading so far is one of the ones that I have read at least once a year, if not

multiple times every year since I picked them up. And have found them helpful, as have thousands of others. Everything on my list is not just beneficial to me. They all have been beneficial to many others.

## FOCUS ON THE PRACTICE, NOT ON THE RESULTS.

Then I think of the last disclaimer, and then let's review, really quick, all the differences between each lesson. But the last thing is to just **relax about it all**.

Remember, CS Lewis talked about this as well? ***You'll do a lot better at making your stuff when you quit trying to be serious about it.***

Bach used to wrap his lunch in his music. Imagine if you diligently worked on an email or a chapter of a book. And then when you're done with it, you take the paper and wrap your cheese sandwich in it to go watch your kid play soccer.

That's how unserious Bach took his work.

And I think... I don't think I know, and I know that's what CS Lewis said. That is when you quit being serious about what happens on any day but be extremely serious about practicing—that is when the magic happens. It's the old yogi mentality or the Zen mentality. ***You're focused and intense on the practice, but you leave the results to someone or something else. It's out of our control.***

I remember once going to the ER the week before Christmas, and I used to hate it when people died in the emergency room the week before Christmas because my imagining was that whenever that happened, it would ruin Christmas for that family for all of the survivors for the rest of their life because they would remember mama dying.

And so, I'm driving to the ER, and I said, "Today, nobody's going to die. If I have to hook them up and do everything artificially. I don't care if they're on an aortic pump and if I've got external pacemakers, they're intubated. They've got IVs, three central lines, and they're on every pressor that I can find; nobody's dying today."

I walked into the ER thinking, "Nobody's going to die today."

And I swear I wasn't there 30 minutes until somebody coded, and I did everything that I could possibly stick and pump and do to that person, and they just died.

And I said, "Okay, I get it. It's not my decision, the results are not mine, just the practice."

I get to practice good medicine. It's what you do, but the outcome is not mine. And we all know that from being doctors. We know because we've all had that patient more than once. If you haven't been around long enough, if you haven't had that patient, then you're not through residency yet.

You've had that patient, those patients where you thought, you go home and you think, "Man, did I do everything and did I do it all correctly?"

And then you play it through in your head, and you say, "Okay. I was practicing good medicine, but the results were not what I wanted."

But then you'll pick up a pen and think, "Okay, I'm going to write something, and when I'm done, I'm going to expect it to be Walt Whitman or Richard Feynman or William Osler all combined."

And when you're done, you read it and you think, "That is awful!"

The result is not yours, only the practice.

But, the practice is your responsibility.

CS Lewis essentially said, "You're more likely to write like William Osler or Richard Feynman when you don't try, but you do practice."

He did read and write eight hours a day, and all I'm saying is that you should practice at least 30 minutes in the morning, six days a week. First thing, you get your caffeine, which now I do need and get rolling. I hate to admit it, but I started drinking caffeine after I divorced my kid's mama. As you know, it's a weak treatment for depression. It became my depression treatment, and then I never dropped the habit.

But I do my caffeine, wash my face, brush my teeth, and then do my 30 minutes. And it started off with just 30 minutes on Saturday because that was the morning the kids slept late. And if that's it, that's cool. Do 30 minutes, but have it planned for one day a week and know which day. Tag it to when you first wake up. And as soon as you can tag it, it will be six days a week. And then, as you have more freedom and other things happen and you start to see the value in it, maybe it will extend.

## DAILY PRACTICES

Some of the practices I recommend during your daily practices are that you're reading some amount of time, but you're reading with the intent to help that person.

Remember, the first person I intended to read about (when I started developing my own 5-Notes System) was how to help a 40-year-old woman, 40 pounds overweight, tired, and depressed—because I knew she would bring all the rest of the family. That's what I read about: her problems.

When I went to conferences, I went to conferences about how to take care of her. I took notes about her. And I still took care of the husband and the kids when they came in, too. My reading, writing, emails, and such became about that.

I did, back before we had a podcast, a CD about how I thought about women's hormones that I would give away. And eventually, I put it online as just an MP3 recording. And then eventually, when there was a podcast, I just moved it on to a podcast, but as an example. You're reading, but you're reading with the intention of remembering what's your perfect day, what you want to be doing. You're reading about how to do that and take care of the person who needs that. Even if it's other things that a person needs that you're not going to do, that's the area that you're reading and thinking about for 30 minutes every morning and making notes.

And then those notes become... Well, remember our notebook: you're making temporary notes, and those notes are on notebook paper. They're on three-by-five cards. They're in your Moleskine, wherever they are, but eventually, those get put on four-by-six cards and filed in your system. Remember the Robert Greene or Ryan Holiday systems we covered in our course?

And it doesn't have to go through the four by six. You might grab the three-by-five card and write your email. But once a week, you will take those notes and write or make something that you send out to your people. It could be a new web page or a new email that takes people to a page you already made. It could be a Camtasia video where you talk about the research you just read, but your notes are there. It's why you don't need the template if you've made the notes.

The subject matter is there.

Now, you send out something to the people who are now on your list that you know how to make, and we'll review that in a second.

And the references go in Zotero. Nothing beats Zotero.

Again, I've spent an average of 50 grand a year, 50,000, 5-0, and three more zeros a year on software. It's embarrassing. It's embarrassing to admit it. And most of it I wind up not using. But there's so much software for referencing systems that nothing touches [Zotero](#). You download it for free, start using it, learn how to use it, embed it into your Chrome browser, and embed it into your Word software. And it tells you how to do it after you download it.

## WEEKLY PRACTICES

And then, weekly, you make something: you take those notes, and you make an email, video, whatever.

And I think you start scheduling. I don't do this. Maybe you don't do this every week initially, but I recommend you do. I do a journal club every week for our doctors. You could do a Dr. Mary Jane's menopausal forum, whatever you decide to call it, that goes on weekly for your patients. I like the webinar weekly because it gives you time to collect a fair number of notes. More than once a week, it starts to take a lot of time.

I'm still doing my journal club, but those of you in the [CMA](#) know I haven't been posting transcripts as much because my heart has been into this course (but the video recording is done and waiting to be transcribed and the videos can be seen by our members, and I still did the reading needed to prepare for the webinar, so I'm not completely stopped). Once it's done, you'll see me start to catch up on those transcripts on the journal club.

But if you're going to be doing other things, I think more than one webinar a week can start to take up too much time.

But we talked about how one a week, maybe one every other week, one a week, forces you to create content, and that can be structured into a course. If I'm doing well, if you notice even those of you who are in the Cellular Medicine Association, when I was thinking a lot about [how botulinum toxin affects erectile dysfunction](#), the journal clubs every week would include research I had read regarding that.

In the meantime, on the side, I was taking those notes and writing a chapter for [my textbook about botulinum toxin](#). The journal club was there and referenced in Zotero. The same cards were rearranged and written out into a textbook or a chapter for a textbook. Eventually, they got turned into a trademark and put into [instructional videos on our membership website](#). But that was the base impetus for making myself think about it every week: that weekly journal club.

I know when I show up if there's just one other doctor that shows up, usually quite a number more than that, but just one doctor shows up, that's one doctor that's taking time from his family and his practice or her kids or her shift at the ER. She could make \$1,000 during that hour doing six other things, but she's watching me. And so, it puts me on the hook to have something worth saying. And hopefully, at least 50% of the time, something worth saying comes out, and that gets turned into a course or a book.

The daily is reading and making notes. The weekly practice takes those notes, turning them into emails, websites, and webinars—which turn into books, research, and online courses.

## MONTHLY PRACTICES

And then monthly, I think you go somewhere.

Maybe it's because I live in Alabama in a three red light town, but I've always had this worry that I could be sitting here extremely proud of the wagon wheel that I'm building and unaware that someone a mile away is building a rocket ship.

I read that metaphor once in some magazine. I don't even remember. I remember it was a magazine where I was sitting. I don't remember anything else about the article except that I thought, "Oh, yeah, that could happen no matter where you live."

I see the people in the US get proud and do not read or pay attention (but instead scoff at) the research from Taiwan or Italy. And when I'm in Europe, they may look a little sideways at research from the US: I understandably get it that if you're in France, where Pasteur lived, you don't pay as much attention to the research from the US.

William Osler also had a warning about that; even in his day, physicians were prideful that only the research from their country counted.

For \$2,000, you can get on an airplane, you can, fly first class, and stay in a suite at a Marriott for a two-day workshop anywhere in the continental US. And you should try to do that at least every month or two.

And you take notes, come back, and monetize it with whatever you're teaching and doing in your office, webinars, and journal club—with whatever you are making with your 5-Notes System.

That's always been my goal, and I tell people to do it when they come to my hands-on workshops. And it's what I recommend you do with this course: take notes and turn them into something that provides value to people. Then, the money they give you for that value covers the cost of this course. And you try to do that within a month.

Then, repeat the process with another course or a trip to a course outside your town, state, or country.

Now, you can also have local events where you speak to people, and you could do the same thing you're doing with your webinars. But getting out of your office avoids being blindsided by things you don't know.

Also, I consider it worthwhile to sit through two or three days at a conference and learn nothing new. It seldom happens that I learn absolutely nothing, but it's pretty common to sit through two or three days, and mostly, what I heard was mostly variations and expansions of things I already knew.

That's wonderful because it reassures me I don't have a blind side.

Scanning the literature, reading the most recent texts, but more importantly, as you know, the literature and the conferences often have information that won't be in the textbook for another five to 10 years. You listen, take notes, and find out what you don't know. And at worst, you return reassured that what you know is still valid.

People know when you have a view narrowed by geography, limited reading, or a limited view. They feel it.

None of us are omniscient, and knowing all is not to be expected, but if you have a wider view, it's felt when you're talking to people, and if that is true, they will listen more.

## A REVIEW OF EACH LESSON WITH A VISION OF THE WORKING OF THE SYSTEM

Okay. That's where we are now; we're almost ready to talk about profit models. Let me go through what we learned in each of the lessons. And then, we'll stop and spend the next 50 minutes talking about profit models.

### LESSON 1

The first week, we covered the mechanics of emails and why it's worth it and why it's better as far as the censorship and the communication.

### LESSON 2

In the second lesson, I showed you how to add a contact and then how to click a button and install an automatic email that would go out every year on your contacts' birthday.

I'll call them patients because most of our contacts are patients, but not all of them, on your patients' birthday. Someone comes in as a new patient; their name gets put in their cell phone, email, and birthday. And now, by just clicking one button, they are subscribed, and every year, a week before their birthday, they'd get an email that offers them a discount.

They would also be put in your newsletter subscriber list, which goes to everybody, but we haven't taught that part yet.

### LESSON 3

Then, in lesson three, I showed you how to make a webpage.

This was without notes.

I showed you how to add three or four URLs using the AI. Then, the AI would pull in the content, structure it in an outline I gave you, and write it for you.

And then you just had to edit it.

And you had a webpage that would be about whatever the problem was. Remember, we started with the problem that was helped by your product or procedure. And it would be search engine optimized for your

location and have your information in it all done in less than 30 minutes using the AI. And no notes were required, that this was before we got to that part.

This was how to use the AI to do that.

Then, that was lesson three. I'll pull them up here and show them to you. That's lesson three, and I added in how to add some content.

We talked about the buttons, and there you go. That's lesson three.

Then, I also gave you a way to install the template for the page and the contact information of the Ontraport person giving us VIP treatment. If you get hung up, he's offered right there. You click that, and you can contact Brendan. That may change with time, but right now, it's Brendan. He will give you VIP treatment if you have any trouble at all. Click that, and it will show up in your account.

## LESSON 4

Then we went to adding forms.

We've learned how to add a contact, make an email that goes out automatically, and make a webpage. This is how to put a form on the webpage, have the form by using the settings button, and add the person to a list.

This would be what you would use as an example. If you put the form on a webpage like this one, my home page, and then if somebody fills out this form, it puts them on my general newsletter. If they fill out this form, it subscribes them to my emails about the female orgasm system. That was about forms.

Remember, the webpage presents the problem and the promise; the email gets them there. The video and pictures also help describe the problem and the promise.

The form collects information and then provides value or collects information or collects money and makes an appointment. That was lesson four.

## LESSON 5

Then, the next week was week three. And I showed you how to make it where if someone bought something, and how to add a product in Ontraport.

If someone bought the product, the settings on the product would then add the person to a series of emails or an automation.

That could be telling them what to do after they bought some cream or telling them how. It could be pre-op instructions after they schedule a procedure. Or it could be post-op instructions. It could be a lot.

Or remember, it could be a task telling someone to call this person after they bought something. These are post-procedure or post-purchase emails and tasks that tell people to do something or teach your person something.

## LESSON 6

And then this was where I finally showed you how to add a component to your web page that would collect money. And that again, all of these have places where you could click and it gets put into your Ontraport account. That was the next lesson. That was week three.

## LESSON 7

Then, in week four, we got to the note-taking, but this is really where I just introduced the note-taking ideas and how to organize them and use them to write emails and web pages.

We didn't get into products or books; we just got some notes you took. Now, let's take one of those cards or take a part out of your notebook, and if it is something you find useful to your patients, let's then write an email about it. That's what we did in lesson seven.

## LESSON 8

And then lesson eight was after you wrote that email, and this is the part I could never explain. And it makes sense to you because now you take that email and stack it in an autoresponder. So now, you've got emails going out every day because every day you get a new patient, they will now get your email number one, then one week later, email number two, and a week later, email number three. And they're all getting different emails on different days depending on when they became a patient, how many weeks ago, and on what day of the week or whenever they filled out your form.

And so, you have emails going out because they're on your newsletter, emails going out because they bought something, emails going out because they filled out a form. And it becomes not only impossible to visualize, but it's also doing things that would be impossible for you. It would take me an hour or two if you wanted to go into Ontraport and see everybody who got an email that day and for what purpose.

They all send out automatically from multiple automations, which is the part you cannot do with Constant Contact or AWeber. And it's the part that if you try to do it with Infusionsoft, you'll go insane.

This part is just huge.

And if you have been sending emails, a very, very quick, high-leverage thing to do is take all of those emails you sent out previously in Constant Contact, copy-paste them, and stack them up in automation, where they're all separated by a week. And now you've got, if you had five of those, you'd have ten weeks or almost three months' worth of emails the next time someone becomes a new patient.

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## MAKING PREVIOUS EMAILS EVERGREEN

And someone asked me what it means to make something evergreen. You would need to make some of those evergreen. All that means is you rewrite it so that if it goes out two years from now, it's not ridiculous.

For example, I used this when I talked about it last; if you said whenever it was, we'll use it, it was. Was it July 13th?

And you write an email on July 14th, saying, "Yesterday Trump got his ear shot by a 20-year-old with an AR-15. And if Trump came to see me, I could use PRP to help him grow that cartilage and skin back over the cartilage because there's research showing that if you have exposed bone and tendon of the foot and ankle, and you



cover it with an HA and then put PRP on top of it, the HA acts as scaffolding and the PRP promotes epithelialization.<sup>4</sup> And you can more quickly see the re-epithelialize of his ear. So, you should come see me."

You could send that out on July 14, but not July 30, because it used the word "yesterday," on July 30, the event would not be yesterday.

As another example, if you wrote, "Trump got his right ear shot **yesterday** by a college kid who somehow evaded our top guards—the Secret Service, even though bystanders were yelling and pointing at the kid for 5 minutes before he pulled the trigger and while he was fully exposed to 2 snipers and after having been under suspicion for 90 minutes before pulling the trigger ([embarrassing](#)).<sup>5</sup>"

Obviously, if that goes out a year from now, that sounds stupid because if it goes out two years from now, "yesterday" is no longer true.

But the rest of it would be accurate, so you just rewrite it, and it is very easy to change it to say, "As you may remember, when Trump got his ear shot on July 13th, 2024, by a college kid...."

Now, that email can be sent any time in the future: you made it "evergreen."

Almost every email can be made evergreen and stacked to go out in your newsletter.

So after a very short time, you have a year, two years' worth of emails stacked, and when you get a new patient, they start receiving the stack starting with the first email in your stack.

If you happen to stack one in there, and you've got to do that, people will look at it sideways, but they realize it's just a typo or something, and they will still love you. Nobody dies. I've yet to know of anybody to die because of that email mistake.

Okay. That is what, and I just really can't even... This is the part that I've spent ten years trying to tell people how valuable it is, and it's only clicked with less than half a dozen. If it clicks with everybody on this course, it's going to so pay for this course times 1,000; you won't believe it.

Then I showed you how to use one of the plug-ins. Oh, that was also a plug-in. You just clicked it, and it plugged in the newsletter automation template from Ontraport.

Then, you just had to populate it with emails. And I think it only has a place for one or two, but then you add a pause and add another email, and you've got a newsletter.

Just make sure the last thing on the automation is not end or it'll kick them off. Make the last thing or the next to last thing be "wait" forever.

And then the next one would be "end."

And that wait forever allows you to keep them at that spot. Then, the next time you add an email, everybody in that newsletter gets the next one. But if they make it all the way to the end icon, it kicks them off.

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<sup>4</sup> Cervelli et al., "Use of Platelet Rich Plasma and Hyaluronic Acid on Exposed Tendons of the Foot and Ankle."

<sup>5</sup> "Trump Shooting."

Okay. That's all we covered in that lesson, lesson eight.

## LESSON 9

Last week, we covered lessons 9 and 10: now that you know how to write emails and put them in a sequence, you can turn them into online courses, books, and research.

I went further in-depth about how to take that note-taking system to a different level. The main two points of this lesson were how to free yourself up to be okay with continuing to work from the bottom up.

And unlike how you were taught in high school, you work from the bottom up: this is a huge point of this note-taking system that often gets overlooked. And it's one of the critical differences, if not the main critical difference.

In high school, you were told, "Tell me a topic, and then go write a thesis about it."

And you think, "Oh, I'm going to write about, I don't know, hurricanes on the Gulf Coast and the damage done by hurricanes. Or I don't know, damage done by hurricanes at the Gulf Coast."

That comes to mind here because we are not out of the hurricane season, and hurricanes visit where I live.

Then you research hurricanes, and you could talk about the damage, some about the weather, and some about how they're predicted. And you work from the top down.

That's not what I'm recommending.

And it's not what was taught by the guy who was so prolific that I refer to in one of these recommended books, [Smart Notes](#).

In that system, you're pursuing your interest and may start top-down—but then something happens and you start working from the bottom up!

For example, I started writing a textbook or making some videos about how to inject cosmetic botulinum toxin into the face.

While doing that, I thought, "Well, let me add a chapter about migraines," the same technique is used to treat migraines, at least for many people; you don't need all the stuff in the neck.

I started reading the research about migraines to add some references to it.

This led me to find out that when you treat migraines, you're not preventing them by relaxing muscles; you're preventing them by affecting the autonomic nervous system, the caudate nucleus, and the trigeminal ganglion, which are shared with the afferent pain fibers from the meninges.<sup>6</sup> Those afferent fibers share those nuclei with the nerve fibers going to the procerus and the corrugators.

That was news to me.

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<sup>6</sup> Ramachandran and Yaksh, "Therapeutic Use of Botulinum Toxin in Migraine."

For a few months, I started reading about what's going on in that ganglion as a separate topic. I don't know, maybe a year, but I read extensively about it. And at least by my standards, it was a lot of reading. And not by CS Lewis, but by my standards. It was a lot.

And then what happened was from the bottom up, I started seeing, "Oh, well, this was also talked about in treating erectile dysfunction<sup>7</sup>."

And then I thought, "Well, what about on the female side?"

I pulled it over and from the bottom up started reading about the autonomic nervous system in the female pelvis. I found studies discussing avoiding interfering with that response when a mid-urethral sling is placed.<sup>8</sup> Which led me to start reading, well, what was been done about instead of trying to damage it, what's been done looking at enhancing response using botulinum toxin.

And it was nothing, nothing.

Everything that had been written to that point, everything was about attenuating, using it for persistent genital arousal disorder, clitorodinia, vaginismus, and vulvodynia. Nothing about enhancing the sexual response.

And I thought, "Well, this is odd because you see what's happening?"

I'm building from the autonomic nervous system up. And then it became from broad to narrow until it got to be, "Oh, well, then maybe you could do it here."

And if it went to these ganglion in the lateral vaginal wall, which connect to the inferior hypogastric plexus, well then where does that go? Well, that goes to the midbrain, the lateral hypothalamus, which is where you feel aroused.

And that became more research<sup>9</sup>, a procedure and another name, [Clitoxin®](#).

But I didn't start by saying, "Oh, let me make up a thing where you inject the clitoris with botulinum toxin." I

t started with down here, how does botulinum toxin affect the autonomic nervous system in migraines? Which expanded into the pelvic floor, which then built up into a procedure and then research that confirmed that procedure.

That's bottom-up.

And that's what Smart Notes talks about, and it's how the man was so prolific about whom Smart Notes was written.

And that's what lesson nine is about. It's about how to use that system to capture thinking and let it build up automatically.

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<sup>7</sup> El-Shaer et al., "Intra-Cavernous Injection of BOTOX® (50 and 100 Units) for Treatment of Vasculogenic Erectile Dysfunction."

<sup>8</sup> Bekker et al., "The Somatic and Autonomic Innervation of the Clitoris; Preliminary Evidence of Sexual Dysfunction after Minimally Invasive Slings."

<sup>9</sup> Runels and Runnels, "The Clitoral Injection of IncobotulinumtoxinA for the Improvement of Arousal, Orgasm & Sexual Satisfaction- A Specific Method and the Effects on Women."

And as you're capturing, I didn't wait until that was built into Clitoxin®. I was talking about it for two years. I actually presented a preview of it a year before we rolled out Clitoxin® at a meeting. I was talking about it all along in my 5-Notes system to patients and doctors.

That's lesson nine: how to make those notes.

## LESSON 10

Lesson 10 was about how to take those notes and structure them the way we are doing right now into a course or a book. And so, you're building it from the bottom up, but now whatever, you've got a stack of notes and some stuff in your head.

What do you do with it now?

And I give you some ideas. One simple thing is to structure them in a series of emails, and that's the course. You realize a series of five emails, each containing what I'm saying right now. Or, in this case, 12 emails for all six weeks.

That could be a course.

You click and subscribe and you get it once a week. And there's not even a website, it's just the emails are the course.

Or it could be one email that takes you to one video, and that's the course. I've had courses that were just two audio recordings, and each one was brought to the person who bought it by email.

I show you in this lesson what it's worth monetarily, and I show you how to use webinars like this to force you to do it.

Today, things are going on with my family, and they are wonderful, but this is wonderful. This is an honor. This is interesting to me. And so, things get pushed aside until this is done. And without this scheduled webinar, there's a good chance it wouldn't have happened. I would not have made this content, I would be with my family.

That's a review of our course and how the parts work together. Hopefully, that overview puts it in perspective so that if you haven't seen all the lessons, there is no rule that says you must do one through 12 lessons—in that order.

Do it how it feels right to you.

You've got access forever, even if I get shot or die in the next hurricane; a hurricane wouldn't be a bad way to go. If I go out in the next hurricane on my boat, then it's okay. I have my middle son, who knows how to keep all the websites going. I have everything set up with my staff. You've got it. Hopefully, this will be like J. Vernon McGee, and your children can log in and see me, not preaching through the Bible in five years, but telling them how to write an email.

That's the goal, anyway.

With that, I want to stop for 10 minutes, and then we'll go through profit models.

Really, **nothing has been more dramatically life-changing for me than this concept: profit models.** I'll give you the concept and examples of seven profit models in the next lesson.

And then we'll call it quits until our question-and-answer session sometime in the next ten days.

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