



From Here to There Telemedicine Coaching Program

**TEASER PRIOR TO NEW PRODUCT LAUNCH
WARM AUDIENCE**

Sandrow Consulting LLC

Subject line: Doctors: Don't fall for this common misconception!

[First Name],

Have you ever thought that entrepreneurship is for *other* physicians? You know the ones – they've managed to find time to get an MBA while working in a busy clinic. (*No thanks! We were knee-deep in clinic notes.*)

Sorry, but that thinking is just wrong. Maybe it was true at some point in time, but not anymore.

Not everyone can successfully manage a profitable business, of course. To succeed, you need to be dedicated, intelligent, savvy, and driven...***like a physician.***

And let's not knock MBAs – they have their place too. But the truth is, many successful entrepreneurs didn't earn an MBA. They relied on their unique skills, resourcefulness, and willingness to learn from others' experiences.

We can do hard things. We do hard things *every single day*. We CAN successfully manage our own business and lead others to success.

We'll let you in on a little secret. It doesn't *have* to be hard. It requires work, but it isn't hard...when it's done right.

What's hard is avoiding the pitfalls that many physician entrepreneurs stumble into, like not knowing how to set up a business correctly to protect their assets.

Back in 2015 when we launched Cherisa's telemedicine business, we made mistakes. Plenty of them. We also did so much right.

We aren't MBAs. We found mentors, coaches, and industry experts for guidance.

We're proud to say that our telemedicine business runs like clockwork, with finely tuned systems and processes. Every misstep taught us to rethink and refine. Constant improvement.

We've taken that 'always better' mindset and applied it to our new online program.

BIG things are coming! We're putting on the finishing touches and we'll share the details with you soon.

Talk soon,

Cherisa and Alex