

## **Preliminary notes on marketing strategy:**

### **Target Audience:**

- Married American women who desperately want to get pregnant but can't, for reasons 'unexplainable' by mainstream medicine.
- Educated, upper socio-economic, 'successful', older.
- Have tried various measures at great expense such as IVF, AI, and Drug Therapy unsuccessfully.
- Motivation is exhausted.

### **Key benefits and Differentiators**

- Dr Gina gets most women pregnant who can't otherwise
- No drugs, pain, invasive procedures – totally natural treatment
- Personalized approach - compassionate, listener, customized solution
- Holistic – not just physical
- Gives patients charge over their own pregnancy process
- Can help with relationship with husband to improve support and unity – hidden but strong desire
- Been through it herself so understands

### **Objections/ Concerns**

- Jaded – had enough of treatments
- Skeptical if it will work
- Worried about cost
- Mistrust of unconventional medicine
- Don't alienate from traditional doctor and medicine
- Long distance treatment feasibility

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### **Web page starts below:**

**You've already suffered the acute stress of IVF, drugs, or other fertility treatments at huge cost – but please don't give up!**

**Using ancient keys unknown to most Ob-Gyns, 67% of my patients conceive within 120 days**

**My personalized natural treatment gives YOU charge of your own pregnancy - and it won't cost you thousands this time!**

It doesn't matter where you live – local or long distance - we can work together to get you pregnant.

Do you think about it a lot? Maybe you've joked with your husband about names or planned a nursery filled with pink or blue... or laughed about whose nose or hair color your new-born will have.

Do you lie awake at night wondering if it will ever happen to you?

**I understand the ache for that little one missing in your life...**

-The envy of seeing a woman with a new-born-babe-in-arms

-Empty feelings at the lively sound of children playing

-Irritation at the never-ending conversations about children...

And isn't it hard being excluded from the 'mother's club'?

No doubt you started out with excitement trying for your first child - but now you're just frustrated and worn out. Hopelessness may be setting in as you think to yourself...

**"I have a normal uterine lining, great ovaries, and clear tubes – so why can't I get pregnant?!!"**

You're in good company. Many of my patients have tried a myriad of treatments in vain, like Meryl Ashley...

"I felt like the focus was on my uterus and nothing else mattered... modern medicine offered us no success. Diagnosed Unexplained Infertility. We had tried Artificial Insemination, Drug Therapy and Invitro-Fertilization 4 times. I was exhausted with trying."

You'll know it can be an expensive business - IVF costing as much as \$12,000 per attempt. But it's not just the financial cost is it? The emotional strain can be the hardest thing of all. Many are afraid to try again. They feel helpless, and the endless maze of information out there on fertility can be overwhelming.

You may even have made it as far as getting pregnant but then lost your baby. That can be devastating! Disappointment can be a huge obstacle, especially if you've had several miscarriages or they happened late in pregnancy.

Feelings of failure can be a huge burden for some women having tried everything their doctor has told them. But after the heartache, worry, and desperation, a breakthrough is that much sweeter!

A recent patient, Liz, had been to three different Gynaecologists who all said she was healthy and should conceive. **“Just relax” they said... but how could she** when she and her husband so desperately wanted a child to complete their lives. Months turned to years and she knew her body wasn't getting any younger.

Last month I bumped into her at a Max store. **She had a real glow on her face browsing through the maternity wear.** I asked her if it was a boy or a girl. “We want it to be a surprise” she said grinning.

Then her husband Phil appeared around the corner. “It's hard to believe we finally got there after going through the mill...I'm so rapt to see my wife happy again!”

I'm Gina Talbot, a specialist Naturopathic doctor helping couples fulfill their **dream of having a family when pregnancy has failed for no obvious reason.**

Let me briefly tell you my story.....

At age fifteen I was put on a contraceptive to regulate my abnormal menstruation. I wasn't even sexually active. This continued through University - while still not sexually active. But after some maturing, I came to the point where I wasn't willing to blindly follow what my Endocrinologist said any more.

“This is stupid” I realized, and told him so. He said “it's drugs or nothing”. I was furious. “There must be another way” I thought to myself...

I began seeing the need to learn and take more responsibility for my own health. With my conservative background, I questioned anything outside traditional medicine until I got exhausted in my own quest for pregnancy.

I've always loved kids and done lots of things with them. I taught ballet for the littlies and figure skating for 7 year olds. I was often booked two months ahead for babysitting - gladly.

After Rob and I got married, I was eagerly anticipating motherhood but... it didn't happen. Not for 12 years.

My quest led to a whole new field - Naturopathic medicine. I was amazed at how diverse and abundant the treatment options really were!

And guess what...

While training to be a Naturopathic doctor, and testing the very same methods I use with patients today, **I became pregnant!**

<Family picture with 'baby' Susan and husband smiling and looking supportive>

And now I have the **wonderful joy of helping other women just like you become pregnant.**

Let me explain how I can help you...

### **I offer personalized help for your situation and needs - without pre-judging or stereotyping**

I've learned from experience that there's no one-size-fits-all solution to getting pregnant. My treatment is totally individualized. My patients are all different – their body, history, and personality. If you come to me, you can be assured of:

- Being really listened to - without judgment - as you share your story
- Personalized help - tailored just for your needs
- Holistic advice for broader non-physical issues including mind and emotions
- No harmful drugs, invasive procedures, or reason to fear
- Empowerment to take charge of your own journey to pregnancy

I have a **totally different approach** to most practitioners. Chinese and Naturopathic medicine look at fertility from a completely different angle to mainstream medicine. To find out more, you can take a consultation with me and get my **complementary e-book: "How to take charge of your own fertility when traditional medicine fails you"**

Most doctors are under pressure to help patients in a short time. They tend to rush through the same old questions about uterus condition, ovaries, and eggs. Then you'll get the usual comments "your body should be...in most cases... the chances are...etc" Not much help!

Actually, I've got to know **several doctors who have quietly referred patients to me**, having experienced this predicament too many times. They really wanted to help but couldn't.

**My free consultation is a full hour with no obligation whatsoever.** In this unhurried time we can thoroughly look at your specific needs and questions. If you want to leave it there, that's fine. But if you want to go ahead with my treatment, here's how it goes...

## **We'll look at deeper questions that most Obstetric Gynecologists think are useless or irrelevant!**

Firstly we'll talk about the familiar areas - your cycle, PMS, and menstruations - but more in-depth than before. We can also look at basal body temperatures and cervical fluid monitoring.

I'll give you a questionnaire to uncover some issues you probably haven't thought about before. You might be quite surprised and even shocked at what's uncovered. **There will be *ah-ha* moments** as we get to the depths of what's going on in your body, like...

- Cold hands and feet – a common problem – but what baby will want to live in a cold hotel? Easily solved...
- Kidney and Spleen weakness – one simple test can show how strong yours are and we can fix them if necessary.
- Too many toxins, free radicals, and lack of oxygen in the cells - a urine test will quickly tell us and swift action can rectify it.
- Short menstrual cycle indicating shortage of blood to the uterus – could be gland impairment, withdrawal from oral contraceptives, stress, or depression but we'll fix the root of it.
- Dark red or brown menstruate often means cervical polyps, uterine fibroids, or hormonal imbalance, but with inexpensive supplements we'll get it bright red so you can conceive.

You'll wonder why your doctor hasn't told you these things! Actually, they just aren't taught in most medical schools.

**Another little-known but crucial factor** you may not be aware of... there's only one 48-72 hour period during the month that you can conceive. So, if you're trying outside that window, it won't happen.

We'll do some unique tests. I'll fully explain why we're doing them and what to expect. It'll make sense to you once we get further into the process.

Once we've covered the physical aspects, we can talk about other factors – important factors - if you're comfortable to share them with me...

## **Let's resolve the emotions that can stop you getting pregnant**

Yes they really can - you'd be surprised.

The worry and frustration in trying to overcome infertility often puts a lot of strain on relationships. Communication breakdown can easily happen, compounding any insecurities.

Some women feel a lot of pressure to 'get it done' all by themselves. Men can be quite disconnected from the process because they don't realize how important their part is. **I know the difference it makes when they really 'get on board' with their wives.** This is an important area I've helped many couples with.

There's also the more subtle or hidden things like anxiety to get everything done in your life before your time is taken up by motherhood.

Whatever the issues are, you can safely tell me about it ...I have plenty of Kleenex!

**With a holistic approach, we'll take a look at your personality, goals, and lifestyle - and come up with 'Your Pregnancy Plan'**

With your own personalized plan, you'll have charge of your own progress towards pregnancy.

**You'll soon regain confidence** as you become more attuned to your body and see the physiological changes transforming it into **an attractive home for your baby**. We'll also rekindle the power of your intuition to know what's best for your own body.

As Donna Talbot of Iowa found...

"Dr Gina really heard and understood me. She created a plan around my particular circumstances. I believe that this personalized approach is what helped me to finally become pregnant." ...

You can be assured of:

- **No harmful drugs** - leaving you with mood swings, headaches or bleeding
- **No expensive or questionable procedures** – gambling with your health and wellbeing
- **Freedom from pressure or fear** – to do anything you're not comfortable with

My treatments are totally natural and **affordable at just \$167.**

**Would you like to rekindle the hope of completing the journey from woman to mother?**

Why not join the many happy women I've helped to start a family?

Feel free to tell me about your situation and we can schedule a **free one hour consultation** and see you on your way to pregnancy. We can do it in-person, or over the phone quite easily - like most of my clients.

I'll also give you my **complementary e-book: "How to take charge of your own fertility when traditional medicine fails you"**

Please don't let discouragement or cynicism from past experiences stop you from stepping out now.

"After a friend's recommendation, I went to see Dr. Gina. Her approach was refreshingly different. I could sense that there was hope, and the best part is that within 2 months I was pregnant." - Alana Goldfinch, Massachusetts

**Call me on 717-2395 3485** or [email me](#)

<Dr Gina signature>

Talk to you soon

*P.S. What have you got to lose? A free consultation for a whole hour plus an e-book - with absolutely **no obligation to go any further if you're not 100 % comfortable.***