



THE DOCTOR METHOD™

£2M+ IN SALES

FROM A THREE- STEP PROCESS

Amplify 2026

Richard Moore



Stand up.



OUCH!

**...I NEED TO SEE A
DOCTOR**

“

Where does it
hurt?

Talk to me
about...

”



Imagine
Having options!



Apply this To sales



Your Doctor Method: Authority Compliance Prescription





THE AWARDS
THE CLIENTS
THE TRANSFORMATIONS
THE THOUGHT LEADERSHIP

Content

build **AUTHORITY**



LET YOU LEAD THE WAY
ANSWER YOUR QUESTIONS DMs / email
WELCOME YOUR APPROACH
DON'T QUESTION YOUR EXPERTISE

...to earn

COMPLIANCE



**“THIS IS THE SOLUTION”
THEY BELIEVE YOU
YOU OWN THE ROLE OF EXPERT
THEY CLOSE THEMSELVES**

...so you can

PRESCRIBE

Call / meeting

YOUR TOP OF FUNNEL
Get real about the situation:

1. Access is free and efficient
2. It compliments (not replaces) offline
3. You can court volume

RICHARD MOORE



LinkedIn



SIEMENS

S&P Capital IQ

thefutur



Forbes



Deloitte.



SONY

Inc.

THE HUFFPOST



**THANK
YOU!**