



Your Content Cure

VioScreen Setup Checklist and Discovery Call Script

A Step-by-Step Guide for Living Plate Rx Members

PART 1: VIOSCREEN SETUP CHECKLIST

Complete these steps before sending your opt-in link to potential clients. Each step takes only a few minutes inside your Living Plate Rx dashboard.

Step 1: Activate Your VioScreen Opt-In

- Log in to your Living Plate Rx account
- Navigate to the VioScreen tab in your dashboard
- Review your opt-in page
- Copy your unique opt-in link

Step 2: Place Your Opt-In Link

Your link can live in multiple places at once. Check off each placement as you complete it.

- Add to your website (home page or dedicated landing page)
- Add to your Instagram bio
- Send to your email list with a brief 2-paragraph intro
- Share in a direct message to engaged followers or referral contacts
- Add to your physician referral form or intake packet

Step 3: Promote Using Social Content Templates

- Access the pre-written social content for VioScreen in your LPRx content library
- Schedule or post at least one social post this week promoting the free assessment
- Include your opt-in link in the post or bio

Step 4: Set Up Your Follow-Up Sequence

When a client completes the assessment, your follow-up message makes all the difference.

- Review the follow-up email templates inside your LPRx dashboard
- Customize the template with your name, practice name, and scheduling link
- Confirm your follow-up message offers a personal walkthrough, not just a report delivery
 - *Example: "Your report is ready, and I would love to walk through it with you personally. Here is a link to schedule a twenty-minute call."*
- Test the sequence by issuing yourself an assessment from your dashboard

NOTE: If you accept insurance, the discovery call can be structured as a billable session. Have your data ready: physician referral form, VioScreen report, or other intake materials.

PART 2: DISCOVERY CALL SCRIPT

Use this script as a flexible guide, not a rigid script. The OARS framework (Open-ended questions, Affirmations, Reflective listening, and Summarizing) is woven throughout. Adapt your language to the client in front of you.

Target call length: 15 to 20 minutes.

Step 1: Open the Call and Set Expectations

Announce Structure (read or paraphrase):

SAY: *"Hi [Name], I am so glad you took the assessment and booked this call. Before we dive in, let me share how these calls work. We are going to spend most of our time talking about your health journey and what your results mean for you. The more you share, the better I will be able to see how I can help. At the end, if it is okay with you, I will offer some insights and share what it looks like to work together. Whether you decide to move forward or not, you will leave this call with something valuable. How does that sound?"*

Then open with a warm, open-ended question:

ASK: "What brought you to take the assessment today? What is going on with your health right now?"

Affirmation tip: acknowledge the effort it took to complete the assessment.

EXAMPLE: "I really admire that you took the time to do this. It tells me you are serious about understanding your health."

Step 2: Walk Through the VioScreen Results

Review the HEI Score Together:

SAY: "Your Healthy Eating Index score is [X] out of 100. This score tells us how closely your current eating patterns align with evidence-based recommendations. A score of 80 or above is excellent. Between 50 and 80 means there is room for improvement. Below 50 means we have some important gaps to work on together."

Ask Discovery Questions:

ASK: "What surprised you most about your results?"

ASK: "What did you already know or suspect?"

ASK: "When you look at these gaps, what feels most urgent to you?"

Reflective listening reminder: reflect back what you hear before moving forward.

EXAMPLE: "It sounds like you have known for a while that vegetables are a weak spot, but life just keeps getting in the way. Did I get that right?"

NOTE: The HEI score is a useful starting point, not the whole picture. Always factor in the client's specific health conditions and goals when interpreting results.

Step 3: Understand Goals and Pain Points

Use open-ended questions to go deeper before transitioning to your services.

ASK: "What are the biggest obstacles you have faced in reaching your health goals?"

ASK: "What have you tried before? What worked and what got in the way?"

ASK: "How do you see yourself feeling once you close these gaps?"

Affirm their resilience:

SAY: "It is impressive that you have kept searching for answers despite those setbacks. That shows real commitment."

Step 4: Share How You Can Help (Without Being Salesy)

Permission to share:

ASK: "Based on what you have shared and what I see in your data, I have a few ideas on how I can support you. Would it be helpful if I walked you through what that looks like?"

Connect your services to their specific results:

SAY: "You mentioned wanting to find a sustainable approach to eating. What I do is create personalized nutrition plans built around your data, your lifestyle, and your goals, not a generic template. The goal is progress you can actually maintain."

Affirmation:

SAY: "Taking the time to understand your nutrition at this level is a powerful step forward. A lot of people never get this far."

Step 5: Handle Questions and Objections

Common objections and how to respond using the OARS approach:

"I need to think about it"

ASK: "I completely understand. Can you share what you would like to think over, or what concerns you have?"

SAY: "It sounds like you want to make sure this is the right investment for your health right now. That is perfectly reasonable."

SAY: "Here is what I will do. I will send a follow-up email with a recap of your results and what we discussed. If anything comes up, just reply and I am happy to answer."

"It is too expensive"

ASK: "Can you share more about your thoughts on the cost and what feels most challenging about it?"

SAY: "I hear you. What I offer is a highly personalized approach designed to create lasting change. I also understand that budget matters, so I am happy to talk through options that might work better for your situation."

Step 6: Close with a Clear Next Step

Summarize and make the offer:

SAY: "To sum up, you are hoping to [restate their main goals], and based on your assessment data and everything you have shared, I think we can make real progress together. Here is what that looks like: [describe your program or service briefly]. Does that feel like something you want to explore?"

Offer a choice that empowers them:

ASK: "What would you like to do next? We can schedule your first session now, or I am happy to send everything over by email so you can review it at your own pace."

Affirm their progress regardless of outcome:

SAY: "No matter what you decide, I am really glad we had this conversation. You are taking a meaningful step just by exploring what is possible for your health."

PART 3: AFTER THE CALL

Follow up promptly and keep the door open.

Timing

- Send first follow-up email within 24 hours of the call
- If no response, send a second, low-pressure follow-up 5 to 7 days later

First Follow-Up Email Template

Subject: Great talking with you, [Name]!

Hi [Name],

It was such a pleasure connecting with you today. I really appreciated hearing about your health goals and what brought you to take the assessment.

Here is a quick recap of what we covered:

- Your HEI score and what it means for your current eating patterns
- Your main goals: [summarize what they shared]
- The key challenges we identified: [note the specific ones]

If you are ready to take the next step, here is the link to schedule your first session: [Insert scheduling link]

And if you have questions or want to talk through anything else, just reply to this email. I am here.

Wishing you well,

[Your Name] | [Practice Name] | [Contact Info]

Second Follow-Up Email Template (5 to 7 Days Later)

Subject: Checking in, [Name]

Hi [Name],

I just wanted to follow up and see if you had any questions after our call. Making decisions about your health takes time, and I want you to feel fully informed before you decide anything.

Even small steps can lead to big changes, and I would love to be part of your journey when the timing feels right.

Feel free to book a session here: [scheduling link], or just hit reply if you want to keep talking.

Take care,

[Your Name] | [Practice Name] | [Contact Info]

Questions? Log in to your LPRx member platform and click the green chat bubble for support.