

### 3. Package Your Product

1. What's the name of your product?
2. What's the extra special thing that comes with your product? This helps to make a cash-based service where people that want to use their insurance can try and get reimbursed on their own.
3. What is your promotional product that comes with this program?
4. Why should a patient/client buy it today versus tomorrow?
5. Is there anything else I should know?
6. Design a postcard, brochure, and flyer for your product. Go to [www.IndeFree.com](http://www.IndeFree.com) or call (800) 801-4511.