

Pharmacy Video Script
by Dean Edelson

This is Paco. Paco is a pharmacist.

Paco is the proud owner of his local pharmacy.

He's been in business for over 10 years...serving his community and delivering fantastic service with a beaming smile to his friends and local customers.

But a few years ago, a 'big box' pharmacy chain moved into the area.

That's when things started to change.

The pharmacy 'super store' made it very difficult for Paco to compete. He felt like he was being squashed like a bug by the humongous pharmacy chain.

To stay alive, he tried advertising in the local newspaper, paid for radio spots, even hired someone to do flyers door to door. But nothing seemed to do the trick.

Paco struggled to keep his old customers, attract new customers, and stay in business.

Paco was at his rope's end, almost ready to close his doors.

But just when all hope seemed lost, he discovered pharmacy super-hero, "El Capitan!"

El Capitan is marketing expert and business-building superstar Javier Calderon.

El Capitan's 'secret super power' is helping independently owned and operated Puerto Rican pharmacies compete and thrive in their community...even when they're up against the Big Bully Box Stores.

El Capitan knew exactly what Paco was going through. How?

As a former decorated army officer and paratrooper, El Capitan's job was to serve his country and his people. He grew up in a small town with strong family values, community ties, and a proud work ethic.

So when Paco told El Capitan how hard times were, El Capitan knew he could help Paco...not only keep his pharmacy doors open but also show him how to have a wildly successful business.

El Capitan had already helped countless other 'mom and pop' pharmacies across Puerto Rico on the brink of financial disaster rise from the ashes like a Phoenix from the Flames.

Paco was more than intrigued. He wanted to know what El Capitan did to save other businesses just like his.

El Capitan showed Paco his secret “3 Point Success System”...

...a super simple step by step blueprint for attracting and keeping customers, increasing sales, and exploding revenue and profits.

What’s more, El Capitan explained that only 1 privately owned pharmacy per town or city was granted exclusive access to his 3 Point Success System...to avoid any competition.

Paco immediately agreed to join forces with El Capitan.

Within no time after implementing the Success System, Paco’s beloved pharmacy attracted a horde of new and loyal customers.

El Capitan made it irresistibly impossible for Paco’s customers to shop and fill prescriptions at the Big Box Bullies.

He helped Paco create...

Magnetic new offers
Brand awareness
An explosive customer base...

And delivered valuable, ‘gotta have it’ content that had folks coming back for more and more.

Demand for Paco’s services soared right through the roof.

Needless to say, Paco has a new lease on life...and in business!

So if you’re a struggling pharmacist and store owner, how would you like direct, instant access to El Capitan himself, Javier Calderon?

Well, now you can.

See, for an extremely limited time, Javier is offering a FREE one on one personalized consultation...

So you can find out exactly how El Capitan can take your business from struggling to SPECTACULAR in a matter of just weeks!

Simply enter your name, email, and phone # in the box below and Javier will schedule your ABSOLUTELY FREE, No Strings Attached consultation.

Remember, Javier only gives a single pharmacy per town access to his 3 Point Success System. So you must register NOW for your free consultation before someone else snatches the only spot available for your community.

Just enter your name, email, and phone # and someone from Javier's office will be in touch shortly.

Let El Capitan help you take your business to the moon!