

Quick Start Guide

A practical launch path for medical reps introducing Peptide Partners to independent pharmacies.

Purpose

Use this guide to get a medical rep from "interested" to "ready to approach pharmacies" without turning the training into a 37-room maze. The goal is simple: understand the category, identify the right pharmacies, start clean conversations, and book next-step calls.

The 7-Day Launch Path

Day	Focus	Action
1	Understand the pharmacy pressure	Review PBM pressure, shrinking margins, and why pharmacies need cash-pay wellness revenue.
2	Learn the category	Practice a simple explanation of oral Bioactive Precision Peptides.
3	Know the core stacks	Review GLP-1 Support Stack, Breakthrough Stack, Launch Box, and Pilot Program.
4	Practice the opener	Use the pharmacy conversation starter and 3 follow-up questions.
5	Build a target list	Identify 10 independent or wellness-minded pharmacies.
6	Send outreach	Send the first LinkedIn DM, email, or text using the provided scripts.
7	Book the call	Use the strategy-call CTA and professional overview link.

Simple Pharmacy Opener

"A lot of independent pharmacies are looking for new non-PBM revenue streams right now. Are you currently exploring any cash-pay wellness categories for your patients?"

Best First Targets

- Independent pharmacies with front-end wellness sections
- Compounding pharmacies already having cash-pay conversations
- Pharmacies offering weight loss, HRT, functional medicine, or testing
- Owners who post about innovation, community health, or pharmacy margins

Rep Rule of Thumb

Do not lead with products. Lead with the pharmacy problem, then patient demand, then the category solution. Product details come after curiosity is earned.

Key links: Book a strategy call: <https://lighthousebrief.com/discovery>
Professional overview: <https://online.flippingbook.com/view/907834673>
Product site: <https://makewellness.com/lighthousewellness/>