

Attracting New Clients Course Notes

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In this video you are going to learn:

- 1.) The foundations of successful practice marketing
- 2.) How to create a plan for you success

All the clinical skill in the world, does no good without clients

Three terms –

Marketing – Spreading the word

Sales - Asking for YES – Ask for the click, sale, appointment

Customer - Think of clients as customers

You criticize airlines, restaurants, and the local JC Penney or H&M in the way they treat customers....

Criticize yourself the same way.

Developing a marketing Mindset

- 1.) Realize marketing and sales are not inherently evil or wrong

Chose to step into a new mindset where you see your marketing as part of the solution.

2.) It takes work to see success

The time you spend marketing is part of your job. Building a webpage, blogging, walking with flyers.

Don't do it and everything stays the same.

Do it regularly and you will see results.

3.) You can learn marketing just like you learned therapy

80/20 Sales and Marketing by Perry Marshall

4.) Your results will be determined by your marketing

5.) If you don't ask for the sale – you will NOT get it

6.) It does not matter what your competitors are doing – EVER

7.) A written plan is key

What is in a written plan?

1.) Target Market - 45-60 smokers

2.) Positioning statement – I am your partner in success

3.) Offering to customers – Single session option vs. 3 session option

4.) Price Strategy - Price at top of local market

5.) Distribution - In office and online

6.) Sales Strategy – attract 3 new client a week with website that is SEO optimized for my geography

7.) Promotion Strategy – Tie into great America smoke out or cancer lung cancer awareness week or black history month or whatever

8.) Marketing research – Do people need it?

Key components of printed material – ads – radio- everything

- 1.) Headline - hook
- 2.) Amplify pain
- 3.) Tell them how YOU and others solved it – and that you can offer a solution based on what works
- 4.) Irresistible offer
- 5.) Ask for sale – tell them what action to take

Cold calling made easy:

WRONG: “Hi I am a hypnotist with an office nearby, I wanted to share with you the ways I can help you!”

CORRECT: “Hello, My office is nearby, so I decided I would get out and meet the neighbors and find out a little more about their business. I am a clinical hypnotist, and here is some information about my practice. Do you have a brochure for your business?”

Your Brochure

- 1.) Dump the tri-fold, go with a one sided, one page flyer

2.) Get them offset printed

Content of brochure:

Single purpose: Smoking, weight loss, etc. Leave the temptation to add other services alone. Single purpose are always my preference. However, having multiple single purpose flyers is ok.

General Brochure: Highlight services that you want to sell most.

Use the 5 elements of a sales message from the previous lecture

- 6.) Headline - hook
- 7.) Amplify pain
- 8.) Tell them how YOU and others solved it – and that you can offer a solution based on what works
- 9.) Irresistible offer
- 10.) Ask for sale – tell them what action to take

Essentials for a brochure:

Prominent phone, website address, professional picture of you, color.

Avoid negative filler language: “office hours by appointment” “disclaimer” “9-5”

Must have call to action! What do you want them to do?

“Call now and get a free consultation”

“Call now and become smoke free”

Top five places to bring brochures:

- 1.) Networking meetings (meetup.com)
- 2.) Community organizations
- 3.) Everywhere YOU do business (your doctor!!)
- 4.) Universities (academic performance)
- 5.) Special events – trade shows

Let's talk about your biggest brochure!

Your website

Does it look like you built it or like you hired a professional? You expect your clients to hire a professional, you should too. You will be judged by the way your site “looks”.

Phone is easily found?

Does every page end with a call to action?

Are you collecting the emails of visitors?

Do you have video and pictures of YOU?

Is your page being seen? SEO.

Is your page about you or about the client?

Do you list services and benefits of those services?

Do you have testimonials?

Do you have seals and other “authority” emblems?

If your website is not a high quality website, visit www.NongardWeb.com to get a new one.

If you are not getting new clients from the Internet, then you do not have a good website.

HOW TO GET RANKED HIGHER IN GOOGLE

Install Yoast SEO

Alt-tag every image

Use keywords for page titles, URL, headline and text

Delete duplicate or COPIED content

Is your website mobile responsive

Write a meta-description with a call to action

Name your page what you want people to see when they get google results or when you share a page.

How to find keywords: <https://adwords.google.com/KeywordPlanner>

FACEBOOK ADS

- 1.) You will need to create a business page to place ads (“Like” page)
- 2.) Facebook Pixel
- 3.) Facebook ads MUST be highly targeted.
- 4.) Facebook ads for a private practice should give something away – and collect an email address in return
- 5.) Boosting a post?
- 6.) Buying Likes?
- 7.) NEVER EVERY use a third party to buy ads for you.
- 8.) Spend enough money to get results. A minimal radio ad buy is \$500, I would budget \$500 a month. One new clients for a 3 session package pays for it. Two and you are making money.
- 9.) The more you spend the more you make -AFTER YOU OPTIMIZE ADS
- 10.) No video ads – 5-% of all FB traffic is mobile

Images: www.Pixabay.com

Image Editor: www.PicMonkey.com

Facebook 20% Overlay Checker: https://www.facebook.com/ads/tools/text_overlay

Community

Messages, posts, memes, or any communication must elicit feedback and promote partnership, collaboration and two-way communication. When people feel a part of something, they support that something.

Culture

The culture of social media is different on every forum. On FB, if you are related, or its not personal – it better be short, funny and engaging. And a picture is always really good. Never post without a link. Never use a hashtag on FB.

Identity

You must be seen. SEO is a part of this, but so is regular engagement. Blog posting expands your identity. Creating community groups does too. And of course, NEVER post anything that is going to harm your identity (politics, race, religion, abortion, etc.)