

HOW TO MARKET YOUR PRACTICE SUCCESSFULLY!

To market a practice you must have a plan that you're always executing and that is constantly evolving to attract patients that pay, stay, and refer others like them. But where do you start? What does a successful plan look like? How do you choose a program that's right for you? Most importantly, how do you hold yourself accountable so that you're working toward your goals consistently?

Where To Start

Don't spend a dime on marketing outside your clinic until you've maximized every opportunity to promote your practice in and close to your center first. As a chiropractor, you've adopted a philosophy of life that promotes "health from within". Why not apply the same principles when marketing your practice? Seek every opportunity to leverage your center's influence from the "inside out". Look at every inch of your practice from the patient's perspective and create a clinic that maximizes your influence on patients. For example, does your clinic enhance referrals by using stylish colors and décor? Do you have systems in place and a trained staff that know exactly what to do and say to generate referrals? Do you have the necessary forms and materials that spur people to want to be your patient? For fresh ideas about how to maximize the impact of your facility while spending very little, visit www.practicesecrets.com

Everyone knows the best new patients come from referrals. You should expect at least 50% of your new patients to come from referrals. Referred patients from your existing patient base are easy to serve. They come prepared by their friends and family who have assured them about the quality of service you provide. Do everything in your power to create an awesome experience on each and every encounter with your current patient base. Strive to "earn" their referrals. Every person knows an average of 250 people who they can influence, so treat each patient accordingly. They will refer to you automatically if your care is outstanding, so never stop improving yourself and your center.

Successful Marketing Program Ideas

In a competitive market, you must manage multiple programs. For example, this month you might:

- Retrain your staff to answer potential new patient questions correctly.
- Hand out 3 business cards to every existing patient each Monday and tell each one to "spread the word" about your practice.
- Create a large exciting outdoor banner for the front of your building that says "5 Star Google Rating", or "Whiplash Specialist", or "Free New Patient Exam". This will create an awareness of your clinic in your community.
- Host a Patient Orientation with a "grand prize" for the patient who brings the most guests. Have fun with this event and your energy will facilitate practice growth.
- Ask your best patients to post a review about your practice on-line. Create a web presence.

- Set an electronic picture frame on the front desk labeled “Thanks For the Referrals”. With a signed release, display photos of patients who have referred recently. Most patients love recognition and this is one of the reasons they refer.

How To Choose A Program That’s Right For You?

For a marketing program to work, it requires a good amount of personal energy. You should be excited about implementing any particular program and be able to talk about it enthusiastically. There is no way to bore someone into becoming a new patient. Marketing is transference of emotion, and that emotion is excitement. People love to buy and should sense your passion about your service when they come to your clinic. Select programs for your clinic that excite you and keep them only as long as they perform well.

If a program seems deceptive, manipulative, or exerts undue influence on a perspective new client, don’t do it. If a program violates your professional ethics or just feels wrong to you, it will fail in the end. Of course before embarking on any marketing program you must check with your state board laws.

Brainstorm with a colleague who has your best interests at heart and come up with several ideas you feel are right for your practice. Type them up and share them with your staff. Let your team know how they can help you implement the program.

Hold Yourself Accountable

If you post your marketing program on your bedroom door, you can check your list before going to work. Before you leave home, have a clear idea of what you want to accomplish that day. When you come home, you can check your list again to keep your program on track. Make sure you’re doing what you promised yourself you would do on a daily basis. Hold yourself accountable and pour tons of energy into your plan. If you’ve been in practice for a few years, you probably have lots of ideas you want to try, but have not implemented. Write some down, and tape them on a door at home so you can maintain daily consistent action toward your goals. If you need fresh ideas, visit www.practicesecrets.com. This e-book is an affordable practice-building treasure.

Using this plan, you’ll create better marketing ideas every month. You’ll try more ideas and receive feedback to modify your marketing activities. If you’re attentive, you’ll know when a program needs to be changed or freshened up or “tweaked”. You’ll know when to stop campaigns that don’t work or attract undesirable patients. You’ll find out what works for you and your market because you have a plan of action and are measuring the results monthly. You can increase funding to the best programs and expand them, or decrease funding depending on monthly results.

How Good Programs Work

Good marketing programs have a distinctive growth curve. They usually start slowly gain traction and climb quickly moving the practice to a higher volume. After a while, if they’re not tweaked they tend to plateau out. They form an “s” shaped curve.

No marketing plan works well forever. Marketing professionals anticipate this and regularly freshen their programs to extend their life. For example, if the 3-card program worked for a while and is no longer pulling in new patients, you might do variations of this concept. Create a weekly, in-house newsletter and attach 3 cards to each one with a paperclip, and give these out to every patient on Mondays. Asking each person to “spread the word “about your practice.

If you’ve read this far, you probably know you need more consistent action and organization in your marketing program. Write a plan today. Have it typed and post it on a door you pass through to start and finish your day. Create a plan you’re excited about, act on it, and watch your practice grow. For fresh ideas to grow your practice, visit www.practicesecrets.com



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