

# NEW PATIENT PLAYBOOK

365+ PATIENT ATTRACTION TACTICS



LIMITED  
EDITION

BY - LIKHESHWAR PRASAD KEWAT

365+ Ways

TO ATTRACT

More Patients to Your

**CLINIC OR HOSPITAL**



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# ***"NEW PATIENT PLAYBOOK"***

## ***365+ PATIENT ATTRACTION TACTICS***

*Today's patients have more choices than ever before, and their expectations are higher. They want convenience, trust, and a seamless experience from the moment they encounter your practice—whether it's online or in person.*

*That's where the New Patient Playbook comes in. This eBook is designed to be your personal guide, filled with over 365 actionable tactics to help you attract, engage, and retain more patients.*

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***By***

*Likheshwar Prasad Kewat*

***VIA - [WWW.MR-LPK.COM](http://www.MR-LPK.COM)***

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## Dedication

*To all the healthcare professionals who dedicate their lives to improving the health and well-being of others, this book is dedicated to you. Your unwavering commitment, compassion, and expertise inspire us all and serve as a beacon of hope in challenging times.*

## Acknowledgements

*I would like to express my deepest gratitude to the following individuals whose support, guidance, and inspiration have made this book possible:*

- *My family, MJ, for their unwavering love and encouragement throughout this journey.*
- *My mentors and colleagues, for their invaluable insights, feedback, and encouragement.*
- *The healthcare professionals and practitioners who generously shared their expertise and experiences, enrich the content of this book.*
- *The readers and supporters of my work, whose enthusiasm and encouragement motivate me to continue sharing knowledge and insights.*

## Bibliography

*This book draws upon a wide range of sources, including books, articles, research studies, and expert opinions, to provide comprehensive and up-to-date information on healthcare practice marketing.*

## About the Author

*Likheshwar Pd. Kewat is the founder of Nevzen Marksoft Innovations – an IT company, and NevzenDesigns Studio – A Design Agency. With a passion for innovation and a keen eye for opportunity, He has built Nevzen Marksoft Innovations into a leading player in the IT industry, known for its cutting-edge solutions and commitment to excellence.*

## Preface

### **My Reason for Writing This Book**

*The field of healthcare practice marketing is rapidly evolving, presenting both opportunities and challenges for practitioners looking to grow their practices and better serve their patients.*

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*I wrote this book with the goal of providing healthcare practitioners with practical, actionable insights and strategies to navigate the intricacies of marketing their practices effectively. Whether you're a physician, dentist, chiropractor, therapist, or other healthcare professional, this book is designed to help you develop and implement a customised marketing plan that aligns with your goals, values, and expertise.*

## *How to Use This Book Step-by-Step*

*Start by reading the introduction and familiarising yourself with the overarching themes and objectives of the book.*

- *Dive into each chapter sequentially, beginning with Chapter 1 and progressing through the subsequent chapters. Each chapter addresses a specific aspect of healthcare practice marketing, providing insights, strategies, and practical tips for success.*
- *As you read each chapter, take notes, highlight key points, and reflect on how the information applies to your practice. Consider how you can implement the strategies and tactics discussed to achieve your marketing goals and objectives.*
- *At the end of each chapter, take advantage of the reflection questions and action steps provided to deepen your understanding and begin applying the concepts to your practice immediately.*
- *Once you have completed all the chapters, revisit the sections that are most relevant to your current needs and priorities. Use the comprehensive strategies and insights provided throughout the book to develop and refine your own customised marketing plan for your healthcare practice.*

*By following these steps and engaging actively with the content of this book, you will gain the knowledge, skills, and confidence to take your healthcare practice marketing to the next level and achieve sustainable growth and success in today's competitive healthcare landscape.*

# **CHAPTER 01.**

## **INTRODUCTION**

*This chapter introduces a guide tailored for healthcare professionals on how to create and implement a successful marketing plan for their practice. It begins by highlighting the importance of marketing in a healthcare setting, emphasizing that marketing should be a strategic priority to help practices thrive in a competitive environment.*

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<b>1.1 Where You Are to Where You Want to Be.....</b>	<b>2</b>
<b>1.2 What do you want?.....</b>	<b>3</b>
<b>1.3 Typical Small Business Marketing Mistakes.....</b>	<b>4</b>
<b>1.4 Creating Your Marketing Plan.....</b>	<b>5</b>
1.4.1 What is a marketing plan?.....	5
1.4.2 Why is it important?.....	5
<b>1.5 Step By Step Process To Create A Successful Marketing Plan.....</b>	<b>6</b>
1.5.1 Define Your Objectives:.....	6
1.5.2 Know Your Market, Competition & Audience.....	7
1.5.3 Craft Your Unique Value Proposition (UVP):.....	8
1.5.4 Creating a Path to Your Business.....	8
1.5.5 Choose Your Marketing Methods or Channels:.....	9
<b>Your Challenge:.....</b>	<b>11</b>

## 1.1 Where You Are to Where You Want to Be

In the bustling world of healthcare practices, where every patient interaction counts, where compassion meets competence, and where healing journeys begin, marketing often takes a backseat. But let me tell you a secret: it shouldn't. **Welcome to "New Patient Playbook"**, a journey from the sidelines of passive marketing to the centre stage of strategic promotion. As a healthcare professional, you have a vision, and a passion to make a difference in people's lives. But how do you ensure that your practice thrives amidst the competition and that your voice is heard above the noise?

**Imagine this scenario:** You've just implemented a new marketing strategy for your healthcare practice, and you're eager to see the results. However, after a few weeks, you notice that there hasn't been a significant increase in patient inquiries or appointments. What steps would you take to troubleshoot the situation and identify potential issues with your marketing strategy? How would you adjust your approach to improve results and achieve your practice's marketing goals?

That's where this book comes in. It's your guide, your companion on the road less travelled—the road to effective healthcare practice marketing. But before we delve into the nitty-gritty of marketing strategies and tactics, let's take a moment to envision where you are and where you want to be.

## 1.2 What do you want?

First and foremost, **what are your goals?** What dreams do you harbour for your practice? Is it to expand your client base, to become a trusted authority in your field, or to simply improve patient satisfaction? Whatever your aspirations, defining them is the crucial first step towards achieving them. Defining your goals is the cornerstone of any successful marketing strategy for your healthcare practice. Before diving into tactics and implementation, take the time to clarify your objectives and aspirations.

**Write it down and date it.**

1. Where do you want to be 12 months from now?
2. Where do you want to be three years from now?
3. What about five years?

Imagine yourself five years later, having achieved what you wanted and looking back on yourself today; **Ask yourself this important question:**

**What were the most important things you did that enabled you to get where you wanted to be?**

## 1.3 Typical Small Business Marketing Mistakes

Ah, the pitfalls of marketing! We've all been there, haven't we? From overlooking the power of branding to underestimating the importance of customer feedback, small business owners, including healthcare practitioners, often stumble upon common marketing mistakes. But fear not, for in this book, we'll navigate through these treacherous waters together, steering clear of these pitfalls with grace and finesse.

**Use the following set of indicators** to raise your awareness of the mistakes you may be making.

**Lack of Clear Goals:** If you find yourself unsure of what you're trying to achieve with your marketing efforts or if your goals are vague and undefined, it's a sign that you may be making a mistake. Clearly defined goals provide direction and purpose for your marketing initiatives.

**Inconsistent Branding:** If your branding elements, such as logos, colours, and messaging, are inconsistent across different marketing channels and materials, it can confuse your audience and weaken your brand identity. Consistency is key to building brand recognition and trust.

**Ignoring Customer Feedback:** If you're not actively seeking feedback from your patients or clients, or if you're dismissing their feedback without consideration, you may be missing out on valuable insights for improving your services and marketing efforts.

**Overlooking Target Audience:** If you're casting too wide a net with your marketing efforts and not targeting specific segments of your audience, you may be wasting resources and missing opportunities to connect with those most likely to benefit from your services.

**Neglecting Digital Presence:** In today's digital age, having a strong online presence is essential for attracting and engaging patients. If you're neglecting your website, social media channels, or online reviews, you may be missing out on valuable opportunities to connect with potential patients and build credibility.

**Failing to Measure Results:** If you're not tracking the performance of your marketing initiatives or if you're not analysing the data to understand what's working and what's not, you may be operating blindly and missing opportunities for improvement.

**Not Staying Up-to-Date:** If you're not keeping up with the latest trends, technologies, and best practices in marketing, you may be falling behind your competitors and missing out on opportunities to innovate and stay relevant in your industry.

By paying attention to these indicators and regularly assessing your marketing efforts, you can identify potential mistakes early on and take proactive steps to course-correct and improve your overall strategy.

## 1.4 Creating Your Marketing Plan

Now that we've laid the groundwork, it's time to roll up our sleeves and get to work. Crafting a comprehensive marketing plan is like charting a course on a map—it gives direction, purpose, and clarity to your efforts. Throughout this book, we'll break down the process into manageable steps, helping you create a roadmap that leads to success.

So, are you ready to embark on this transformative journey? Buckle up, because the adventure of marketing your healthcare practice begins now.

### 1.4.1 What is a marketing plan?

A **marketing plan** is your strategic roadmap that outlines the specific actions, tactics, and strategies you'll use to achieve your marketing objectives. It's a dynamic document that evolves with your business, helping you navigate challenges, seize opportunities, and drive growth.

### 1.4.2 Why is it important?

**Clarity and Focus:** A marketing plan provides clarity on your goals, target audience, messaging, and tactics, keeping everyone aligned and focused on the same objectives.

**Resource Allocation:** By outlining your marketing activities and budget, a marketing plan helps you allocate resources effectively, ensuring you invest in strategies that deliver the highest ROI.

**Measurable Results:** With defined goals and metrics, a marketing plan allows you to track progress, measure performance, and make data-driven decisions to optimise your efforts.

**Adaptability:** In today's fast-paced environment, a marketing plan enables you to adapt to changing market conditions, consumer preferences, and competitive landscapes, ensuring your strategies remain relevant and effective.

## 1.5 Step By Step Process To Create A Successful Marketing Plan

### 1.5.1 Define Your Objectives:

Start by clearly defining your marketing objectives. What do you want to achieve? Whether it's increasing patient volume, enhancing brand awareness, or improving patient satisfaction, your objectives should be specific, measurable, achievable, relevant, and time-bound (**SMART**)

**From where you are to where you want to be**

1. Define what you are selling.
2. Where do your revenue streams come from?
3. What is the most profitable?
4. What is your capacity?
5. What is working well and what isn't?

#### **Your existing customer base**

1. Who and how many?
2. Who are your best customers?
3. How long do customers stay and what's their value?

#### **Where do you want to be?**

1. What is your longer-term vision for your business?
2. What is the purpose of your business?
3. Which revenue streams would you like to grow?
4. What are your specific business goals?

### **1.5.2 Know Your Market, Competition & Audience**

Understand your target audience—**who they are, what they need, and how they prefer to engage with your practice**. Conduct market research, analyse patient demographics and behaviours, and identify key insights to inform your marketing strategies.

#### **Your market**

1. What is happening within the marketplace in which you operate?
2. What is the size of the market you are in or entering?
3. What is the potential demand for what you are offering?
4. What are the trends, hot issues and gaps that need filling?

#### **Your competition**

1. Who is your competition?
2. What are their strengths and weaknesses?
3. What is our competition not offering that the market needs?
4. What benefits do you offer that your competition doesn't?
5. What can you learn from your competition?

#### **Your target customers and strongest niche**

1. Who are the right potential customers for you to focus on?
2. What are your ideal client criteria?
3. Who are the best, most enjoyable and profitable clients to work with?
4. What are the main problems and needs your target client has?
5. What do your target customers most want?
6. Is There a good strong niche group of people with problems you could focus on?
7. Where can you find these customers?
8. How do your potential customers buy what you are selling?

### **1.5.3 Craft Your Unique Value Proposition (UVP):**

Determine **what sets your practice apart from competitors** and **why patients should choose you** over others. Develop a compelling UVP that communicates the value you offer and resonates with your target audience.

1. What is the solution you are proposing?
2. What are the key elements of your service?
3. How does this solution solve your clients' problems?
4. What are the biggest benefits you have over your customers?
5. What is unique about it?
6. How are you going to package and price it?
7. What can you guarantee?

### **1.5.4 Creating a Path to Your Business**

Once you have defined your objectives, understood your audience, crafted your unique value proposition, and selected your marketing channels, the next step is to create a clear path to your business. This involves **developing strategies and tactics** that will guide potential patients from their initial awareness of your practice to becoming loyal advocates.

#### **Key Components of Creating a Path to Your Business:**

**Lead Generation:** Implement strategies to attract potential patients to your practice. This may include offering valuable content, running targeted advertising campaigns, or hosting educational events. The goal is to generate interest and encourage individuals to learn more about your services.

**Engagement and Education:** Once you have captured the attention of potential patients, focus on engaging them and educating them about the value of your services. Provide informative content, answer their questions, and address their concerns to build trust and credibility.

**Conversion:** Guide potential patients towards taking action, whether it's scheduling an appointment, signing up for a newsletter, or requesting more information. Make it easy for them to take the next step and provide clear calls to action that prompt action.

**Retention and Loyalty:** After successfully converting patients, focus on nurturing and retaining them over the long term. Provide exceptional care and service, stay in touch through regular communication, and offer loyalty incentives to encourage repeat visits and referrals.

### **Attracting hand-raisers and building a list**

1. How could you find and attract those with an interest and need for your services?
2. What would attract your potential customers to take the first step with you and register their interest?
3. What could be the steps up your sales ladder from initial interest to long-term customer?
4. What could be the path of offering step-by-step to your business?
5. How can you build your list of potential customers with interest?

### **Getting your sales systems in place**

- What systems do you need to have in place to list-build?
- How can you capture and record potential customers' details?
- What do you need to set up to communicate with those on your list?

By creating a well-defined path to your business, you can effectively guide potential patients through each stage of the customer journey, from awareness to advocacy

## **1.5.5 Choose Your Marketing Methods or Channels:**

Identify the most effective channels to reach and engage your target audience. This may include digital channels such as your website, social media, and email marketing, as well as offline channels such as events, networking, and community outreach.

1. What marketing methods do you know that your successful competitors use?
2. What has worked for you in the past? What has been your return on investment?
3. What has not worked?
4. What can you do to raise your profile in the marketplace?
5. Which methods can you use to attract new customers?
6. What potential value do the following marketing methods have for your business?
7. What is most likely to work best for you?

### **Develop Your Messaging and Content:**

Create messaging and content that aligns with your UVP and speaks directly to your target audience's needs, interests, and pain points. Whether it's blog posts, videos, social media posts, or patient testimonials, ensure your content is relevant, valuable, and engaging.

1. What is the brand image you want to create?
2. What is the right brand for your target market?
3. How does your name and strap line communicate what you are offering?
4. What are your key messages?
5. What marketing materials do you need?

### **Set Your Budget and Timeline:**

Determine how much you can invest in your marketing efforts and allocate your budget across different channels and tactics. Establish a realistic timeline for implementing your marketing plan, taking into account deadlines, milestones, and seasonal opportunities.

1. Which marketing methods have you chosen to implement?
2. What is it going to cost to utilise your chosen marketing methods?
3. What resources are going to be required to implement these methods?
4. What will you need to invest in each segment to achieve your goals?
5. What return would you expect?
6. How will you measure the return on your investment?

**Implement, Measure, and Iterate:** Execute your marketing plan according to your timeline, monitor performance metrics, and measure results against your objectives. Analyse what's working well and what needs improvement, and adjust your strategies and tactics accordingly. Continuously iterate and optimise your marketing efforts to maximise effectiveness and achieve your goals.

1. How are you going to progress each element of your plan?
2. What needs setting up?
3. What are the priorities?
4. What specific practical actions need to be taken to make it happen? By whom and By when?
5. What are the steps?
6. What are the milestones and deadlines?
7. How will you monitor, evaluate and review your strategy?

## *Your Challenge:*

*Creating a successful marketing plan requires dedication, creativity, and strategic thinking. It's not just about writing down a list of tactics; it's about understanding your audience, setting realistic goals, and crafting tailored strategies to achieve them.*

*By following this step-by-step process, you can create a comprehensive marketing plan that drives results, fosters growth, and sets your healthcare practice up for long-term success.*

# **CHAPTER 02.**

## *HOW TO GET STARTED?*

### *EVALUATING WHERE YOU ARE NOW*

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*How to Get Started? Evaluating Where You Are Now," focuses on the importance of understanding the current position of a healthcare practice before making future strategic decisions. The chapter is divided into several sections, each designed to help practitioners assess different aspects of their business.*

<b>2.1 Defining Your Business Now.....</b>	<b>2</b>
<b>2.2 Evaluating How Well Your Current Marketing is Working.....</b>	<b>4</b>
<b>2.3 Assessing the Value of Your Current Customer Base.....</b>	<b>6</b>
<b>2.4 Finding Out What Existing Customers Value About Your Business.....</b>	<b>8</b>
<b>2.5 Seeing Your Business Through the Customers' Eyes.....</b>	<b>10</b>
<b>2.6 Assessing Your Strengths, Skills, and Resources.....</b>	<b>11</b>
<b>Your Challenge.....</b>	<b>12</b>

# **CHAPTER 03.**

## *GETTING CLEAR ABOUT WHERE YOU ARE GOING*

---

*This chapter focuses on helping you clarify your vision for your healthcare practice, identify the gaps between your current state and desired goals, and define your ideal customer.*

<b>3.1 Clarifying Your Ultimate Business Vision.....</b>	<b>2</b>
<i>What is a vision?.....</i>	<i>2</i>
<i>Seeing Your Vision ^ Special Response Questions.....</i>	<i>2</i>
<i>How to use your vision.....</i>	<i>3</i>
<i>Your Challenge.....</i>	<i>4</i>
<b>3.2 Defining the Gaps Between Present and Desired.....</b>	<b>4</b>
<i>What is a defined gap?.....</i>	<i>4</i>
<i>Why is it important to define the gaps?.....</i>	<i>4</i>
<i>Your Challenge.....</i>	<i>5</i>
<b>3.3 Describe Who You Want to Do Business With.....</b>	<b>5</b>
<i>Defining Your Ideal Customer.....</i>	<i>5</i>
<i>Ideal Customer ^ Special Response Checklist.....</i>	<i>6</i>
<i>Your Challenge.....</i>	<i>7</i>

# CHAPTER 04.

## UNDERSTANDING YOUR MARKETPLACE AND YOUR COMPETITION

*This chapter will guide you through the essentials of conducting effective research, from identifying market trends and patient needs to evaluating your competitors' strengths and weaknesses. By mastering these insights, you'll be able to differentiate your practice, identify opportunities for growth, and create value for both your patients and your business.*

<b>4.1 Researching for Answers.....</b>	<b>2</b>
4.1.1 What is research?.....	2
4.1.2 What makes research work?.....	2
4.1.3 Learning from the Competition.....	3
4.1.4 Learning from Your Customers (Existing and Potential).....	3
4.1.5 Customer Research ^ Special Response Checklist.....	3
<b>4.2 Evaluating Your Competitors' Propositions.....</b>	<b>3</b>
4.2.1 Understanding Your Marketplace And Your Competition.....	4
4.2.2 Evaluating Your Competition ^ Special Response Checklist.....	4
Your Challenge.....	4

# CHAPTER 05.

## UNDERSTANDING YOUR CUSTOMER

*This chapter will guide you through the critical process of identifying your target audience and uncovering what drives their purchasing decisions. By gaining insight into your customers' motivations, you can offer personalized care that not only meets their needs but exceeds their expectations, building trust and long-term loyalty. Let's dive into what it means to truly understand your customer and how it can transform your practice.*

<b>5.1 Finding Out About Your Target Customer.....</b>	<b>2</b>
5.1.1 What Does This Mean?.....	2
5.1.2 Why is it Important?.....	2
5.1.3 Your Special Response Checklist.....	3
Your Challenge.....	4
<b>5.2 Understanding What People Buy.....</b>	<b>4</b>
5.2.1 What Do People Buy?.....	4
5.2.2 What motivates decisions?.....	5
5.2.3 Great Questions To Ask Potential Buyers ^ Special Response Questions.....	5
Your Challenge.....	6

# CHAPTER 06.

## CREATING SOLID FOUNDATIONS

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*In this chapter, we'll explore the essential building blocks for establishing a successful and thriving healthcare practice. From defining your niche to crafting a unique selling proposition (USP) that sets your practice apart, this chapter will guide you through the process of creating a solid foundation for long-term success.*

<b>6.1 Deciding on Your Niche.....</b>	<b>2</b>
6.1.1 What is a niche?.....	2
6.1.2 Deciding On Your Niche ^ Special Response Checklist.....	2
6.1.3 Why Do You Need a Niche?.....	3
6.1.4 What makes a niche successful?.....	3
6.1.5 How to Use Your Niche.....	3
Your Challenge.....	4
<b>6.2 Getting Clear About What You Are Selling.....</b>	<b>5</b>
<b>6.3 Clarifying Your Unique Selling Proposition.....</b>	<b>6</b>
6.3.1 What is a Unique Selling Proposition?.....	6
6.3.2 Why is it important?.....	6
6.3.3 What makes a USP successful?.....	6
6.3.4 Sample Small Business USPs.....	7
6.3.5 How to Use Your USP.....	7
Your Challenge.....	8
<b>6.4 Creating And Communicating A Brand Identity.....</b>	<b>9</b>
6.4.1 What is a brand?.....	9
6.4.2 Why do you need a brand?.....	9
Your Challenge.....	9
6.4.3 What makes a brand successful?.....	9
6.4.4 How to Use Your New Brand Image.....	10
<b>6.5 Developing a Strap-Line Slogan for Your Business.....</b>	<b>11</b>
6.5.1 What is a Strap-Line Slogan?.....	11
Your Challenge.....	11
<b>6.6 Believing in Yourself.....</b>	<b>11</b>
Your Challenge.....	12

# ***CHAPTER 7:***

## ***GETTING THE PRICE RIGHT***

*Setting the right price for your healthcare services is critical to balancing profitability, patient satisfaction, and market competitiveness. In this chapter, we'll explore how to charge what you're truly worth, ensuring your pricing reflects the value and expertise you provide. We'll also delve into strategies for adjusting your prices at the right time, while maintaining patient trust and loyalty.*

<b>7.1 Charging What You Are Worth.....</b>	<b>2</b>
7.1 What are you worth?.....	2
Your Challenge.....	2
<b>7.2 Increasing Prices at the Right Time.....</b>	<b>4</b>

# ***CHAPTER 08.***

## ***DEVELOPING YOUR MARKETING MESSAGE***

---

<b>8.1 Creating Commitments to Your Customers.....</b>	<b>1</b>
<b>8.2 Developing an Elevator Speech.....</b>	<b>2</b>
<b>8.3 Creating a Guarantee.....</b>	<b>2</b>

### ***8.1 Creating Commitments to Your Customers***

*In the competitive landscape of healthcare, establishing strong commitments to your patients is paramount. Your marketing message should convey not only the services you offer but also the values*

# ***CHAPTER 09.***

## ***DETERMINING YOUR MARKETING METHODS***

*This chapter delves into the foundational strategies for expanding your patient base, enhancing patient loyalty, and increasing transaction values. By understanding the three key avenues for business growth—acquiring new patients, selling more to existing ones, and encouraging frequent visits—you'll be equipped to craft a robust marketing plan that addresses each aspect.*

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<b>9.1 Knowing the Three Ways to Grow a Business.....</b>	<b>2</b>
<b>9.2 How to Test and Measure the Return You Get from Marketing.....</b>	<b>2</b>
<b>9.3 Choosing the Best Methods to Market Your Business.....</b>	<b>2</b>
<b>9.4 Being Creative with Your Ideas.....</b>	<b>3</b>
<b>9.5 365+ Marketing Methods That Attract New Customers.....</b>	<b>3</b>

# **CHAPTER 10.**

## ***PROFILE BUILDING MARKETING***

*Chapter 10 focuses on profile-building marketing strategies designed to elevate your practice's visibility, enhance credibility, and foster trust within your community. By utilizing various approaches such as public relations, press releases, strategic signage, conference exhibitions, thought leadership, sponsorships, and corporate social responsibility initiatives, you can create a multi-faceted marketing strategy that not only showcases your expertise but also positions your practice as a caring and reliable resource for health and wellness.*

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<b>10.1 Getting Free PR.....</b>	<b>2</b>
<b>10.2 Writing and Delivering Press Releases.....</b>	<b>2</b>
<b>10.3 Using Banners, Posters, and Signs.....</b>	<b>2</b>
<b>10.4 Exhibiting at Conferences.....</b>	<b>2</b>
<b>10.5 Becoming a Well-Known Expert in Your Field.....</b>	<b>3</b>
<b>10.6 Sponsoring for Maximum Return.....</b>	<b>3</b>
<b>10.7 Giving Something Back to Society.....</b>	<b>3</b>

# **CHAPTER 11.**

## ***SELLING YOUR SERVICES MORE***

*This chapter delves into the art of selling healthcare services, emphasizing the importance of understanding client needs and delivering exceptional value. From the initial cold call to crafting compelling proposals, we will explore strategies that can transform your approach to selling. You'll learn how to effectively open conversations, make meaningful appointments, establish instant rapport, and actively listen to uncover your prospects' true pain points.*

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<b>11.1 Opening a Cold Call.....</b>	<b>2</b>
<b>11.2 Making Appointments.....</b>	<b>2</b>
<b>11.3 Building Instant Rapport.....</b>	<b>3</b>
<b>11.4 The Art and Power of Listening.....</b>	<b>3</b>
<b>11.5 Getting to Your Prospect's Pain – The Questions to Ask.....</b>	<b>3</b>
<b>11.6 Tailoring Your Sales Proposition and Positioning the Benefits.....</b>	<b>4</b>
<b>11.7 Designing a Winning Proposal.....</b>	<b>4</b>
<b>11.8 Following Up and Following Through.....</b>	<b>4</b>

# **CHAPTER 12.**

## ***COMPLETING YOUR MARKETING PLAN***

*This chapter will guide you through the critical steps of finalizing your sales and marketing strategy, ensuring that you have a comprehensive blueprint for achieving your goals. We will explore the importance of setting clear and achievable sales and marketing objectives, developing a realistic budget to support your initiatives, and planning an effective strategy that aligns with your practice's unique strengths.*

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<b>12.1 Setting Your Sales and Marketing Goals.....</b>	<b>1</b>
<b>12.2 Developing a Budget.....</b>	<b>2</b>
<b>12.3 Planning Your Strategy.....</b>	<b>2</b>
<b>12.4 Writing the Marketing Plan.....</b>	<b>2</b>

# ***CHAPTER 13.***

## ***THE SIMPLE THINGS THAT MAKE A BIG DIFFERENCE***

*This chapter delves into the essential practices that can transform your healthcare practice by prioritizing patient experience and team motivation. From simplifying the buying process to enhancing customer satisfaction, we'll explore actionable strategies that foster loyalty and build trust.*

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<b>13.1 Making It Easy for People to Buy from You.....</b>	<b>2</b>
<b>13.2 Keeping Customers Happy.....</b>	<b>2</b>
<b>13.3 Dealing Positively with Complaints.....</b>	<b>2</b>
<b>13.4 Motivating Your Team.....</b>	<b>3</b>

# ***CHAPTER 14.***

## ***CREATING A MARKETING SYSTEM***

<b>14.1 Keeping Customer Records.....</b>	<b>2</b>
<b>14.2 Building an Opt-In Mailing List.....</b>	<b>2</b>
<b>14.3 Creating a Communication Calendar.....</b>	<b>2</b>

# ***CHAPTER 15.***

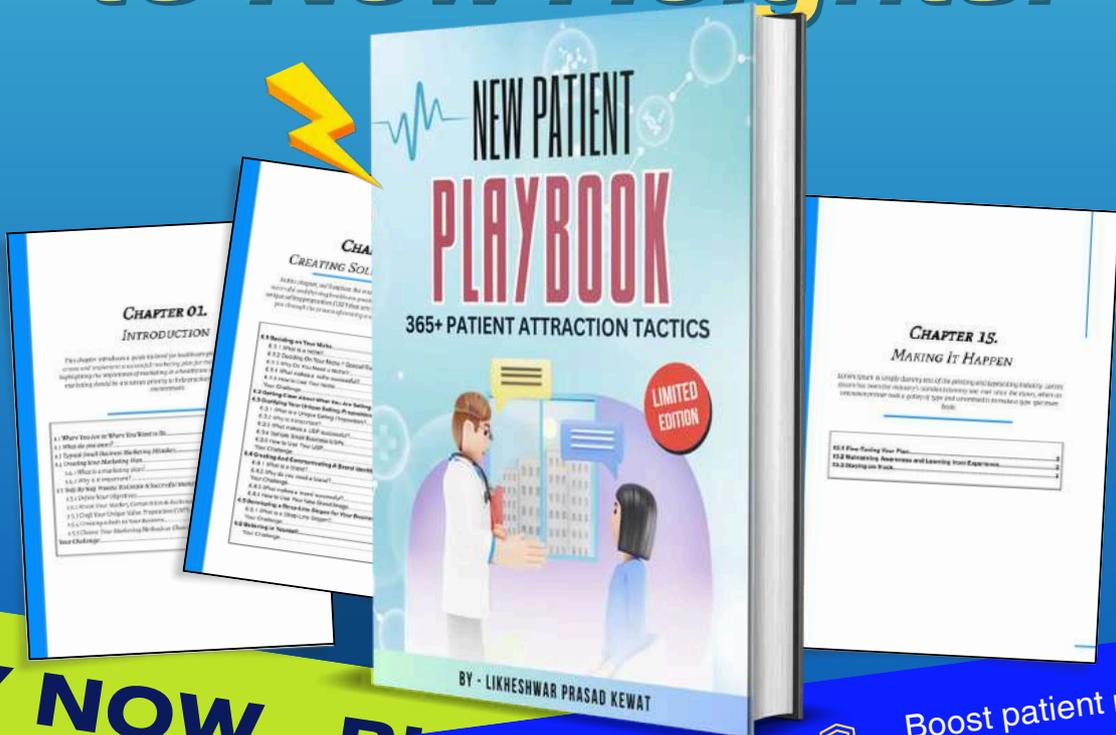
## ***MAKING IT HAPPEN***

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<b>15.1 Fine-Tuning Your Plan.....</b>	<b>2</b>
<b>15.2 Maintaining Awareness and Learning from Experience.....</b>	<b>2</b>
<b>15.3 Staying on Track.....</b>	<b>2</b>



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