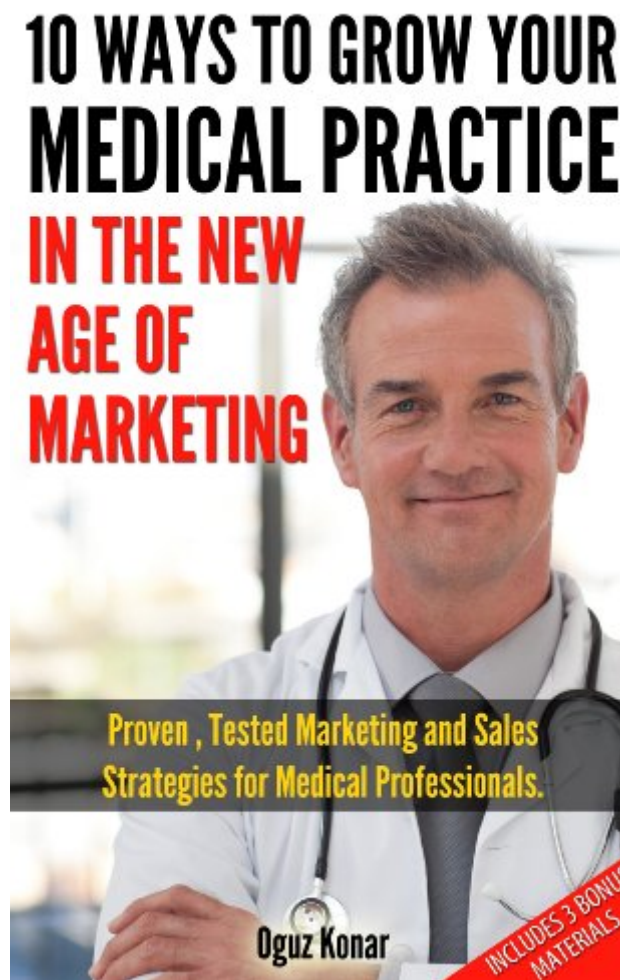


The book was found

10 Ways To Grow Your Practice In The New Age Of Marketing



Synopsis

Are you tired of wasting your hard earned money on unproven and archaic marketing strategies? Are you looking for a way to leverage your expertise to attract more patients to your practice? Or Do you just want to learn about the latest marketing tactics used by "7 figure practice practitioners" in your industry? Whether you operate multiple practices or just starting out, unless you are utilizing the new technologies of marketing and staying on top of the head spinning speed of online marketing, you are likely to fall behind and wonder why your business is not growing at the speed you were anticipating to. Not only this books provides you with a 10 proven steps to excel your practice and fill your appointment book, it also helps you identify and create your legacy. For more marketing tips check out www.massiveactionconsulting.com

Book Information

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Customer Reviews

As the owner of a small healthcare practice I really had hoped to like this book. There were actually a few good takeaways that might be worth the few dollars, however, I'm glad it wasn't priced any higher. The good: I did like his suggestion of reviewing not only FAQ with patients, but SAQ (should ask questions) which can help differentiate you and your practice. He emphasizes the importance of

using video marketing, and states that websites with video will rank higher on search engines. I liked the concept of explaining what you do in terms of the needs of the target market and the population you serve. His 10 ways to grow the practice, aren't bad suggestions, but honestly, it felt to me like the author was simply trying to crank out something so he could try and manufacture some kind of credibility based on being a "published" author. He gave a little bit of information about a topic, but nothing with much detail into the nuts and bolts of how to actually do any of it. For example he would say: You should really create videos to incorporate into your marketing (for use on your website, waiting room, youtube, etc.) and there is a bonus section at the end of this book that will show you a step by step guide for creating the ideal video. Then you get to the "bonus" material and it gives a few brief suggestions, like use testimonial videos, videos should be short (2 minutes is better than 8 minutes), and a few other generic recommendations, then he says. There are a lot of other "sub steps" to each of these steps, but we will keep them for another book.

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