

The
NEW Patient
Manifesto

A Proven 3 Step Formula For Doctors
To Increase New Patient Generation + Retention
By Over 300%

By Jonathan H. Graves



For Dentists, Chiropractors, Veterinarians, Eye Doctors, Plastic Surgeons,
Podiatrists, Dermatologists & OBGYN

About the Author



Jonathan H. Graves

founder, Local Gold®

Jonathan H. Graves is the founder of Local Gold® which provides total marketing solutions for healthcare professionals.

Since starting his career in 1998, Jonathan has helped many Fortune 500 companies and over 3,000 small & medium sized businesses drive NEW leads & sales. Jonathan's digital marketing strategies have helped his clients drive **over \$550 million in estimated gross sales since 2004.**

Jonathan is also a best-selling author and has been featured on ABC, NBC, CBS & Fox affiliates across the country speaking about his digital marketing formulas. Jonathan earned a Bachelor of Science (BS) degree in Marketing Management from Virginia Tech. In his free time, he enjoys spending as much quality time as he can with his wife & two children.

Learn more by visiting: www.localgold.com

Hello & Welcome!

Hi, my name is Jonathan.

I wrote this **NEW Patient Manifesto** to help **healthcare professionals** increase your NEW patient generation + retention #'s by 300%.

The marketplace has become so entirely saturated with ANNOYING sales pitches that we have all pretty much hit our “*pissed off*” tipping points.

Almost all of our clients & friends have been burned multiple times by broken promises by some *fresh out of college* sales rep dialing for dollars.

To add icing to the cake, I think we can all agree that there's just too much NOISE being sent our way via annoying ads, emails, phone calls, must attend industry events, *blah...blah...blah*.

Here's the root of the problem. The barrier to entry to get into the so called “*digital marketing*” field is so low, that you have every Tom, Dick & Harry with an internet connection and a pulse is jumping into the game.

This creates more NOISE, which leads to more confusion, distraction and ultimately **a complete paralysis for you to get anything accomplished.**

I get it. I'm annoyed too. This is why I wrote this *manifesto* to basically help give it to you straight about what we see working...*and what isn't*.

Why We Can Help You

Before we dive in, here's a quick 30 second elevator pitch about me.

I grew up swinging a hammer to put food on the table working with my father & brother doing contracting work in New Jersey. Upon graduating college (Virginia Tech) with a marketing degree in 1998, I came up to New York City to chase the dream.

During that time, I worked for a company for about 5 years that powered the search results for Microsoft. This was before there was a “Google” and search engine marketing was just starting to pop.

Without boring you with the details, I ended up *co-founding* a company in 2004 to help USA businesses drive NEW sales via search engine advertising. For the first couple years, we worked mostly with large national oriented businesses (as we still do to this day).

In 2008, we started sister companies that have **helped over 3,000+ healthcare professionals drive NEW patients.**

Our clients include: **Dentists, Chiropractors, Veterinarians, Eye Doctors, Plastic Surgeons, Podiatrists, Dermatologists, OBGYN & more.**

Since 2004, **we've spent over \$26 million of our own capital** buying advertising & driving leads to our partners (as of this writing). We have never taken a single cent in outside venture capital and/or angel investment dollars. We simply rolled our internal profits back into our businesses to continue to innovate & grow.

We have and continue to test everything under the sun when it comes to digital marketing. **Use our testing to save you valuable time + money.**

I'm telling you this to simply reassure you that we know what we're doing and that reading + implementing the strategies I am about to walk through in this manifesto is a smart investment in your time.

TIME

TIME. It's a big deal. We all wish we had more of it!

A couple years ago, I received a great piece of advice from a buddy as I was selfishly venting about not having enough **"time"** to get everything done.

He told me... *"Jonathan, TIME is not your problem. You simply need to discontinue working on low level activities. The easiest way to get a lot of things done is to simply NOT do them in the first place!"*

It seems too simple in hindsight; however, we all get caught up in our own craziness that it's sometimes *not so simple to implement*. Add an ever increasing amount of digital NOISE to the equation and it gets even harder.

Not to get too far off topic, but **I recommend you take a little time to study Pareto's Principle (80/20 rule).**

This could be the most powerful strategic tactic that I have personally implemented over the years that has consistently delivered the highest return on investment RESULTS day in and day out.

Give it a try, you may be pleasantly surprised!

Simply take 80% of the projects that you have on your "to-do list" and simply decide NOT to do them at all!

It's pretty liberating, I must say. ☺

Anyway, being an avid student and supporter of the 80/20 rule, I am going to push to get you the juice in this *manifesto* very quickly. Entire books are written on many of the subject matters that I am going to cover in just a few paragraphs. There's no need to drag this stuff out.

We'll be getting right to it. Remember, my goal with this **NEW Patient Manifesto** is to help YOU increase your NEW patient generation + retention #'s by 300%.

I have simplified this entire process for you into 3 simple steps.

Step #1: Get Your House In Order

The very first thing you need to do is **GET YOUR HOUSE IN ORDER.**

This process is fairly simple & inexpensive. You can outsource this step entirely by finding a competent team.

**Your Goal In Step #1 Is To Simply Build
A Strong Digital Marketing Presence That Will Help You
Maintain A Professional Brand Image, Boost Your Retention #'s &
Drive a Steady Flow of NEW Patients**

Step #1 is the cheapest way to get in the game with a professional online presence without losing a lot of \$ buying paid advertising.

Here are the most important things you need to complete Step #1:

1. A mobile responsive website that is easy to read on all devices (it needs a blog for your fresh, unique content)
2. A website that ranks well in the search engines (SEO)
3. A process to consistently generate high quality UNIQUE content
4. Technologies to CAPTURE contact information + SEND your high quality content
 - a. Email Marketing
 - b. Social Media Marketing
 - c. Video Marketing
 - d. Blog Posts
 - e. iTunes Podcasts
5. Access to a Marketing Manager (either internally or outsourced) who can manage your marketing & help you jump on NEW opportunities quickly

To be successful, your baseline marketing program (step #1) needs to **deliver valuable content to your patients or they will tune you OUT.**

In English, you can't just slam their email inbox with sales offers or pictures of your staff at a party. You need to help educate them on how to make smart decisions relating to your field of expertise. The more VALUE you can provide without coming across as too annoying or sales-oriented, the greater your chances of increasing your patient engagement.

Your Patients Want To Hear From YOU

You need to make sure that the quality of your content is strong and that it comes from YOUR words vs. a 3rd party newsletter service that **does not understand your personal philosophies.**

It boils down to the fact that your patients want to hear from **YOU.**

Your expertise, unique personality & proprietary strategies for delivering results are the reasons why your patients stick with you.

These are also your unique assets that will attract NEW patients.

The big obstacle within this reality is that YOU probably don't have the time to sit down and write high quality emails and/or newsletters every month. Shooting quality videos is also often hard & very time consuming.

This is why 95% of the 3,000+ healthcare professional clients we've worked with DID NOT have a consistent content creation & loyalty strategy.

This is also why we continue to innovate new 100% done-for-you products to help solve this ongoing problem. Part of our basic [Local Gold®](#) program includes our proprietary razorcast™ podcast (a Local Gold® owned property).



Podcast Video Example...

To make this podcast happen with consistency, our professional interviewers will jump on a phone call with you (and/or members or your staff) once every 3 months and record live phone interviews that we'll spin into videos, SEO content, blog posts, transcriptions, podcasts on iTunes & more.

We record 3 podcast interviews at a clip so you only need to jump on a call with us 4 times a year (1x per quarter) for about an hour. Our team will handle preparing the topics, questions (which you have access to prior to your interviews) and everything from start to finish.

All you have to do is get on the phone and talk about what you are most passionate about and chat like you do every day with your clients/patients.

Big picture, we can provide you with a simple way to outsource your content creation.

You also can easily do this on your own if you have the internal resources!

Here's a few screenshot examples our Local Gold® clients' podcasts...





So you know your options, our basic [Local Gold®](#) program was built to provide your business with a 100% turnkey solution to get this step #1 done.

Here's some of the solutions our Local Gold® program delivers...

- ✓ Search Engine Optimization + Map Listings Optimization
- ✓ Goodwillbuddy™: Reviews & Retention System for Doctors (step #2)
- ✓ New Web 3.0 Automation Technology
- ✓ Mobile Responsive Website & Blog
- ✓ Monthly Podcast Interviews- phone interviews that we spin into *podcasts, videos, SEO content, transcriptions & blog content*
- ✓ Email Marketing -- we email your monthly podcast video + links to blog posts with transcriptions to your list and manage the entire process
- ✓ Monthly Blog Posts
- ✓ Social Media Marketing
- ✓ Marketing automation
- ✓ iTunes – your monthly podcast interviews
- ✓ Local Citations & Network Distribution - 100+ downstream providers
- ✓ Video Advertising & Distribution - content spun from your podcasts into videos
- ✓ Direct Marketing Manager to handle your account, content updates, new technology integration, etc.

These are the things you need in *Step #1* to **GET YOUR HOUSE IN ORDER.**

In case you're wondering, our Local Gold program pricing ranges from \$195 to \$495 depending on the plan you choose. We also offer VIP options if you want more services + a-la-carte pricing options allowing you to "cherry pick" the products/services you are most interested in.

Anyway, performance of your NEW patient generation volume during this *Step #1* depends on a number of factors, including your active client/patient list size, how many people are searching for your business in your area & your competition.

This Step #1 baseline program is a necessity in today's digital age.

The first thing a NEW patient is going to do before calling or visiting you is look you up on the internet. This is why this step #1 is so important.

There are a lot of intangibles in play that are very important to your long term success.

This serves as your digital “lobby” for visitors checking you out. This step #1 is even more important if you plan to sell your business/practice in the future, as having these technologies in place will increase your sale value.

Here’s the reality that is giving this industry a bad rap... this step #1 is NOT designed to shoot the lights out. This first step is constantly OVERSOLD by sales reps dialing for dollars to hit their sales quotas!

We have clients that crush it with this step #1 program without having to buy ANY additional advertising because they rank very well and the search volume in their local market is through the roof.

We also have others that just do OK and have to rely on additional systems + purchasing additional media (steps #2 and #3) to receive the volume they need to drive incremental sales growth.

Having worked with 3,000+ healthcare clients...I’m just telling you how it is!

Moving forward, once you have this baseline Step #1 program up and live, you can now move to Step #2 that is focused on building your back-end “**Evergreen Systems**” internally.



Local Gold® is an A+ Better Business Bureau
Accredited Business

Step #2: Build Evergreen Systems

The first thing EVERYONE wants to do when they are in “**GROWTH**” mode is start buying more advertising.

THIS IS THE LAST THING YOU SHOULD DO!

Before you do anything, you need to build a strong NEW patient retention system to support your marketing efforts & hard earned advertising dollars.

Then, your media buying gets a lot easier.

Not to mention a lot more profitable & fun!

Abraham Lincoln said it best...

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

The good news is that you do not need to go crazy out of the gate.

Keep it simple! Your strategy in step #2 is to build **Evergreen Systems** in your practice to **increase your leverage**. This step goes deeper behind the scenes into your business by leveraging automation technology.

The key to success in this step is to build your **Evergreen Systems** to run on auto-pilot with minimal tech skills needed by your staff to manage. Avoid high tech training of office staff as these positions are often revolving doors and you don't want to hand the keys to the castle over to a single employee.

So, you want to create your **Evergreen Systems** so that you can have NEW staff members (*office managers, etc.*) up and running in 1 to 2 days max with minimal tech skills.

This takes a little more work up front to build, but **IT IS WORTH IT.**

What Are Evergreen Systems?

As you probably already know, an evergreen is a plant that has leaves throughout the year that are always green. In other words, they never die.

What **Evergreen Systems** do is leverage automated technologies to increase your online reviews, goodwill & frequency of visits. They also never die.

They are built to run on autopilot all year round like clockwork.

Here's the 7 top **Evergreen Systems** you'll want to build:

1. Online Review Requests (Google + Yelp)
2. New Patient Surveys
3. New Patient Welcome Gifts
4. Email Marketing - New Patient Education
5. Referral Campaigns
6. Direct Mail Postcards
7. Social Media Follow Requests

In an effort to save time, we're going to hit these from a very high level, cool?

Evergreen System #1 Online Review Requests (Google + Yelp)

Online reviews are important, especially in places like Yelp & Google.

Before partnering with us, a lot of our Local Gold® clients have previously wasted a lot of time + money using 3rd party providers to help them recruit patient reviews. **The problem with their efforts is that those patient reviews were captured on the 3rd party company's technology platforms, NOT on Google & Yelp (where it counts)!**

So if you're going to use 3rd party technology (*which we recommend*), make sure it facilitates reviews being written on Google + Yelp.

Think about it, **where are your NEW potential patients going to look FIRST** when they receive a recommendation about your practice? Almost all of them are going to visit either Google or Yelp. So, it makes sense to target these review platforms in your reputation management efforts.

Check out the search results in the closest city to your local area.

Usually there are 1 or 2 players in each industry in the major metro areas who understand the reviews game and how to generate them.

Observe how their search results stand out far above all their competition!

I don't know about you, but if I'm looking for a healthcare professional (*dentist, chiropractor, veterinarian, plastic surgeon, etc.*) in a local area on Google, I'm going to call the practice with the most high quality reviews!

It's just human nature.

We've seen it at [Local Gold®](#). These clients CRUSH some serious #'s.

So, the question is, how do you get more reviews?

Right now, we are seeing 92% of all online reviews coming from mobile SMS "text" messaging. Awesome results.



So, you can quickly increase your online reviews by sending an automatic “text” message to all of your NEW patients on auto pilot that asks them about their experience.

The process goes like this...after a NEW patient leaves your practice, they will receive an automatic “text” message within 12-24 hours.

Example text...

“Hi Jessica, Please provide your feedback on your experience, thank you!
[\[Custom link\]](#)

That “text” would send them to a mobile optimized lander that looks like this...

★

Would you recommend
our practice to your
family or a friend?

YES

No I would not

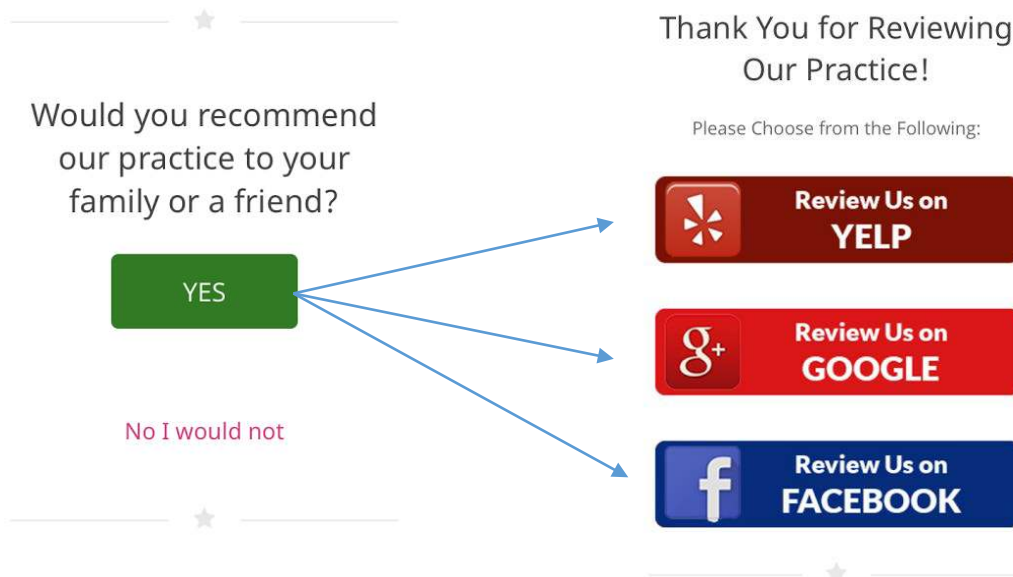
★

If they hit “**YES**”, they would be directed to a mobile optimized landing page that helps guide them to the platforms where you would like them to write an online review.

Remember, this is all being done directly on their mobile phone in a matter of SECONDS. The key is to make it SIMPLE + FAST for your patients to write you a positive review.

Most people also LOVE playing with their mobile phones these days. This is one of the reasons why we are seeing over 92% of reviews being placed via mobile.

Anyway, it would look something like this...



The great thing about using this process is that you help take control of your online reputation by **stopping negative reviews BEFORE they hit the web!**

This is important, as once negative reviews hit Google/Yelp they are a lot harder to deal with once they are live for the world to see.

If a patient has a negative experience, this process I am outlining will provide them with the ability to let your TEAM know about their “*bad experience*” on your mobile landing page BEFORE they decide to turn to turn to Google or Yelp to voice their opinion publically.

This is HUGE.

Is it 100%? Absolutely not. However, it does help stop a good portion of negative reviews from ever being written.

Patients who’ve had a potentially negative experience would simply hit the “**No I would not**” button and be taken to a special landing page.

It would look something like this...

★

Would you recommend our practice to your family or a friend?

YES

No I would not

We are sorry your experience with our practice was not great. Please tell us how we can improve.

Message

Your Name*

Email*

SEND MESSAGE

★

Your team would then receive these notifications and have the opportunity to reach out to these “not happy” patients to repair the relationship.

Our **Goodwillbuddy™ - Reviews & Retention System for Doctors** will automate the entire process from start to finish!

You'll receive emails + text messages on any negative reviews placed on your special landing page (above example) + facilitate reviews where it counts, on Google & Yelp. It's 100% automated - no staff work required.

**Goodwillbuddy™ is a Local Gold® owned property*

Local Gold® is fully HIPAA Compliant & Certified



Evergreen System #2 New Patient Surveys

Another great thing you can do to increase your goodwill & brand loyalty is to incorporate “surveys” into your **Evergreen Systems**.

By incorporating the internal processes to automatically survey your NEW patients, you will show them that you care about the quality of their experience with your practice.

This will help you build ongoing goodwill, brand loyalty & trust. You can have this process automatically built via your **Evergreen Systems**. Have your first survey sent automatically a few days after a NEW patient's first visit with your practice.

This accomplishes 2 very important things:

- 1. It shows your NEW patients that you care about them, which builds goodwill.**
- 2. It allows you to gather intelligence data on areas you are doing well + can look to improve.**



A great (free) technology service to use for this is www.surveymonkey.com.

Surveys also provide a fantastic opportunity to learn about the major needs & problems your patients are experiencing so you can look to find new INNOVATIVE ways to improve your practice.

Evergreen System #3 New Patient Welcome Gifts

NEW Patient Welcome gifts are built to WOW your NEW patients with over-the-top first impressions of your practice.

You'll also want to show some extra love to your NEW patients AFTER their first visit with you to make them feel all warm & fuzzy about choosing YOU.

You don't need to spend a lot of money, \$5 to \$7 bucks goes a long way and will give you the WOW factor your looking for by having your NEW patients receive a physical package from YOUR TEAM in the mail.

Let's be honest, WE ALL LOVE RECEIVING GIFTS IN THE MAIL! ☺

We can 100% automate this entire process for you, alleviating your staff's need to go to the post office, box up a gift package, lick stamps, etc.

Our most popular "**New Patient Welcome Gift**" is a 2 pack of brownies that is delivered with a personalized **WELCOME TO OUR PRACTICE** postcard (including your patient's personalized name) with a picture of your team.



Screenshot Example...



Evergreen System #4

Email List Register + Automation

Email marketing is a great way to stay in front of your patients with high quality, educational content + NEW team updates.

The problem we see in the marketplace is simply the falloff from the time a NEW patient visits your practice to having a staff member enter that patient's email address into a 3rd party email platform.

There seems to be a major disconnect where it just isn't getting done. So, you're going to want to automate this step.

For example, with our **Goodwillbuddy™ - Reviews & Retention System for Doctors**, all a staff member has to do is enter a new patient's information into a web portal that we custom create specifically for your practice.

This will automatically kick off a 30 day follow up sequence that sends mobile SMS "text" messages, welcome gifts, referral campaigns and surveys all while signing that NEW patient up for your email list. All new patient email registrations will also receive a custom 5 step email sequence that delivers your best stuff.



Your “best stuff” email topics can include:

- Welcome email with your corporate vision & mission
- Primary service/treatment benefits
- Podcast video – Interview of your founding Doctor
- Meet your TEAM, credentials & experience
- Testimonials

Here’s an example of how your podcast interview would look via email...



The image shows an email layout. At the top is a dark blue header with the logo for 'INNATE CHIROPRACTIC OF MANHATTAN' on the left and the text 'INNATE CHIROPRACTIC OF MANHATTAN' on the right. Below the header is a blue section with a white play button icon and the word 'Podcast' in bold. To the left is a square photo of a man, Dr. Jason Piken. To the right of the photo is the title 'Optimizing Sports Performance' and the subtitle 'A quick chat with...'. Below the photo and title is the name 'Dr. Jason Piken'. At the bottom of this section is a video player interface with a play button, a progress bar showing '06:00', and the Vimeo logo.

Jared check out this podcast interview!

Check out this podcast interview where I talk about chiropractic techniques that improve how you feel and optimize your athletic performance. The results are measurable and quite effective - just ask the pros!

[Click here to listen to the podcast or read the transcript on our blog.](#)

Enjoy!

Jason Piken DC, CNS
Innate Chiropractic of Manhattan
www.InnateChiro.com

Call [\(212\) 581-9079](tel:2125819079) to Book Your Appointment

Evergreen System #5 Referral Campaigns

Do you want to know the BEST way to INCREASE your patient referrals?

It's a pretty simple process....**ASK FOR THEM!**

Or better yet, automate a systematic approach via a new **Evergreen System**.

EVEN BETTER → send your patients a special promotion to SEND to their family & friends as a “thank you” for being a loyal patient. This way, when they do refer your practice, they are also providing a savings gift.

We like to send automatic referral request on the 3rd week after a NEW patient first visits your practice. So that it gets the attention it deserves, we usually send this referral request via both an email & a direct mail postcard.



Here is a quick example (Dentist)

“Do you have family or friends who may be interested in receiving our help?

If so, we want to provide you with a FREE GIFT to send them as a special thank you for being a loyal patient. Send your family and friends this NEW patient referral special.

Professional Teeth Whitening
\$199 (Reg. \$500)

To redeem simply have your family and friends give us a call and mention promo code “example22” when they give us a call at....”

Evergreen System #6

Direct Mail Postcards

Don't get me wrong, digital marketing is great. However, it is always a good idea to communicate with your patients across as many MEDIA channels as possible. Sending a welcome gift with a customized postcard PLUS a customized referral gift postcard a few weeks later to all new patients will help your practice build goodwill + increase frequency of visits.



It's the little things that make a big difference.

You can always leverage our **Goodwillbuddy™ - Reviews & Retention System for Doctors** to automate the sending of all your postcards + direct mail. There is no need to waste valuable staff time running to the post office, licking stamps, etc. when this entire process can be 100% automated.

The small investment goes a long way. It will only cost you about \$1 per postcard to send out.

Evergreen System #7

Social Media Follow Requests

Many of your patients would love to follow you on social media, especially if you are sending high quality content like doctor interviews, podcasts, etc. **The problem is, the second they are out of your office....they forget all about you! Out of sight, out of mind.**

So to combat this, all you have to do is simply have an automated process in place to email to all your NEW patients asking them to follow you via social media while providing them your custom follow links.



The process is short, fast and sweet. Just having a process to ASK your patients to follow you and making it easy for them to do so will drastically increase your engagement activity.



Step #3: Expand Distribution

Once you **have your house in order** (Step #1) with a sweet online presence that delivers consistent HIGH QUALITY content to your audience PLUS your backend **Evergreen Systems** (Step #2) are in place...

It's NOW time to **expand your distribution.**

This is another way of saying...**it's time to start buying PAID advertising to drive NEW patients in the front door.**

It's very important that you DO NOT skip steps #1 & #2 as this final 3rd step can get expensive very, very quickly!!

You want to arm yourself with the tools you need to *ferociously* compete.

Why Steps #1 & #2 Are Critically Important

Before we dive in, let's step back for a minute and **THINK BIG PICTURE.**

Do a Google search for your top level keywords in your local market.

How competitive is it in there?

The same principle applies to ALL the paid media platforms with the highest quality traffic + volume of eyeballs. These include *Facebook, Bing, Yahoo, direct mail, newspapers, magazines* and all high quality media channels.

It's SUPER COMPETITIVE!!!

The point I want to drive home is that *Steps #1 & #2* will help you drastically **INCREASE YOUR LEVERAGE.**

When you build them correctly, you strengthen your ability to **PROFITABLY** outbid your competitors for premium advertising inventory without having to worry about it.

The first two steps help you convert a higher % of your traffic, build goodwill & brand loyalty with your patients while you automatically present additional revenue stream offers in a super cool & soft way.

This increases your leverage.

LEVERAGE, when used properly, is VERY, VERY POWERFUL.

These first two steps will help you 2x to 3x your NEW patient conversions + backend retention #'s (frequency of visits + referrals). Then the media buying gets a lot easier, not to mention a lot more profitable & fun!

We will touch on three channels you can use to expand your distribution: *Media Buying, Joint Ventures & Public Relations.*

Expand Distribution Channel #1 - Media Buying

There is a lot more that goes into successful media buying than simply throwing up some ads and hoping for the best.

It's a learned skill that takes time to develop.

After spending **over \$26 million of our own capital buying paid advertising since 2004 (media buying)**, we still learn something NEW every day!

The industry is constantly changing.

When you are just getting started, I recommend you keep it close to vest and simply study other successful ads that are running and use them as a guide to help build your own by putting a slight twist to them.

By the way, *this is what most of the market does.*

It's easier to copy proven winners than be a pioneer. It's a safe play...even if only for the short term until *you can get some momentum behind you.*

This is also a lot simpler to do in places like Google & Bing where it is very easy to market to people who are LOOKING for what you have to offer. These channels are great, however, they are also super competitive.

The biggest problem with search PPC ads is that they usually lack the VOLUME needed to scale your NEW patient #'s on your own terms.

Having to “wait” for someone to look for what you have to offer is not very attractive if you have fast growth ambitions. It also causes you to lose control over your growth, which is NEVER a good thing.

To crack this code, you'll want to get good at **DISRUPTION MARKETING.**

This is a very important key to generating FAST & SCALABLE growth.

What you will look to do is “disrupt” your target market with your offers when they are not in the process of actively looking for what you have to offer.

Heck, they may not even know anything about what you have to offer yet!

At present time, 2 super popular disruption marketing channels for the healthcare industry include both *Groupon & living social.*



When used properly, deal sites can be an excellent form of NEW patient generation. They allow you to **GET PAID** to drive new patients in the front door who just “saw your offer” and decided it looked interesting.

We're talking HIGH #'s too, in some markets were seeing hundreds of NEW patients being generated over time. Crazy high #'s!

Want to see some examples of how powerful these deal site channels are?

I pulled these few healthcare industry examples at RAMDOM...**these are NOT Local Gold® clients! They are not affiliated with us in any way.**

Dealsite = Groupon

Offer = A single Dental package

Healthcare Industry = Dental

of NEW Patient Orders = 490

***Estimated #'s - not all orders will redeem + some orders may be from existing patients.**

\$49 for a Dental Exam, Cleaning, and X-Rays from Dr. Steven S Lee, DDS (\$560 Value)

Dr. Steven S Lee, DDS - Upper East Side

👍 88% of 26 customers recommend



Well Groomed

\$49

BUY!

VALUE	DISCOUNT	YOU SAVE
\$560	91%	\$511

GIVE AS A GIFT

Limited time remaining!

ONLY 27 LEFT

Over 490 bought

SHARE THIS DEAL



In a Nutshell

Legal Notice: All examples are for illustrative purposes only. These Groupon deal site examples are not affiliate with Local Gold® in any way, shape or form.

Dealsite = Groupon

Offer = Multi-visit option

Healthcare Industry = Chiropractic

of NEW Patient Orders = Over 200, 400 & 590 (1,190+ total)

***Estimated #'s - not all orders will redeem + some orders may be from existing patients.**

One, Three, or Five Chiropractic Adjustments with Initial Exam at West 79th Street Chiropractic (Up to 90% Off)

Robert Davidowitz Chiropractor - Upper West Side

92% of 163 customers recommend



♥ Healthy Living

Choose from Three Options

- \$25 for a chiropractic exam with adjustment (a \$200 value)
- \$35 for the above option, plus two additional adjustments (a \$65 value each; a \$330 total value)
- \$45 for the first option, plus four additional adjustments (a \$460 total value)

Dr. Rob Davidowitz examines each client's alignment, then makes adjustments to correct spinal misalignment that may be impeding the nervous system. Removing these blockages may result in positive health benefits, such as stimulating the immune system, relieving pain, and increasing mobility.

Select from Options

- One adjustment and one chiropractic exam**
\$25 ~~\$200~~ | Save \$175
Over 200 bought
- Three adjustments and one chiropractic exam**
\$35 ~~\$330~~ | Save \$295
Over 400 bought
- Five adjustments and one chiropractic exam**
\$45 ~~\$460~~ | Save \$415
Over 590 bought

BUY!

GIVE AS A GIFT

Limited time remaining!

SHARE THIS DEAL



In a Nutshell

Dr. Rob Davidowitz examines

Dealsite = Groupon

Offer = Dual Option (Botox or Juvederm)

Healthcare Industry = Plastic Surgery

of NEW Patient Orders = Over 790 & 340 (1,130 total)

***Estimated #'s - not all orders will redeem + some orders may be from existing patients.**

20-Units of Botox or One Syringe of Juvederm at ENHANCE Aesthetic Arts (Up to 53% Off)

ENHANCE Aesthetic Arts - Multiple Locations

 **93%** of 247 customers recommend



Select from Options


20 Units of Botox
\$139 ~~\$270~~ | Save \$131
Over 790 bought

One Syringe of Juvederm
\$359 ~~\$760~~ | Save \$401
Over 340 bought

BUY!

 GIVE AS A GIFT

 **Limited time remaining!**

 Fountain of Youth

Choose Between Two Options

- \$139 for 20 units of Botox (\$270 value)
- \$359 for one syringe of Juvederm (\$760 value)

Botox may cause serious side effects that can be life threatening, including problems swallowing, speaking, or breathing. Read all safety considerations for Botox [here](#).

Enhance Aesthetic Arts

Directed by [Dr. Irene Gladstein](#), a board-certified eyelid surgeon and official trainer of aesthetic

SHARE THIS DEAL



In a Nutshell

Botox helps relax facial muscles to reduce the appearance of fine lines, while Juvederm is an injectable filler that restores volume

The Fine Print

Promotional value expires 120 days after purchase. Amount paid never expires. New clients only. Limit 1

Legal Notice: All examples are for illustrative purposes only. These Groupon deal site examples are not affiliate with Local Gold® in any way, shape or form.

Dealsite = Groupon
Offer = Single Offer
Healthcare Industry = Veterinary
of NEW Patient Orders = 220

*Estimated #'s - not all orders will redeem + some orders may be from existing patients.

\$30 for \$60 Worth of Veterinary Services — Pleasant Plains Animal Hospital

Pleasant Plains Animal Hospital - Staten Island

👍 97% of 37 customers recommend



♥️ Pet Lover

\$30

BUY!

VALUE	DISCOUNT	YOU SAVE
\$60	50%	\$30

📺 GIVE AS A GIFT

🕒 Limited time remaining!

ONLY 34 LEFT

👤 Over 220 bought

SHARE THIS DEAL



In a Nutshell

\$30 for your pet's first physical exam. New clients only. Also includes cleaning of the ears, anal glands, and a nail trim.

The Fine Print

Promotional value expires 120 days after purchase. Amount paid never expires. Limit 1 per person, may buy 1 additional as a gift. Merchant

A Chat with Pleasant Plains Animal Hospital

What services does your business offer and what makes your business stand out from the competition?

The veterinary team at Pleasant Plains Animal Hospital in Staten Island is passionate about what we do. It is our priority to provide exceptional veterinary care to pets and compassionate service to our clients. At our Staten Island veterinary hospital, you are number one.

What was the inspiration to start or run this business?

After working as a veterinarian for over seven years, Dr. Meleleo wanted to open his own practice to show clients what exceptional veterinary service truly means.

Legal Notice: All examples are for illustrative purposes only. These Groupon deal site examples are not affiliate with Local Gold® in any way, shape or form.

The reason why I am showing you these examples is so you can get an idea of the potential # of NEW patients these deal sites have the ability to drive through your front door (**without having to spend ANY \$ on ads...**).

High NEW patient volume #'s are not guaranteed.

We have clients that do very well in small towns while other clients receive very little NEW patient volume in high population areas. These programs can be a bit quirky, so the best way to see how they perform in your local area is to simply TEST them.

I'll admit, these deal sites channels are NOT for everyone.

Many of our clients have had a BAD experience with deal sites like Groupon & Living Social in the past. More often than not, this has to do with the offer structure plus not having a backend retention system in place like **Goodwillbuddy™** to maximize the lifetime value retention #'s of the NEW patients that were generated.

These deal sites need to be looked at as a “*loss leader*” strategy to drive NEW patients in the front door **without having to spend crazy \$ buying ads** to get them to you. Heck, you're getting PAID to drive NEW patients!

How do you GET PAID to drive NEW patients in your front door? By commissions generated from the sale of your offers on these deals sites. For example, Groupon pays you 50% of the revenue generated from your offers.

Obviously, your risk is your time. Your success or failure will depend on your ability to run popular offers + deliver a positive NEW patient experience while not chewing up a HUGE portion of your staff's time.

Ultimately, you'll need to get good at turning a healthy portion of these “*deal shoppers*” into long term patients. When used in conjunction with our **Goodwillbuddy™ - Reviews & Retention System for Doctors**, deal site promotions can be very, very powerful.

For the record, deal site “*loss leader*” NEW patient generation strategies should always be used in conjunction with traditional marketing channels like Google, Facebook, Newspaper ads, etc. NEVER count on deal sites to deliver 100% of your NEW patient production.

Use them to kick your NEW patient #'s into over-drive and support your other more traditional marketing efforts.

Moving forward, let's review **my personal top 10 list of media channels to drive NEW patient growth.**

JG's Top 10 Media Buying Channels

#1 Search SEO (MAP Listings + Natural Rankings) -- Google, Yahoo & Bing

www.google.com
www.bing.com
www.yahoo.com

#2 Search PPC -- Google, Yahoo & Bing

*Very expensive, depends on your industry/offer
The big 3 yield 90%+ of the entire search market.*

www.google.com/adwords
www.bing.com/advertising
www.yahoo.com/advertising

#3. Pay Per Call Advertising + Online Directories

Incredible source of downstream traffic. Too many places to list, we work with over 100+ downstream partners for our clients.

adsolutions.yip.com (large downstream network...good traffic).
www.citygrid.com (gets you citysearch.com + downstream network)

Some others include: www.123phonecalls.com, www.zocdoc.com, www.angieslist.com, www.yelp.com as well as countless industry specific directories that can work very well.

#4 Coupon Deal Sites

These channels are great to launch “loss leader” offers that can drive a TON of NEW patients through your front door very quickly. Must have a strong backend retention system in place prior to launch.

www.groupon.com

www.livingsocial.com

#5 Retargeting Banners

Awesome “Hidden Jewels” that follow patients around the web who visit your website. Makes you look like a huge Fortune 500 company that buys media everywhere, AWESOME PRODUCT.

www.google.com/adwords

www.adroll.com

www.perfectaudience.com

#6 Social Media -- Facebook, LinkedIn & Twitter

Fantastic traffic source when managed properly. Amazing targeting capabilities & retargeting technologies available.

www.facebook.com

www.linkedin.com

www.twitter.com

#7 Video Advertising

Fantastic channel to drive branding + direct traffic that can be served via both demographic & geographic targeting.

www.vimeo.com

www.youtube.com

www.videoscribe.co (create white board style animations in minutes)

www.animoto.com (create professional tv style commercial in minutes).

www.techsmith.com/camtasia.html (use for screen recording)

www.adobe.com/products/premiere.html (easy video editor)

#8: Direct Mail

Super targeted personally written letters, postcards & “lumpy” packages

You can buy targeted list data at:

www.infousa.com

www.srds.com

www.thedma.org

www.affluenceresearch.org (to target high net worth consumers)

You can get postcards + mailers made at:

www.postcardmania.com (postcards + letters)

www.overnightprints.com (direct mail letters + marketing materials)

9. Citation Building

Citations are important because they help your website get ranked across Google, Bing + Yahoo local business pages. They also help your practice get found across the web. Citations are defined as "mentions" of your business name and address on other webpages, even if there is no link to your website.

An example of a citation might be an online Yellow Pages directory where your business is listed, but not linked to. You may also see the term "web references" used on other websites, a synonym for "citations" commonly used. Citations also update your businesses contact info across the web.

www.neustar.biz

Neustar has direct access to the largest authorized local search platform network in the industry. you can search, claim, and update your local business citation information at 100+ local search platforms at one time.

10. Tradeshows & Seminar Events

Another great traffic source when used properly. No need to pay a lot of money for an over-the-top booth. Just use your brain to find a way to differentiate your business from everyone else.

Expand Distribution Channel #2 - Joint Ventures

Joint Venture partnerships are perhaps the most overlooked & underutilized sales channel I see when meeting with healthcare professionals.

When used correctly, this channel can drive a very significant spike in NEW patient production.

To do this effectively, you want to look to partner with similar healthcare professionals in your marketplace that are complementary but not competitive. I recommend that you identify the TOP joint venture industry verticals and narrow it down to just 1 to start (so you *actually get started*).

Then, purchase a targeted list of this target market from a list broker and deploy a three step outbound attack strategy (*LinkedIn, direct mail, telephone & email*) to set up introduction conference calls & follow up meetings to explore how you can partner together.

Expand Distribution Channel #3 - Public Relations

Public Relations (PR) is the practice of managing the spread of information between and individual or an organization and the public.

In other words, it is when you utilize mass media to grow your brand.

Here are 3 of the top mass media PR vehicles:

1. **Book Publishing:** Write a book on your particular field of expertise. You can then leverage that book in all of your marketing materials to grow your brand as a leading expert authority in your field.
2. **TV Appearances:** With the help of trained PR professionals, you can become a guest speaker on television programs that are looking for expert advice and discussion topics around your area of expertise.

- 3. Newspaper & Magazines:** You can provide free expert advice as a guest editorial contributor across major newspaper & magazines publications. This will provide free 3rd party expert educational value for the publication's readers in exchange for mass media exposure for your business.

For newspaper & magazine PR, check out www.helpareporterout.com.

They are newswire services where everyday radio producers, journalists & reporters are looking industry professionals to interview for high quality content.

They have both free & premium paid services to help get you going. A great resource.

Our [Local Gold®](#) team can also help you as our product suite includes PR video + content syndication of your monthly podcast across our network of over 100+ online distribution partners (iTunes, Google, etc.).

Conclusion: Quick Summary & Key Takeaways

Awesome...I hope you enjoyed this ***NEW Patient Manifesto!***

This 3 step process to increase NEW patient generation + retention #'s by 300% is a culmination of all our testing since 2004.

During this time ***we've spent over \$26 million of our own capital*** working to figure this stuff out!

I hope that this information will help you drive FAST results while limiting your mistakes along the way!

OK, let's recap what we've learned very quickly.

1. LEVERAGE is very important. You want to start with increasing your leverage first before you look to start aggressively buying paid advertising.

2. Follow this 3 step growth process in order.

1. **Step #1: Get your house in order.** Build A Strong Digital Marketing Presence That Will Help You Maintain A Professional Brand Image, Boost Your Retention #s & Drive a Steady Flow of NEW Patients.

Here's a quick high level recap of some of the things you need:

- a. A mobile responsive website that is easy to read on all devices (it needs a blog for your fresh, unique content)
- b. A website that ranks well in the search engines (SEO)
- c. A process to consistently generate high quality UNIQUE content
- d. Technologies to CAPTURE contact information + SEND your high quality content across: *Email, Social Media, Video Marketing, Blog Posts, iTunes Podcasts*
- e. Access to a Marketing Manager (either internally or outsourced) who can manage your pay per client campaigns & help you jump on NEW opportunities quickly

This Step #1 baseline program is a necessity in today's digital age!

2. **Step #2: Build Evergreen Systems** in your practice to **increase your leverage.** This step goes deeper behind the scenes into your practice by leveraging technology automation.

The top seven **Evergreen Systems** include:

- i. Online Review Requests (Google + Yelp)
- ii. New Patient Surveys
- iii. New Patient Welcome Gifts
- iv. Email Marketing - New Patient Education
- v. Referral Campaigns
- vi. Direct Mail Postcards
- vii. Social Media Follow Requests

3. **Step #3: Expand Distribution.** It's time to start buying PAID advertising to drive NEW patients in the front door. It's very important that you DO NOT skip steps #1 & #2 as this final 3rd step can get expensive very, very quickly!! You want to arm yourself with the tools you need to *ferociously* compete. The 3 primary channels to expand your distribution include:

1. Media Buying
2. Joint Ventures
3. Public Relations

3. Remember that your patients want to hear from YOU, not some 3rd party “ghostwriter” who does not understand your personal philosophies.

4. Look to communicate with your patients via a **CROSS MEDIA** touch point strategy that includes: “text” messages, email, direct mail & social media.

5. Have fun and continue to track your results + TEST new ideas! ☺



Our Local Gold TEAM would love to explore
a partnership with YOU!

Interested In Scheduling A Free Strategy Call With Our Local Gold Team?

We hope you enjoyed this **New Patient Manifesto**.

This is one of the ways we attract our top Local Gold clients.

We've worked with over 3,000 Healthcare professionals since 2004.

Our clients include: **Dentists, Chiropractors, Veterinarians, Eye Doctors, Plastic Surgeons, Podiatrists, Dermatologists, OBGYN & more.**

If you are in one of these industries, chances are very strong that we can help you!

I would like to invite you to schedule a FREE strategy call with our team to explore how we may be able to work together.

When we speak, we'll review with you what you are currently doing out in the marketplace and provide you with a custom opportunity analysis based on your particular needs.

To schedule a free strategy call, please click below...

www.localgold.com/freedemo

Thx!

Jonathan



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