

LEGION

TEN SIMPLE WAYS TO OBTAIN NEW PATIENTS

ADD QUALITY CONTENT TO YOUR WEBSITE WEEKLY

HOW?

IF YOU DON'T HAVE ACCESS TO THE BACK END OF YOUR WEBSITE, YOU SHOULD GET ACCESS.

WHY?

SO YOU CAN ADD CONTENT, OR GIVE YOUR WEBSITE PROVIDER THE CONTENT.

WHAT?

WHAT IS THE GOAL OF YOUR CONTENT?
TO GET A SPECIFIC TYPE OF PATIENT?
TO DO WHAT?
TO PROMOTE A TREATMENT?

SELF PROMOTION IS NOT GOOD BUSINESS, NOR IS OFFERING DISCOUNTS... IT MAKES YOU LOOK CHEAP AND DESPERATE.

- POST QUALITY CONTENT THAT LAY PEOPLE WOULD LIKE TO CONSUME.
- POSTING REGULARLY ALLOWS PEOPLE TO COME BACK OFTEN AND TO SHARE YOUR CONTENT.
- YOU CAN LINK YOUR CONTENT TO OTHER WEBSITES AND VIDEOS.
- CREATING SOMETHING THAT HAS VALUE KEEPS PATIENTS
 ON YOUR PAGE LONGER WHICH BOOSTS YOUR WEBPAGE IN GOOGLES EYES
 FOR QUALITY INFORMATION.
- BEST YET, THIS IS ALL FREE, IT JUST REQUIRES
 YOU OR AN EMPLOYEE TO CREATE SOME CONTENT AND POST IT, OR HAND
 IT OFF TO YOUR WEBSITE COMPANY.

WRITE A WEEKLY BLOG

IF YOU ARE GOING TO DO A BLOG
POTENTIAL PATIENTS TO PROMOTE WEBSITE AND NOT SOMEWHERE
BE GOOD SHARE WORTHY CONTENT. AND OTHERS WILL LINK TO IT.

LINKS TO YOUR WEBPAGE FROM WEBSITES MAKES YOUR

ADD ATTRACTIVE PHOTOGRAPHS ON ALL YOUR CONTENT.

CONTENT ALONE IS NOT ENOUGH.

PEOPLE DON'T TYPICALLY STOP FOR CONTENT UNLESS THE HEADLINE IS SHOCKING OR EYE CATCHING.

YOU NEED EYE CAPTURING ATTENTION SO THAT PEOPLE STOP TO INVESTIGATE.

IF YOU DON'T HAVE A CAMERA... I KNOW YOU OWN A CELL PHONE. SO YOU HAVE NO EXCUSE FOR NOT TAKING AND POSTING GOOD PHOTOS.

CREATE SIMPLE VIDEOS FOR CONSUMERS...

AS A PHOTOGRAPH, BUT NOW YOU HAVE TO CREATE GOOD

VISUALS AND CONTENT...

SO A LITTLE

HARDER, BUT

MANAGEABLE...

YOU
WANT TO
PROVIDE GOOD
CONTENT THAT
PEOPLE WOULD WANT
TO SHARE TO FRIENDS AND
FAMILY MEMBERS.
HELPFUL INFORMATION THAT
MOST PEOPLE WOULD NOT KNOW
OR THINK OF.

...AND POST WEEKLY, OR EVERY OTHER WEEK



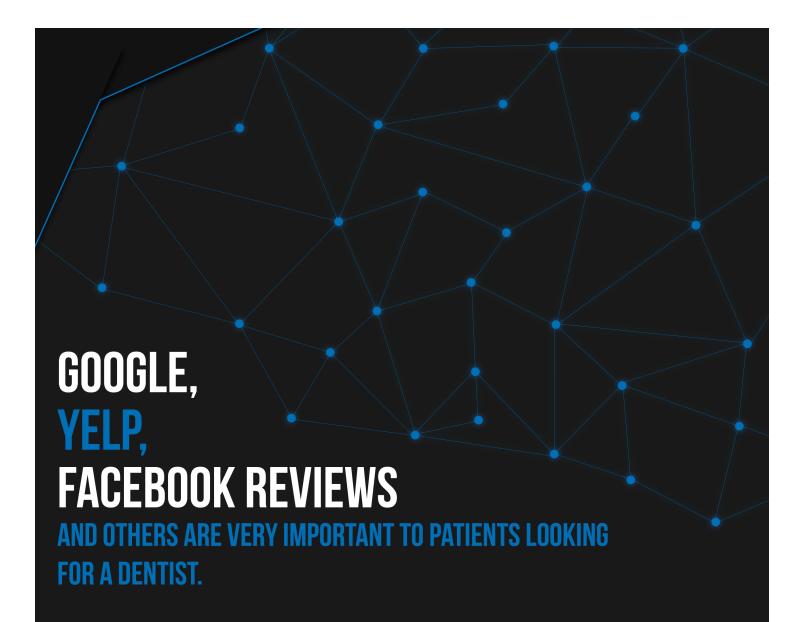


THIS MAKES IT EASIER TO POST TO THESE DIFFERENT SOCIAL MEDIA PAGES. FOR EXAMPLE YOU CAN CREATE ONE POST, CLICK SHARE, AND AUTOMATICALLY DISTRIBUTE THE POST TO YOUR OTHER SOCIAL MEDIA PAGES. QUICK AND EASY

POST 2-3X WEEKLY ON INSTAGRAM WITH GOOD CONTENT, PHOTOGRAPHY OR VIDEO

AND SET IT TO AUTOMATICALLY
PUSH THE CONTENT ONTO
FACEBOOK AND TWITTER.

MAKE SURE TO ADD HASHTAGS # FOR VARIOUS SUBJECTS
THAT WOULD BE RELEVANT TO THE
AUDIENCE YOU WANT TO ENGAGE.



ASK EVERY PATIENT FOR AN ONLINE REVIEW AT CHECKOUT AND GIVE THEM A CONVENIENT WAY TO WRITE IT. YOU CAN GIVE THEM A LINK ON A BUSINESS CARD, SEND VIA EMAIL OR TEXT, HAVE A QR CODE IN THE LOBBY TO SCAN. YOU NEED GOOD REVIEWS TO LEVERAGE AGAINST ANYONE THAT CHOOSES TO LEAVE A BAD REVIEW. IF YOU DO NOT CHECK OR MONITOR YOUR REVIEWS YOU NEED TO START. A SIMPLE SOLUTION FOR AUTOMATION IS TO USE WEAVE SOFTWARE:

WWW.GETWEAVE.COM

CREATE A SCHEDULE SO THAT YOU MAKE IT A HABIT TO ACCOMPLISH THE THE ONLY WAY SAME TASKS AT A THINGS GET **SET TIME ACCOMPLISHED IS** EACH WEEK. THROUGH GOAL SETTING, HABITS, COMMITMENT AND **LEVERAGE! SO SIT WITH YOUR TEAM**

AND DETERMINE THE WHAT, WHY, WHEN
AND WHERE. THEN DECIDE WHEN AND HOW
OFTEN YOU WILL CREATE AND POST. THEN AS A
TEAM WITH CLEAR GUIDELINES AND TIMELINES YOU

CAN HOLD EACH OTHER RESPONSIBLE AND ACCOUNTABLE

TO GET THE WORK DONE!

IOIN 10 OF THE LARGEST ON THE SOCIAL GROUPS IN YOUR GEOGRAPHIC JUNI TO UT THE EMILED WILLING SUCIAL UNION THE FACEBOOK, LINKENIN, TWITTER, AND INSTAGRAM. BY SHARING MEAS AND CONTENT YOU BECOME MORE RELEVANT TO GOOGLE AND POTENTIAL NEW PATIENTS!

