

## **Cutting Edge Chiropractic Consultants, LLC**

### **Baker's Dozen Marketing Tips**

Listed below are the Baker's dozen marketing tips you signed up for on Cutting Edge Chiropractic Consultants' website: [www.edge1st.com](http://www.edge1st.com). The most important "marketing" tool has nothing to do with marketing. It has everything to do with you and your "present time consciousness". In other words, being patient focused is literally the most important marketing tool necessary to grow or expand your practice. Our marketing philosophy is centered on professionalism. What not to do is just as important as what you do. Along the concept of present time consciousness, internal marketing is the foundation of our marketing program. External marketing needs to be kept in perspective as there are no "get rich quick" programs.

#### **Ethical and Professional Marketing Tips:**

The following is a list of things that you can do internally and externally to help promote your practice in a professional way.

1. "Present time consciousness" -- the patient needs to know that you are focusing on them when you are in the room. No daydreaming about golf or some other issue that you have. The patient needs to know that you are focused on them, interested in them, and care about them. This is an incredible practice builder.
2. If you are just starting a practice, do a local survey, hand-to-hand and face-to-face. Go out into the local community, meet people and introduce yourself. Anytime you are out in the community, you need to dress appropriately and carry yourself in a professional manner.
3. Send letters to the family physician or referring physician regarding your patients that you have evaluated or treated. Make sure you get the patient's permission to do this, which is typically done on your intake form and is very easy to obtain. Most patients want you to keep their other physicians informed. You can do a cover letter or a professional looking copy of the S.O.A.P. notes printed on your letterhead. If you have not been doing this or you are just starting, we recommend a cover letter to accompany your notes.
4. Join a local gym and workout.
5. Teach an exercise class or take an exercise class.
6. Join a church, but only if you are truly interested. Get involved in that church as much as you can.
7. Press releases. Make sure you have a good picture and get some help with writing the press release.

8. Patient education brochures. You need to make sure that any patient education piece in your office is appropriate to your method of practice and that the pieces have your office name and phone number somewhere on the piece. We have designed/written patient education brochures and 2-sided cards and have made them available to our clients for customization. **Go to the home page and check out our customizable patient education brochures.**
9. Make a phone call in the evening to new patients after their first adjustments. Another option is to give your cell phone number to the new patient after their first adjustment. The point is to build a bond with them.
10. Improve your clinical skills. Take a technique seminar, or become a diplomat in your area of interest, or take whatever continuing education classes interest you. This increased knowledge will lead to increased confidence and will naturally help to build your practice.
11. Send thank you for referring cards to patients who refer their family or friends. Write a personal note and sign your name in the card.
12. Send birthday cards for patients with a personal note from you. Make sure the cards are professional and your hand writing is legible.
13. Join a civic club or service oriented club that you are specifically interested in. For example, the Lions Club or Rotary Club. Many people join BNI, which stands for Business Networking International. BNI groups are for new businesses, and this gives you a chance to meet those people.

**We encourage you to consider becoming a member of Cutting Edge Chiropractic Consultants. Check out the programs on the home page. We provide cutting edge practice solutions and we have proven results. [www.edge1st.com](http://www.edge1st.com).**