

*how to*

**Nurture Through**

**MODERN E-MAIL**



*a good attitude changes everything*



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# ATTITUDE Marketing

*Attitude Marketing was created entirely to nurture the doctor/patient relationship through marketing. We aren't like other marketing companies who are jack-of-all-trades. Other marketing companies are general companies who do not individually specialize in health-care offices, but we do!*

*Everything we do is catered to growing clinics and helping doctors. We aren't for everyone, we know this.*

*But who we are for, we are the best.*

*This keeps us always focused on set goals. We don't believe in a liquid marketing strategy where you build something that can be placed in any situation. We build specifically for health-care practitioners.*

*We started about 20 years ago, and even from the start we knew that our target was health-care providers. We have had great success helping all size clinics grow. Using all kinds of techniques like brochures, voice blasts, calendars, postcards and much more!*

*Now we've turned our attention to the fascinating concept of automated marketing. The doctors that we've worked with so far have had a huge improvement in lead conversion, so we are now here to share this with you!*



## HOW WE CAN HELP YOUR CLINIC

In a perfect world, your clinic would be a well-oiled machine where everything magically falls in place. But, we're not in a perfect world. We know the problems of day-to-day clinic life. You work a vast amount of hours every week. You're constantly putting all your time into patients. This is where your potential is! We use systems that you've already started working on to develop automation and let you maintain follow-ups without increasing your staff!

In fact, could you imagine how much extra time you would have if your lead follow-up and follow-through process was automated?

"Automation" sounds intimidating though, doesn't it? Maybe a little bit, but here at Attitude Marketing we don't think so. Automation is just a tool, and like any other tool it can be used properly and incorrectly. Some companies think that all you need to do with automation is write 200 e-mails and send them out every day, including weekends and holidays.

Do you like getting daily spam from random companies that you don't even remember? Nah, of course not. That is a nuisance. What we do is far more personal and effective than just send out spam on a daily basis.



### DID YOU KNOW THAT BRITAIN USED TO HAVE POLICE BOXES?

These were blue kiosks that were put around Britain before two-way radios or cellphones. They were a way for the police officers to call the station for information, back up and anything else they needed. They could even be locked from the outside incase the officer had a person who needed to be detained.

Could you imagine still using a system like this? Times change, now we have cellphones in our pockets that are way more powerful and convenient than a 50's police phone box. In 60 years we went from having call boxes on street-corners of an island to having computers which are connected to the cumulative collection of human knowledge. We even get a small glimpse into the future every time we check the weather!

Now think about how marketing has changed in the last few decades. You might be finding out that newspaper ads or postcards or physical newsletters might not be as effective as they once were.

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Call us today: **1(844) 739-7751**



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The **fundamental idea** of marketing is still the same as it has always been though: educated and remind potentials of your services. But now there are much better ways to do this!



With the change of technology and marketing comes a growth in e-mail. Everyone now has instant access to anything sent to their e-mail, whether through their phone, tablet or computer, it is there. E-mail used to be a simple type, click and send but it's not anymore.

Our system really just expands on this. We are able to have written, professional e-mails with pictures, videos and stat tracking scheduled and sent out to all your potentials when and how you want it.

*Times change, if you change too you'll find success.*



## YOU'VE ALREADY TAKEN THE FIRST STEP

You've built your website, you spent a lot of time and money and are proud of how well it came out. That's *awesome!* But that is only one step, there are a few more. Just because someone found your website and browsed around for a little doesn't mean that they became a patient.

Why not? Your website is **slick**, has all the SEO benefits and sees a lot of traffic. But having a fishing line in the water without a hook won't catch you a single fish.



So let's get you set up with the **hook**. You need to have a webform, these are simple forms requesting name, number and email so that you can gain potentials. In fact, there's a good chance that you already have a webform set up. But what happens when someone fills out a webform?

### WHAT HAPPENS NEXT?

Do these leads fall into the **oblivion** of your office madness? I'm sure at least some of them do! That's not terrible, it's just how a busy office works. This is where **Attitude Marketing** comes in. Instead of those webform leads being e-mailed to one of your staff and forgotten about they automatically get put into our system and categorized accordingly.



### WHAT SHOULD HAPPEN NEXT?

Once your new lead is uploaded into our library, they instantly get a "welcome" e-mail which thanks them and informs them on who you are and where you are.

That alone is **HUGE**. Imagine, Sam finds your website and signs up on your form. Within a minute, Sam gets an e-mail which is professional and hand-written letting him know that he is appreciated and where your clinic is. Even without a larger follow-up process, this can generate great interest.

We don't stop with the first e-mail though, obviously.

*Big achievements come one small step at a time.*



We start *nurturing* all of your potentials, and not just the new ones. We'll also import your existing lists into our library.



### HERE'S AN INTERESTING FACTOID ABOUT OUR FLOW:

All e-mails are actually written by doctors for Attitude Marketing. This means that all e-mails are composed in a professional and informative way. We Then use our marketing expertise to make these e-mails more compelling to open.

This also means that you don't have to spend your own time sifting through old pamphlets and writing new e-mails, we've got you covered! Our e-mail process will follow-up your potentials and old inactive clients with 15-18 e-mails written specifically to bring them into your clinic.

Every week, these potentials and inactives that are categorized in your list will get 2 e-mails from your office. Not **Attitude Marketing**, or one of our staff, but you. You get to choose what e-mail and name they come from to make a more personalized experience. Do you want it to come from your support e-mail? Maybe your main assistant in charge of scheduling?

Plus, whatever e-mail you choose will be where the responses goes to. This means you don't have to switch your Outlook or other e-mail programs! If a potential replies to one of the e-mails sent by our automated system, *you'll get the replies to your inbox* without having to go through a third-party system!

Don't worry about the fact your contacts are being sent multiple e-mails a week. With our system, you just sit back and relax as these e-mails are scheduled *and* automatically sent. In fact, we will work with you to make sure that the order and flow of the e-mails best works for you and your patients!

*You can make up in numbers what you lack in skills.*





## LET'S TALK ABOUT OUR E-MAILS

### WE AREN'T A ROBOT!

Don't worry, we aren't taking the human aspect out of sending messages. Attitude Marketing won't be starting a robotic uprising! Each e-mail sent to your potentials and patients is hand-written and double-checked to be the most effective message it can be.

We use straight forward English to make sure that the information is presented in an understandable way, and we make sure not to clutter the e-mail with a million different links and buttons.

### EACH E-MAIL HAS A GOAL

The first few e-mails your potential receives, for example, is all about letting them know who you are, where your clinic is and what services you offer. This is pretty obvious, but is a very important thing to know! The first e-mail should not be about health stats or random newsletter information... it should be showing who you are!

Now, later on these health stats and newsletter information will be used, but only when it should be. We work in-league with you to develop an effective follow-up flow/process to fit exactly what you're trying to do.

### YOU WANT SOMETHING CHANGED?

If there is something specific that you want to make sure your potential patients hear about within the first few weeks of getting your e-mails, we'll make sure that happens! **Remember, this is all about you!** We will make sure that you get the most responses out of these messages, and that your patients get the most information.

### WE ARE ALREADY IN THE FUTURE!

We have holographic technology, have put a man on the moon and can ask our phones if we will need an umbrella tomorrow... So what are we doing with all these abilities to further our own goals *That's what we do for you!*

*Setting a goal is half the work.*



## WHAT DOES SENDING ALL THESE E-MAILS DO?

This is called “nurturing”. Doctors aren't the only busy people in the world, everyone gets caught up in life every so-often. Unfortunately, we can't change that. What we can do, however, is make sure that your clinic is in their mind for when they do need you.

Think about it, John finds your site on Google because he needs one of your services. He reads over your site and really likes it, but he's too busy to schedule anything right now. So he goes on with life and forgets that he ever looked you up, *right?*

*Wrong!* We don't want that to happen. We want to snatch up John's e-mail so that even if he isn't “reading” your e-mails, he still is seeing your name and clinic every week. Obviously, we'd rather he read all these awesome hand-written e-mails, but again this is just an example. Just seeing your name pop-up a few times a week means that when John decides that it's time to get whatever he might need treated, you're the first one he thinks about.

We don't want him re-Googleing his issue and finding himself at a different clinic, do we?

### THINK LIKE A BUSINESS!

Turning “maybes” into patients is what you want to do. You want a business-like conversion process to help make your clinic more successful. This is where *nurturing* comes into play. Nurturing does several things:

- Let's your stay in touch
- Makes you more accessible
- Gives you the ability to track involvement
- Gives you a responsible system
- Lets you send offers and boost your value
- Gives the opportunity to ask for referrals
- **Boost business!**

*Repetition is just another word for determination.*



**ITS TIME FOR AN UPGRADE, DON'T YOU THINK?**

**With all of these things combined, we can show you a *huge* difference in your clinic!**

- You'll be able to save huge amounts of time once we get you set up since you're not going to be bothered with managing a follow-up series.
- You'll find more and more patients following-through with coming to your office since we'll make it near-impossible for them to forget about you.
- We'll help maximize your website so that you won't find yourself wasting its potential.
- You'll be able to work closely with our marketing strategists to ensure that your e-mail flow is perfect for your office.
- You'll be able to get physical tracking data so that observing e-mail responses and open rates are not a shot-in-the-dark.

At **Attitude Marketing** we know that our **CRM E-Mail Suite** can jump-start your clinic, even if it doesn't need a jump-start. "*If it's not broke, don't fix it*"? We don't fix anything, you're not running a broken clinic, do you know what we do? **We capitalize your potential.**

*Success is something you attract by the person you become.*

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