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DOLLAR**
PRACTICE BUILDERS



Become the Authority

*A no B.S. guide on how to use Social Media to
become the recognized health authority in your area*

By John Nesbit

Introduction

What do Dr. Oz, Dr. Mercola and Dr. Axe all have in common? They have a brand, a message and a lot of people who trust them and look to them for advice and guidance. We call this "Brand Authority" and it's a very, very profitable thing to develop for yourself.

Being an authority means others look to you for your opinions and advice on a particular topic before they form their own opinions. They need someone they trust to help them interpret news and information and tell them what it all means so they then know what to think, do and say to others. It's the power of celebrity. It's the ability to reach and influence a mass number of people.

For example, Rush Limbaugh is an authority on the subject of politics for his audience. When there is political news, his audience listens in to hear what Rush thinks about it before fully forming their own opinions. Authorities INFLUENCE their audiences. Everyone relies, to some degree, on authorities in this way.

Nothing beats being a recognized authority and influencer in your marketplace. Being an authority is similar to being a celebrity, but just on one topic. In addition to being kind of fun, it's also very profitable.

Authority is powerful and lasting. Whole business empires are built on authority. What may be a surprise to you is that this authority is something that can be intentionally manufactured using social media. In fact, it can be done by anyone in almost any area, for virtually no money.



Benefits of Being the Local Authority on Health

The best way to be the dominant healthcare provider in your marketplace is to be, personally, the local authority for health care. If you know what to do you can easily position yourself as the “go to” expert for restoring activity and health to the people in your service area.

Accomplish this and your prospective patients will fall over themselves to get your services, demand your products and enthusiastically recommend you to their friends.

You don't have to be a smooth talker, news caster or good looking to become an authority/influencer. You don't need expensive equipment. All you need is a message you feel passionate about and a bit of persistence.

It has taken time and significant effort (and some luck) for the doctor-celebrities I mentioned to build their national authority level.

Luckily for you, creating your authority is easier to do when the scope of the area you want to influence is smaller. For example, becoming the authority on pain relief in Tallahassee, Florida is relatively easy. Starting local is a good way to begin.



Why You Must Become the Local Authority

Should you set yourself up as the authority for health and wellness in your local area?

Absolutely! In fact, in the age of social media you are at a disadvantage if you don't.

People have limited attention. Thus, there is usually only room in the mind of the public for one recognized expert in an area. You want to be that expert. Some of the benefits of being the local recognized expert authority are:

Improved results from your paid marketing - The more well known you are as an authority in your area, the more effective all your paid marketing becomes. Essentially, you become your own celebrity endorsement. People already know who you are so your marketing message goes right in with much less friction.

Easier case closing - A prospective patient saying, "Hey, you're the guy I saw in the videos" is a great way to start a consultation. They know, like and trust you before they walk in. They feel fortunate to have your personal attention. That alone adds value so service costs and collections are less of an issue. Your care acceptance and compliance rate jumps up. They don't need a 2nd opinion as they already got it from you, the authority.

Free Press - as a recognized local authority on health, news and other media will seek out your opinion as a service to their own audiences. They will amplify your message for you. This can get you tens of thousands of dollars in free positive exposure.

Credibility - Once you are recognized as an authority, you can get invitations to be on radio shows, speak in person and be promoted in other places. People will quote you and ask you for answers.

Referrals - People tend to trust people they know and have heard of, this is true with referrals from patients and professional referrals. All this can snowball to help you build your referral relationships with attorneys and referring doctors.

Setting yourself up as an authority is not a matter of vanity, it's a tool that helps you reach and help more people. That it tends to make you prosper is just a happy, happy side-benefit.

If you'd like a step by step guide on HOW to use social media to build your local authority, download it below for free.

The 8 Steps to Building Your Brand Authority

This is the master plan.

In one paragraph, here is how you become a recognized authority on healthcare in your area:

You create short and interesting content (videos are actually the easiest) on the topic you want to be an authority on. You broadcast it via your social media accounts and encourage viewers to sign up for your mailing list (so you can reinforce the message to them every time you create content). You listen to your audience and make adjustments. You keep going long after you think it's not working, until it eventually gains traction and your authority begins to grow quickly.

Step 1: Write a book. (optional)

Authors are immediately considered to be authorities. With speech-to-text technology, access to inexpensive online editors and on-demand self-publishing, its never been easier to be a published author with a physical book. There are numerous courses online about how to do this with minimal effort, or even how to get these ghost written.

Step 2. Set up a blog or main site to house your brand.

This is your home base where you put all your content. Have it simply designed to hold the content you will be putting out.

Step 3. Set up content channels (social media accounts).

These are the ways you will get your message out beyond your blog and to your audience. Having a system in place to broadcast your content via social media is as important as having something to say. Simply create social accounts and places you can reach out to the public. This includes:

Youtube channel

Facebook fan page for you (not your practice)

A Facebook group

Podcast (registered with itunes)

Twitter

Instagram

The 8 Steps Continued...

Make sure all of them mention the geographic area you want to serve i.e. Tallahassee, FL, etc. That way people know you are local to them.

Include setting up an email list system like Mailchimp (their free plan lets you have up to 2000 subscribers). This is where you will build your list.

PRO TIP: Having your best followers on an email list will 10X your speed of growth. Every time you post put out a notice to your list. A big list, well used is the backbone of your authority building program.

Step 4. Prime the pump. Create some starter content. In addition to being a chance to experiment with what you want to produce, you need to have some good stuff already in place so if people check you out there is already good content posted on your social accounts.

NOTE: Creating content is not as hard as it may seem. Simply think of the frequently asked questions you get from patients. Video yourself answering the question. End the video asking the person to comment or share on social media and/or join your mailing list back on your blog site. Save the file.

Step 5: Have that content processed. Here are some example steps:

- a. Post it on your blog website using Youtube or a service like Wistia to host the video.
- b. Edit the video (if needed)
- c. Have it captioned by a service like rev.com (\$1/minute of video).
- d. Upload the video to your Youtube channel
- e. Now upload the same video to Facebook fan page, your Facebook group
- f. Upload it to any other social platforms you have that accept video.
- f. Make a series of tweets on Twitter, Instagram, etc to tell people about the new item.
- g. Have an editor convert the transcript into a text article and post it your blog as well.
- h. Email out to your best followers where to find your latest content.

The 8 Steps Continued...

Step 6. (Optional) Promote the content with paid ads. This is best done on Facebook. You can speed up the entire process by paying to promote your content to the people you want to reach. A few dollars can put it in front of the right people and dramatically speed up the entire process of building authority.

Step 7. Watch the feedback on your postings. See what the audience liked and responded to and use that to adjust your future content. Be sure to respond and interact with your followers. This is how you build loyalty. Ask them to share the content they liked the most.

Step 8. (THE MOST IMPORTANT STEP) - Persist. This kind of audience building can be painfully slow and personally demoralizing. This is the barrier that keeps most people from building their authority. It's thankless, lonely work at first. You need to "pay your dues" as a content creator. Try to enjoy the process and focus on making better quality content, but never stop or take a break. Keep going. If you are consistently making content and being responsive to the micro-audience you have in the early days, their numbers will grow and eventually become the army of loyal followers you want it to be.

THE ONLY WAY TO FAIL AT THIS AUTHORITY BUILDING PLAN IS:

- A. FAILURE TO LISTEN AND BE RESPONSIVE TO YOUR FOLLOWERS;
- B. QUIT BEFORE GAINING TRACTION.

Best wishes,

John Nesbit
Million Dollar Practice Builders Show
TheCustomerFactory.net



IN A HURRY?

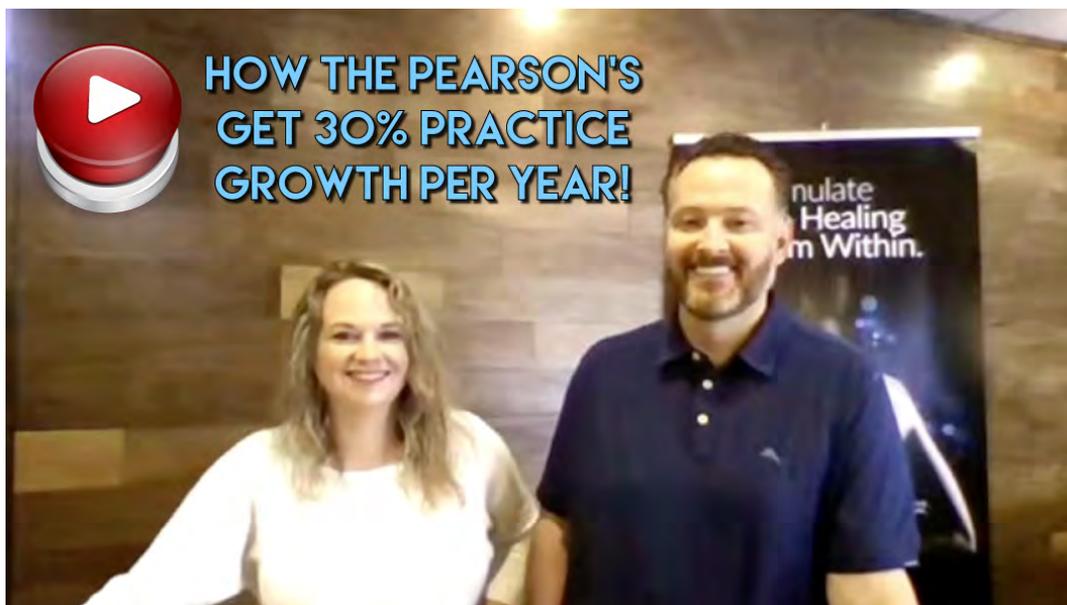


WANT NEW PATIENTS WITHOUT THE EFFORT?

I run a Facebook marketing agency called The Customer Factory. If you just want new patient results now and want to hire an expert team to run your campaign for you, then give us a call. We can get you up with a consistent flow of new patient leads in just a few days.

Too many marketing companies talk a big game but come up short on measurable results. We are “peer reviewed” and you can see what numerous clients say about my service here:

<https://thecustomerfactory.net/case-studies>



"I mean you guys are probably generating at least \$100,000... \$90,000 a month for us overall."

-Troy Pearson, April 2018

Dr. Kendra Pearson, DC & Troy Pearson
Co-Owners of Northland Physical Medicine - Kansas City, MO

If you are interested in more information about our program, [please visit our website to schedule.](#)