

10 REASONS TO CHOOSE YOUR PRACTICE

Building An Easily-Remembered Benefits List

OBJECTIVE: Late night talk show host David Letterman had a “Top 10 List” of jokes based around a current event. It was so popular that for years, he published books just of his “Top 10 Lists.” Likewise many businesses provide a “Top 10” list of reasons to use them in their advertising.

Why? It’s easy to remember, and you have to put some thought into what’s the most important patient benefits you offer.

So creating a “Top 10” list—especially as you get ready to launch new projects like cosmetic treatments—is a great way to focus on what will bring more people to your practice.

HERE’S HOW TO DO IT

Schedule a brainstorming session with your staff. During this session, you’ll identify the reasons prospective patients—and current patients—will chose your practice for injectable cosmetic treatments. Tell everyone the purpose of the session beforehand so they can be thinking about it.

Beforehand, gather any patient surveys, comment cards, complaints, or other information you can where people comment on why they use your practice.

During the brainstorming session, make sure all your ideas are captured. Record it on your phone. Use a whiteboard or flip chart to write down key ideas.

Afterward, carefully review the information and distill it down to your Top 10 Reasons To Use Your Practice. You may be surprised—and delighted—with what you come up with.

Once you have your list, make sure that everyone in the staff knows it. Make copies. Post the list near each phone and in consultation spaces.

Look for ways to use your Top 10 list in your marketing, both inside the practice and out in the world.

Create posters. Use it in social media. Shoot a video with different staff members or patients reading one item off the list. Have fun with it. You’ll find that it’s much easier to communicate why patients should pick you.

YOUR LIST:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.