

-- THE THREE VERY'S --

A Mantra that Helps *Focus Effort*

Focus Keeps you *Moving Forward*

You Move Forward or Lose Ground

What Are The Three Very's?

1. Be very good at *what you do.*

-- competence attracts and satisfies patients.

2. Be very good *to work with.*

-- make patients want to hang with you.

3. Be very good at *saying what you do.*

-- communication makes relationships work.

Very #1. Be Very Good at *What You Do*
-- *competence has two parts* --

Technical Competence

– the skills of your health service, like diagnosis and treatment.

Business Competence

– how you run your practice as a profitable operation.

Technical Competence – skills of a trade

- Example -- Merchandising – selecting, displaying, pricing stuff. . .
- Medicine, engineering, printing, cooking, auto mechanics – each has a technology.
- Oriental Medicine – pulse diagnosis, acupuncture, herbology, patient relations, etc.

Technical Competence

Where does it come from and how is it advanced?

- Formal education in OM school – degree or training
- Continuing education – always new learning available
- Self-directed study – why watch TV when you can learn?
- OJT – meet daily demands, work with mentor
- Experience – accumulating competence over time

Keep growing or you slide backwards.

Measure and test regularly. Or 2X4.

Business Competence – running a practice

1. Create desirable value – fulfills needs and wants, dreams and desires. (*Good health & performance.*)
2. Attract patients – make your value known and available. (*Your promotional efforts.*)
3. Generate transactions – bring elements together for a reaction. (*Book appointments, see patients, get fees.*)
4. *Sustain* a complete profit system – create a well-oiled machine. (*Generate Word of Mouth.*)

Business Competence

Strategy – *plan* functions (marketing, staffing, accounting, etc.)

Tactics – *apply* to real world (marketing collateral, hiring, taxes)

Execution – *carry out* what is planned (project tracking, daily lists)

See your business as a total system.

Everything is connected and interacts.

Measure, evaluate, innovate.

Basic scientific method of discovery.

Observe > Postulate > Test > Decide > Conclude

Do What Works. Lose the rest. . .

What Is an OM Practice?

An OM practice is a *business system* that exchanges *value* for *money*.

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*Value* and *money* are two latent forms of the same concentrated energy.

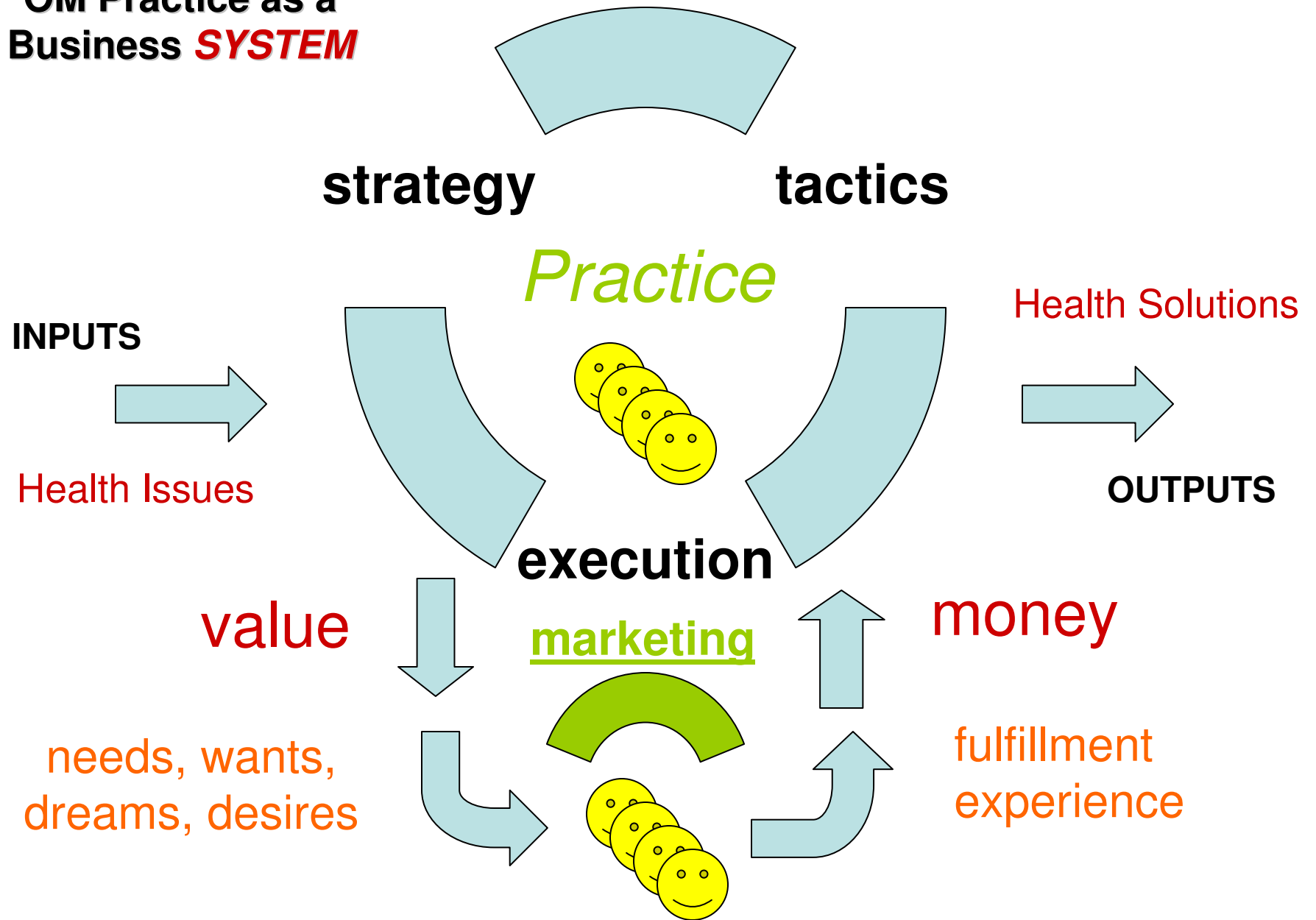
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Any business transforms this energy from latency to flow and captures a portion for itself.

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*Strategy | Tactics | Execution – the mechanism.*

**OM Practice as a Business *SYSTEM***



## Very # 2. Be Good *to Work With* *Make patients want to hang with you. . .*

Treat patients with genuine kindness -- it pays.

- Simple caring creates mutual bonds.
- Be fully present in the moment and focused on them.
- *Listen* – a powerful form of compassion. Hear. Believe.
- You *can* take the time to know your patient.
- Whatever you give comes back. Assume goodness.
- Make your day better *right now*.

*Kindness is it's own reward.*

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*"YOU CAN ONLY WORK FOR PEOPLE THAT YOU LIKE. . .*

This is a curious rule and it took me a long time to learn it, because in fact at the beginning of my practice I felt the opposite. Professionalism required that you didn't particularly like the people that you worked for or at least maintained an arms length relationship to them, which meant that I never had lunch with a client or saw them socially. Then some years ago I realized that the opposite was true. I discovered that all the work I had done that was meaningful and significant came out of an affectionate relationship with a client. And I am not talking about professionalism; I am talking about affection. I am talking about a client and you sharing some common ground. That in fact your view of life is some way congruent with the client, otherwise it is a bitter and hopeless struggle."

-- Milton Glaser, 50 years a graphic designer

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## Customer Focus

*Design* your customer experience.

Make The Experience *All About Them.*

- Listen Deeply, Ask Questions, Release Assumptions.
- Understand Their Needs, Wants, Dreams and Desires.
- Track Customer Experience Through Touch Points.
- Design to Create Fulfillment. *Fix what doesn't work well.*
- Make Them Feel Good and They'll Come Back.
- *Give Them What They Want and They'll Send Friends.*

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## Practice Professionalism *Religiously*

Practice the golden rule.  
Say what you do. Then do it.  
If deviating, tell your patient.  
Keep the patient's needs in mind.  
Keep appointments. Be on time.  
Communicate – listen and share.  
Manage expectations.  
Never reveal secrets, or gossip.  
Be a problem solver.

Always over-deliver.  
Express gratitude openly.  
Follow up/report on referrals.  
Give firm quotes, stick to them.  
Never compromise ethics for gain.  
Never make patients feel stupid.  
Never let patients fail.  
Don't steal colleagues' patients.  
Dress like your patients. X(|8^)

*Make Business a Fair Exchange*

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Very # 3. Be Good at *Saying* What You Do  
*Communication makes relationships work. . .*

Every Business Is Based on a *Promise*

What You Promise Is An *Experience*

What to Say? *How Your Customer  
Experience Delivers What You Promise*

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## *How* To Say You Deliver the Experience

### *Marketing Communications Carries Your Message*

- Business Identity – Name. Logo. Branding.
- Collateral – Print and Electronic Media
  - *Basic* – Business Card, Brochure, Web Site, Verbal Branding, Presentations. . .
  - *Advanced*
    - Image and Brand Awareness Campaigns
    - Publicity (articles, press releases, events)

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## Verbal Branding – What Is *That*?

1. *Elevator speech* – a **compact** characterization of your **value proposition** and **business identity**.
  - Who you are / What you do / How you do it
  - What your **value** is (what they get for the \$)
  - Why you're the **best choice** (differentiation)
  - Where you **fit** into your market (positioning)
2. *Sound bites* -- tag lines, mantras, and slogans
3. *Answers* to frequent or recurring questions

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## Elevator Speech Example

My name is Joseph. I'm a Licensed Acupuncturist. I help people maintain health and improve vitality using acupuncture and herbal medicine. I treat many different issues and conditions. Nowadays, many people are discovering the power of natural medicine and healthy lifestyle choices. The Oriental Medicine I practice is perfectly aligned with a natural health preference and also compatible with other forms of medicine. And I do accept insurance.

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## Tag Line Examples

- Ancient medicine, modern health benefits.
- In your neighborhood, within your budget.
- No Appointment Needed. We Accept Insurance.
- Low Cost, No Insurance Needed.
- Be Treated Like an Emperor.

## FAQ Answer Example

Q: Do the needles hurt?

A: Pain is not a significant issue. The needles are extremely thin and sharp. Most people report a mild, tolerable sensation. I pay close attention and usually avoid pain. If there is pain with insertion, it's not severe, and I immediately withdraw that needle and try a different placement that is more comfortable.

*[Do this for at least 2 dozen questions or more.]*

# Going Out on a Limb Now

On this next slide –

Use what you can.

Throw out the rest.

Only you know what to do with this kind of stuff.  
(BTW I never force any of this on my clients. . .)

## Never Stop Evolving Personally

***“The more I progress personally ,  
the more successful I am in business.”***

- Personal History
  - Stuff happens to everyone (relationships)
  - Move beyond our stuff. *Be a happy person. Make more \$\$.*
- Money attitude – negative beliefs undermine us.
- Dysfunctional habits – are you turning people off?
- Growth Beyond Egocentrism. . .
  - Accept that others’ perspectives are valid for them
  - Stop judging others, even silently
  - Move beyond making everything ‘all about me’
  - Lose interest in comparing yourself to others

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## Adopt A Lifetime Perspective

-- *each stage has it's challenges and rewards* --

### Craftsman Phases

Apprentice

Journeyman

Master

Sage

### Oriental Medicine Phases

Student

New Practitioner

Advanced Practitioner

Master/Teacher

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## Challenges of the Stages

*-- each challenge has a marketing solution --*

- Student – no patients, no WOM, no \$\$ *How to get a practice started.*
- New Practitioner – build patient base, WOM gets established, \$\$ begins to flow. *How to stabilize practice and then work with preferred patients.*
- Advanced Practitioner – keep advancing. *How to secure your future.*
- Master/Teacher – *How to wind down and steer to a happy conclusion.*

## Phase Solutions

- Graduate – Target a market. Build your brand. Promote yourself. Collaborate. Be Remarkable. Maintain standards. Deliver. Endure. Stay put.
- New Practitioner – building patient base, WOM gets established, \$\$ begins to flow. Stabilize practice and select preferred patients.
- Advanced Practitioner – Secure your future.
- Master/Teacher – Wind it down and steer it to a happy conclusion. Give something back.

## Proposed Course Offering

### New Practitioner Marketing Challenges & Solutions

- *Target* a market – why and how.
- Build your *Brand* – why and how.
- *Promote* yourself – why and how.
- *Collaborate* – why and how.

### ***“How to Launch a Successful OM Practice”***

A course specifically for OM -- graduates and current practitioners. Need sufficient interest. Step by step how-to and in-process support. On line community.

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Tailored *Collateral* - basic to advanced - sells you.  
4 Exceptional Business Creatives Working Together  
Coordinated Teams Configured to Client and Project

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Marketing Strategy & Tactics

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## Selected Clients

- Michael Max, L.Ac.
- Nutritionist Approved, Inc. (Daniella Chace)
- Vivo Naturals
- Owen Marcus, Rolfer
- Misha Noonan, Rolfer
- Northwest School of Wooden Boatbuilding
- Economic Development Council of Jefferson County
- Peninsula Life Magazine
- The Cutting Garden
- Laurel Black Design
- The Movement Workshop (Aston Patterning)

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