Promotional Mini Hat

Here are many ways you can promote your billing service. I've broken them down into two categories, "free" and "some expense":

NOTE: When I say "free" I essentially mean "no money expenditure", these are, however, usually the more time intensive methods of promotion. So, in this hat write up "free" means, "paid for with time" and "some expense" means "some monetary expense." It's important to weigh the expenditure of your time with the monetary expenditure. Time is valuable, too.

Free:

- Linkedin (connect with doctors and send them a message once they have accepted the connection)
- Facebook groups (create a group, add doctors to it, give them helpful billing information)
- Visit office, introduce yourself and leave a card
- Call offices
- Build an email list (offer information in exchange for emails. You can do this on social media, using your website, in person, etc)
- Word of mouth (let people know what you are doing and see if they know someone who needs help with their billing)
- Local Chiro Association networking (they have meetings, conventions, etc.)
- Scour the internet for offices looking to hire billers and call them (craigslist, hiring websites, etc. It takes a little investigating but it can be done.)
- Twitter (there is a whole tech to searching for hashtags or by location. Follow them, engage with them, build contacts, add to email list, etc. Go to the twitter accounts that have a lot of DC followers and follow them. Ie ACA's (American Chiro Association's twitter account)
- Networking with consultants. Get referrals.
- Ask for referrals ("Is there anyone you know who needs help with their billing?")

Some expense:

- Chiro Association sponsor or ads (you can promote on their website, at their conventions, in their newsletters, etc)
- Facebook Ads
- Buy an email list (usually yields a low return)
- Google Ads (over a certain amount spent and they will help you create your campaign)
- Trade Magazine ads (Chiro Economics, American Chiropractor, etc. Google it and find the many, many different trade related publications)
- Business to business Valpacks (https://www.valpak.com/advertise, this is an example, there are more)

- Direct mail: bulkmail, letters, postcards, trifolds, etc
- Personal letter writing
- SEO (this can be done for free if you hat yourself or you can hire someone to get your website to rank well with search engines)
- Becoming a vendor or advertising at conventions/conferences (State associations have them throughout the year, Parker Seminars has the biggest and best one in Las Vegas, American Chiropractic Association has them. Chiropractors are required to have a certain amount of continuing education throughout the year and they often get this at conventions.)
- Networking at conventions/conferences. (Even if you don't spend the money to advertise or be a vendor, there are plenty of networking opportunities at these and the cost for a ticket is usually very minimal. If you are traveling, you will have travel expenses as well.)

Tips on promoting:

1. Define the purpose of your promotion. Are you trying to get email addresses? Get them to call you? Fill out a survey? Go to your website? Establish clearly for yourself what you are trying to do and create your promotion with that in mind.
2. Assume the viewpoint of the customer and reread your promotion. Does it communicate to you? Does it interest you? Does it clearly tell you what to do?
3. Always tell them what to do. In marketing this is called a "call to action". Do you want them to call you? Tell them to do that. Go to your website? Tell them, very clearly to do that and provide the link. An LRH reference on this is "Handling the Public Individual"
4. Keep it simple and clear. If your email is too long winded you probably won't keep their attention. This falls back to number 2 above. Assume their viewpoint and read it. Does it keep your attention all the way through?
5. Be consistent and repetitive. Most people have to see something AT LEAST three times, usually more, before it sticks in their mind.
6. Stay on purpose and stay motivated over more than just money. If you're not out there to help offices then you need to take a look at your purposes again and readjust.
7. TRACK YOUR STATS AND APPLY CONDITIONS. If you don't track your stats how will you know how many messages/calls/etc it took to get a reach? You won't. Outflow is the sub product to inflow. If you're not getting inflow, the way to fix that is with stats and conditions. This is basic survival tech and if you're not doing it, you're sabotaging yourself.

<u>Links to helpful articles:</u>

How to promote your business on Linkedin:
http://www.wix.com/blog/2014/02/promote-your-business-on-linkedin/

4 Ways to advertise your business for free: https://www.entrepreneur.com/article/241607

Asking for referrals: https://www.entrepreneur.com/article/177640

15 email marketing campaign examples:
http://blog.hubspot.com/marketing/email-marketing-examples-list#sm.001rrx8jg11sgd6mzsq28s31y9rzk

How to build an email list:
http://www.internetmarketingninjas.com/blog/marketing/build-email-list/