

Dr. Alan: Hi I'm Dr. Alan, and whether you were referred here to learn more about why you should have a marketing coach, or found this page on your own. In the next couple of minutes you are going to learn 10 proven Marketing Truths that will change once and for all, your endless quests for more new patients, clients, and customers.

First, a Marketing Coach, yes; the system which you are going to learn about today provides you all the tools you need for your marketing. The system is first and foremost a marketing coaching program of which yours truly is the coach. It's like having your own marketing department for your business. Anyone can sell you a website and tips on using social media, or a boatload of videos and PBF's to try to learn marketing on your own. A marketing coach is someone that learns about you and your business, and helps you customize the marketing you do, based on your individual needs and goals.

Want to know why you'd want me as your coach? If you scroll down this page I'm going to let some of my clients actually tell you.

Marketing Truth #2 is Branding. According to radical marketing author, Sam Hill, it's twice as hard to rejuvenate a brand as it is to establish a new one. Not only does the market have to build a new image, they have to erase the old image in the mind of the consumer. Most of you already have a brand and unfortunately, that brand in the consumer's mind is not in alignment with how you see your brand.

If for no other reason, you need a marketing coach to help you create the brand you really want and get people to recognize it. If you don't change people's perception of your brand, you're only hope for getting all the patients, customers, and clients you want is to try to compete on price, and that is a war you will never win.

Now here is Marketing Truth #3, Conversion. Every time someone comes to your website, or finds you in social media, you have about three seconds to engage them. Otherwise, they are leaving and are not coming back, and they're going to find someone else to work with. Check out your own website or Facebook page right now. I guarantee you it does not contain the 4 UPs to engage and convert your visitors. That's the right the UPs; recognize the urgent problem of your ideal patient or customer. Make a unique promise. Contain unquestionable proof of your expertise, and offer a friendly proposition.

I've seen everything on people's websites from quotes of famous philosophers; give me a break, to spinning spines oh really, famous sports people. Do you really think people believe these people work with you? To stock photos of people that everyone knows are stock photos; look if you've fallen for those ridiculous websites, guess what? No matter how many people come to your site, or find you on the internet, they are never going to work with you.

Here's Marketing Truth #4, Accountability. 85% of everyone watching this video will buy some kind of marketing program, social media how-to, or someone else's do this program to get all the patients, clients, and customers that you want, and will never use it. In fact, you probably already have spent more money on things you've never used to fill a lifetime. Whether this is because of time, desire, lack of technical knowhow, lack of confidence, inability to be the person that sold you or whatever, 85% of you are not going to put it into action.

However, having a marketing coach that holds your hand, guides you through the process and that you're accountable to, will change the 85% from not doing anything, to do everything you need to build your business.

Here's Marketing Truth #5, Reality. 70% of your patients, clients, and customers should

come from your existing patients, clients, and customers. Why? Simply because patients, customers, and clients that are referred already know, like, and trust you, so they make better patients, customers, and clients. 20% should come from what you do in the community. People that meet you in the community are also more likely to become better patients, clients, and customers.

Lastly, 10% of your patients, clients, and customers should come from the internet. That doesn't mean that can't be a big number. Realize that these people are less qualified, and that means they are less likely to become good patients, clients, and customers. Think of yourself; aren't you more likely to ask a friend, or a coworker for a referral. Over 70% of people do, even if they're looking for a plumber, or an auto mechanic. Here's a question you have to ask yourself. If 70% of your patients, customers, or clients should come from the people you are already working with, where should you be putting most of your marketing dollars?

Here's Marketing Truth #6, I call the 90/10 Rule. No matter how good or bad you are at speaking, out of every 100 people you get in front of, only 8 to 12 will be ready to work with you. The other 90 people will disappear, unless you have something of great value to give those people. They are willing to give you their contact information. This is called lead generation. As you scroll down this page you will get to see all the great tools I will teach you to use as your marketing coach.

More importantly, I teach you how to take those tools and have people falling all over themselves to give you their contact information to get what you have to offer.

Marketing Truth #7, Follow Up. The most important thing you could do to get more patients, clients, and customers, is follow up. Realize it takes 7 to 12 contacts with the leads you generate before people will even think of doing business with you. The problem is that some of you don't do any follow up at all, or do so little it takes, people never take seriously doing business with you. You have to learn to do follow up; follow up. That is only piece of marketing that should be automated, so you could turn those leads into actual patients, clients, and customers.

Marketing Truth #8, Being an Authority. You heard this 1,000 times. Content is king, or at least queen. You should have heard only unique content is king. Today you need video content that's king. There's only one way to attract patients, clients, and customers today, and that is being an authority in your field, and there is no better way to do that than with video. If you're in the healthcare business, be an expert in healthcare. If you are a marketer, be an expert in marketing.

Only a marketing coach can teach you how to do video. In fact, every marketer trying to sell you their program uses video to do it, yet their marketing program does not teach you how to be a video authority. Why? Because their marketing program is not a coaching program, it's a one-size fits all marketing program. As a result, no one will see you as an authority including Google.

Here's Marketing Truth # 9, Credibility. Why is credibility so important? Let me ask you a few better questions. Why are you so attracted to pay over and over again to hear the people that you think are so credible what they have to say. Why do you pay to go hear them speak? Why do sign up for their webinars and summits? Very simple, you think they're going to say something that is going to have a positive effect on your life or your business. That is what credibility is all about.

Don't you think that the credibility you have with your patients, clients, and customers

is as important to them? Of course it is. In fact, the more credible they think you are, the more likely they are to tell people they know about you. The problem is how do you build that credibility? You build that credibility with your marketing. Wouldn't you like your patients, clients, and customers to see you as credible as you find the people that you follow? Of course.

Now #10; Technology. It's a well known fact that people that adopt technology the soonest are the most successful people. In fact, they are almost as successful as those that innovate the technology. In this day and age you need to have your own mobile and desktop apps, and you need to have your own Podcast on iTunes. Every business has their own mobile apps. Your bank does, your coffee shop does, your supermarket does. Now here's the most important reason we build customized apps for you, as well as creating iTunes, Podcasts for you. Not only are apps the most effective way to communicate with your audience, but at this point your credibility is also tied to the technology you have.

There you have it. Ten reasons you need a Marketing Coach. Let's be honest. The success of your business, like every successful business out there, depends on how well you brand your business. The success you will have building that brand will depend on your marketing. Do you want a one-size fits all marketing program for your business? There is only one way to effectively market your business, and that is with a marketing coach. Every business has a marketing department, and now you can too.

Now what you need to do is finish scrolling down this page. Learn what makes this system the most effect marketing program available today, then simply click where it says "get started now." Your business depends on it. I'm Dr. Alan, and I look forward to having you join me. Have a great day.