

# Online Marketing Made Easy <sup>w/</sup> Amy Porterfield



Social Media | List Building | Content Marketing

## The Online Marketing Made Easy Podcast with Amy Porterfield Session #118

Show notes at: <http://www.amyporterfield.com/118>

**Amy Porterfield:** Well hey there, Amy here. Welcome to another episode of The Online Marketing Made Easy Podcast. I am so excited about today's guest because it's a guy that I actually never thought I would have on my show.

I'm absolutely thrilled that he's on my show but he's a little bit different than those that I've interviewed in the past. Here's why. His name is Dr. Josh Axe. You likely already know who he is but just in case you don't, he's a certified doctor of natural medicine, a doctor of chiropractic, and a clinical nutritionist.

He's also created one of the top ten most visited natural health websites in the world at [www.draxe.com](http://www.draxe.com). It has over 6 million monthly visitors. The topics he talks about are nutrition, natural medicine, fitness, healthy recipes, home remedies, and trending health news.

You might be wondering why I am interviewing Dr. Axe if he is all about health and fitness when my show is all about online marketing. Well, I'm so glad you wondered.

I recently had the opportunity to learn a little bit about the behind-the-scenes details to Dr. Axe's empire. It truly is an empire. As I am sure you can guess, based on his success, he's got a pretty solid online marketing strategy that's highly effective.

You might be surprised to hear that I actually see him as a minimalist when it comes to social media, list building, and online marketing in general. He doesn't stretch himself too thin and he does not believe you have to be everywhere all the time to grow your business.

That's actually a really refreshing thing to hear when you feel overwhelmed and a little bit stressed out with your own online marketing strategy. Some of you might be tuning in a little bit more as you hear this.

Listen up. In this interview we're going to talk about how he's attracted over a million followers on his Facebook page, his philosophy on using social media platforms, his niche interest list-building strategies via his blog, how he nurtures his email list, and we're even going to get into webinars.

I asked him exactly what he teaches in a webinar versus what he sells after the webinar. We're getting into a lot of details. We're going to cover a lot of ground all around his online marketing strategies.

I won't make you wait any longer, let's go ahead and dive in.

**Amy:** Dr. Axe, thank you so very much for being here with me today. I really appreciate it.

**Dr. Axe:** Thanks for having me, Amy.

**Amy:** I think this is going to be an interesting conversation. Although we're getting into some really good stuff, we're not actually talking about what you are most known for. However, maybe most people won't know you are incredibly strategic and smart with how you are managing everything on the back end of your business and that's what I really wanted to focus on.

Before we get there, will you tell people about your business and what you do and whom you help?

**Dr. Axe:** Absolutely. For me, my business is my mission so I'll kind of start by saying that. The reason it's my mission, I decided to get healthy really

early on in life and the big reason was, at 40 years old, my mom was diagnosed with cancer.

That was crazy for my family because my mom was a gym teacher and she was a swim instructor. You would have looked at her and thought she was fit and healthy. But she was diagnosed with cancer.

She went through the traditional medical system, went through chemotherapy and mastectomy. I remember how sick she got. As a kid, I said that I never wanted to see anyone have to go through that again.

The good thing is that she was diagnosed as being cancer free and healthy after that but she really got sicker than ever. She developed thyroid problems, fatigue issues, digestive issues, and this went on for ten years.

She was diagnosed with cancer again and at that point I was actually trained to become a doctor and she called to tell me the bad news. I flew home and we decided to take care of her all naturally. We started juicing vegetables.

She started doing bone broth and essential oils like frankincense and herbs like turmeric and a lot of different things. After three months she went back to the oncologist and her tumors had shrunk in half.

**Amy:** Wow.

**Dr. Axe:** Today it's actually been ten years since then and she is cancer free and healthy. In fact, she's run three 5Ks with me in the past few years.

**Amy:** Oh my goodness.

**Dr. Axe:** She got second and third in her age group. She water skis. She's in her mid 60s and says she feels better now than she did in her 30s. I could have made that story a lot longer just to say that's really what fuels

me, Amy. That's why I started [www.draxe.com](http://www.draxe.com), which is now one of the largest natural health websites in the world.

I really think about all of the people out there that don't have answers and I really want to help provide the solutions for them from healthy recipes to fitness videos to articles on nutrition. That's a big part of our mission with [www.draxe.com](http://www.draxe.com). We talk about saving lives and helping people transform their health.

**Amy:** You have incredibly valuable feedback on your website. I'm definitely going to link to it in my show notes. I'm pretty sure a lot of those listening already know about you but I still wanted you to kind of give a little taste about what your all about.

To kind of transition into what we're talking about today, one of the things that's incredibly impressive is that your Facebook page is very much engaged with people that love to hear from you. You are posting often on your Facebook page.

You just passed a million fans. That is a huge accomplishment. Congratulations on that.

**Dr. Axe:** Thanks.

**Amy:** What's also cool is that you actually have some tips to share with us about how you got to those million fans and why they're so engaged and why they click on everything you put on that page. I watched the number of likes and comments and it's very impressive.

You actually have seven steps to growing an engaged Facebook page. Let's dive into those first.

**Dr. Axe:** This is something I've heard for years from my followers on Facebook, Amy, but number one, people say they feel like they know me.

It's hard for me to go to Whole Foods in Nashville, I typically get stopped several times.

People tell me they feel like they know me and I've heard that over and over again. They say they feel like that because they've either heard my podcast or radio show or they've watched a YouTube video of mine. So I think Step #1 is letting people know you.

For us, we do quite a few videos. We recently started doing Facebook Live and that's been a huge success.

**Amy:** Incredible, right?

**Dr. Axe:** In fact, I'm blown away at how effective it is. That's #1. If you're not doing Facebook Live I think it is a great thing to do. Keep it short and then answer questions after what you are initially talking about.

Again, I think Facebook Live is the #1 thing. We're talking about a timely thing. That's one of the first things I would start doing but #2, partnerships are huge.

Remember, it's not all about you. It's about spreading the love. It's about exposing people to truth and helping them. Everything we do, a lot of people would try to game the system in the past but for us, we never followed that. We just said our goal was to get people the best quality information that they haven't seen before, things that are unique, things that are purple cows.

We do that, not just with our own content, but with partners. We're very strategic. We just do not promote anyone's stuff. We are really strategic and find people that have similar values that we have and people that have game-changing, unique content. We partner with those people and support each other. That would be one of the other things we've done.

The other thing, we're looking for what's next. We've talked about Facebook Live as one of the things we've talked about. Another trend we have found, and if I wasn't a practicing physician and CEO right now, I'd be a gourmet chef.

My wife and I are total foodies. We just got back from a trip to New York. We love food. That being said, I used to do a cooking show online. They were typically 7-10 minute videos and I did well with that.

We started seeing that the website called [www.yumbly.com](http://www.yumbly.com) started producing one-minute videos. Most of the recipes weren't healthy. It was how to make nachos. But it was one-minute or 50 seconds. People don't have a lot of time.

We started making videos of DIY essential oil recipes, healthy smoothies, juices, and all of these recipes that typically last about 59 seconds. We started posting those and they are going viral more than any content we've ever put out, by far.

**Amy:** Really? So you're thinking it's those quick little shots of information around what to prepare or how to cook or whatever that's really making a difference, the fact that it's so short?

**Dr. Axe:** Yeah. Think about it, YouTube is the #2 search engine in the world behind Google. You go to YouTube because people want to see things done. Today's society wants it done in less time.

If someone can learn how to do an entire recipe in 59 seconds rather than 30 minutes...

**Amy:** Bring it on.

**Dr. Axe:** Absolutely. If everyone wants to check this out, we just set a million visits on my Dr. Axe page. But we just hit around 300,000 in three months on our new page called [Food Is Medicine](#).

**Amy:** I'm going to link to it.

**Dr. Axe:** That's because of these one-minute recipe videos on there. Again, I recommend people always keep their eye open for things like that. I'm sure this can correlate with other people that are listening for business purposes or something else. That has been huge for us.

Another thing I'll mention, we don't focus on a lot of social media but YouTube is one that I really like. For us, we have found this is more of a technicality. We upload the MP4 version instead of the YouTube link since Facebook doesn't actually like YouTube on their platform.

Just a little technique like that alone has caused the amount of views for that to be much larger. A few other tips, once you grow to a certain size, it's really important to leverage and partner with your audience.

This is something I did year ago in my clinic, but I started something called an ambassador program. In my clinic I would do live events and I would have volunteers. I had 6-10 patients who were my top-referring patients and I would allow them to get my supplements at cost. I would give them a lot of free stuff. I would spend extra time with them. I would give them extra attention and recognition.

We did the same thing with Facebook. I actually have 12 Facebook ambassadors that help answer questions. We spend time training them. We have several Facebook pages like the Food is Medicine page or our private pages that are for people that have paid for a program we have.

That's another thing that I think is huge, equipping and partnering with your own audience, giving them preferential treatment. That has been another big thing for our Facebook growth as well.

There are a couple of other things, only posting viral content, I know this should be obvious, but if it's not knock-your-socks-off, we typically don't post it. That's why, again, we do our content ourselves and we partner with people that have that purple cow (a reference to [Seth Godin's book](#)).

It's like you're driving down the road and today people have so many things in their face all the time that unless there's a purple cow in the middle of the road people don't see anything. It's an important thing to remember, again, ask the question, "Is this a purple cow?"

Actually, this is getting off topic, but we have team culture values. One of our top team values is to create wows and purple cows. Everybody should be like, "Wow."

**Amy:** Let's talk about that real fast. I know you have a few more tips but I've got to drill down on this one a little bit. I know my listeners are wondering how you know something is a purple cow. What are some of the telltale signs to help you figure out if this is going to be that good?

**Dr. Axe:** I would look at it and consider a few things; #1, I would say to ask yourself if people have seen it before. For instance, if I post something I know about omega-3 fatty acids, everybody knows what those are. If I say, "Fish oil is healthy," that's not news.

If something new just came out within a few hours or something like that or if there is something that has a benefit that people would never think would be beneficial, for instance, more people today think meat causes heart disease but, in fact, say meat actually fights cancer or something like that.



Something people haven't seen before...I would also say to look at what other people have done, modeling. You never want to copy anybody. But what you want to do is look at what they have done that works in terms of the way their thing is visually set up.

We started noticing that I could post an article on a skin condition and just a picture of somebody that has eczema or psoriasis. We wouldn't get many clicks. But we did if we created our own meme and had a big red circle around it with an arrow and then on the other side we had a glass of lavender cream pointing to a "cure you don't know about."

Another thing is looking at what has gone viral for you in the past and recreating that. There are certain things that are catching people's eye. I would say it's headlines. I would say catching people's eye and then really knowing and asking yourself the question, "Is this completely new to people and is it unique?"

**Amy:** You've got to really just pay attention, just like you were saying. What are people clicking on? What are other people doing? I'm a huge fan of modeling what's already working and making it your own and putting your own spin on it. I think that's a great piece of advice you gave as well.

**Dr. Axe:** Totally.

**Amy:** I kind of interrupted your stream about ways to grow your Facebook page. Keep going.

**Dr. Axe:** I would say #7 is really going to be giving away things for free and things that are compelling to people. Look at what your audience wants. On my website this surprised me. We started doing things with essential oils about two years ago. They were so popular.

We realized our people wanted essential oils so we decided to give them more and create a really unique eBook around it. That was another thing, creating things that were free guides.

Today, this is important to remember, we live in a Pinterest-like society. If you look at all of the recipe websites and blogs today, the larger ones, they are essentially all trying to make themselves look like Pinterest.

Knowing that and saying to yourself, "What is it about Pinterest?" It's very visually appealing. People don't want to read about how to heal (I'm using health conditions) or learn how to heal their thyroid, they want to see it. They want to visually see how to do it.

We need to create infographics and things like that to help people. Any content we put out today is all very visually stimulating. People want to know without reading, they want to know by seeing what to do rather than reading.

Giving things away for free is another big thing. With our website, for everything we request in terms of somebody buying something, we've given away at least ten things for free.

**Amy:** Giving away free valuable content like an article or tips or any kind of trick they can use, visually making that appealing on your Facebook page before you ask for anything in return, you're doing a lot more of that. I would say at least 80/20 is what you're doing if not more than 80?

**Dr. Axe:** Yes, exactly.

**Amy:** Okay, cool. You mentioned Pinterest. We're talking about Facebook here. One thing I think is really unique and incredibly strategic about what you're doing is that you're not actually on every social media channel in the sense that you're not on Snapchat, you don't really use Twitter a lot, or Instagram.

You really focus on Facebook and Pinterest. Would that be true?

**Dr. Axe:** It's absolutely true. By the way, for the longest time it was only Facebook. That was it, especially early on. I'm a big believer in having a single focus. Maybe part of it is the way I'm wired as a guy, I have a hard time doing two things at once. My wife is watching TV, she's surfing the internet, she's texting her sister, she's doing laundry, and she's eating all at the same time.

**Amy:** I'm glad you know the difference between men and women that way.

**Dr. Axe:** I can't do that. But we found that it's a lot better to focus on one area. Also, for our community, we want them all to congregate in one area together, typically. For us, Facebook was really the #1 thing we focused on at first.

Our philosophy is that we want to go and master something and be the best in the world at it, or the best we could be, and then once that's set up and automated in a way and really highly functional with a team member in charge of it, we will then go and focus on something else.

To be honest, we feel really strong with where we are at with Facebook. We feel good with Pinterest and YouTube but we haven't maximized those yet and completely perfected those. Until we get even stronger there we're not going to do more social media.

I've been tempted to do Periscope and Instagram. But then I started realizing, with Periscope, it was so much of my personal time. For me to think about doing YouTube, which is more personal time, and that, I said we would go with what some of the biggest and most powerful are for our reach. It was those three.

Really, Facebook gets most of our attention. We also give some to Pinterest and YouTube, but that's really it. There is really no focus on Twitter, none on Instagram, none on Periscope, none on Snapchat. I don't even know what that is.

**Amy:** When I mentioned Snapchat before we jumped on this interview, my favorite thing was, "whatever that is." I love that you have been incredibly successful. Your numbers speak for themselves across Facebook and your email list and what you're doing online.

You're not worried that you're not on every social media channel. I tell my students this all the time but you are a perfect example of a highly successful person that's doing it. I appreciate you sharing your philosophy on that.

**Dr. Axe:** Great. Thanks. I'm the same way. I can get overwhelmed with this. Again, if I only have one thing on my plate it's a lot easier to be great at that.

**Amy:** That's so true. I want to back up a little bit and talk to you about Facebook Live. It's a hot topic right now. I literally just did a show about it with Kim Garst not too long ago. You are killing it with Facebook Live.

I want you to talk about what's working for you. You had mentioned that you do really short segments and then you do a Q&A. Is that typically your style?

**Dr. Axe:** It typically is the style. Do as I say and maybe not as I do. I tend to talk longer sometimes. Sometimes I use the whole 20 minutes. I did one this morning and we just released a new product called Bone Broth Protein. I try to make it highly educational. I really follow the YouTube principles. I start off letting people know within 15 seconds or shorter who I am, what I'm about, and then I get right into it.

I tell them what I'm going to talk about on this Facebook Live. I tell them I am going to go through five points and I'm going to answer questions live. It's like reading a book. I want to know what's coming up. You will notice, I watch ESPN all the time, even networks have started doing this. They tell you what's coming up next.

People want to know that so I typically let them know my outline of what I'll talk about. Sometimes I go off in different directions. But I try to do that at the beginning of the episode.

**Amy:** I love that idea and I definitely do the same. My question to you, while you are going through five points to the new bone broth protein that you just released, while you are talking about that are you engaging with your audience and the fact they are jumping in and throwing in questions?

Are you going to go through the content first and then get to Q&A? I ask because I think flow is important with these live videos we're making so I was curious of your style.

**Dr. Axe:** Again, I think people can do it the other way than I do, but I just promise them I am going through five points so I'm going to go through the five points...unless it's really relevant.

Let me give you an example. If I'm going through and talking about Point #3 with bone broth protein and how it helps heal your gut and autoimmune disease and if someone asks a really relevant question that is so related to what I'm talking about then I will.

In most cases I will go through the five points. But sometimes I need to touch on something anyway so I will sometimes do that.

**Amy:** Cool. I think it's also about finding your own style. If you're comfortable with how you are doing it, it will come across in your videos

versus trying to fit your style into somebody else's style. I definitely appreciate you sharing that.

I wanted to actually segue into list building. You've had some awesome success with growing your email list. You're very strategic about it. The first thing is, can you tell us a little bit about how you grow your email list using your social media channels?

**Dr. Axe:** Absolutely. It started off in what I call the early days. It started off when we first started doing this by giving away free eBooks. That's really where we started.

This is crazy, but this was before people were hardly giving away eBooks. We put one out there and my email list went from 5,000 to almost 18,000.

**Amy:** The good old days, right?

**Dr. Axe:** Yeah, it was in the matter of a week or two. It was amazing. We started doing that a little bit more. Today we do actually run a lot of Facebook ads. I think that's one of the things we do.

I'm always education first as well. A big part of our sequence is that we follow [Jeff Walker's launch formula](#). I try to get people to click on three training videos. That's where I'm really educating them on something.

Let's talk about bone broth, for instance. I did a webinar recently on how to do a bone broth cleanse to help cleanse and detox your body. I did three training videos. I talked on one video about bone broth for boosting your immunity. In another one I showed them how to make bone broth.

The third thing I did was talk about bone broth for getting rid of cellulite and weight loss and that type of thing. Then they went to a webinar. That is sort of part of the funnel we bring them through. We'll do ads to watch a free video. Then we'll actually give away PDFs along with that.

Quizzes. A lot of people really like quizzes so we did an “Are You Toxic” quiz with that. We also gave a free bone broth ten-recipe guide. As you can see, a big part of us getting opt ins is giving away free, unique content that our audience will love.

Then, we ask them to share it and tell other people as well. I think that’s a big part of what we’re doing in terms of giving away the content.

**Amy:** They went through three videos and then you got them on a webinar. On the webinar, because webinars are definitely my thing and I love talking about this topic, you get them on the webinar and teach some more and then you promote your product?

**Dr. Axe:** Exactly. We typically do a program. By the way, the next time we do this we should have a whiteboard. My wife is so funny. We have a whiteboard in the house and she says, “are you going to draw out another funnel for me?”

I love showing people funnels. Anyway, we bring people from Facebook to three videos to a webinar. From the webinar we might have a sales page video followup as well. On the webinar we typically go with about 85% pure content with, “Hey, here’s free content for you,” and then 15% pitch.

Part of that pitch is actually a Q&A. We try to pick questions that are really relevant to the product or program that we’re offering as well. But here’s the thing, if people spend 40 minutes they are going to be excited about bone broth or whatever I’m teaching about. I don’t need to spend 45 minutes pitching them something. It doesn’t need to be that long.

**Amy:** I agree with you, the Q&A kind of sells the program itself when you choose the best questions that people are asking. I love that. But one question I get asked all the time when it comes to webinars is, “How do you figure out what content to put in your webinar to teach versus what’s in your actual program or product you are selling?”

Real fast, what was it you were selling on that webinar? Was it an online training program?

**Dr. Axe:** Yes, it was an online training program. Most of the things we do are programs that we sell. We do have some products and supplements on occasion, but most of the time it's programs.

In terms of how I decide what the content is, for me I hardly think about that anymore. Once somebody gets in my program, and I think everybody should be like this, I go so in depth in my programs that there is no way I could cover it all on a webinar. It kind of goes without saying.

Let's say I have five steps to heal leaky gut. A lot of times I will cover three of the steps. I will say, "If you want to learn about Steps 4 and 5, which are the most important steps, then you will definitely want to get the program."

Again, it's very much things like that. I'll talk about supplements and I'll say, "Here are two of the five supplements you should take." Essentially, I teach real things they can learn.

In my programs, sometimes it's a little more video based. We're also giving printed PDFs and handouts. When people are getting a program it's really, really high value. That's typically what I do.

**Amy:** It makes sense, definitely. You leave them wanting more but you never let them walk away from a webinar, if they didn't buy, feeling as if they didn't learn anything because they didn't buy what you were selling.

**Dr. Axe:** Absolutely. I want people to walk away saying their life was transformed by the webinar so much that they know the program will 10x that even more.



**Amy:** We are totally on the same page there. Webinars work so incredibly well when you're selling an online training program so I'm so glad you shared that with us.

We're going to wrap up here in a minute but one question I have for you, let's say you're not in a launch, do you actually have other opt-in opportunities on your website or that you talk about on Facebook or Pinterest? Are you always growing your email list or is it really just when you're launching?

**Dr. Axe:** I have several answers for you. By the way, I learned this in clinical practice and not online. We're always launching.

**Amy:** I like that. Tell me more about that.

**Dr. Axe:** I found this in my office. We would do events in the office. We did things like patient appreciation day where people could bring in their friends. I would do a health talk on how to fight cancer. We would do something every week.

If I didn't have something going on that month or week or something we were pushing to, it even affected my staff. One of our big team missions is: Run to Win The Race. If you don't have a finish line with your staff, your team, yourself, if you're not racing like you should, you can veer off. So we always have a finish line in place.

We always have something we're fighting for and pushing for. That's what I mean by that. For instance, we always have something on the books that we're supporting and getting people ready for. At this point, we're planning our marketing calendar six months to a year out as much as we can.

I think all of those are important things to remember. Also, all of our articles are something you can opt in for. The more we grow the more we

try to customize and personalize for people. For instance, when I started doing opt ins on my site we would start off on every page with a guide called Super Food, Super You.

It was a superfood guide and that was it. Today, if I write articles on essential oils, there is a specific guide for essential oils on the essential oil article page. But that essential oil is not probably going to be interesting for people that are learning about recipes.

If somebody is on the recipe page they are getting a recipe. Now we are even trying to create guides, if it's a paleo recipe then they are getting the paleo recipe guide; if they are on the desserts page, they are getting a gluten-free dessert guide, and so on and so forth.

We really try to personalize and create that free guide for the person of niche interest. I understand there are a lot of people listening who may not be in the position yet where they can create a guide every single month.

But I would say as a side note, just remember it doesn't have to be perfect. That's one of the biggest pieces of advice I would give myself. Going back, the first guide I created took me a year. It was absolutely ridiculous and now looking at it, I just make ten recipes fast, I hire someone on [www.elance.com](http://www.elance.com) to do a quick graphic design, and BAM, I'm getting it up quick.

I'm not spending a year creating giveaways. I have a few recipes, a little design, BAM we have it. But I would say the more we can personalize and customize the giveaway, knowing what the person is on your site or page for, the higher conversion opt in your are going to have for that.

**Amy:** I'm in love with this strategy. I love that you said not everybody can do this with every post they are putting up, but you can definitely strive for it as you grow your business.

Those freebies (I call them content upgrades) that you are putting inside your blog post, people are opting in for those, right?

**Dr. Axe:** Absolutely.

**Amy:** Great. I was going to cringe if you said no because it would not be going as I had planned. Good. Of course you're strategic enough. I should have known that everyone has to then opt in to get that even better thing you have. If they like what they are reading they will want to opt in for something even better.

**Dr. Axe:** Exactly. Then, I don't know if we have time to talk about this, the other thing, we create what we call nurture sequences once somebody opts in.

**Amy:** Tell me about that.

**Dr. Axe:** Starting off, another thing we did that we really focused on in my clinic, I would train my staff. When we had somebody step into my clinic we wanted them to immediately say they had never been anywhere like "this" before. We want them to say, "Wow," we want them to feel loved and absolutely as if they are in the right place.

We want them to be as comfortable in our clinic as they are in their own home. It's the same thing, once somebody opts in for something you give, we want to give them our absolute best. We want to put on our nicest shoes and coat and serve them the best we can.

We started off with a 30-day, eventually 60 and then 90-day funnel. The first 30 days we sent them our best articles, our most popular stuff. They got a video intro from me, again, really just serving them and giving away a lot of free things for them to really feel they are glad they opted in.

Over time, not only did we do it for the 30 and 90 days, we customized it more. We knew if somebody opted in for that essential oil guide, we are giving them even more essential oil content and other free essential oil things versus if somebody signed up for recipes. Then it is more recipe stuff.

For somebody more fitness, it is more fitness videos. Again, we are really trying to customize and personalize that nurture sequence that goes anywhere from 30 to 60 to 90 days afterwards.

**Amy:** It is highly segmented based on what they opted in for.

**Dr. Axe:** Yes.

**Amy:** That's fantastic. Let's say you have a smaller business than Dr. Axe and there are three or four things that you know you do really well in your business, three or four topics, then you can build out three or four nurture sequences instead of ten or 20 or making it way too huge for you. I love this idea.

Wrapping up, what I think I am going to take away most from this interview, I love that you relate it all back to when you had the practice and people were coming in and you had that high-touch experience. Then you are finding out how you can take the real-life high-touch experience and make it happen online. You are always comparing the two and I think that's what makes you so unique in what you do.

**Dr. Axe:** Amy, for me it's all about relationships. This is something I told my patients in my clinic and I tell readers of my book now, I'm going to take care of you like I would my own mom and my own family. When my mom was sick with cancer it was a similar thing.

I flew home from Florida to Ohio. We sat down, we prayed together. We went through exactly what she needed to do with my mom. I made mom

her own little cookbook. I made her a shopping list. I put it on the fridge. I brought her to Whole Foods and we walked up and down the aisles together.

It's similar thing now. The people that go through my programs, just like my patients, I give them a shopping list. I give them a cookbook I made. I do training videos where I actually do videos of myself making bone broth and veggie juices. I email it to their inbox.

I really believe so much that what we do is a relationship business. I think the important thing to remember is if you were creating this piece of content for your mom or your best friend or your brother, that's really who you want to think about serving and putting that extra effort into it.

Again, that's really sort of the philosophy.

**Amy:** That's a nice way to wrap it up. I couldn't even do a better job myself. Thank you so very much for that. I want my listeners to go to your blog, read some of your articles, opt in to some of your freebies, and really pay attention to what that nurture sequence looks like once they get into your world.

Where should they go to kind of start the process with you?

**Dr. Axe:** I would go to my website, [www.draxe.com](http://www.draxe.com). You can also check out my Facebook page as well. It is [Dr. Josh Axe on Facebook](#). Amy, it's a great honor, I've listened to your podcast before and I appreciate your mission and what you're doing. Again, I want to say thanks so much for having me on.

**Amy:** Thank you, I really appreciate it. This has been a true treat. I can't wait to check out all of your stuff. You have a wonderful day.

**Dr. Axe:** Awesome, thanks Amy.

**Amy:** There you have it. It's pretty interesting stuff, right? I love interviewing people that are outside my own niche and learning about how they've applied online marketing strategies to their own businesses.

We just covered a lot of ground: Social media, specifically Facebook; we talked about Facebook Live; we talked about Pinterest a bit; we also talked about niche-related list building and nurturing your list. We talked about what to do on webinars. I thought it was really cool that he used Jeff Walker's strategy as well.

This guy knows a thing or two about online marketing. He is not only an incredible doctor but is incredibly strategic in his business. He is definitely one to follow. Again, [www.draxe.com](http://www.draxe.com) is where you want to start.

Opt in for some of his stuff even if you're not interested in his topic, but I think all of us would be, but you also want to opt in to see how he nurtures you as you get into his funnels. I always think it's cool to see inside someone's business from two different perspectives, the content they teach and the strategies they use to attract their audience.

Go into it with two different mindsets and I think you will learn a lot.

Thank you so much for being here. I cannot wait to connect with you again next week. Have a wonderful week in the meantime and I'll talk to you again soon. Bye for now.

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