
Susan Vincent's

Marketing Wordsmith

The Single Most Important Approach To Growing Your Alternative Health Business



"Advocating holistic healthcare through expert copywriting"

by Susan Vincent

"I know I can help, but..." Frustrating, isn't it? You're in the healthcare business, but because it's *alternative*, it's often suspect. And the real irony is, alternative healthcare is by far safer, with a mortality rate of almost zero. Can traditional medicine make that claim?

Its effectiveness is also deeper, without ever lifting a knife, simply because alternative medicine seeks to treat the cause, not the effect.

The Wizard Behind Public Mistrust

Treating with drugs won the battle hundreds of years ago, forcing less invasive approaches underground.

Now, the public's faith in drugs as a means of curing illness is unquestioned. This is how we were taught to think of medicine. What else could there be?

Seems that's a pretty good question these days. More and more consumers are questioning traditional medicine's authority. They may still go to a primary care physi-

cian, but they are asking, at least to themselves, if there is a viable alternative.

Informal Research Produces Surprising Results

I conducted an informal survey and discovered three interesting barriers to seeking out alternative options:

- Consumers are interested but don't know how to find you
- They're scared to venture outside of "proven" medicine
- They want more research information on your area of expertise

How To Meet The Boogeyman

Fortunately, all of the above barriers are asking for one thing: credible information.

And the good news is, you don't need a massive ad campaign, or gobs of money to educate would-be prospects. All you really have to do is take advantage of the latest trend: education marketing.

A niche marketing tool, this approach starts with your own clients.

Narrow Your Focus, Expand Your Base

With education marketing, you write to the people who have already found you, your clients. Monthly electronic or print newslet-

ters, are the best way to keep your clientele informed. They should be a quick read, no more than a page. Offer an archive of newsletters on your website for prospective clients to review.

The strength of education marketing lies solely in the writing. You must have good strong copy that builds a bond between you and your reader.

Consider these three rules:

#1 Write to your audience's most pressing concern, fear, or hope

Just listen to your own clients when they come into your office. They are telling you what they want from their life, what's missing, what they fear, and what they dream of.

Can it get any clearer? Use your newsletter to talk *with* them, not *to* them. Remember, your patients know all about being "talked down to."

#2 Write Conversationally

It's absolutely critical. The Information Age has created an interesting by-product of information overload:

People are hungry for information they can utilize.

Because they get so little of it! The whole world is trying to sell them something. But no one is offering to be a trusted advisor. No one is in their corner, offering valuable information they understand and appreciate.

Position yourself as a trusted advisor and write from that vantage point. Leave the technical jargon to textbooks!

#3-Make Them A Selfless Offer

Offers are great! One idea is to offer a "Preview Packet" that prospective clients can download from your website.

This can simply be an outline of what an office visit would look like. What do you ask them to bring with them? Do they need to fill anything out prior to their visit? You get the idea.

Then, offer a 15 minute "Get To Know Us" appointment. By this time, it's just the consumer's final stamp of approval, and a prelude to an actual appointment.

The heart of winning shy consumers is a thoughtful, well-written campaign that lacks technical jargon. The copy must offer content valuable to the reader and a trusting voice. This, more than any other strategy, is your biggest selling point.

That's why writing to their fears, hopes, and dreams just makes sense.

Bonus Suggestion

Your business writing is an expression of your business personality. What do you want yours to say?

Call or e-mail me for a **free** 15 minute consultation. I'll help you get the ideas flowing. And, ask to sign up for my free e-zine, *Marketing Wordsmith*. You'll receive valuable marketing tips for alternative professionals every month!

540-294-3485 or paintedcopy@verizon.net