

Lecoq Practice Development

Marketing: The Key to VT Success

Hands on, how to use marketing and PR to increase patients and referrals

Who should enroll in this course?

Any VT OD who is serious about internal and external market to build and sustain a strong, busy, profitable practice

What is unique about this course? Although we will cover some basic methods, it is mostly about specific actions and projects and detail exactly how to carry them out in your area.

You will participate in guided brainstorming and develop specific plans and projects, plus how to “parlay” each into additional coverage. As we tease out and develop each idea, you will use a Lecoq method to build at least 2 years of practical marketing efforts. Tap the Lecoq’s knowledge and that of other doctors who are already doing marketing

Want some details, check idealvt.com and click on the Courses: Marketing VT tab/

Who should attend? This advanced course is recommended for any VT OD, and any assistant who wants training to advance their skills.

Course Dates, locations

June 26-28, 2020

Atlanta GA, at the office of David Cook, O.D., FCOVD

A Wealth of Materials:

This comes includes special forms, flyers, handouts, publicity stories, letters, marketing instructions and material, scripts, checklists, VT management forms and materials and detailed instruction on how to execute a plan.

What ROI should you expect?

You should plan on considerable time to ask questions and explore different marketing options and methods. If you have some specific questions that are a must for you to attend, contact us at idealvt1@verizon.net and we’ll be happy to make sure that gets covered. There will be some off time so you can ask management question if you wish.



idealVT.com

Marketing: Key to VT Practice Success - What we will cover

The Enrollment Funnel -- Mini Map

- Follow up or lose them
- Converting interested to enrolled patient
- The first conversation – Triage Form
- Pretest and History Forms
- The Initial Exam, make magic happen
- Brainstorm session! Projects

External Marketing - Workshops

- #1 marketing activity
- In office (part of funnel)
- Public talks
- Professional talks, joint talks
- Workshop Planning Checklist/Guide
- Invite List/Sign-up Capture sheet
- Followup methods, actions

The Hook - What's the Message?

- The R T E C overview
- Focus on Recognizable signs, symptoms
- Talking about it
- Explanation, Experience, Emotions
- Committed Action
- Inviting - Opportunity for Action
- Brainstorm session, Projects

Demonstrations and Handouts

- Up-Down Reader
- Double Vision Demo
- Pursuits Demo
- Near Point of Discomfort
- Brainstorming, sharing.

Community Talks/Outreach

- How to Book Talks Guide
- How to find community groups
- Community Outreach idea/project Form
- Some methods to Promote your Talks
- Other community outreach guides
 - Make community Fairs pay off
 - How to connect with sports/Coaches
- Workshop Checklist tool
- Brainstorming, sharing, projects.

Reports - The Secret to Referrals

- The Underground river of referrals
- Classroom visits for teacher referrals
- Parent to professional connections (interview)
 - Checklist for Parent Interview Session
 - Report Order/Interview Form
 - Parent Permission Slip
 - Dealing with hostiles, M.D.s
- Brainstorming, sharing, projects.

Professional Referrals

- Visits to other practices
- Guide for O.D.s to Find VT Cases
- Referral Pad
- What's next for referred pt.
- Professional/Shared Workshops
- Referral Thank You
- Brainstorming, sharing, projects.

Public Relations and Media

- Basic PR promoting Workshops, Events
- Brief Announcements (listing)
- Longer Press Releases
- Getting radio, TV coverage
- Suggested Interview Questions
- Email Newsletter Suggested
- Content Discussion, ideas, projects

Getting the most from Social Media

- List events, success story, transitory
- Lead to your website
- What about Twitter, instagram
- Email for the long haul
 - Build a permission list
- Link back to sign up for email everywhere
- Content suggestions
- Brainstorming, ideas, projects

Grand Slam: Carrying out the "Parlay"

- Getting the maximum patients from every effort
- Use the same basic material for many outlets
- Original ideas, proven classic methods

Coaching on how to implement this when you get back to your office. Bring your marketing person.

This course will teach what no one covered in optometry school, using free, yet highly professional methods to build a thriving and very visible VT Practice.

Questions?

Ready to Register?

Go to:

idealVT.com

Lecoq

Practice Development

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Find
us on

