



8 Successful Marketing Attitudes



The first essential component to your success in marketing is your mindset.

Your mental outlook will determine the effectiveness of all of your marketing activities. The good news is that your attitude is something that you do have control over. Even if you have difficult personal and environmental factors acting against you, you still have a choice on how you decide to react. The way you look at your world is entirely up to you.

Practice marketing is ultimately an "inside-out job", and though marketing includes "outside-in" activities such as advertising, its success is dependent upon what is happening on the "inside." On a scale of 1-5, where "5" is strongest and "1" is weakest, you should work daily to reach a "5" on each of these eight attitudes.

At a staff meeting every three months, you can hand out this article to each team member and have each person rate (1-5) how the office has been operating in terms of each attitude. You can also have a team member summarize one particular attitude and describe it to the rest of the team in their own words. These attitudes are spiritual muscles that can drive and maintain your growth. Keep working them and making them stronger. They are powerful.

1. **Friendliness and Cheerfulness.** When you smile, the whole world smiles with you. And that is what you want: your whole community smiling with you. A positive, cheerful outlook opens channels of communication between you and your community. It is an unspoken "open invitation" for people to interact with you. The more enthusiastic and positive your outlook is, the easier all other marketing efforts will be.
2. **Interested Attitude in Your Community.** Develop a genuine interested attitude about your community. "Who are these people and what the heck are they doing?" You will find that having an honest interest in people is one of your best promotional tools. People respond positively to sincere curiosity about them. "Betty, where did you find those blue shoes?" "I have always wondered, why do you guys call yourselves the Kiwanis?" Stay curious and interested.
3. **"Get to Know Me" Attitude.** You should want the community to know you. You should want people to know that you are a chiropractor or a chiropractic service professional. Don't assume people know what you do - or even care. Maybe they know you are a doctor but think you are retired or too busy to take new patients.

So, adopt an attitude of "Get to Know Me". Be willing to have the whole community know all about you, and have the attitude that once they do, they'll like you. (What's there not to like? See number 8 below.) Don't be hiding. We all spend too much time in boxes. Get out of your box and be willing to be OUTRAGEOUS, loud, and colorful - in your own way. "It is better to be looked over than overlooked." (Mae West)

4. **"Gratitude Attitude."** A term often used by Zig Ziglar, meaning simply be grateful and appreciative. The "Gratitude Attitude" melts the ice between people. It shows respect and honors those around you, especially patients, prospective patients, your teammates, and, of course, your family and friends. People hate to be ignored, and too often we take the amazing souls around us for granted each day. Be thankful to be a doctor or a member of the chiropractic profession and to have an opportunity to help people. Show your gratitude to others. Let them know how you appreciate them. Count your blessings daily. Make your "Patient Appreciation Day" your Patient Gratitude Day – every day. "Gratitude is not only the greatest of virtues, but the parent of all the others." (Marcus Tullius Cicero. 106 BC -43 BC)
5. **Service Attitude.** Be a missionary on a mission to help. Be a giver. In the office, think ahead of what each patient needs each day and make sure they get it. Outside of the office, realize that people are in pain, confused, and tired of drugs, so help provide information through workshops, screenings, and other events. Find out what people in your community want and need. Some people want relief from pain, others want to get rid of allergies, and others want to lose weight or give the best care to their babies. Maybe businesses want to reduce absenteeism or Worker's Comp. claims, or the high school coach would like some help with her young athletes. Maybe the Lions Club needs volunteers for a cleanup drive, and the school needs help with school supplies. It has been said that "The hole that you give through is the hole through which you will receive." This applies to your teammates as well. We are all in this together, so help each other.
6. **Big Capacity Attitude.** "Whatever the mind can conceive and believe, it can achieve." (Napoleon Hill.) Conceive in terms of everyone in your community under your care. They all should be coming in and out of your office. THINK BIG. Be willing to meet hundreds of new people each day and be open to at least 30 new patients. The mechanics of paperwork, finances, and procedure will all follow. Don't let yourself become encumbered mentally by these things now. "Think little goals and expect little achievements. Think big goals and win big success. Remember this, too! Big ideas and big plans are often easier -- certainly no more difficult-- than small ideas and small plans." (David J. Schwartz, *The Magic of Thinking Big*.)
7. **Industriousness Attitude.** Your outlook towards moving the practice forward has to be a vigorous one. It takes much more energy and effort to get and keep a business going than most people think. Marketing is simply physics. If you invest energy in your practice and the community, there will be a reciprocal force—goodwill and new patients —coming back to you. Like planting seeds in the spring. You harvest what you sow. Don't blame the politicians if the tomatoes didn't come in at harvest time because you didn't plant any. The more you sow, the more you can reap.
8. **Have Faith, Confidence, and Belief.** Be forthright and confident about the benefits of chiropractic, your skills as a doctor, and the services your office can bring about. From this knowledge, you can be authoritative in telling your story and scheduling new patients. If you are confident in what you are selling, *then others will be too.*

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Need marketing help for you or your team?

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Attitude is Everything

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2. **Interested Attitude in Your Community**
3. **"Get To Know Me" Attitude**
4. **"Gratitude Attitude"**
5. **Service Attitude**
6. **Big Capacity Attitude**
7. **Industriousness Attitude**
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