

From Dr. Martha Lucas, L.Ac.

LucasTeachings.com, MyZenSkinCare.com, AcupunctureWoman.com

Free marketing tips – not only am I sharing these free but they're free for you to do!

1. Email or call first time patients to say thank you.
2. Email or call first time patients a day or two after their first appointment to check in.
3. Post a live post on Facebook or Instagram.
4. Write down your goals with dream dates.
5. Send out an email blast or newsletter.
6. Offer free Q&A sessions to your patients once a month on Facebook live or via Zoom.
7. Call patients whom you haven't seen in a month or so. Yes, make phone calls!
8. Ask for referrals. When a patient loves your work, give him/her your business card(s) and ask them to give to family and friends.
9. When you're anxious about business, take even just ONE minute and do my favorite mantra: Om, Ah, Eh, Eh.