

Presents;

BRAND STORY TELLING

HOW TO USE

'YOUR STORY'

TO ATTRACT MORE PATIENTS AND
GROW YOUR SOCIAL MEDIA
PRESENCE



WHAT IS BRAND STORY TELLING?

Question - "What Differentiates You from Your Competition?"

Answer - "YOU DO!!!"

SHARE YOUR STORY, WHAT WAS ONE OF YOUR BIGGEST PERSONAL CHALLENGES?

'Brand Story Telling'

Telling YOUR story, what makes you, YOU!

Is there one specific challenge or uncomfortable situation you went through to get you where you are today?

Do you remember the moment you decided

"NO MORE! NEVER AGAIN! I'VE HAD ENOUGH!"

And from that day forward you never went back and your whole life changed?

We are looking for something personal that your potential patients can relate to you with, so they "feel like they know you" and you get them.

Maybe one of your parents or family members were hurt in a car accident and their whole life changed, and you had to help take care of them and this is why you became a Chiropractor.

To help and give back and give people relief of pain.

Maybe you were raised by a single parent and life was hard.

Maybe you were bullied in school, made fun of for smelling or wearing weird clothes.

Maybe your parents passed away when you were young and you were raised by your grandparents or family member, or even raised in foster care.

Your story and where you come from makes you who you are today, and we are going to use that to connect, relate and make things personal.

WHAT DOES 'MY STORY' HAVE TO DO WITH ME BEING A CHIROPRACTOR?

Why and What is the Purpose?

THERE IS A MINDSET BEHIND THIS STRATEGY, STAY WITH ME!

So there are really 2 ideas and mindsets behind 'Brand Storytelling'.

The first mindset is this, if your 'Brand Storytelling' video comes across my screen because you are running a Facebook ad, or I land on your website, Facebook Page etc. and you 'Hook / Grab' my attention with something like;

"My best friend was hit by a car right in front of me"

I listen watch the video and listen to your story, I am able to relate to you, I now see you as a 'Person', who 'Is a Chiropractor'.

I don't see your ad as you're a 'Chiropractor' and you're trying to sell me on your services. Those ads are needed for sure, but my introduction email or the first thing I see about you (as controlled as possible) should be more personable and relatable, not a sales message, make sense?

*****Also, bringing your story into your practice is should spark ideas for new content to post to social media, or email ideas, so its not always about 'Chiropractic's'.***

The second idea or mindset is by sharing your story you can now get involved with your community at a super personal level by volunteering, donating or sponsoring organization's or events that relate to your story.

Most likely the other people working and volunteering are there because of something that happened to them or a friend or family member, so you will be able to draw connections and share stories with 'Potential Patients' who will meet you in a different light. Just like with your 'Brand Storytelling' video, these people see you as a 'Person', that happens to be a 'Chiropractor'.

HOW DO YOU SHARE AN EFFECTIVE STORY?

There are 3 parts to an effective story!

HOOK

PLOT

RESOLUTION

BEGINNING / HOOK - the beginning is the initial attention grabber. The **SCROLL STOPPER**. *Something to Interrupt the pattern.*

MIDDLE / PLOT - this is where you are going to give a little more detail. Try to keep it entertaining, maybe introduce some drama or mystery, maybe some insight or 'AH-HA' moments, add a little suspense.

END / RESOLUTION - This is where you wrap up your story, share the good news etc. and give some sort of call to action.

Example - Have them follow your social media channels

Email you

Fill out form / download content

Sign up for news Letter / blog or future discounts

Again, the idea with sharing your story is have your practice tied to a "Cause" or something you believe in.

People will find your content based on your story, You will no longer be known as just

"A Chiropractor."

You are now known as "Dr. John who is helping the community in ____ way and you offer Chiropractic Services and Treatments"

It helps people see YOU, so when they are looking for a service or treatment and happen to offer it, they will be more inclined to choose you over another doctor because they

"Believe what you believe" or "Relate to you"

Marketing/Content Tip

The formula for Brand Story Telling is a mindset to help you with future content and posts.

HOOK their attention, SHARE/TELL a story, a problem viewer may have, educate viewer on industry etc., then RESOLVE or END post or video with a 'Call to Action'

THINGS TO KEEP IN MIND ON EACH SECTION

Hook Elements:

Attention-Grabbing

Disruptive Moment

Keep in mind your potential patient is scrolling on their phone and we need to CAPTURE their attention.

Plot Elements:

Characters

Drama

Suspense

Mystery of Not-Knowing

Resolution Elements:

Outcome

Where are you now?



So now what you are going to do is grab a piece of paper and pencil, or your laptop and you are going to write out the story in a way like you were telling it to a friend. Then you are going to grab your phone and record a 2+ minute video and share your story!

Be authentically yourself, don't try to be perfect. It's okay to mess up, stutter and have some paused moments.

We are trying to show you as a human and someone to relate to, so this does not need to be a super professional video.

Once the video is recorded, you are going to upload it to your Facebook Business page and 'Pin' it to the top, so everybody who finds your page, the first video and post they are going to see is the video of you sharing your story.

Example

THIS IS DR. JOHN AND HOW HE WOULD SHARE HIS STORY

(THIS IS A SHORT CONDENSED VERSION, SO YOU GET THE IDEA)

BEGINNING - "When I was in high school, 17 years old, my best friend and I were riding our bikes when he got hit by a car right in front of me. He was badly injured."

MIDDLE - "My friend Jordan broke a few bones but sustained a really bad back injury and was told he may never walk again.

They said he might need surgery but his parents did not want them to operate on his back and wanted to try a more natural way to help Jordan recover.

His parents heard of a Chiropractor, Dr. Culpin, that offered adjustments, PRP Treatments and Physical Therapy behind everything.

Through out the next few months I was able to go with Jordan to his treatments with Dr. Culpin and I was blown away with how she was able to provide relief through adjustments, and PRP treatments. In no time Jordan was back to normal function and riding bikes with me, NO SURGERY!"

END - During those months I really got to know Dr. Culpin and see how much she cared about Jordan getting better without going under the knife. Because of meeting her, along with my desire to want to help others I became an Integrated Chiropractor so that I could help people recover from injuries and hopefully inspire someone like Dr. Culpin did me.

If you have an injury and have been told "Surgery is the only way to fix it" give me a call and let's have a quick consultation where I can introduce some alternative options that do not require any nasty surgery!"

Create Your Story



Write out your story, don't go too crazy and complicate it. Just share from the heart. Then go out and find a few places to record your video. Record a few different ones in different locations and choose your favorite!

This could be inside your office, out in nature, a local spot in your community etc.

Be yourself, don't take it too seriously, have some fun, be authentic and vulnerable.

REMEMBER - Once completed take your finished video and "PIN" it to the top of your Facebook Business page!

If you found value in this document and would like to speak more about this, bounce some ideas off of someone, or if you are looking to integrate new services and treatments into your practice give us a call and we would love to hear YOUR STORY and see how we can be a part of it moving forward!

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