

15 WORDS THAT WILL MAKE YOU MONEY

The words you use to communicate with your patients and prospective patients are very important, whether in brochures, letters, advertisements, email, on websites, social media or in telephone and face to face conversations.

Below are 15 words that you should consider incorporating into all of your communications.

Easy

Everyone gravitates towards easy. We want things to be easy to use, we want results to be easier to achieve, we want everything easy. If any aspect of your service or patient journey makes peoples' lives easier, make sure you tell them. Even simple things like easy to park, easy to find, easy to get to by train - they can all influence a patient's decision process.

You

The magic word in all good copy. Using the word 'you' forces you to have a personal conversation with the person reading it. Don't you agree? One of the most powerful ways to use this in your marketing and advertising is by asking a question in the opening line. For example, 'Are you considering an aesthetic treatment?' 'Are you confused about where to go and who to trust?'

Now

There comes a point when you need to tell your prospect what to do. They need to call you, or complete an enquiry form, or 'click here.' But you don't

want them doing it tomorrow or next week. You want them to do it now – so tell them.

Free

Very powerful. People love anything that's Free. Particularly useful to generate new leads by offering a free skin analysis or other diagnostic (make sure you tell them it's worth £XXX)

Low Risk

Anything you can do to reduce the perceived risk for your patients will increase your bookings. Your patients may not be consciously thinking about it but subconsciously they're worrying about pain, bruising, side-effects, downtime, looking over-done, risking money and time by having a treatment with you. Risk mitigation is one of the most effective marketing strategies available to you.

Guaranteed

Okay – you can't guarantee clinical outcomes, but there will be aspects of your service and patient experience that you CAN guarantee. Think about what you do better or differently than your competitors, or what you do for patients that they don't (or can't)

Yes

There's something about the word 'Yes' It just works wonders. When you speak to patients, use it a lot. It's equally important to avoid the word 'no.'



Important

It's important to use the word important. People want to know about important things and it's a word that grabs the reader's attention. And that's important!

Person's Name

In many contexts, the most important word you can use is the patient's name. The more personalised your letters are, the higher the response. Practice management systems (like Pabau) and email marketing tools (like mailchimp) enable you to send hundreds or thousands of personalised messages at the same time.

Fast

We're all busy and want things to happen faster. If you've streamlined your clinic to improve and optimise the patient experience - tell them what they can expect.

Proven / Proof

It's often useful to assume that people reading your message do not believe what you're telling them. It may not be the case for all of them but it's likely that a good proportion are sceptical. Offer proof wherever you can. Before and after photos are good, but the most powerful by far are video testimonials of your happy patients.



New / Latest

Everyone wants the 'new' or 'latest' thing. We may be bored with advertisements, but if they promise us something 'new', that can get our interest.

Limited

If there is a genuine limit to what you are offering or the number of people who can have it, it's worth making a big deal about that. Scarcity is an important marketing tool

Simple

People believe that their lives are very complicated so anything that simplifies the process will have their attention.

Solve

One of the simplest writing formulas is to state the patient's need or concern, tell them you can solve it and then tell them precisely how you're going to solve it.

Next Steps.....check all of your copy both online and offline and look for where you can add these profit generating words. It's even worth testing your current response rates against different copy using these words. Also be aware, that in your own catchment area, there will be other specific words, not on this list, that prospective patients will respond to.

I hope you found this helpful and would be delighted to see you at one of my 'Discovery Days' very soon.

Wishing you continued success and every happiness.

Pam

