

JUMPSTART YOUR PRACTICE ONLINE

Brought to you by: Partners for Healthy Pets



Michael Warren DVM GCP

Hello.

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WHY BE ONLINE?

57% of people communicate > online than in person

97% look online for local products and services

69% consider online recommendations as valuable as personal recommendations

A NEW **PROFESSIONAL** SERVICE



SOCIETY CHANGING = *PROFESSION IN TRANSITION*



‘Dr. Google’

+++ Choice for consumers

Increased Need For Value

WHY YOU?



OPEN **CAPACITY?**

Date: _____

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☒ Sun

☐ 1 _____

☐ 2 _____

☐ 3 _____

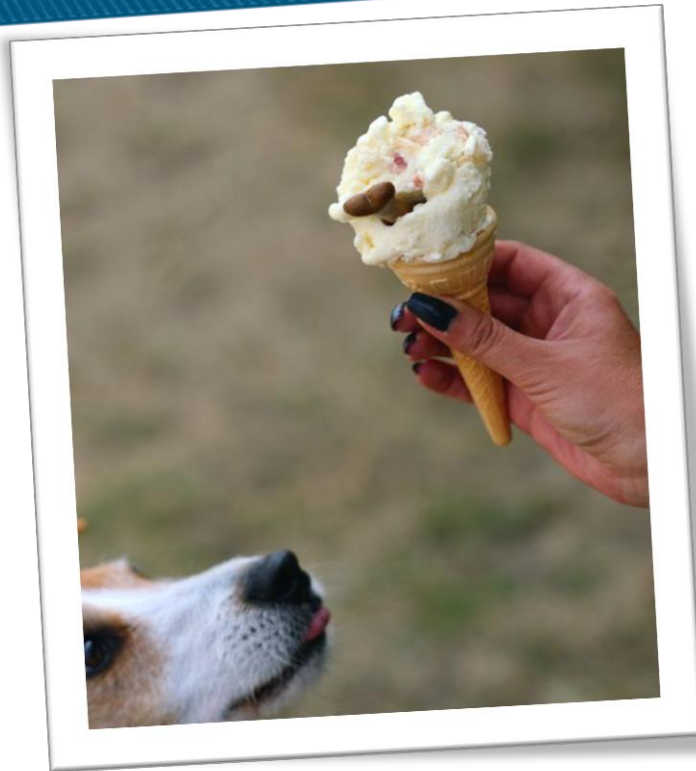
☐ 4 _____

☐ 8 _____



partners
FOR HEALTHY PETS

INSTEAD OF HOPING & GUESSING...





...LET'S TAKE CONTROL!



4 Pillars of Focus

MESSAGE:
POSITION YOURSELF TO ATTRACT





WEBSITE: CREATE A CLIENT ATTRACTING MACHINE



New Clients

Welcome

Your name...

Your pet's name...

Your telephone number...

Your email address...



SEARCH ENGINES: **MAXIMIZE VISIBILITY**



SOCIAL NETWORK



SOCIAL MEDIA: **ROI DRIVEN ENGAGEMENT**



CHECKLIST



Review Course Plan



Make a Schedule



Ensure you have a dedicated binder and folder on your computer

TAKE ACTION!

