# Social Media Like a Pro: Social Media Profit and Impact Strategies to Grow Your Visibility, Authority, and Income Transcript

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## Introduction to the Summit and Guest

Hello, everybody. This is doctor Bob Hoffman from the Master Circle Global, and I want to welcome you to the Practice Upgrade Summit. Today we have an amazing conversation with an amazing icon in the chiropractic profession.

You're going to want to take notes from beginning to end, because I guarantee you there's going to be practical, helpful, profitable strategies. You're going to want to make note of.

So please stay with us with your undivided attention from beginning to end. Today's topic is 2020 Social Media Profit and impact strategies. And our guest is none other than Doctor Matt Loop.

Matthew is an international bestselling author, Nasdaq speaker, chiropractor, investor, and the highest paid social media revenue strategist in all of North America.

He helps doctors multiply their influence, their impact, and their monthly income by harnessing powerful platforms like Facebook, Instagram, LinkedIn, and YouTube.

Since social media's infancy in 2005, Matt has trained over 8400 chiropractors as clients in 25 countries. And on top of that, he's helped 30,000 others who have watched his free practice growth videos and downloaded his Facebook marketing cheat sheets.

So please welcome. Please sit down, take notes, and and really engage with us today. Welcome on Matt. I'm so happy to have you on through the Practice Upgrade Summit.

Very grateful. Doctor Bob. Pleasure to be here. Thank you so much. I know your time's at a premium, so let's get right into it right now. What are some of the social media trends that you're noticing in 2020 that our watchers and listeners really need to be aware of?

Sure. Well, as we all know, things have changed a bit in the last six months, but there have been some things that have been trending long before the last six months.

And one of those things is social media censorship. And we have to talk about this elephant in the room, because it's not just natural health providers anymore.

It's going into many different areas of our life. Big tech typically has their own agendas in many regards, and sometimes we even know, based on medical research that comes out today, that it might not become mainstream for the next 2 or 5 years.

That's a slow process in some regards. So it's important not to have all of your eggs in one basket. I love Facebook in terms of marketing and advertising, because it's been so lucrative for myself and many of my clients.

However, I don't have all of my eggs in there. I might have built a very large following, but I've also built my email list, something that I personally control.

That doesn't matter what Facebook or Instagram or Pinterest snap or whatever these platforms do tomorrow.

## 2020 Social Media Trends and Censorship

I have an asset, so I try to teach docs to have your own assets, whether that is a mailing list, email list, all of the above, or an SMS so you can then be in control if something happens and this is coming from a guy that's had my goodness, I don't know how many accounts that I've had banned over the years from different platforms, and not necessarily for like bad flagrant things.

It's just on YouTube. I recall in 2006 I was doing something like with affiliate marketing, and then YouTube said, okay, we don't like this anymore, putting links like that, and all of a sudden they just wiped all the videos out.

So I learned early on, way back in the day that it's just never good. So that trend will continue to rise. Social media censorship don't have all your eggs in one basket.

Beautiful. And you know, during Covid, you know, over 80% of our doctors were seeing 80 to 100% of their normal visit volume, which is certainly different than the rest of the profession, unfortunately for the rest of the profession.

And one of the most important things Dennis and I kept recommending to our clients is you can't overcommunicate during a crisis. And that's not only what are we talking about in the office or table talk, but it's posting on social media with live video, with videos, either live or not live.

It's emailing out exactly what you're talking about. We're big fans of texting out, you know, 90% of emails really don't get opened or read, but over 90% of text messages do.

You can also take that video you recorded and put the link into your text message. There is an endless array of ways to market and communicate in today's world, and the savvy doctor needs to do all of those.

I'm sure you would agree. Yeah, absolutely. And I just wanted to add to that, you know, over this whole situation, like from the very start and I, you know, I don't have the experience of being in other pandemics or super depressive economies, but I like to study history a lot.

And I see in terms of business, right from the get go, I was telling a lot of docs, I said, you know, I know that there's going to be a tendency to pull back in your advertising right now because of the situation that's going on.

But people are looking for certainty. They're looking for leadership right now in this crisis. And if you can actually double and triple down on your ad spend, and I'm talking content based goodwill stuff that you're putting out there to your local community, you're going to gain so much market share after this thing is all said and done.

And you will be that voice of reason. Don't worry about necessarily the the profits and the people coming in now, but just put yourself out there. And those that did that are breaking records six months later, as we see so you know to your point, beautiful.

And, you know, I think if you pay attention and obviously we do and I hope the listeners do, if you notice what the world is doing just going the opposite direction, you're going to be right probably 90% of the time.

So it's true. Your advice was absolutely right on. I also think that during this crisis, one of the other golden opportunities that I just hope and pray that the chiropractic profession or the wellness professions don't miss out on is this is a great opportunity for us to rebrand ourselves away from that stigma of neck and back pain.

You know, we could be talking about immunity or brain health or managing stress more effectively and so many other topics. Could you talk about that just a little bit?

Absolutely. It's we've never had it easier to shape how the market perceives us. This is another reason why I've been such a huge advocate, because no matter what the market at large in the United States may think of chiropractors for neck and back.

If you're strategic about a message, whether that's Facebook, LinkedIn, TikTok or all of these platforms, and you can direct your efforts in the advertising, going back to the goodwill pieces, let's say, you know, you are, for

example, one piece that I put out during this whole pandemic, something like five Ways to Keep Your Head on straight during a crisis, just more so for like, the wellness aspect of things.

That video blew up and within the first few weeks had over 150,000 views, which was awesome. And so like something like that, where you can circulate that to your core group.

## Rebranding Chiropractic Through Wellness Content

So let's say Facebook, for example, you've isolated your core group in the local community, which is 100,000 people. You could pump dollars into that message or the messages and just keep putting it in front of that crowd audience over and over.

And then just like a company like McDonald's, over the years, through repetition often has beaten it into their clients minds. Certain things you can kind of do the same thing with the opportunity at hand.

So I couldn't agree with you more that now you can add reshape the, the way that the profession is seeing in your community. Beautiful. One of the things on this same subject, Matt, that a lot of our doctors did very successfully in not only marketing their practice, but rebranding their practice is they were putting out these short videos throughout social media on what they're doing for themselves and their family to stay healthy during this crisis.

You know, they might have said that normally I take five supplements, but right now I'm taking the following ten and explain why. You know, they might have talked about their exercise program or how much sleep they're getting.

Restorative sleep, why they're getting adjusted more regularly or more frequently. Or, you know, they're upping their game to up their immunity, up their, their peak performance, up their brain function.

And they got great feedback from not only patients, but people in the community that that really helped me. That really impressed me. I didn't realize I could do those kinds of things.

And in the process, they went from a neck and back pain brand to a what I like to refer to as the becoming the CWO, the chief wellness officer for their community.

Yeah. And, it worked beautifully. And I'm sure you did the same things. In fact, when I noticed a lot of the the material you put out and I do follow you awesome, awesome stuff that you put out.

Thank you. Yeah, I know that's what you said. That's a very smart strategy. And, you know, people, if you figure out I mean, I would figure out based on the doctor in their office, how do you want the market to see you specifically?

Is that a particular, character like the presidential figure? Do you want to be more relatable through, more human experiences? And then you can tailor your content around all of those lifestyle choices, you know, things that you and I might take for granted, but that can dramatically help.

Like, like you said, you know, what do you do when you come down with a cold and or like, these are the supplements that I'm taking right now. So like, I couldn't align with that more. That's good.

Good idea. Beautiful. So Matt, you mentioned a few a few moments ago, but what are some of the social media platforms that are most important today and why?

Yeah, with social media, there's a lot of stuff you could be doing for chiropractors in general, the highest leverage ones that I've seen in terms of dollars in the bank and influencing your community are still Facebook and Instagram without question.

There are a time and there's a time and place for LinkedIn because that's professionals. And if you talk about shaping market perception, I have a lot of clients that receive a tremendous amount of referrals from personal trainers, medical doctors, attorneys and one of the things that they've done, not just on Facebook, because you can

target people by job title and school they went to.

You can do the same thing on LinkedIn, but LinkedIn is a place where you've got fortune 500 CEOs going there in their spare time. So they're, you know, for most docs watching this right now, Facebook will still be the highest leverage to attracting people in your office.

But with other channels like Instagram, people go over to Instagram because they're sick of the political whining and nonsense of Facebook, right? They want more of an esthetically appealing.

They don't want to have to worry and get stressed out. That's what type of platform that is. So a certain degree of that user base will not be using Facebook.

It's very smart to reach them. The same thing with LinkedIn. More recently we have this platform. It's exploded 800 million downloads plus called TikTok created a lot of controversy.

But it's another channel that you can potentially get viral exposure. Literally, literally. I slapped a video up two weeks ago, and it had 26,000 video views in a matter of a day and a half.

It was a very controversial video, which turned out like the social media censorship kicked in. But nonetheless, to get the biggest bang for the buck and the most exposure, you want to focus on the big boys?

## Best Platforms and Repurposing Content

Yeah, there's a dozens of others that are, you know, have their time in place. But for most docs, Facebook and Instagram will still be the top two. Beautiful.

You know, I have a client and dear friend that I've been coaching for years who's, a specialist in severe neurological cases. And, she's been marketing on social media for years and actually attracts patients from all over the world to come see her and pay top dollar to come see her because she gets again miracles in her own office.

She just called me last week. She put up her first, video on TikTok, and in 24 hours, she had 400,000 views. I don't even I can't even comprehend that.

Yeah, yeah, she was thrilled. You know, I don't know because I haven't spoke to her since last week how that's translated into business yet. But I don't care.

You put up something and you get 26,000 or 400,000 views. You're doing something right. Oh, 100%, you know. Right. Reminds me of YouTube back in 2006.

I'm pretty old in terms of social media years. Was doing it way back in the Myspace days. If you remember, Myspace I YouTube dropped in 2006 though, and it was a very similar platform where you could just throw a video up.

And aside from the keyword driven SEO on YouTube, all of a sudden, bam! I mean, you could have 40,000 video views in a week or whatever. TikTok presents that same opportunity.

And while you can't advertise and target local yet, I have quite a few clients that have blown up their videos and they will still get referrals locally because their friends know people and they're sharing it this way, and so there's still value there.

So I typically recommend any video that you produce. For instance, you might have it on Facebook initially on YouTube, then upload it to Instagram TV, then splice that into a 15 to 30 second clip and put it on TikTok.

Always be resourceful and repackage the assets that you create because you're your content. Your legs will go much, much farther. And you know, you know, people always, ask me like, you know, you don't.

You seem like you produce a fair amount of content, but you're not like 24, seven producing 16 different things. And that's true because what I like to do is I like to leverage one solid piece of content, throw it on networks and throw some dollars at it and really, like, exponentially multiply it for gasoline on the fire.

You can be strategic about what you create and then massively promote. Just always repackage your stuff. Beautiful and great advice. You talk a little bit about boosting.

You just commented on it just briefly, but I'm sure there are people watching this that don't even know that they can boost something on Facebook. As an example, could you talk about what would you boost?

Why would you boost? How much money should you throw at it? Does it take a lot of money? Could you just make that more relevant for the people watching this?

Sure, yeah. Boosting is the very basic form of advertising on Facebook. That's where if you're on your fan page, you'll see a little blue button that says boost just below your post after you update your status.

And then Facebook will then give you options. Who do you want to boost it to? Do you want to boost this content to your fans? Remember, Facebook only shows your stuff.

Unfortunately, it's a maybe 10 to 20% of all of your fans. Even if you got a thousand fans and you post a video today, they're not all going to see that.

Because Facebook is a business. They want your money and that's just the game right now. You have to pay to play. So there is a time to boost content to your fans.

We also have an option to boost content to our fans and their friends, which gives us a degree of social proof because now their friends see that. Hey Mary likes your chiropractic page.

I wonder what's over there. So you get that credibility by association. And essentially that way there's a time to boost it over there. You also have the opportunity to, do a quick boost to your local community between certain age ranges, male, female, and then you have an other opportunity to boost content to people in your custom audiences.

And I'm not going to get too techie into this, but just know that on Facebook, if somebody watches your video for 50% of the time, if they go to your fan page, if they click the like button, if somebody goes to your website, or even if they're on your email list, you can have separate audiences on Facebook where you can spend money to reach those audiences.

Now you're touching people over and over, like follow up. So those are the four common boosts. And in terms of budget, you don't need to spend a lot to determine if something is working in your favor.

I would say, maximum $10 boost on your page if you're content is getting some shares and some likes and some engagement that will clue you into the fact, well, maybe I should boost this now locally, or even if you just wanted to do a simple test locally.

Yeah, do ten bucks over a couple days. Let's say you have at least 2 to 3 shares for every ten likes on that piece of content. By all means, pour gasoline on the fire and then just, you know, shoot it out there.

So that's kind of what I go by in terms of a very simple boost if you're just getting in the advertising game. Great advice, great advice, Matt. Whatever.

If you can't steps when trying to become more attractive and more influential on social media. For the people watching this, I'm sure you have formulas that you use.

And I'm not asking you to divulge your your proprietary information, but what are just a few important concepts when you're trying to, attract more followers, become more influential?

## Boosting Posts and Basic Facebook Ads

I mean, you're the most influential guy in, in social media that I think exists that I'm aware of. So you're very kind. But I'm not. But you're very kind.

Well, to me, you are, I don't know the others. Thank you. Know you. So you. What are some of the concepts people need to know? I think one of the biggest things that I've done to, I guess, separate my brand, if you will. There's been a couple things.

One is the consistency. And unfortunately, we as a profession, we're just not as consistent with putting out marketing or advertising content over years and years and years and years that it really adds up in some markets, especially if you're under 100,000 people, you can become a household name relatively quick on a smaller ad spend, you know, between 500 and $1000 per month with Facebook ads.

Then people are like, oh, I see all over the place. You become this, this celebrity expert in the space. That's great. That's one part of the component.

Even if you you suck at director spots marketing, which is getting people in now, you're still going to be the eventually the doctor Oz, because people see you all over the place.

Now to elevate that a little bit, it's important to understand how people think in regards to, buying decisions. So I always like to think of it as elevating your status in the marketplace.

You know, I've had a lot of great opportunities over the last many years. I got to go to Richard Branson's private island, have him serve Millennium Tandoori with my mastermind group, just ridiculous experiences.

And that also lends a bit of credibility to what I do as a social media expert. Versus if you're trying to choose somebody that's doing whatever. So the positioning game, if you can win the positioning game on the front end of things, it makes everything a lot easier in terms of your conversions.

So one of the elements of that positioning game is, who you associate with. And that is the celebrity attachment. If there are relevant people that are celebrities locally as well as nationally, it's a very intelligent idea to find out where they are and get some one on one time.

Maybe that's you actually helping them with something. Donating your time. Maybe you donate to their charity and you. There's a meet and greet and you get a photo.

There are other ways where you can potentially speak at prestigious institutions. You know what? I was offered to speak at Nasdaq. I didn't have to think about that twice because everyone knows Nasdaq, and that's a very premium position that not a lot if if any social media experts have that position.

So I'm always looking for ways to elevate my credibility in the marketplace, because even if I have the best content in the world, that helps people, I think by nature, because of the internet in general, we're a little bit skeptical and some of us a lot more than others.

But if you can knock down those walls subconsciously before they ever arise in their mind, you would. You can at least educate them to make it easier for that person to choose you.

So the positioning angle is is huge. And, you know, like like I said, aligning with institutions, universities, corporations that are that are just well known on the Reputation Institute, like landing prestigious speaking gigs in front of crowds.

Like that's a power position. Even if you don't do a lot of speaking, it's still a smart idea to get pictures in that position and to have a speaking tab on your website.

So those are just a few things that docs can do to elevate their brand credibility on top of the social media. Wow. Great great advice. You know, it's sad to say, but I think even in 2020, chiropractic still has negative brand equity out there.

And anything an individual can do to raise his or her brand equity sure helps do it. At the very least, neutralize that negative brand equity and hopefully capitalize on it.

And you know, when you're talking about celebrities, you know, the Richard Branson's of the world. God bless you. By the way, if you could be taking photos or, or, capturing information even with chiropractic celebrities, the speaker at the seminar or a chiropractor that does a lot of social media marketing or an icon in the profession, or if you even go back to your alma mater for continuing your ad or whatever it is it capitalize on all of those things.

You know, in today's world, you don't have to remember your camera. You just have to have your smartphone and, you know, get some pictures taken, take them anywhere and everywhere, figure out which ones you want to post, what you want to say about that post, and put them up on all platforms, not just one or the other.

As you would said earlier, but you you want to really put that out there.

## Building Influence Through Consistency and Positioning

It's could you share some of the, the clever ways some people, even some of your graduates, what they've done in order to bypass that negative brand equity?

Yeah, absolutely. So the things that I mentioned are really important, but also you can do it through stories. More chiropractors should tell stories, not just their personal story, but also patient stories.

Like there's the like one of the best quote unquote ads that I've, I've taught over the years is a very simple story where you essentially hook somebody in from the beginning.

So you you post something on your Facebook page. This is not a video, by the way. This is, the photo is more like a family photo. And then you hook them in.

So I I'll typically tell the doctor, say something like, here's something you might not know about me. It changed the course of my life. And it's a big reason why I'm committed to paying it forward.

And then in that third sentence, you gotta you gotta hit him with some trauma. It could be a physical, emotional, but give them a pattern, interrupt something they weren't expecting because now that will, like open a loop in their mind that they have to finish the story out to figure out what happens.

And if you can do that and really hook somebody in, you can certainly make an offer at the very end, whatever you're comfortable with. But the bottom line is they've read that post and they've gotten to know you on a much deeper level.

I still remember the stories that my mom used to tell me when I was five years old. So storytelling is extremely powerful to differentiate you from any other doctor in the community or, everyone that might be doing the same thing in a market.

I'll see this a lot where you go into a market and then everyone's doing a specific offer for an exam, and they're really not building any trust in goodwill with the community.

And if you kind of go through there with a story, you cut through the noise, become somebody of value and an asset and it just works a lot better that way.

So that's a simple thing that you can do either with yourself and your story, or just take a patient story that has a really compelling aspect to it and have them write it out, and maybe you get a photo with them.

That's brilliant. You know, there's, an old cliche, Matt. I'm sure you're aware of it. It says facts are forgotten, but stories are remembered and retold.

And, you know, 2020 has been an odd, bizarre year for all of us. But I've been out on the road speaking to chiropractors and for chiropractors for 30 years.

And one of the ways I often begin my presentation is I say that in a perfect world, those of us who consistently got the best clinical outcome should have the best practices.

But that's not the reality. The reality is, those of us who are the best communicators have the best practices. And in a perfect world, those of us who have the best communication skills and the best clinical skills are the people I idolize and look up to.

And, you know, the last live seminar that Dennis and I did early this year, the the headline of the seminar, the theme of the seminar was persuasion. You know, how to communicate, to persuade other people to influence how they think and behave.

And we had an entire chapter in the book on storytelling and why storytelling has been the foundation of of communication of the human species since the beginning of time.

And why the best storytellers are the most influential authors or song writers or celebrities. It wouldn't even matter what the subject matter was. And you know, every one of us has our story.

For example, I've told this and I promise to keep it really short because I want them to hear about you. But I, I never even applied to chiropractic school.

My chiropractor applied for me and told me about it and just basically asked me to sign my application, and I didn't even realize what I was signing. I was a young kid, never dawned on me.

I wanted to be a chiropractor and I get to show you how old I am. I got a telegram basically congratulating me on being, admitted to chiropractic college.

Right on, right off. So we all have a story and all of our stories are amazing because at the end of the day, mad. If you think of all the crazy hoops that you had to jump through to land in chiropractic school, you didn't choose it.

It shows you. Yeah, I didn't choose chiropractic. It chose me. And that's a very empowering position to hold that I was chosen to do this work. And I believe an addendum to that is I wasn't chosen to play small.

I was chosen to make a difference. What's your story? How did you end up in chiropractic school? It's actually very well said. Thank you for sharing that.

And when you said that facts don't matter, 2020 is like that. That's the facts. It doesn't matter what the facts in 2020. I got into chiropractic school.

My gosh, I had a health. I was broke my fibula in 11th grade playing football. And that's when I started to consider orthopedic surgery, learning about the muscles, like anatomy and physiology.

It really interested me. And then, we had a doctor. Doctor Odell came in to our health occupations class, and he just did a presentation about this drug, this surgery list profession that utilize the body's own inherent recuperative ability.

And I was like, what the heck is this? And it just really resonated deeply with me. And not long after I had a football injury, I think it was a rib at a place.

And so I went to the chiropractor. He fixed that up and he he was more vital cystic for sure, when I went to him, in

the initial rounds. And so he just taught me about what it was.

And I said, this is incredible. And I basically from then on, I said, I, this is what I want to do. And I was in an interesting situation because I couldn't afford chiropractic school. Like, like you were saying, it shows.

It shows you I shouldn't have been in there. I mean, I was a pretty smart guy. I had the grades and all this stuff, but it wasn't. I just had a lot of stuff that was obstacles that were coming up, challenges and challenges.

And eventually I got there and I just really, really enjoyed it. So that was kind of my story in a nutshell, but very grateful. Yeah. And everyone watching, listening to this has their story.

Some of them could repeat it and some of them can't. Some of them remember it and some of them don't, and some know how to embellish upon it to really make the story more emotional.

Because people make all decisions emotionally and the best communicators use emotion, understanding that people make decisions emotionally.

## Storytelling and Personal Brand Differentiation

So let me ask you this after training, and this is just a crazy, amazing, impressive number after training 8400 doctors of chiropractic, what are some of the key distinctions you've noticed about them coming into your training?

And 6 or 12 months after your training? I think that, one of the big reasons one of the big things is doesn't matter how old they are, they're open to new learning.

And it's interesting where some people might say initially or they're gung ho about this, but they're just not open and they provide excuse after excuse and, you know, if, I just found in my life that if I want something bad enough, I'm going to make it happen.

So the drive, the motivation is pretty consistent along the clients that I work with. Some clients have just used my video tutorial system. Others will have to apply for private coaching via an application.

And the other seminars, which again, you're separating out further. Who's really, really serious about certain types of growth. But that's what I've noticed on the front end.

And I think that there's a certain degree of this profession, you know, occasionally I get somebody that has a huge referral based practice, and I say, that's fantastic, and, you know, happy for you.

And they feel like they don't need to necessarily evolve with the times. And then I'll get a call usually a year or two years later or something to where they're like now frantically scurrying because like during this pandemic, for instance, social media was the only thing keeping a lot of practices afloat because they learned how to use Facebook and they weren't closed off to new idea.

So I think the most important thing is just to have like the open mind that I'm a forever student. I think I know social media pretty well, but I'm always open to learning more because things change and obviously certain people do things differently than I do.

So that's that's just the biggest factor, I think. And once you're there, if I can teach you, you're going to have a high degree of success because I like to take it one step by one step, and then we stack and layer as we go.

If you take 15 things all at once, that only leads to frustration and overwhelm, which is a reason why, you know, a doctor would say, oh, I can't do this.

I'm just frustrated and they don't have a good plan of attack, or they don't delegate accordingly, or they don't know what they need to be doing themselves.

You got to get your hands dirty the most. The busiest practices in the world that I've worked with, they've taken the time to learn some things. No one can truly replicate your voice as a chiropractor.

And people want to see you. They want to see your face out there, educated in the community. And if you're not willing to do that and get your hands dirty, you might have some success for a short time, depending on what you're doing.

But it's not going to be long term and sustainable. Beautiful, beautiful. I think the key and you touched on it without using the word I'm going to use, is they have to know how to adapt exactly.

No, the world keeps changing. What's best in class today is very different than what it was six months ago, and certainly different than what it was 2 or 3 years ago.

And I can assure you, it's going to be a lot different a year from now, and it's staying on top of what's best in class, out in the profession. And the key to that is adapt being able to adapt, you know, in our chiropractic philosophy that, you know, we know that when the body could adapt to its internal and external stress in a timely fashion, we're in a state of ease.

When we fail to adapt. We're in a state of dis ease. And when we continue to fail to adapt, we move into a state of disease. That's just as true for our health inside of us as it is for our ability to be successful in our relationships and our business.

You know, I, I speak to some chiropractors who've been in practice 30, 35 years, and they confide in me. You know, Bob, my first year, 27, 28 years were golden.

I didn't think I could do anything wrong. I had a great practice. I attracted a great staff, had lots of new patients. My report of findings was killer.

I don't believe I've changed anything. And now, 3 or 4 years later, nothing's working. New patients aren't showing up. Nobody's accepting care. I can't find a good CA if I tried.

And could you help me? And I always answer their comment with two statements, one embedded into your question is the solution. And number two, it's all about adapting because I don't believe you've been in practice in this example 32 years.

I believe you've been in practice one year that you repeated 32 times. And that's basically what it is. Yeah, yeah. You know, I don't use social media. I'm not into computers.

There are chiropractors out there that still think the computer is a fad, but we have to adapt. Yeah, chiropractic hasn't changed how we communicate it, how we run a business around it, how we hire a team around it, how we inspire people because of it.

All of that is changed radically. And, I think if people aren't willing to adapt, you know, pretty much game over. Hang on, you know, until you can't anymore.

I remember vividly I was in private practice and I was interviewing for an associate. I had 27 associates during my career, and this one associate, I just one of my my core questions was, what chiropractic technique, you know, do you resonate with.

And his answer to me was, long live Clarence.

## Adapting for Long-Term Practice Success

I am a God. Start God's dead practitioner. I'm the president of the Garden State Club in my school. God's dead, is it? Well, I am a fan of God's stand in God's technique, but I wouldn't hire that guy because he's not even out of

school yet.

And he's already locked in that this is the only way to help people. Yeah, I want flexibility, adaptability. And I think that that's so important. And I'm sure you agree with that, don't you? Yeah, absolutely.

I mean, you just the world is changing very quick. I, I know the online world decently well, and, it's very evident there. There are certain strategies that worked very well six months ago that are not working like they used to.

So some things don't change, but change is pretty constant. So I would expect it very good. How how can doctors best utilize social media to become more profitable?

I think one of the hooks to today's class is not you and your celebrity status as much. And by the way, it is that. But in addition to that, it's about profitability and social media.

I think our colleagues are always looking for ethical, honest ways to make more money, to make a bigger difference, to be more profitable. How could they use social media to become more profitable?

Yeah. So the first thing is to realize that you want to have a multilayered approach to everything that you do. There should be short term strategies.

There should be long term. And the powers when you can merge the two so you can merge that immediate direct response, then you've six months, a year or two years from now you have this unpair branding that even if Facebook shut down, everyone would still know who you are.

So that's why I say the consistency is so key. But with Facebook using that as an example, I like to have many layers of this strategy. So if you're talking about profitability, you need to know, what that is on the front end.

So let's say that you're going to run some type of advertisement and your average case value per patient, maybe $1,500. You need to determine what you're willing to spend to acquire a patient on the front end.

There's really no right or wrong. It's just a matter of at least dialing into a number. I like advertising because it can be very predictable. If you do it in a certain way, you can turn $1 into three and just help a lot more people.

I could flip a switch right now and interact with more people than you could, doing screenings outside at whatever store every day for a year. It's just that powerful.

So it's just about understanding, though the, the specific strategy, like the short and the long term. So one of the things that I like to do is the story marketing that we talked about, either like my personal story or patient's personal story, that should be one layer of your marketing, the story based on the other layer should be a direct response component.

So maybe in your office, maybe you do want to, or maybe you're really good at taking care of a few different conditions. If you want to have some marketing toward that, by all means.

The third component, which in some areas of the country will be different at this stage, is the workshop component. Maybe you love talking in front of people, and I've helped a lot of docs over the years just feel their talks, ladies nights, dinner with the docs, lunch and learns.

That should be a great layer to your Facebook advertising. Then you've got the whole quote unquote retargeting component, which means that you come back around and target people that have already seen your content once or twice.

That's the follow up. It's extremely important. Then you have your helpful video content. So, videos could be activities of daily living style videos.

They could be stretches. Some doctors do adjustment videos where they explain very thoroughly what they're doing, and walking that person directly through what other doctors will do, case study videos where they are, tracking a patient from that first initial interaction.

There been some case study videos that I've seen that have garnered tens of millions of video views within a few weeks that have been circulated. Because they tell a story, they're extremely powerful.

And you can see the before and the after, you know, those are a few different layers that can definitely allow you to upgrade your practice and become more profitable.

But you got to start with one thing first and then get that system in place, and then you can stack. And then if your campaign, for example, if you're not seeing the result that you want by, let's say, maybe $150 or $200 in Facebook ad spend, well, it's probably not going to produce on the front end like you would like in the short term.

I would say there's no such thing as as wasting money with Facebook ads, because you can still get some great branding. But we do would like we would like to get profitable in the short term as well.

So you just need to have certain like, all right, I'm gonna it doesn't meet my criteria based on my objective after $150 ad spend. Well, I'm going to turn that campaign off.

Or let's say you're pushing a video out there and you're trying to get the most bang for the buck on this video. Well, a good video will get you under $0.50 per video view at 95% plate.

And I'm talking about like a 2 to 4 minute video, mind you. So if you're testing your videos out for 50 bucks or so, you're going to look at the metrics and look at Facebook, because we can see our watch times.

And later on down the road, we can then segment those audiences. So you should have a clear and defined plan of attack. And if something doesn't hit this metric, we're going to turn it off and try again rather than wasting thousands of dollars on something that is not going to perform.

So the key to profitability is starting simple and then having many different layers to, this whole thing. Matt, talk a little bit about five star reviews and how important that might be to this entire process, and how a doctor can go about getting more of them.

Sure. That's an important point. People buy doctors like they buy books on Amazon. They want to see feedback. And if you have a large amount of feedback, whether that's Google, Facebook, Yelp, web, MD, like any of these review platforms, more patients are going to utilize your service.

That's just the world that we live in. So if you don't have very many reviews right now, that means you don't look review worthy, which is pretty bad.

## Using Social Media for Profitability

If you've got some negative reviews, don't fret it, because even the best products and services have negative reviews. You just have to have a consistent campaign to get those positive ones.

And the easiest way that I found is if you have somebody in your office that is enthusiastic, they're singing your praises and, you know, they're kind of at their peak, just look them in the eye and say, Mrs.

Jones, we're thrilled you notice such great results with chiropractic. Tell you what, we would love your feedback on Google because it's it helps us help more patients that never knew this was an option for headaches.

People get on drugs needlessly get addicted to opioids. We're trying to prevent that. So if you talk about your mission and why you do what you do and they see the importance, and if they could just take a couple minutes right then and there, just wait for them to speak and answer.

And most times they'll say, oh, absolutely, what do I do? And then you or the car can go and show them how to do it right there on their phone. There are other great programs out there that can kind of automate some of the process, but at least as a person comes into into your, the first time and you have their email, those are fine.

But the highest conversion is when you look somebody in the eye and they can do it right from their office with this smartphone. It's just it's so simple.

And I would recommend getting as many of those as possible. Start with Google because everyone uses Google to search but then realize Yelp. I loathe Yelp.

Yelp sucks. However, they're a necessary evil because, all these smartphones like Apple, for example, Apple Maps are integrated with Yelp. So are smart speakers in the homes.

If you go to if you're in Boston and you say, Alexa, bring me back the top chiropractors in Boston, well, it's they're going to bring back from Yelp listings. That's important.

So we need to nourish that relationship over there. Web MD everyone knows web MD now they have, integrated reviews on their site for individual practitioners.

It would be smart to have a presence there and also a Facebook. But keep it simple and ask them directly. And I've always found it best to actually have them do the review while they're in the office on their phone, because they all mean well.

But when they go home, life happens and they forget they don't get it. Exactly. You're not their priority, correct? Matt, as we're drawing towards the end that again, this has been as promised, it's been filled with practical steps that people can take to grow their, their their brand, to grow their presence, to have more influence, to be more profitable.

What question have I asked you that needs to be answered? What? What's something really important you want to share with the people watching this that I just didn't tap into yet?

Well, a concept that's totally changed my life. Two of them actually is, we only get paid for done. So as an entrepreneur, as a chiropractor, sometimes we have this ADHD going on.

We've got all these ideas and we'll start a little bit here. We'll start a little bit there and just we just never get something to break through. So it's got to be one thing because, you know, if it's that book you want to write, well, it's not going to write itself.

Maybe you could hire a ghostwriter, but you just got to get one thing done first, and then it's that snowball effect. You get one thing and the next thing and the next thing, and that eventually you have an avalanche.

And then the other concept is that, one of my, internet marketing mentors a long time ago, Frank Kern, he said that if you want to do the things, the many things, how do you say if you want to do the many things that most people can't do, simply do the few things that most people won't do, which is essentially you.

The top 1% does things differently. It doesn't matter if it's related to health, finances. Like like you talked about earlier, Bob, you know, if the masses are going this way, you're going that way.

And nine times out of ten, you're going to be right. So it's realizing those few high leverage activities that you can do to build your brand, create goodwill, and increase your profits.

And, and most doctors, unfortunately, they're not going to do all those things like even we talked about on this training. So it's just wide open. There's never been a better opportunity than right now, in spite of everything that's going on out there.

You know, there's their economy. There's, our economy, totally separate things. We can choose how we go forward, which is beautiful. Beautiful. Very well said.

I know often when I have my first coaching call with all new clients, I always share with them what I call rule number one and focus number one. Rule number one is your practice always reflects you.

It goes up when you're up. It's flat. When you're flat, it regresses. When you're not paying attention. But focus number one is you have to always focus on progress.

You know, beating the competition is not the goal. Beating your performance yesterday is is this week better than last week? Is this month better than last week?

## Reviews, Key Takeaways, and Contact Info

And the reason I harp on that is because nobody minds working really hard. But if you're working hard day after day and week after week and you're not seeing any progress, most people emotionally give up.

They go through the motions. We got a lot of different names for that. But when you work hard day after day and week after week, and you do in fact see progress, it's the progress that inspires you to keep working hard.

So I'm a big believer that the key is to focus on progress. And that's exactly what you said, because it's getting one thing on your things to do list done today.

And then let's attack one thing tomorrow and maybe two the day after, and one the day after that. And it just begins to build momentum. I think the most important staff member, anybody watching this will ever have on their team is momentum.

You know, it's just building momentum is that wave that takes you for a ride. And the most successful, best in class disease and wellness practitioners all utilize that to their best of their ability.

You utilize that on your social media marketing. You do such a great job with that, and I hope the doc's watching you listening to this can pick up on it before I thank you.

Any parting comments? As I mentioned, I mean, there's just a massive amount of opportunity. So, I would recommend finding people that are where you want to be like yourself, doctor Bob.

I mean, like there's many practitioners that are doing extremely well. Get with them and don't listen to all the negative chatter that surrounds there are quite, quite a bit of the profession is hurting, but there's a lot of us that are thriving and they're doing certain things in a certain way.

And so, as we talked about before, with the adaptability, you know, just let go of habits and practices that don't serve you and attach to those ones that do and, and figure out where those, game changers are and align with them.

You know, that's been, a life lesson I wish I would have learned a lot sooner. And, I think that now in 2020, that applies more than ever. I agree, Matt, if people want to learn more about you or your services or find a way to connect with you, how do they go about doing that?

Sure. Yeah. You can find me on social media at Matthew Loop. I'm most active, I would say, on Facebook and Twitter. Otherwise you can go to my, main blog at just type in Matthew loop.com.

It'll take you right there and then, you know, if you want myself in terms of coaching or consulting or you want my team to look at some stuff for you, visit profit 365.org.

Beautiful. Matt, you are a treasure. And an icon for a reason. I'm so impressed with you. And what you've

accomplished. And I know you haven't even scratched the surface of what's possible yet.

Your best is yet to come, but I think that was the overriding message of this entire conversation. For the people watching this, your best is yet to come.

You just have to do business as unusual, not as usual. And you have to step up to the plate and focus and accomplish one task at a time and master your skills, and have experts advise you and share with you so that they can guide you through the process.

And by doing that, success is easy. You got to work over time to screw up. Being successful as a chiropractor and some of you are just exhausted from that process.

Matt, you again did a great job. I love and appreciate you. Keep up the great work. Can't wait to see you out on the road, hopefully sometime in the very near future.

Stay well my friend and have a great day. Always grateful Bob. Thank you.