



PRACTICE
MASTERY
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POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **AUDIO MARKETING** MANUAL

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

POWER STRATEGIES



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AUDIO MARKETING

POWER STRATEGIES: AUDIO MARKETING

Audio marketing is providing CDs to prospective new clients and existing clients as a *Marketing Alchemy* client acquisition strategy.

It is providing CDs to clients to educate, motivate and activate them into making contact with your practice based on the communication, information and education inherent within the CD.

In this way, audio marketing becomes a powerful tool to:

- Rapidly build your practice at low cost.
- Access existing clients within your practice, offering them products and services they may not have considered.
- Accessing new clients who may be interested in your products and services.
- Demonstrating your expertise, knowledge and skills.
- Maximising conversion ratios by confirming clients who are listening to the program, know the products and services you are providing, and have a clear and distinct need for those services.
- Offers a significant value through the delivery of important and valuable information, advice and content within the CD itself.
- Offers a medium to promote you as a specialist speaker, knowledgeable expert and authority in your field.

As you can see, audio marketing is a profound and powerful method for not only generating new clients and increasing profitability, it is a powerful way to position yourself strategically and pre-eminently in the mind of your client as an authority in your field.

THIRTEEN REASONS AUDIO MARKETING PRODUCES SUCH POWERFUL RESULTS

Audio marketing is one of the most effective of the power strategies because of its low cost, high leverage and dynamic delivery.

1. Differentiation... audio marketing stands out when compared to other methods. Audio marketing is effective because of its capacity for differentiation. It is unusual to receive mail in audio form, especially CDs that are attractively packaged, correctly labelled

and stand out from the remainder of the mail. This element of differentiation makes the audio material stand out and appear attractive to the recipient, and with a powerful message embedded within, differentiates it from other marketing communication methods, enhancing the responsiveness.

2. Convenience of use... people are bombarded with marketing messages. They skip commercials while watching TV, they flip stations when listening to the radio, and they are reading less and less (and even less marketing material) because of the pace of society. As a result, many marketing messages are going unnoticed with poor responsiveness. However, the convenience of the audio marketing, being able to listen to it while you drive in the car or in the background at home, allows your clients to listen to the information at their convenience. This format, if well presented, is likely to provide a greater response rate than direct mail, display advertising and other audio visual media which is often thrown out, ignored or filtered out. Besides, the valuable and pertinent content you are going to provide makes listening to these CDs easy, interesting and valuable!

It's even better than a DVD, which must be watched and is less accessible.

3. Viral effect... one of the significant advantages of audio marketing is that it has a viral effect. Because the information you are going to provide will be so valuable, powerful and effective for the listener, they'll want to share the message with others. In fact, you will advise your listeners to pass the CD on and they will do so willingly, creating a viral effect of the marketing message you embed within the CD.
4. Creates and maintains interest and the attention of your listener... many marketing techniques fail to create immediate and dramatic interest of the reader or listener. Because you have the capacity on a CD to provide all the information the client will need in order to generate the interest and then maintain that interest and produce desire by providing compelling and valuable information, audio marketing allows you to have a more dramatic impact.

Again, the emphasis here is on providing high quality and valuable information that warrants the listener giving you their attention for a 60-80 minute period. However, when you do, trust is established, the relationship is built and desire for the next communication is created.

5. Intimacy... while excellent written copy can establish a connection between the reader and the writer, the nuances of audio marketing personality, voice, story, narrative nourishes a relationship more so than the written word does. It allows you to communicate persuasively, passionately and for the listener to hear and feel this within your communication.

People are more inclined to listen for 60-80 minutes than they are to read for the same length of time. In fact, people would need to read for a longer period of time to consume the same amount of written information that you'll be able to provide verbally in the audio format.

With audio marketing, you can create an intimate connection with the listener more so than you would in the written form, and as a result be more compelling, persuasive and influential with the information you share and the recommendation you provide.

6. Authority... when you have authored a CD program, when you have provided valuable content and information in audio format, presented professionally and packaged aesthetically, you establish yourself as an authority and an expert in your field, and because you'll be recorded professionally and produced to a high quality finish, you'll be afforded the status of an expert by virtue of the delivery of your CD program.

People will have a greater tendency to believe what it is you are saying, listen to your message, and respond favourably to your communication and the message you are expressing within your audio program.

Ultimately, because of the status, because of the mental association produced in the mind of the client about the authority you hold having authored a CD program, they'll be more inclined to accept your marketing communication message.

7. Dynamic... because you can professionally produce a CD, you can make it a more dynamic interaction with your listener. You can ask questions, you can use voice inflection, you can use sound effects, provide testimonials and use sound production techniques and voice overs to effectively create a dynamic interaction and listening experience for the client, making it more enjoyable, listenable and enhancing responsiveness to the marketing message within.
8. Leverage... we've already discussed the fact that what we are marketing has the propensity to create a viral effect. It also has the capacity to massively leverage your time, energy and money.

Once you have produced one CD, it costs very little to be able to reproduce that CD in the thousands and provide those to the market. It costs very little to send those CDs to people, deliver them to people who may be interested or provide them at no cost within aligned stores such as health food stores and gyms. This means that you can have a marketing message working for you 24 hours a day, seven days a week, being passed from person to person, leveraging your knowledge, skills and abilities at a massive rate.

Not only do you leverage yourself dramatically through the process of sending the audio marketing into a hungry market, you do so at very little cost beyond the initial production of the audio marketing material.

9. The ultimate word of mouth tool as a referral-generating strategy... because of the potential viral nature of the CD, you have the capacity for your marketing message to be delivered to dozens, if not hundreds or thousands, of additional people beyond the initial recipient.

The value of this is the fact that if you embed within your audio material a process for generating referrals, you can easily create more new clients from one CD than one listener. Equally, it's possible that existing clients can pass these CDs out to their friends and families, creating referrals via the same mechanism.

In essence, you have an audio brochure, an audio business card or an audio info-commercial that is valuable, provides important information and education, and integrates that with a promotion that generates new clients.

This is a powerful way to generate referrals and a powerful way to grow your business that is both cost-effective and highly responsive.

10. Positive receptiveness... most people react positively to receiving a CD if it has valuable information. Otherwise, when you interrupt their life with marketing, advertising and promotional material, it can become a frustration, an inconvenience and can be considered distasteful.

Naturally, you will not be advertising like that based on the information you have presented, based on the information you have consumed within the *Marketing Alchemy* Program. However, consider that you, like many people, are constantly receiving junk mail, phone calls at night, and flicking channels on TV and with the radio to avoid the interruption that those advertisements are impacting your life with.

The CDs do not have that effect. They are valuable to the listener. They are interesting to the listener. They are not an interruption and, therefore, are positively received.

11. Suits the schedule of the listener... one of the major benefits of audio marketing is that the listener can attend to it when the timing is appropriate for them. For example, a client may not necessarily be able to focus upon a radio or TV ad because they may be distracted or doing other things. The newspaper may get thrown out or a brochure may get misplaced.

If, however, a CD allows them to listen to it in the car or in their home, during a time that suits them and that is appropriate to their schedule.

This flexibility makes it an attractive media.

12. Memorable... This media is very memorable. Clients will more likely remember what it is that you say to them on an audio program than what you say in written material. They are more likely to remember the experience when you professionally produce an audio program and share that with others than they will having read an article that may be of benefit to them.

Equally, it will be more memorable because of the significant value you'll embed within the material of the program. That will generate positive goodwill, excitement for further contact and connection, and a positive predisposition to taking action on the offer that you'll provide in the program.

13. Momentum... finally, an audio CD will enable you to generate momentum for a client extending from interest in what it is that you say and communicate within the valuable information you provide, to a commitment to the next stage of the relationship. That is, committing to a workshop or seminar, an initial consultation or some other interaction whereby you're able to deepen the connection with the client, providing valuable services to them and establish a connection that leads to care.

If you utilise the structured systems of creating compelling offers in your audio program, the client, having built momentum from the value provided in the program, is then more inclined to accept an offer that you have made within the program itself, and make a commitment to furthering the relationship.

In this way, all of these 13 points combine to make audio marketing a very valuable, effective and profitable way to communicate to your market, to build relationships and generate new clients.

Key Elements for Effective Audio Marketing

We have detailed the benefits of audio marketing. However, to achieve those benefits, there are specific elements that need to be undertaken to ensure the powerful outcomes available through audio marketing are achieved. These are:

1. Significantly beneficial and valuable content... the content or information that you provide on the audio marketing CD needs to be beneficial, valuable, interesting and desirable to the listener.
2. The key question you need to ask yourself is, if a client were to pay \$10, \$20 or even \$40 for this CD... would they feel as though they received value?

In fact, the listener should have such significant benefit from the CD alone that even if they were never to see you as a practitioner, never to enter your practice, they would feel as though you had done them a tremendous service by providing the information that you had on the audio program.

Your marketing CDs should not be audio commercials, audio brochures, or audio business cards.

They should be vital, pertinent and relevant information that adds value and benefit to the life and health of the listener.

They should be so valuable that the client would have appreciated the information had they paid for the CD... and as a result, will generate tremendous goodwill and place you preferentially in the mind of the client *before* you even provide the offer.

3. Generates the recognition of significant wants, needs and desires... your audio marketing must establish in the mind of the client, based on the information you are presenting, that they have significant wants, needs and desires. These wants, needs and desires would invariably be able to be fulfilled by the provision of your products and/or services, tactfully delivered and thoughtfully presented.

The information, while being valuable and beneficial, simultaneously will increase the dissatisfaction the client has with their current circumstances (and this is the most challenging element of creating an audio marketing CD) while simultaneously moving them to the recognition of the need for change.

To achieve this outcome, you need to know what your niche market is, what dissatisfactions loom in those areas, and what produces movement towards making a change and having interest in opportunities that exist. You need to know your niche. You need to understand that niche and you need to communicate compellingly to that niche about what it is that they desire and how that is available through you, the products and services you provide, while simultaneously enlightening them with the information and content you provide.

4. Demonstrate your significant skills, abilities and expertise... throughout the material of the audio marketing CD, you need to demonstrate you are distinctively capable of delivering powerful and meaningful outcomes, benefits and results that the client desires.

In the previous point, we discussed the need to uncover the wants, needs and desires, and communicate the availability of those through the audio marketing CD. In the outcome, you need to have the client conclude, unequivocally, that you have the skills, abilities and expertise that pre-eminently places you as a solution provider of choice.

It evidences that you are distinctly capable of helping the client bridge the gap between where they are now and where it is that they would ideally like to be, and by intensifying the dissatisfaction with what they have now, as compared with what is possible through the service and support you are going to provide.

The key emphasis is to have the client recognise not only what it is that they want, need and desire... but the reason they have those wants, needs and desires is that there is a problem that exists for them, that needs to be solved. And you, for your expertise and authority, provide the solution with such distinctive value that your services become the only consideration, and your services become the only capable solution to fulfilment of their needs.

5. Packaging and presentation... a key to an effective audio marketing CD is that it needs to be professionally packaged, be aesthetically pleasing and attractive to the eye and be professionally produced with fantastic audio, vocal and sound quality.

The material should entice the receiver to open the CD package and want to listen to it. When listened to, it should entice the listener to take action upon the benefit and desire the outcome.

6. An irresistible and compelling offer... having provided such significantly valuable content to the client, you need to let them know there is more they can receive in addition to the content they have heard, and experience more than the impact of the information provided.

Here's where you provide them a tactful, subtle and yet compelling and powerful communication that gives them an irresistible offer that allows them to experience the benefit of the products and services you provide.

It may be a free initial consultation, attending a workshop with premiums, bonuses and gifts... you'll work out exactly what it is that is in alignment with the audio marketing message as well as is significantly compelling and tactful to produce extraordinary response rates to the offer presented on the audio program.

When you apply these six power principles to the audio marketing, you have the opportunity to massively leverage your marketing activities and create a flood of new clients desiring the high quality products and services you provide.

A SPECIAL GIFT FOR YOU

I would like to offer you a special and most valuable gift. While this is one of the most powerful marketing strategies in the *Marketing Alchemy* toolkit, it is also one of the most challenging and difficult to implement.

Here is the gift we have for you and how it will help you.

We will assist you in selecting what is your most distinctively valuable area.

We will help you write your audio marketing scripts and copy.

We will use our graphic design team to design and produce the packaging for your audio marketing CD.

We will digitally record your audio marketing CD.

We will professionally edit, mix, produce, duplicate and deliver to you your complete audio marketing CD in the quantity you desire.

This could cost you more than \$8000 in many audio and graphic design studios.

Our gift to you, having already committed to the *Practice Mastery* Program, is that we'll make this available to you for only \$2500.

And what's more, we will guarantee that investment will be returned by the number of leads generated from your marketing activities. Simply put, invest \$2500 in creating an audio marketing CD and have that money returned through marketing activities, or don't pay!

AUDIO MARKETING CD TEMPLATE

CD CONTENT AND CONSIDERATIONS FOR BOOKING AT A HEALTH WORKSHOP

Here is a template for creating an audio marketing program.

1. Clearly define the profile of your ideal client.
2. Have compelling headlines, sub-headlines, packaging and graphics.
3. Use compelling copy, scripts and case studies.
4. Establish credibility.
5. Make new content valuable in and of itself.
6. Bring key principles to life through the compelling stories and examples.
7. Ensure your ideal client can relate to the content, has interest in it and desire for the products and services it subtly relates.
8. Establish need, recognition and dissatisfaction in the mind of the client.
9. Balance the distinctive value, giving of value and leaving them desperately wanting more, despite already having received such significant value.
10. Create a sense of urgency by widening the gap felt by the listener between what they have and what they could receive.
11. Include a section that summarizes the information that they have received in its value and impact upon them.
12. Suggest the next step for the listener.
13. Use professionally-produced music (all licensed music) and sound effects to create a dynamic and pleasing experience.
14. Have effective introductions, transition points and closing commentaries for the CD.
15. Ensure that you have effective follow-up strategies.

The key thing with the audio CD is that it needs to look like it has come from a shop and is worth \$30, \$40 or \$60. Don't place it in a paper envelope or a cheap plastic container without a cover. It needs to look professional, not home made.

Have a powerful and compelling title for the CD such as, "Myths and mistakes to save you thousands of dollars."

The key effect that you want from the receiver when they find it in the mail is that they should think it was sent by a friend, not that it is marketing material that has been sent to them. Also, consider what response rate boosters you can apply to effectively increase the marketing response rate. Post it with a note, "I think you'll find this valuable," and sign it.

Also, find ways to get it into the hands of people who have your preferred clients, such as gyms, health food stores and other practitioners. Target the people who have the clients that you want and give this to them as a gift to give to their clients, offering them a valuable premium that maximizes how they can service their own database of clients.

Once you've done this, review your audio marketing material.

- Is there significantly valuable content?
- Does the design have appeal?
- Does it create need recognition?
- Is there a significant benefit or advantage to the client for purely listening to the audio CD without taking any further action?
- Is there a compelling offer that is so desirable that the listener will feel compelled to take action and make a call?
- Is it evident that what distinctive value you have and the expertise you hold are based on listening to the audio CD that preferentially places you as an authority?

Have somebody else review the scripts prior to production and development.

Based on their feedback, analyse all the content again and implement changes based on that feedback.

Do a secondary draft, review for content and ensure that all of the corrections are implemented.

Important note:

Do not detail the cost of any of your products and services on the CD. This cannot be delivered until the client has a clear understanding of the benefits and advantages of the care that you provide, the solution you are presenting, and that they have all the information necessary to make an informed decision that reflects the value of care as significantly more than the investment they will be required to pay.

Ultimately, this is a powerful, time- and cost-effective method of marketing to bring you an absolute flood of new clients.

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*Transforming **your** health care practice **your way***

Practice Mastery Institute 1st floor, 142 Monaro St, PO Box 76 Queanbeyan NSW 2620
t. 1800 770 217 f. +61 (2) 6284 2795 e. info@practicemastery.com.au www.practicemastery.com.au