

# GMCP Ep. 013 - Takeaways from the Grow My Clinic Workshop (Sydney Live Event)

[INTRO MUSIC]

*This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.*

**JACK:** Well welcome back to another episode of the Grow My Clinic podcast. My name is Jack O'Brien. I have got Ben Lynch with me today. How are you Ben?

**BEN:** I am doing super well Jack. I have had three coffees and I am ready to rock and roll (laughter)

**JACK:** Love it. Three. Is that all?

**BEN:** Yes. Well, Jack, it is halfway through the day so there is plenty more coffee to come.

**JACK:** Plenty of time for coffee... Today we will talk about our recent live events. At the time of this recording, we have just completed our [Sydney live event](#) – the Grow My Clinic Workshop. We host these a number of times throughout the year. You can find all the information on our website at [clinicmastery.com/events](http://clinicmastery.com/events). But I just want to have a bit of a wrap up, a bit of a ebrief if you will and give the listeners a bit of an insight into what some of the highlights of the weekend were, what can they expect at the live events, some of the biggest takeaways, so go for it mate. What did you think?

**BEN:** Well, something that we are doing differently this year 2018, in regards to our events, Jack, is we have got a core focus for each of the events. Previously, we had run pretty much the same event which, I mean, it speaks to the mastery element of getting the basics right, but the feedback that came to us was, "Hey, I would like to try out a few different things and hear from a few different experts. So the way that it was planned out in 2018 is, our first event, just the other week in Sydney, was all about Marketing – attracting more of your ideal clients.

The Brisbane event in a few weeks time will be about Client Experiences and then we head to Melbourne twice in the back end of the year, the first one being about People, Systems and Culture and the last one of the year will be about Tech and Innovation. But this first one about Marketing, we were fortunate enough to bring along a few different experts who could share

some of their insights. One of those was [Michael Griffiths](#) who basically kicked off the event. I do not know about you Jack, but I was writing notes like a mad man (laughter).

**JACK:** It was wild. Yes, Michael is known as the “Referral Marketing Guru” and it really was fantastic, practical advice. We got to see his iPad live on the screen. He drew all sorts of diagrams and pictures and colors and some practical steps that I know everyone will be able to implement and put in place.

It is interesting. We talked about the value of different lead sources as we spoke about marketing all through the whole weekend and often those leads into our clinic, those potential clients who have come from a referral, whether that is from a GP, a doctor or a medical specialist, a potential client referral or through your network, your referral partners, those who come via referral are often the highest value of clients. Not necessarily in a monetary sense, but in terms of quality of clients, so I really enjoyed Michael speaking about his referral stuff. I know, since then, I have already become part of what was referred to as a “Supergroup” and so for those who already have business (laughter), those who are in our [Business Academy](#), they can jump back in, watch the recording and catch up on what is Michael’s supergroup and all the other network marketing, or not network marketing but referral marketing strategies.

So one of the guests, we had a couple of notable guests Ben.

**BEN:** Yeah, we did. We had Marijn from [Physitrack](#) who spoke to us about [Multisensory Marketing](#). This was, I believe, an incredibly rich presentation. He was only up there for about 45 minutes but Marijn has a background working for Louis Vuitton, working for New Balance, Accor Hotels and Nike as well and he shared some of his experiences working for those global companies and how they go about creating impressions and really delivering their brand into the physical world and experience of a client and how that plays out in a marketing frame if you will.

He spoke about literally the five senses that we all have and how you could take your branding, what you might have on, say your website in a visual element, and convey that in a visual element in your clinic, for an instance living breathing walls of plants for an instance, if you have a bit of a green element or a fresh element. He also spoke about how Louis Vuitton and some of these hotels would infuse the air conditioner with a particular scent or perfume that was intended to create a feeling for the clients, or the customers that were there.

Actually, Jack, he used that one of the medical clinic that was using a calming scent, I believe it was lavender, but do not test me on that one (laughter). It was lavender that they were using because that created a sense of calm and the great thing about Marijn’s talk was how practical he made it for just the small clinic out there who could get an essential oil diffuser for 200 bucks (AUD) if you will, that could be in the welcome room, in the reception, as an example. But he looked at all of the five senses and how you could take your brand and deliver that in the practical, physical world.

**JACK:** It is such an important distinction, I think. Even after that event and it might just be because it is familiar and we have heard about it. But after that event, I did a little bit of travelling and I was in a holiday inn of all places overseas, and I noticed the scent. I could not put my finger on it but there was definitely a change in the atmosphere, from being out on the street to walking into the lobby and then the lobby scent was different to the scent in the room, and it's fascinating.

I came home and my wife uses these diffusers and all sorts of wax burners. And the scent really does play a big role. And as soon as even Marijn mentioned - he mentioned lemongrass is the scent for day spas and beauty therapy and how, if that is the type of clinic that you want to create that might be relevant, but if you want to distance yourself from that type of branding as well. So fascinating.

I think it speaks to the whole client experience, some things that we often skip over. Scent is one of those things that you grow accustomed to, so you might not even realize that your clinic has a scent. I would put the challenge up to those who are listening on this podcast. Next time you step into your clinic, observe the scent. Observe the feels. What is the texture of your chairs? and what is the texture of your towel? And sheets and you know, these things we tend to miss but they are such critical nonverbal components of the client experience.

So there is a couple of other talks, Ben? [Inaudible] there is a couple of other noted guests. I feel like you are missing one of the big noted guests from the weekend (laughter).

**BEN:** Oh. Of course, the big man himself, Jack O'Brien (laughter)

**JACK:** I thought you have forgotten (Ben laughs). I am glad.

**BEN:** Jack, leave the best for last. You know that (laughter).

**JACK:** Of course, I knew that was part of the plan (laughter).

**BEN:** Oh dear. Well Jack, you held the stage for pretty much the event and I must say there is real credit to be given to the way that you were able to simplify some very complex technical nuts and bolts marketing stuff we went through.

We did Google analytics and how you can actually read your [Google Analytics](#) from behind the scenes and make educated decisions about the content that you might start to publish for your broader community. What is being searched into Google that your clients might then find? And then, say, use the trusted logical adviser for them to go to. That was awesome. We loved that. It is grunt work to do these stuff, but if you understand, then all power to you.

The other one was [Google AdWords](#), which is an incredible platform and the metrics, the data you can get is sensational, but how do you actually plug and play Google Adwords into

campaign, and then produce results which is bookings ultimately. So you were able to walk us through that which was really good. It was really technical stuff. I think after the first day, most people deserve that drink at happy hour (laughter). They were pretty brain-fried because of all the technical stuff, but it was great. They got to do it while they are there like nothing better than having your laptop open being able to plug in some metrics and some variables and produce results which we can speak about, but some people getting bookings already over the course of that weekend.

Then we obviously went on to [Facebook Advertising](#) which is certainly a huge topical [inaudible] at the moment and you were able to show us how you can really target. If you know your ideal client or the demographic that you love to see and serve, hey you can literally plug that into Facebook, all those variables and created campaign that goes directly to them so that you are only speaking to them. The power is insane, so Jack, I enjoyed watching it. It was very very technical stuff but practical. So that was awesome.

**JACK:** And that was the point. We wanted to make sure there were some practical takeaways. For those who are listening who might not have been at the event, I think it is important to note that with all these strategies, there are many different ways but what is important is getting results and there is a number of different ways to get there. So for me, I have physiotherapy and a massage therapy practice across five locations. We have been able to more than 4x our growth in the last two to three years and most of that has been off the back of digital marketing, whether through Facebook or Google or content. Although we went through the tactics of that, it is the philosophy behind the methodology that was really important on the [inaudible], that when the lights come on and the clinic owner gets it, they can then plug and play the strategies that have worked for the likes of us here at [Clinic Mastery](#). That was a whole lot of fun.

But Ben, I think to wrap up the live event really for me, it was [inaudible] at home in the community that was built – really, at the end of the first day, on the Saturday evening, we had dinner for all those who were attending and it was such a powerful moment of community. There is nothing quite like getting in a room of like-minded, similar values clinic owners banging heads, having fun, letting your hair down, and sharing some of the struggles.

And I know for those who are listening, it is often a lonely road. It is often a tough road. And as clinic owners, we are very empathetic and we care about people so much and we often get left out on the fringes caring for our clients, nurturing our team and we do not often get a chance to care for ourselves or input into ourselves. And so the Grow My Clinic Workshop although it is very practical and tangible, results-driven and outcome-driven, it is also a time to breathe and share some stories, have some war stories and battle scars with other clinic owners and also encourage others, you know. There is so much to learn from a collaborative community. So there is something magical about what is happening in and around these Grow My Clinic Workshops. And I am super excited for the next ones.

Ben spoke to Client Experiences, People and Systems, Technology and the Changing Environment of Healthcare. There is so much good to be had. We recapped - Daniel Gibbs spoke very eloquently on some of the fundamentals of growing your business and developing plans. And the Mastermind Session with Shane Davis literally changed the course of some people's clinic for the better. There is nothing quite like a [Clinic Mastery Grow My Clinic Workshop](#).

So Ben, if people are interested, where can I find out about the potential next workshop coming up?

**BEN:** Best thing to do is to head along to our website, and there is an events tab, otherwise you can type it in [clinicmastery.com/events](http://clinicmastery.com/events) and you will be able to see that all the early bird tickets are available for all of the events in advance, so if it is all the interest, come along. You know the tickets are at a very reasonable price and the investment, the return of investment will be tenfold, no doubt. So, yeah, I would love to see you then and hopefully we can contribute in your business journey.

**JACK:** Great, I really enjoyed wrapping up that event. It's got me excited for the next one at the time of this recording in May in [Brisbane 2018](#).

Ben, thank you for joining me.

**BEN:** Thank you. It has been a pleasure. Thanks Jack.

**JACK:** Check out all the show notes and any links at [clinicmastery.com/podcast](http://clinicmastery.com/podcast). We look forward to chatting to you again very soon

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