

GMCP Ep. 015 – Chris Marr Talks All About Content Marketing

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

JACK: Welcome to another episode of Grow My Clinic Podcast. I'm your host Jack O'Brien. And today we have a very special guest. A friend of mine. We have [Chris Marr](#), all the way from from Scotland. In your best Scottish accent, Chris, how you doing?

CHRIS: Hi everyone. Let's try something really good. It's really traditionally, stereotypically Scottish which should be "[inaudible] Alright everybody! How's it going? Chris from Scotland here in a kilt and my bagpipes on."

JACK: "They can take our lives but they will never take our freedom!" Chris Marr is from the [Content Marketing Academy](#), based in UK but runs online businesses all around the world and is a content genius.

We go back a long way and today's going to be a lot of fun. So, Chris can you give us a little of your back story. Tell us about the Content Marketing Academy and why you got into content.

CHRIS: Yeah sure. We do go back a while now, a couple of years. The Content Marketing Academy has been around for like - I think we'll celebrate our fifth birthday this summer. So in June.

It started off as an agency, a small agency. We had maybe a dozen clients or something like that who we're doing content for. And that was a broad range, it was like everything. We got ourselves involved in everything which is like one of the worst things you could possible do.

As a small agency you really want to focus on something. And over the years long story, short, over the years we started our live events. We started to build up an audience that were more interested and learning about content marketing than having us do it for them. So we felt this increasing pressure from our clients, our agency clients to do the work but we felt it was like, we were actually having a greater impact teaching.

Just similar to Clinic Mastery I think as well, I feel much more comfortable as a teacher rather than as a person doing all the work for other people and building a team as well. I think we were [inaudible] build a team and it was a - you know what, you start to become a manager as opposed to a marketer. There's a lot of reasons why but we bridged into running a membership organization which, over the course of about twelve months, we went from agency and slowly bridged into membership.

And that was about two years ago now when it went full on. Actually, it was about 18-months ago when we went full time into membership so I can spend most of my time working from home, in my home office, teaching people all over the world about content marketing and sales. You know, stuff that peripheral things that relate to that as well, but mainly about business growth, and we don't have a niche. We don't really focus on any one particular industry. We have B2C, B2B. We have private and public organizations - it doesn't really matter. It's about teaching people the principles of sales and marketing today for business growth. That's what I do.

Me and my partner have four kids between us so we've got busy lives. And that's one of the reasons why I work from home, so I can take Wednesdays off. I take whole weekends off. And so I guess the business model is there to support our lifestyle as well. It's a full on life and my business is a big part of that.

JACK: I love it. So I mean you get asked this question every conversation, right? But what is content marketing?

CHRIS: I knew it was coming. I knew it. To me this is a big question. For a lot of people, they may think that content marketing is like a fad, a new thing that marketers and business people are talking about. It doesn't really apply to me. You know, a lot of people have misunderstanding and are misguided, and therefore that leads to a miseducation and then lack of results from content marketing. So it all starts, first of all, understanding what content marketing is. Because if you don't understand what that is, the rest of the journey through that is not going to be as successful as we'd like it to be. So my mission is to help people to get results from content marketing as quickly as possible, and that it does comes back to understanding what it truly is.

And to be honest with you, content marketing - it's kind of unfortunate that it has a different name than everything else we do in marketing because it really just marketing for today - marketing for today's environment that we live in, the culture, the way that consumers make decisions to buy is truly through the internet and the information they find and educate themselves on through the internet. I think there's a big gap between how consumers search and find the newest information to make buying decisions versus how businesses communicate information to consumers to help them, to get them to buy, and it's like matching those two things up.

So I truly believe that content marketing is just like another way of saying, "This is how we need to communicate today as businesses, to help our potential customers to buy from us.

There's a much higher purpose than that really which is really to help anyone that's buying the thing that you sell in your industry, the service, the product that you sell, and help them feel confident doing so.

So content marketing is really quite a big, broad thing, but in simple terms, it's really just for any business person that's [inaudible] today. Any clinic owner today - it's what you need to know to market your business successfully in today's environment.

JACK: Today as in 2018. I think one of the big distinctions that you have taught me early on is that content marketing isn't just another tactic like Facebook marketing or Google Adwords or word of mouth. It's not just another one of the pillars. But more than that, it's a philosophy. It's a mindset around being helpful, around being found,

around communicating with your current clients, with your prospects. Would you agree to that? Or how would you expand on that?

CHRIS: Yeah. I think this is one of the biggest misunderstandings about content marketing is that it's a sort of tactic. You know, we're going to do content marketing and when someone says to me, "We're going to show you how to do content marketing or would like to do content marketing", in the back of my mind, or even in front of my mind, I'm thinking to myself, well it's not really like doing it.

Content marketing is who you are or who we are as a company. It's how we communicate. This is how we communicate. That's what content marketing is all about as a philosophy. And because it's a philosophy, it has to have methodology and we teach that. We'll talk about methodology in a sec. And it also has to have culture around it. So people need to believe this in the way that we communicate.

So it really does change. It doesn't just change mindset and approach, it changes culture within our organizations. It brings teams together, it helps communication internally and externally with your customers and your prospects. It can be a massive change and a massive positive change within a lot of organizations and from top to bottom, bottom to top and internally and externally so yeah, it's a massive thing.

I think we started to dig into, start to realize just how much of a cultural change it can have and how much of a shift it can have on you personally and professionally.

So yeah, it's a big thing Jack. I believe that the philosophy, you know how we do, we communicate as an organization in content marketing and my hope would be content marketing is how you would do that.

JACK: Sure. Okay and so, let's go a little bit deeper. You said that, you don't have a particular niche, that you serve all these different types of businesses inside the Content Marketing Academy, there would be some clinic owners out there that say, "We're different. We're health professionals. We are bricks and mortar businesses and that content is well and good for those who sell things online. We're bricks and mortar. We are hands-on service delivery." Does content marketing apply for bricks and mortar or is it just for the online marketers?

CHRIS: If you forget about the type of business you are, just know and come back to that. The first thing you need to think about is how do people make buying decisions today? That's the first thing that you think about. So whether you are in retail or you have bricks and mortar, you got an actual clinic where people walk in or they phone you or whatever it is or you got lots of your business by word of mouth or whatever it may be. Or you're a completely online business like our business is Clinic Mastery. Although it may seem like we do online a lot, we do tons of offline stuff like workshops and seminars.

So every business is different, but it does come back to thinking about how do people use information to help them make a buying decision. And one of the best pieces of research that underpins everything about content marketing is something called [The Zero Moment of Truth](#).

JACK: Tell me more about The Zero Moment of Truth.

CHRIS: So the Zero Moment of Truth really, to cut through the research for everyone here, part of the result of the research was finding out that on average, 70% of the buying decision is made online before someone contacts a business for the first time. On average, 70% of the buying decision is made online before first contact.

JACK: So that's seven-zero not one seven.

CHRIS: Seventy percent of the buying decision is made online before someone contacts a business for the first time. So what it means is that people are using information that they find online to help them make a buying decision. And in some industries, it may be higher, in some industries, it may be lower, but it doesn't get away from the fact that people are doing this.

This is a trend. This is exactly what is happening. There's more information online, we trust the information we find online more now where we want to buy online. We don't want to leave our homes. Certainly and for a lot of people listening today as well may be thinking to themselves, "Yeah, a lot of people just don't walk in off the streets and book an appointment." That's not how it works.

People need information. They need to feel confident that they're buying from the right person, especially if it's something that they've never done before. If it's new to them, it's the same as visiting a hairdresser for the first time, a new hairdresser for the first time or a new dentist for the first time, a new clinician for the first time. You want to feel safe in that environment, especially if it involves you taking off your clothes or getting into an environment where you feel a little bit exposed or vulnerable. So content can play a big role in helping and plays a huge role in increasing confidence and trust in helping people to make a buying decision.

JACK: That's great. I don't know how old that research - I know it's fairly recent but it would arguably be higher in our game, in the health game. People are researching different modalities of treatment, whether it's physio or chiro or osteo. And like you said that, that trust element of finding out who am I going to be taking my clothes off in front of? Who am I going to be entrusting my healthcare to? It's a huge element.

CHRIS: I was going to say, you've got to think - you really do have to think to yourself of why would someone not buy from me? It used to be that people would trust easily, but as times gone on and the internet and accessed information, and you can read stories online, you can speak to your friends - everyone's had a bad experience with something. The thing that you're about to do, they'll going to tell you not to do it or not do something or watch out for this or be careful of that. So we have to think about our current prospects, people that want to buy from us, it's not that they don't have trust yet, we're dealing with the distrust first.

JACK: Sure. That's their point of reference

CHRIS: Exactly. So there are point of references where they are like I don't want to trust this person, and then you've got to allow them to open up to you over a period of time. So content can help to increase that confidence, so the trust factor through honest, transparent content is exactly what we need to be doing. We need to be doing. We need to be talking about the things that these objections, these stories, these myths about our industries or the things that have gone wrong. We can't not talk about this things and expect people to trust us. So I think when it comes to this

Zero Moment of Truth, it was Google that did the research in 2011. It was confirmed by, I think either Google or [inaudible] research, and they came to the same conclusions that this is real.

People are searching and finding and using information to help them make buying decisions. And then in 2017, they did even more research to showcase that this trend is growing. People are looking for articles and content and video to help them to understand things. Especially when there's like - you said you've got all these different paths and osteopaths, etc.. I'm not an expert in the industry, but people need to know what are the difference between all these things. Who should I really be talking to? They're probably looking up things to do with the symptoms that they have and solutions to those symptoms.

How to take content and comparison take content. They'll be wondering how much it costs for this stuff. Am I going to be out of [inaudible]? Can I get insurance for this? You have a ton of questions. And the first thing that they're going to do is they're going to jump into Google, and they're going to start typing their questions into the search engine to find those answers. The last thing that there going to do is pick up the phone and start speaking to somebody about it.

JACK: It's true.

CHRIS: Until they feel like they trust you.

JACK: There's no trust in a phone call, or at least in that initial phone call upfront. To add some context to what Chris is talking about for our listeners, Chris recently pointed to me the direction of some research that we delivered for our Grow My Clinic workshop recently. I presented a piece on content marketing and seventy percent of the buying decision is made online and those numbers are somewhat higher for local searches. So people searching within a radius around - they're often searching on their phone or on mobile, and they're looking for comparisons locally. So those numbers are even higher when it comes to bricks and mortar, and when it comes to local-based searches. That's a fascinating insight.

Chris you mentioned about content that addresses objections, that addresses your potential clients' concerns. One of the big fears of clinic owners, of health professionals, and especially those who are based in Australia, although we have listeners all over the globe, is called poppy syndrome where you stick your head up and you speak about a topic, whether it's controversial or maybe just a little bit taboo, and for fear of what your colleagues might think, you say nothing. Or you just don't address a topic and assume that - just pretend that does not exist, like an ostrich with its head in the sand. What are the consequences of not addressing important topics?

CHRIS: Look, the main consequence of not doing is that your competition do it before you. And so that would be the one thing. So I would say you want to be first. So I think there's a really - I think there's a strong game in being first especially in a market that is not saturated. And from what I can tell from the conversation we've had, there seems like there's a lot potential in these industries, especially with localized businesses. And so I think you want to be first and if you're not first - it's not to say that if you're not first, you're going to be last - being first gives you a great opportunity.

I was reading some research this morning as you do about content online and it is the oldest articles that exist online today that command the most traffic. That's just the way that it is. Or it has to be good quality but I think what we find is that if you're first, you've got a much better opportunity to command authority online.

So the tall poppy syndrome thing - it's not about what your competition think about you. They could hate you if you want. And we don't want that. We want support. We want industry peers to help us in all that. But at the end of the day, this is about your business and your customers, and your prospects feeling confident about buying from you. And if you're talking about some of the objections or perhaps some of the problems that exists in your industry and you're talking about that elephant in the room, then naturally, I believe, from a philosophical perspective, if you're able to vulnerably, honestly and transparently talk about something that's a problem in your industry, then naturally you will build more trust with your audience.

Now, you're competition might think that you did the wrong thing or that your opinion doesn't matter, or that you're saying the wrong things or that you're advising people the wrong way, but as long as you're coming from a place of transparency and trust, then I think you're doing the right thing.

The other bigger picture part of this as well is you need to have an opinion. You can't just fit into the [inaudible]. You need to be able to speak. You're the expert, you're the one in the industry. You've been in the industry for a while. You have an opinion. You should share it with people, with your audience. As long as you're writing that content to help your prospects and not be famous within your peer circles, which is not necessary for running a business. And I think it's good to do that. I'm not trying to underplay the feed element; a lot of people don't publish or don't write something because they're worried about what people will think of them.

I think one of the solutions to that is to come from a place of how can I help, how can I be the most helpful to my customers, my prospects and my industry. How can I be the most helpful organization, teacher, clinician, practitioner, business person, in my industry for my customers. And I think if you're working from that platform, you can't really go wrong. This is the most helpful information. These are the bad things that happen and I want to help you understand them so that you don't make mistakes and that you feel confident walking into a clinic for the first time, or perhaps after something bad has happened, or if you want to switch clinics because something bad has happened and your confidence has been knocked.

I feel like this is the information that people are looking for online. They will find it online. The question really is, are they going to find it from you? Are they going to find it from someone else who had a bad experience? You've got to almost like you want to own the conversation.

JACK: Yeah, definitely agree. So that being first, being first is really important. One of the lessons that I've learned from you is to try and write the single best piece of content on a given topic on the internet. And that's an interesting concept because for us as health professionals, we go, "Well all the research, all the literature is already out there. How can I possibly write the best piece?"

But what we found in our experience is that in a local-based environment, you can write the single best piece on the internet for your region or for your state, because Google will preference often local content for local searches. So being first and being the best topic might have already been - there might be blogs and nauseam on a given topic, but that doesn't mean to say you shouldn't create something that is better, right?

CHRIS: Yes. In most cases even if research exists, which it does, and even the answers to questions and solutions to problems already exists somewhere online, there is a good chance you could do a better job. For example if it is research-based stuff, you could make it easier for people to consume, or you could be much more specific.

So basically, the question here is like how to differentiate in a market that already has content. So someone might come in and say, "But somebody's already answered that question, Chris." Okay. So first of all, should you be answering it? [Inaudible], this question and this answer should be a blog article or a video on your website. The answer, maybe yes. And you're like, "Oh actually, you know it doesn't matter who else has done it. We have to do it." And could you make it better, more in-depth, more specific? And then you've got to think about the subtopics of that as well. So going even more specific could be a way to differentiate but absolutely there is no doubt that differentiation can happen massively in a localized area. So if you're looking at localized businesses, there's a lot of work you can do to command local search traffic with content. Absolutely, yeah.

Again it comes back to like a foundation [inaudible] of content marketing is if we go back ten years, people would say something like, "Can even people know?" And "Google loves fresh content. Just put more and more fresh content on your website and you'll be rewarded by Google for that content." That is like the worst advice you could possibly get. Google doesn't need more. You don't need more information. What we need is better information, better quality information.

So I think there's tons of crap. There's thousands and thousands of blog articles getting published everyday. The challenge for everybody now is to create the best version of that article that exists online today, and that is what will matter more going forward.

The balance is always there. It's like trying to shift between quality and quantity. And I strongly believe that we're coming down hard on quality over quantity.

JACK: Yeah, I definitely agree. It's interesting. We wrote a piece around Medicare rebates for physiotherapy. Medicare here in Australia is our public health system. And again, it's been spoken about and nauseam. But we wrote a piece that answers the really common question that gets searched in Google, really thoroughly in a language that makes sense to a health consumer, to your average Joe who uses public health services. It wasn't straight away, but fairly quickly because of the quality of that piece, we actually outranked Medicare itself. We outranked the government on its own topics because of the quality of the content and answering a question that our clients are asking. And so if there's going to be a question, then we want to be the people to answer it.

CHRIS: I think the key thing is, there's a lot of ways to differentiate your content in a marketplace. It can sometimes be really hard to be seen because of public organizations. It usually do command that first page in Google for a lot of the questions and answers. But if you can make something much more helpful and much easier to understand - you truly got to think about the intent of the searcher, like what's the intent? And it isn't always - in most cases actually, it's not just they want an answer to a question - they want a solutions to a problem. So it may start with a question, right? By the time you worked through the article, hopefully your article, it actually leads them through solving a set of problems that they have and gives them advice and direction on how to do that.

So a lot of FAQs, pages and all of public organization websites are literally just question, answer, question, answer. And you want to think about what's the intent of the searcher, what's their true line of questioning. Like what path are they going through? What journey are they taking right now? And you've got to use your expertise to understand and predict that and then use the content blog articles, videos, podcast, whatever it might be on your website to help them to go through that journey in a way that makes them feel confident, and it's easy for them to do as well. They can find information quickly and easily. And you obviously want them to stay on your website while they're doing all that.

JACK: Right. And that ease and confidence, it's such a huge thing. You touched on it earlier around transparency, but being able to produce content that is impartial, that might critique potentially a service that you provide or something that your industry provide... if you can impartially be a voice of transparency, the trust that build is phenomenal, right?

CHRIS: Yeah, and it's possibly one of the hardest things for business people to do. And it is to say like this is not suitable for you. This is when it is suitable for you, this is when it's not. Or yeah, it's a tough thing to do, but it's probably one of the most important things you could do as well is that if you are reviewing services or you're reviewing a particular part of your organization or your industry, and you do have an unbiased, here's the pros and cons of each side, and you're able to carve a path in the middle and live up to the - you know if you provide the right information, they will make the right decision for them. That's what you truly want. That's what you want as a practitioner anyway is you want them to make the best decisions for themselves.

The benefit is that they're not phoning you asking these stupid questions. They're going online and finding answers to the questions themselves. So you've got to see the bigger picture. You can't just think, well I'm not going to create an article because what could happen is I could lose business. The fact is you weren't getting the business in the first place anyway. And even if you were, it was the wrong type of business. So what you want is better, higher quality of customers, better educated customers, higher level of confidence within our customers. People would trust us when they walk through the door for the first time because what happens is they stay longer, they tell people about us, they spent more money, they become our best customers. You've got to see the big picture of this. And it all starts with honest and transparent content.

JACK: Yeah. You took my next line of questioning right out of my mouth. The quality of clients that come through are better educated. They believe in you, they trust in

you, they're going to follow your advice because of the credibility that you've been able to build online before they've even interacted with you on a human level. They trust your organization to do what you say and in a health settings, what it means is that patients will follow your recommendation through to completion.

In allied health clinics, there is nothing worse than clients who rock up to your clinic and who are skeptical whether you can provide a solutions for them or not. You make a recommendation and the clients sees that plan through about 80% completion, but because they're not a quality client, they end up dropping out of the of the full solution, don't get the results that they're after, and then end up blaming you for not getting the results when the truth is you had the opportunity way before that other client to create trust and to create better quality of clients. So that's what's important in a health setting.

CHRIS: I think it's really important to see that whole journey through, that whole process, and think about like all the gaps that you have or - it's not gaps, it's challenges. Why am I [inaudible] to convince this new customer about our process? Why am I [inaudible] to convince them in person? They should already have been convinced. You shouldn't have to do any of that when they start, and it does lead to a better business, more profits. I mean when you drill it right down, you're saving time, you're saving money, you're making profits at the end of the day and that's what it's all about.

Content can help that whole - it does help that whole process from someone who is a skeptic, right through to someone who is your biggest advocate in business, for your business. That whole process has to be content-laid right through.

JACK: And to illustrate that, I can think of one of our Clinic Mastery Business Academy members who adopted this philosophy, and they ended up - the clients that weren't so desirable deselect themselves, those who are not necessarily going to purchase the solutions that's offered. And a number that we often refer to Chris is patient visit average, PVA. Essentially, the number of times that someone will make a transaction with you. And that increased for them from five to eight, so nearly 50% and what that means is - certainly not over-servicing whenever - no one can [inaudible] over-servicing. But what it means is that completion of service to get better outcomes, better quality of clients and word of mouth as a result goes bananas.

Can we change topic a little bit and let's talk about how to create content? So not necessarily the modality of video or written or podcast. Can we talk about ideas? Let's assume that health clinic owners listening to this podcast, happy to adopt the philosophy of content marketing, ready to go, sitting in front of the computer with a Google document open, staring at a blank screen, what do they write about? How do they get in the mindset of a potential client who's searching on Google?

CHRIS: Okay. So do you want a double team on this one? I come up with some of ideas, you come up with some ideas?

JACK: Sure. We're trying to answer questions that people are going to search on Google. We can think of a couple of questions, but can you frame us. Maybe there's some [inaudible] that we could frame this questions people might be searching.

CHRIS: Okay. So part of the methodology that we teach is grounded in a philosophy called [They Ask, You Answer](#). This is a book and teachings by one of our good friends, [Marcus Sheridan](#). And so Marcus Sheridan is the author of the book, *They Ask, You Answer*. This is like one of the main resources that you should go and pick up. Pick up the book, read the book. And to cut the long story short, when we're looking at the the Zero Moment of Truth, 70% on average, 70% of the buying decision is made online before first contact. Naturally the next question is okay Chris, so people are looking for information online. There's actions for stuff. What are these action for? What information are they looking for to help them make a buying decision?

And what we found or what Marcus found through years and years of creating content, not just for his own businesses but for everyone - hundreds of businesses, thousands of businesses probably that he's taught around the world, is there are five key areas of information that people use to help them make a buying decision. So it's called "The Big Five". The Big Five move the needle in terms of content, traffic, sales, leads - all that stuff for your website. And The Big Five are price cost, reviews, comparisons, best of, problems. That's the Big Five.

JACK: Maybe you've got [inaudible] for you in Scotland but we'll let on slide.

CHRIS: Exactly. So there's these big buckets, right? A how-to content isn't on there but I think a how-to content could be like number six, but it can also fit quite easily into problems type content as well. So price cost, problems, best of, reviews, comparison - that's the type of content that people are looking for. The best thing to do is think about - you know when it comes to creating more ideas, just think of your own buying behavior. Like what do you look for? Be a little bit more conscious now going forward how you find information. You find that you type things in Google you never thought you'd type in like "what are the best". That's the best of article content I'm looking for, right? And you're like, "Well, that's what people search for."

We compare things all the time. And I know that testimonials, reviews and case studies and stuff like that, is probably not applicable to people in the audience. But generally speaking, consumer behaviour, reviews and comparisons are huge.

It's amazing how we used someone's information or opinion, whom we've never meet before, to help us make a buying decision. It's crazy. We do it every single day.

JACK: And the truth is that as health professionals, we're not allowed to solicit those reviews and testimonials but they're out there. People leaving Google review or they're talking about their experience with a podiatrist versus an orthotist or whatever might be. So best to be part of that conversation, show reviews.

CHRIS: Exactly. So these are the Big Five ideas. You ain't got enough team to dig into - there all here, but [They Ask, You Answer](#) is the book that you want to go and get. And study that book, and then the methodology there will give you exactly the buckets that you need to think about when it comes to creating content. And your challenge is you should easily be able to come up with five pieces, or five potential pieces of content, articles, videos or whatever might be for each area. So that would be twenty five ideas for the sake of argument. That should be really easy to come up with.

But I think when it comes to - the Big Five really is, like I said, the methodology. It's like how do we make it work within the Big Five? There's loads and loads of ways to get tons of ideas. Just listen to your customers when they're asking questions about stuff and bank them, write them down.

Check you sent emails that you've sent to your customers. And to answer their questions, check your inbox that's coming in. Look at the - Answer the Public works really well for this type of business, but [Answer the Public](#) is a good resource as well.

Do tons of research. Literally search Google for the questions that you think your customers are asking and see what content exists online. Scroll to the bottom of Google; on page one you'll see ten other related searches as well. You should - a lot of people do approach - like the [inaudible] workshops for example with content marketing. The first thing people will say is I don't know what to write about or I don't know what content to create. By the end of it, they're spilling with ideas. So you should never really run out of ideas. And just because I'm saying the "Big Five", doesn't mean there's only one article for each of the Big Five either. That's not an excuse for writing content either. This honestly - you should have ideas that will last you a lifetime. And one of the best examples I can think of is [inaudible] from [inaudible], Ireland. She's written three articles for her website for - probably going on six, seven years now.

Every week, the article for six/seven years, she's got hundreds and hundreds and hundreds and hundreds of articles in her website. You will not run out of ideas. It's just about how open you are to really challenging yourself to create those ideas. And when it comes to content marketing, ideas are currency. You need the ideas to start with, so you don't want to be staring at blank piece of paper.

The Big Five is certainly a place to start and there's lots and lots and lots of ways to honestly just tuning you into why are customers asking these questions. Why have we not answered that question on our website already? And thinking like that helps.

JACK: So the process they would be knowing your ideal client or knowing who your current clients are, what there searching. And being able to communicate with them in a relevant way. So can you speak a little bit around, just the real basics on how to craft an article that answers these Big Five or how do standing in front of video camera and answer that question via video. What are your tips?

CHRIS: Yeah. So I think there's a lot of mistakes that people make and it's fine. People, when they're just getting started, they're really excited. They're more [inaudible]. And maybe even at the end of this call, you're like I want to go and write blog articles. So I've got a bunch of content I could give some stuff to, some links to put in the show notes perhaps so you can have a look at this.

I wrote an article recently on the fifteen mistakes that people make for the blog article. There's actually fifteen things. I'm fed up teaching about how to [inaudible] your blog article because it's the same mistake that people are making all the time. But I think really if were to kinda add value here, in terms of the mistakes you might make, is that your content - you may start to read your content and it comes of quite preachy. And it feels like you've got a chip on your shoulder about something and

that doesn't inspire or motivate your customers to want to buy from you. Well it doesn't make you sound attractive for the people to want to business with you so the way you want to craft your content is you really truly want to think about your prospects and how this is going to help them feel confident and motivate them to take action.

So thinking out like a teacher, as I'll always think how can I help someone understand this better than they understand already, and trying to make it simple and lead out in a simple way. You don't have to sound smart in your content. This isn't about who's the smartest; this is about who can be the most helpful. So simple language, breaking it down, less you know subtitles, short sentences, short paragraphs. It doesn't have to be the best piece of written literature. It doesn't have to be the best piece of writing that you've ever done. It doesn't have to [inaudible] words. What it has to be is readable and easy for people to understand. So it's kind of a big mistake that people make.

I find it especially [inaudible] on people writing content, their introduction and conclusion are usually the weakest points, so they get the middle right which is the bit we really need. But the introduction is really important.

So for example, if someone's on your website for the first time, and the first page that they read on your website is a blog article which is highly likely, if you're creating blog articles, that your homepage is not going to be the only page that people visit for their first experience. So they need to feel like they can trust you, so the first thing is empathy.

That's just usually missing from - I'd say half of the articles that I read, there's know empathy and what empathy means is that do they feel like you understand their problem? Or you put yourself on their shoes, right? So if you're asking these questions, you probably feel like this or you're probably having these other problems as well. If that's the case then you're in the right place and we're here to help you.

We're not going to sell anything to you in this article, we truly want you feel good about movement and feel good or whatever it may be. And trying to lure these buyers - people are not stupid. Until they trust you, they think you're trying to sell to them. That's what they think. So you need to help them feel like they can trust you. That you understand their problems. The empathy is there. That your credible, that you have got a right to actually talk about this.

So if you've been in business for ten years, trying to get that in your content as well to imply that you've done this a bunch of times or you understand the problem, but also help them feel like they can trust you. And there are ways that you can do that just by - just through a softer approach to your writing.

JACK: Sure.

CHRIS: You really want people to come and read your articles and get value from them. And I think if your start from a place of how can I make this really helpful, how can I make people trust me? But also think into yourself, how do people feel about this problem and then having that empathy element in your articles helps to lure the

buyers, helps people put their barriers down and let you in. Because that's really what we are talking about.

And I think those are I would say writing techniques or structure techniques. But just thinking about the questions that people have, the problem that they're having, how they feel about that problem and trying to use - it may be difficult when you're first starting but try and use an example or story or an anecdotal story perhaps to help emphasize a point and where you can try and help them see the bigger picture. So what it can be if they follow this advice or they take this path, and then help them to take that action at the end of the article or the video that you are creating. So what's next for them? What's the transition? What am I now supposed to do with this information that you've shared with me? How does it help me? And a lot of articles just end, you know the content just ends and it's like "Great, so what's next?" You know I don't know what's next. So you've got to help people. It's almost like you need to lead them by the hand. And I think, my gut feeling is that a lot of practitioners should lean directly into this.

Just imagine you're in front of the prospect and they ask you a question. You aren't just to give them a one word answer or a one sentence answer. You're going to walk them through the problem. You're empathetic with them because they're right in front of you. You have to kind of really bring those feelings into that sort of situation when you're writing your content as well and pretend that the customer is in front of you and your trying to impact them in a positive way.

JACK: I love that. You bang on target in terms of that intro, building your authority and empathy. Delivering the content, we're over good at that in terms of our expertise and then wrapping that up and helping them type the next logical steps. You've done all the work of getting people, getting your audience on board and providing great values. So help them take that next logical step. Don't leave them out to dry for sure.

CHRIS: Exactly. You don't have to worry about giving away your expertise or your information. Information is free these days. That is the world that we live in. If you are expecting people to come to your clinic to get advice and pay you for it, then I really think that - unless you're a huge authority, and you have blogs and webinars and stuff like that, or you're doing big sessions, that's fine. But if you want to be the best clinician, just because - I guess the best example I can say is just because I can download the recipe for a cake doesn't make me a chef. So I think for you guys as well, it's like giving away this information is only part of it.

The other part is when they get into the clinic and you're using your hands and your skills and your techniques. That's really where the huge value is for people. So don't feel afraid to speak your voice, your opinion, but also don't be afraid to share your expertise as well. That's what people need to trust you, to understand that you do know what you're talking about, that you are credible and that you do care, and that you want people, you want to see people get through their problem, to a good result, to get back on the track or get back on the field or wherever it may be.

And so I think content plays a massive role on this and I think a lot of people might be skeptical of it because of the way they get business just now. That's what [inaudible] we were doing workshops as well. They get business - business is [inaudible] they get it through word of mouth. People are telling each other about it and their phoning

us everyday and we got appointments but you got to see this bigger picture that Jack mentioned before as well which is the higher quality of customers staying with you for longer, getting to completion that whole - I'm pretty sure that you shared it with me as well that content can help at every part of that journey.

JACK: Yeah. It really can and you know one of our big focuses at Clinic Mastery is the client experience and the truth is that our client journey with the health practitioner is probably twenty or thirty percent what happens in the consult room, and seventy percent happens outside the consult room, and that is where content really comes to its own from all the way before someone is a client. When they haven't even got a problem, they just see you around the interwebs as the expert, and then as they become a client, enhancing their journey in and out of the clinic. It's been really helpful Chris

CHRIS: That's a massive point you made as well. I don't think it's just a - I don't know if it's just exclusive to clinics. I think every business is like that, that the experience you have with someone one to one is only a small percentage of the total experience. You've got to think about what they're doing with that one to one experience.

Yeah, you're totally right. To sort of draw a line onto that, I think there is [inaudible] teaching and were talking about content and discussed the benefits of content, there is only upsides. There's only upsides. What's the pros and cons of content marketing? The only con is that it's wrapped up in like - overall you have to go and work at it. Like everything else is upside. It's all good, basically.

JACK: It's a lot of fun. Right? I love it in front of the camera and, really, as health professionals, we got into our professions to help people. And I would actually go so far as to say if your not creating content, helpful content, you're doing your clients a disservice .

CHRIS: Yeah. You're not making the biggest impact on the world if you're not doing content.

JACK: Yeah, spot on. Chris that's unbelievable. This has been a lot of fun and I really appreciate your input here on the Grow My Clinic podcast. And for me personally over the years, it's really appreciated. If people want to learn more - we've given lots of useful tips and tricks, but for the next steps, how can people learn more and really put this into practice?

CHRIS: Sure. I will give you a couple of articles Jack to pop in the show notes. Give a bit structure and our why. There be a lot some information that people can follow. And so check out my blog cmauk.co.uk. If you want to pick my brain about something that I said, perhaps you disagree with it or want to ask and get clarity on something, then the best place to get me would be on Twitter [@chrismarr101](https://twitter.com/chrismarr101), or you can email me chris@cmauk.co.uk. Those are probably the best things to do and then pick up [*They Ask, You Answer*](#). It's like one of the best books in sales and marketing for [inaudible] day that you could read and study and put into action. So pick up that resource as well.

JACK: Yeah. I would definitely second *They Ask, You Answer*, and for those who are potentially a little skeptical, although Chris is based in the UK - it has a funny domain,

.co.uk, it is entirely applicable to wherever you are in the world. Don't let the accent and the domain put you off.

Chris we really appreciate it. Thank you so much. Thanks for joining us on the Grow My Clinic podcast. As Chris said, if you're looking for the show notes, you can find them at clinicmastery.com/podcast and search for Chris Marr. And we look forward to joining you in another episode really soon.

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

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