

GMCP Ep. 050 - Marcus Sheridan on Content Marketing that Builds Trust

[INTRO MUSIC]

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

BEN: Welcome to another episode of the [Grow My Clinic](#) podcast. My name is Ben Lynch. Today, our guest is the pool guy, the content marketing expert, and the sales lion—it is Marcus Sheridan.

He is an international speaker and author. He has been featured in the New York Times where he was referred to as a web marketing guru. He is also a husband, father, and avid fisherman. Marcus, welcome.

MARCUS: Ben, it is great to be here man. Excited to chat with you and I think we are going to have a great conversation, at least I hope so man.

BEN: Of course, always. There would be some pearls of wisdom you will share I am sure. So, let us dive into it. Marcus, you might say your professional journey's been a fascinating evolution, at least it is to me. From pool guy into marketing content creation and now speaking. I wonder if you could share with our listeners, maybe fill in the blanks, a little bit about your journey, how you are in the pool industry and navigated some challenges especially around the 2008-2009 global financial crisis. And then, how that has kind of evolved to the stuff you are doing today where you are teaching a lot of people a ton of things that you did during that time to build your business?

MARCUS: Yeah, well I will give you the long story made short, and we can just dive in where you want to dive in.

BEN: Go!

MARCUS: I will give you the long story made short, yeah. But so, we started a local swimming pool, in-ground swimming pool company with two buddies in 2001. Things were going okay, up until the economy collapsed in 2008. And literally, within a few months of that, we were looking over the financial brink. We were

overdrawn in our bank accounts. Credit cards are maxed out. We were in huge trouble.

I talked to three consultants, they all said the same thing, "Marcus, you should file for bankruptcy." But the problem was if I file bankruptcy, I will lose my home. My two business partners will going to lose their homes. My 16 employees at that time will lose their jobs, right? So we had to figure out a way how to get back over that edge. We have to do it pretty quickly and we really did not have much money at all [inaudible].

So, that is when I started to really study and learn about the internet. And I really started with myself because I realized how I had change as a consumer, as a buyer, and how I was using the internet so much to vet companies on how I was behaving.

As I was reading this stuff about the internet, and I saw these fancy words like inbound marketing, content marketing, social media blogging, all that stuff, what I heard in my simple pool guy mind was, "Yo, if you just obsess over the questions that you hear every single day from your prospects and from your customers, and you are willing to address those questions - good, bad, or ugly - honestly and transparently, on your website through text or video, you just might save your business," and so our cpre philosophy became as they say, they ask, you answer, which is that very obsession with the willingness to address what the customer's thinking, whether it is a question, whether it is a "Hey, I want to see it this way, I want to buy it this way, I want to learn it this way" that the business is willing to adjust.

And because we did that, we essentially became the Wikipedia of our space. And today, we have the most trafficked swimming pool website in the world. We are the largest fiberglass pool builder in the United States.

BEN: Wow!

MARCUS: And what happened Ben is I started just writing about with was I am doing and the results I was having. That is when conferences started to say, "Hey Marcus, can you share that story here." Or business started to say, "Hey Marcus can you teach us how to do that thing, that you did with your swimming pool company.

BEN: Yeah.

MARCUS: And it took off. So today, I still own the swimming pool company. We got about 65 employees. We manufacture fiberglass pools as well. I have an agency that has about 60 employees where we do all things digital marketing website, all that jazz.

And then, I have a speaking company as well. I did travel the world, Ben, and talked to awesome folks, awesome audiences. Although I have not been in the Australia area yet which is crazy, but that is something I've got to change.

BEN: Yes.

MARCUS: But you know, that is what I am doing today and that is the quick pool guy story.

BEN: Wow! And take us back then. Obviously, that is a distressful time when the crash hits and you are facing bankruptcy, and all these challenges are right in your face. And you go to do on your own research, figure out that maybe this content marketing, maybe I need to learn this up skill in this area.

Can you give something of a timeline of when you started to do that, immerse yourself into it, and a bit of a timeline of how long it took to maybe start to see some fruits of that labor and skills set that you developed in the marketing world?

MARCUS: Well it was really - in January 2009, I was setting up pretty significantly. I was just reading around. And really this site that did it for me was [HubSpot](#) site, right? A lot of people, of course, today have heard about have HubSpot, inbound marketing. And it just resonated with me, how they were communicating with me. So I purchased HubSpot, of course I put it on my credit card.

BEN: Yeah.

MARCUS: And in March of 2009, on just like a hope and a prayer, basically. And that is when I started the process of blogging and I quickly brainstormed every single question I have ever been asked. And I said you know, I am going to address it. And every single night I will sit there in my kitchen table and I will type away and I will honestly, transparently, thoroughly, consistently answer those questions. And I would say, Ben, within three months, I knew that I was on to something really special. Within six months I had great momentum, and within a year we were off to the races.

BEN: Wow! We speak to clinic owners, right, who own their own private practice who might be in a bit of a dire situation. Hopefully nothing like what you experienced there in 2008-2009. And they embarked on this journey and a lot of them - it is new to them like you.

I am pool guy. I am a health professional. I am a physio or chiropractor or podiatrist, I do not know anything about marketing. But what I love is that it sounds like you really just - I've got to do this. You immersed yourself and I think the word there is 'consistently' did it every day.

MARCUS: Well yeah, and so, let me address something right now Ben, because I know you already know this. Hopefully your listeners are of this mindset, but we got to address it and that is this - anybody who has listened to this podcast is going to, you know, you are going to hear and you will say "Oh that is a nice story."

But the problem is a lot of people might say, "You know, well that might have worked for him as a pool guy in United States in Virginia but that is not going to work for me in my practice, in my clinic, wherever that person is," right? And they will say that because they will say, things are different. Things are different in my country or in my area or in my industry or in my organization.

And having spoken now all over the world, one commonality is that everybody truly believes that they are different Ben, and this is actually not a strength of companies. Because if you break it down what business is - let us just call a spade a spade here, it is very important that we cover this.

What we do in business is we tell people, "I will give you this thing," or "I will perform or do this thing for you, but you need to give me your money." That is what we do. We ask people to give us their money which is very bold. It is very daring. And there is only one reason why somebody would give a pool guy their money.

And there is only one reason why somebody would give a speaker their money or an agency their money or a clinic their money, and that is because they experienced this fundamental emotion that you and I call trust. The building block of every single business in the world is the emotion of trust.

That has been true for at least a few hundred years or more. And that is going to be true for at least a few hundred more years after today. And so, although Facebook might not be here in 20 years, trust in the importance of it will. And so, when I talk

about anything I am talking about with you tonight Ben, really fundamentally what we are talking about here is how can you, you are listening to this, become the most trusted voice in your space?

So that when anybody has question of fear, worry, concern, an issue, they are saying "You know what, I bet doctors so and so. I bet today you had talked about it. I bet you do addressing that. I bet you I could get that answer there. I bet you they are willing to talk about the thing."

Because especially in talking about health. Think about this for a second. So much of this industry is fear and worry and concerns. And how many of those fears, worries, and concerns could we address before we are sitting in the office. And unfortunately, we allow it to happen once they get there, it should already be covered. It should already have happened before that point.

BEN: Absolutely. I cannot figure if any other industry where this perhaps a lot of the anxiety [inaudible] in going and seeing a new health professional. A lot of people, it is quite awkward or revealing or sensitive industry to go and speak about your health challenges in whatever respect, that makes so much sense.

MARCUS: Well that is exactly right. And this is what I tell professionals - it don't matter what you're in, but certainly, in either healthcare space, is if the patient is seeing your face and hearing your voice for the first time when you see them at the office and they shake your hand, we have problem.

We failed them. Because when they shake your hand for the first time they should say something like this, "Wow! You are, you are taller than what you look like in the video" or you know "Gee! I feel like I already know you" or "Everything that I have learned about this particular situation that I am having, I learn it from you and I just want to thank you for that."

That is what should occur before that. And some people might say, I do not think that is possible. Oh no, no, no, that is 100% possible. That is the world in which we live. That is where we are all headed.

BEN: Absolutely, let us dive in to some of the pragmatics of it and Marcus, obviously, you have talked about producing content - written video, and audio content. A number of clinic owners say to us, "I am working so many hours already. I do not have time for this. I do not know where I am going to fit it in". I am sure you

hear this across the world when you are speaking in the various industries. How do you respond to that person that says "I do not have time to do this?"

MARCUS: Yeah. So I have done this a good bit in many industries, health care being one of them. I have worked with clinicians. I understand how they roll. I understand everybody is too busy until they value the thing, right? Everybody is too busy, you know.

I mean people that look at my schedule they are like, "Marcus you know you spend a hundred and twenty five nights a year in hotels" which is what I spend because I travel. "Like how do you have time for anything? Like how do you even see your four kids?" I spend about 250 hours a year on a boat with my son.

Do the math. That is ten days straight on the water. It is why I spend with my son now. The reason why I know it is 250 hours is because your boat tracks - it will tell you its usage time, right? And so, my son and I - I have got three daughters and a son. The thing that we do together is that we fish together. My oldest daughter has travelled the world with me, right? Now, did I, do I have a time to spend 10 days next year on the water? No way, no way. I value the thing.

Now that is where it starts. Number 1, person has to value the thing. The clinician and the clinic itself has to say, "You know what, yes we want to become the voice of trust. This is important to me." Now, here is the second part. Once you get that vision somebody must own this, that it is not someone who has already wearing, 25 hats for the company. That does not ever work. Now as I say this, there is going to be few that we are going to immediately say, "Well I just, you know no way we can afford to do that."

BEN: Okay, sure.

MARCUS: Well I am not and Ben, I know you want me to be honest and so does your audience, I am not going to have sympathy for that because I could not afford to do it. I was overlooking. I was looking at losing my home, my business, the whole line and so I understand exactly what you are feeling. But usually when we are strapped, we cannot see the force to the trees.

We cannot see how the spin equates to this incredible amount of ROI if we just play it the right way. And so you need - everybody who is listening to this, at least needs

what I would consider a content manager of some type. You know, what might a content manager be in a typical clinic right?

So this might be a person that is a major - let's say he went to the university. They majored in journalism and they minored in multimedia. Now, what is that person, what can they do right now? Well if they majored in journalism minored in multimedia, this is what it means. They can write. They can edit. They can interview which is critical. That is number one. They got to be able to do that.

Okay, if they have been out of the university now within the last five to ten years, they are probably just great on social media naturally, they have been using it their whole life. Also, if they have a minor in mass media that means they are good with video. They understand the principles and concepts of video editing et cetera, et cetera.

And the other element to this, Ben, is that many of them can't get a job right now. Why? Because journalism has gone down. It has gone down the [inaudible]. So, what is happening is we have got a very high supply of a skill set with a low demand. And you can get this type of employee without spending an arm and a leg, right? And this fills a major need in the marketplace.

Now, for many of you that are listening to this, because you might be in an area where there are some universities where you can clearly, all day long, get interns that could be producing videos for you for almost nothing. You can get interns that could be helping write content for you for almost nothing. But I would suggest that you have one owner that manages the interns at which point you can just double down. You can just absolutely crush it in terms of the amount of content that you are able to produce.

People are thinking this right now like "What? How much you are talking about Marcus?" Okay, here is what I am talking about. What I'm talking about is, as a clinic, you want to be producing at least a hundred and fifty pieces of content a year. That is the bare minimum, text or video, at least a hundred and fifty. Preferably, about 200. Now you say, "What? 200?" Yes, that is what I said.

Now why? Because there is way more than 200 questions about that thing that you do, trust me, way more than 200 questions. And there are certain questions that move a needle and we got to make sure that we address them. All of those fears, all those worries.

Think about like this, okay? You take a typical clinician that offers particular service, let us say it is a podiatrist. I just went to a podiatrist recently. So, there is a whole set of things that they deal with. What percentage of the questions that they deal with, whether be a phone call from the patient or whether be that first meeting with the patient - what percentage of the questions from the patient are the exact same questions? The answer is somewhere between 80 to 90 percent.

So, why have we not already addressed those questions? It is because we are not thinking like teachers. And we are allowing all of this to happen on the front end where all the studies have shown that 70% of the buying decision is made before the customer talks to the business. Another is before they talk to the doc, before they talk to the specialist. They are already 70 percent honed based on the digital vetting they did before that moment.

So we are going to make sure during that 70% that we are the ones that is leading the conversation, that they are learning from us and at the same time, my goodness, these guys, this clinic, this doc whoever, I feel like they get me, they understand me, they are, they are the ones that are willing to call a spade a spade. It helped me understand my situation.

BEN: Yeah. I love the distinction there about, thinking differently about our content manager that might be an extra addition to your team. You have spoken about before perhaps having your current team members, whether it is the administration, receptionist or some of the practitioners, do content. And maybe the apprehension of the business owner or the clinic owner handing over the reins and letting them get in front of the camera or behind the microphone or behind the keyboard. Can you speak a little bit of about that?

Because you obviously presented a great idea on looking at things differently for the journalists out there who cannot get a job, and perhaps we could tap into their skill set. What about the current team members and addressing some of those fears, Marcus, that people have of, "Well, and I am the business. You know I am the owner of this business. I cannot have my team members be the front and face of it." How do you address that?

MARCUS: So yeah, so couple things to think about here. It is a very legitimate question right? So, first off, when somebody comes to the office who are they are going to talk to? Remember, the idea is that they meet your team before they meet your team. That is the idea. And so, can they do that in the digital sense?

Now, the content manager, their job is to make everybody's life easier. So we do not want to turn the team into writers, for example, because they will push back. They will resist. They will be slow and the stuff will not get done. The work will not happen. So that is why we get somebody with journalism skills. They can interview the subject matter expert and they can turn that into a piece of textual content or they can interview the person on camera and turn that into, again, a great piece of content for let us say your Youtube channel and for your video embeds and for your email marketing that you do, right?

And so whether - I find when it comes to most clinics, let us say, usually let us say we have got two or three or four clinicians. Usually they have certain core strengths, right? Areas of expertise. And so if they catch the vision of this, they are going to say "Okay, alright so what you are telling me is I have got an hour this month and I've got a meeting with the content manager, and we are going cover these questions during my interview, yep?" That is all you have got to do.

You just think about it. In one hour, generally speaking, you can render somewhere between six to nine videos more often than not. Six to nine videos if you have any clues on what you are doing as a company. And so let us say you have got four clinicians or staff. And each one of the four spends one hour a month, do the math, do the math. We have got a minimum of 20+ pieces of content that we have just produced at four hours. I am not exaggerating about this Ben.

Now you might say, people might say, "Why not go on camera?" That is not true, that is baloney. I have never had a clinician tell me - and again I have done a lot with docs. I have never had somebody tell me, "Yeah, I am just not good talking with people," because even if you are not good, you have got to figure it out. You have to, that is part of the trainings, part of the job. You have to learn to talk with people. So everybody says, "Yeah, I am good talking with patients okay."

So if you are good talking with patients, then we have to stop seeing the camera as a camera and start seeing it as a patient. But this is also why we can have this journalism profession, because our personal staff, that is who is doing the interview. That is who the clinician is talking to.

And because it is done in that way, like they are talking to the content manager like they are a patient essentially, or answer the question like they would almost to a

patient, it is more effective that way. And you will see that they can just flow in these conversations.

I mean most of the clinicians have an answer to this questions every day, all day for years. This is not hard for them. It is not hard at all.

BEN: It is right there, right in front of them. Hey Marcus, let us break it down a little bit here, you speak about the big five. And perhaps it is a bit of a practical way for people who look at producing this content. Can you just share a little bit about what those big five are and maybe an example on how they might be able to go about using them in our content?

MARCUS: Yeah, so the big five is the game changer. This is the structure. A lot of you should listen to this so far. Let us say you are still has not rested at all, you are not checked out yet, still listening, alright.

So what the heck do I need to talk about? Well it starts with the big five. The big five or the five subjects that all buyers, all consumers want to know before they actually engage to the company. This is during that 70%. In other words, if you researched anything recently online, if you bought anything online that required research, you wanted to know, if you are human, five things.

And we want to know these things before, generally, we actually engage the company. That is the keyword “before we engage the company” – one of the five. First one is the most obvious one is we want to get a sense for how much is it going to cost. Okay, so it is first thing. People want to know how much it is going to cost.

Second thing people want to know is what are the potential negatives or issues with that thing, or in this case, with the procedure, right? Number three, we want to know how is that thing compared to the other thing that we are also looking at. Number four, we want to know what everybody is saying about that thing, in other words, reviews. And number five, we want to know what the best thing is.

Now you might say, how does that apply? Let us look at it, let us look at it. So if you are a podiatrist let us just say, let us just use that as a simple example, right? So if you are going to do a cost one, you might say, “You know, what is the average cost for custom orthotics, right? So that might be one, right?”

Now, before you judge that, listener, trust me we will come back to cost in a second, it will make sense. Number two, might be problems, right? And so problems might be the pros and cons of custom orthotics. Everything you need to know. That could be an article or that could be a video, whatever it is.

Number three – versus, comparisons. We might say custom orthotics versus store bought or versus The Walking Company like which is I used their orthotics right now. So which is best, which is better, right? So that is another one.

Number four. Number four, which is reviews and that might be a review of the top five, you could either go, podiatrist and a particular city, okay? Or you could say review of the five best store-bought orthotics in search of whatever comes on the market in 2018. That is an example of how you would do that.

And then of course best in [inaudible] but you might say the five best podiatrists in your city, right? That is an example of it. So these are all things that you can do, like these are just like some really quick examples of how you do.

Now, as I have said that, a lot of people that are listening are saying, “There is just no way I could cover that.” Well, see this is a part you would not know. So, let me keep it down for you, how, let us just start with the cost one first. Let us start with the cost one first.

So, cost is the one that everybody wants to know and most businesses do not like to talk about it, which is completely against all logic and all reasoning, because we want to understand. What is funny is if you ask somebody - so if you are on a website and you are looking for cost and price, you cannot find it. What is the emotion you will experience? You are going to say, “I am very frustrated.” If you say, “Oh how long will you stay on that website and look for custom price?” So we have found, we have done studies of this – the average personal spend less than ten seconds, less than ten seconds, okay?

So that is crazy right? And so, in this moment of frustration, they all say to themselves, “Oh I am just going to keep looking on this website” No. They do not do that. They do not say, “Oh wow, I guess I will just call the company and find out” “What do they say?” “I am going to keep looking.” I will look until I find it.

And once they find it that is generally speaking, who they are going to give their trust. There is a very good chance, they are going to give their business too. This is

the way that we work as buyers, as consumers, in the information age. All of us are just like this. There are no exception to this. I am telling you. I have done this a million times with audiences. Everybody is the same. We go through the same set of emotions. This is how we roll in the digital age.

BEN: And Marcus, just, just a quick one there on the pricing staff just to clarify. This is probably a very sensitive one in the medical field that a lot of the clinic owners feel sensitive about it. Just to tap into some further context there, you are explaining maybe what goes into.

MARCUS: Yeah, yeah, yeah, okay so I am not done with this yet Ben.

BEN: Okay I am sorry, I am sorry.

MARCUS: We have got to get in the psychology over first.

BEN: Okay.

MARCUS: First, we got to reflect on ourselves to really understand this principle because this is the way we buy and our patients or potential customers do the same. Do the exact same, so we got to establish that. So let me got to say what is the reasons why we do not do it? And I am going to explain how to do it in a second. But why don't we do it, what are the fears?

One of the fears that we say is, well, I am afraid that I am going to scare them away. Well think about this for a second; what actually scares us away - you, me, everybody - what scares us away during this research process is when we do not know, when we do not understand. You see, ignorance leads to inertia or in other words, inaction; it causes us not to pick up the phone.

So that is number one. Let me give an example of that. Like let us say if you, listeners, right now, that you decide to go to new restaurants tonight, and let us say you are going take a loved one. And you have never been to this restaurant. You wanted to make sure it is a great experience. Before you go to that restaurant, other than make a reservation, you are going to do two main things before you go to that restaurant.

First thing you are going to do is you're going to look at reviews and the second thing you are going to do is you are going to look at the menu, because you are human and that is what we all do at this point.

But here is where it gets interesting Ben. If you go and you look at the menu and there is no pricing, are you still going to go to the restaurant?

And this is what I found, that 80% of all people in the moment will not go, and it is not because they cannot afford it. It is due to the fear of the unknown. Because the moment you leave a blank, you are planting the seed of doubt. As listeners, you might say, well that is a restaurant. No, that is psychology. This is where we all are at this point in time. You can take it across all industries. I have done the math. I have done it. I have looked at the data. We have the customers, we have the clients in different spaces and I know exactly how this work is done.

Another reason why you will say, well, we cannot do that Marcus is because it depends. It depends on their insurance carrier or it depends on this or it depends on that or whatever that thing is. Well then, you explain it. Because when people call you up and they ask about pricing, you say something.

So people are calling your office right now, and they are asking you for how much these things are before they come in. And you are spending a ton of time explaining it. What if you just explained it on the front end, this concept of it depends? And so they give you further sense for this, when we embrace the philosophy in my pool company of they will ask, you answer, the first piece of content we put on our website was how much this part of us will cost. And we explain it.

[Inaudible]. There is a lot of options. There is a lot accessories. Here is a list of all the options and accessories that will drive the cost up, they would keep it down. Here are some ranges that is what you might spend. Here is the really basic pools and here is a range for them. And if you really want a really complex pool with lots of bells and whistles and features and landscaping, here are some ranges there. But ultimately the answer to your question is it depends.

But here is where it really gets interesting, Ben. As soon as we did that, two things fascinating started to happen. First thing is when people are calling me, they are saying now, whereas before they use to say, "Hey Marcus give me a feel. What is

this going to run me?" Now, they were saying "Marcus I just want to thank you. Finally somebody was willing to address my question."

Because the fact that these people don't practice buying swimming pools. They were not taught in school how to buy pools. Were they taught in school how much custom orthotics should be? No. No they were not. They do not know these things, until we actually are forced into the situation, we do not know.

And unfortunately, too often as experts, we allow ignorance to exist which induces inaction and/or fear. It happens all the time. And so, we embrace this. Customer starts saying, "Wow, that is wonderful." But from a search perspective, when somebody would go online - to this day if you go online here in United States North America and you searched any question about how much a fiber glass will cost, we are the first ones you are going to see.

Because we have tracking, because we use Hubspot analytics, we can track where the traffic comes from, where leads come from, where sales come from, okay? To make a long story really, really short, I can tell you since the day that that cost article is written, how much the fiber glass will cost, it has generated over five million dollars in sales that we would done have had, had we not addressed that simple question.

You know by the way, we never said exactly what a fiber glass will cost because you can't. But you can address the question. And see this is the caveat, people think that I have got an answer. No, no you do not, you have got to teach me so I understand why it is what it is. You have got to address it, but you do not have to make it black and white.

You do not have to put a rate sheet on there. You do not have to put exact price on there but you have got to be willing to help me understand so I am not living in the dark. Does that makes sense?

BEN: Boy, does it ever. That is an absolute pearl. Everyone I am sure, listening, is noting that down because it is quite common practice. A lot of clinic owners do put a price sheet up there like you are referring to, a schedule of fees almost. So I love that you are teaching that person.

MARCUS: Think about it. Let us say you put a schedule of fees up. Schedule of fees - I am not actually a fan of that. I like it with, but there is caveat to it, Ben. Because if

you put fees up next to it, you got to have a link, a play button, something that says understand why it costs this much, alright. And the moment you do that, you become dramatically different than every single person in your space.

And the person who watched that video or read that article, they are like, "Oh my goodness, I finally understand it." And again, you will become that voice of trust.

BEN: Wow! Absolutely brilliant. Take notes there people on the other of the line. I think that is something that we found personally to be very, very effective as we continue to build out things, but boy I love that.

MARCUS: Let me give one more example of the big five.

BEN: Of course.

MARCUS: This is, this is the other one that is the total game changer for local businesses. Anyone listening to this is going to be like, "Woah! I cannot believe that you just did that."

So, again the mindset is they ask you answer – that is the philosophy right?

So one night, this is quite a few years ago, I guess about six or seven years ago now. I had been doing they-ask-you-answer, I was sitting with this couple and gave them a call for a swimming pool. And at the end, they said, "Marcus we like you, we really do. We think we want to do business with you, but if we do not do business with you, is there anybody else that you might recommend?"

And I thought to myself, "I hate this question," because it meant they are probably getting a pool that night and they did not. So I did not sell the pool then, but I did have a long drive home and I thought to myself well they asked the question, which means I need to answer.

So I went home that night and I wrote an article. The article was entitled "Who are the Best Pool Builders in Richmond, Virginia: Reviews/Ratings" and I came up with the list of the five of the best pool builders in Richmond, Virginia.

Now here is what's crazy, number one. If you hear this and you will be saying this is really, really bold. Well guess what, I did not put myself on the list, and you will be like "How did you not put yourself in the list?" Well if you read the article, you would

see exactly how it is written that the person just understand that we are an expert; I do not need to say it.

In other words, it may sound something like this Ben. I am not reading the article right now but it sounded something like this, "You know one of the questions that we get here all the time at River Pools and Spas is, "Okay we like you guys but if we do not use you, is there anybody else that you might recommend?"

And because we are so honest and transparent, and because we meet hundreds of people all of Virginia and Maryland every single year, we want to make sure that they do not make mistakes with their purchase. So therefore, we believe in education.

So what we are going to do here is we are going to talk about five swimming pool companies that have a solid in-ground pool building history in Richmond, Virginia and then boom, you're off to the races. Now, why is this significant? Because today if you go online and you search 'best pool builders Richmond, Virginia', we are the first ones you are going to see?

Now, think about that, best podiatrist wherever you are. Or best whatever type of doctor you are or clinic you are in your area, it is the same thing. But if somebody goes online and searches "Reviews Pla-Mor Pools Richmond, Virginia." Now Play More Pools is our biggest competitor in Richmond, Virginia. They get searched all the time online. So if you went online right now and you search 'Reviews Pla-Mor Pools Richmond, Virginia', guess who you are going to see on the top one or two results – once again, my article.

And here is why this is so powerful. Given an example, this is just a couple of years ago, someone came to me and said, "Craziest things happen Marcus. I was so close to signing a contract with Pla-Mor Pools but before I sign that contract, I decided to go online and research their company. And as I was researching their company, I stumbled upon this article that you guys have written."

I said, "My goodness, these guys are so honest I should probably call them too." And of course, you know what happened because otherwise I will not be telling the story, right? So that article generated a hundred fifty thousand dollars in revenue that year. And some people might say, yeah but are not you afraid you have now introduced them to other companies?

No and here is why – because people are not dumb, and consumer ignorance is no longer a viable sales and marketing strategy. So, somebody wants to know my competitors they are going to find them out within seconds. I am not going to hide them from it. They just going to find out. They are going to know and I am not naïve.

I accept today's intelligent, informed consumer, buyer for what they are, I think all businesses should do that, and that is just two examples of how we became the most trafficked swimming pool website in the world. And this is a local business just like anybody is listening to this podcast right now.

BEN: Wow! There are some real pearls in that and I am sure this is an episode to release into and jot down some of the practicalities that have come out from here. Marcus, where would you start if you are sitting in front of a clinic owner now amongst all these incredible things that they can do and perhaps the big to do list that they have already got, what is the first thing you would do to put them on the right path? Where would you start?

MARCUS: Yeah, so where would you start? So, I start with the big five questions on each of the major services or you might call it procedures or whatever it is that you want to call, that they perform, okay? And you want to brainstorm those out. So what are the type questions that essentially we hear every single day and just brainstorm them out and what will happen to it?

Once you start thinking in terms of 'they ask, you answer', what will happen is you meet with the patient and you are like, wow, this patient just mentioned three questions that I have got a lot and I have not, we have not written those down yet. We have not addressed them on the site yet so I am going to write those down to put it into our to-do list for our content library.

So you want to brainstorm it, okay? Um you want to do the same thing on the video side, you want to say, "Okay, what are the major - when somebody is getting a particular procedure what have you, what are the major questions that they are asking and how will you produce the video on each of one of those things? That is where you start; you do not want to over complicate this, Ben. I mean literally you do not want to over complicate this. That is where you start with this process.

BEN: Wow! Well, get started, that is so practical. What I love is sometimes Marcus-

MARCUS: Yeah, of course, let us not make it more of science than what it is. You know what I am saying, bro?

BEN: Yeah, for sure. Exactly! But a lot marketing conversations that we have, they can be a little meter or a little bit of ah--

MARCUS: Oh my goodness, they could be terribly made. They get lost in the weeds, and the worst part is look; when we do these things, when we teach like this, guess what we are doing, we teaching starts to build trust which ultimately builds revenue. So when we do this, the goal is not to sound smart. It is never the goal.

The goal is that the person that is hearing it, the receiver, nods their head, but they are able to say, "Ah, I get it. I understand. Thank you so much." That is the goal. That is the goal – communion, that is what we are striving for here.

BEN: Beautiful. I think to simplify everything, they ask, you answer. Absolute gold, I love it.

Marcus, how can the listeners on the podcast today reach out and get in touch with you or follow what you are doing? What can I do to fill up form today?

MARCUS: Yeah, yeah, so okay folks, the easiest way to really embrace some of these principles is read the book "[They Ask, You Answer](#)." It is on Amazon, Barnes & Noble, et cetera. You can get it on [Audible](#). I wrote the book mainly to convince CEOs, presidents of companies, because so many frustrated marketers out there already get this.

And so, it was not written for them. Although they are like, "Wow the strategies are amazing and I cannot believe we didn't do this already," But that is where, that is where you are going to start – it is with the book. Now obviously, you can contact me if you are listening to this. My personal website is www.marcussheridan.com. So you can find me there www.marcussheridan.com.

I speak all over the world. So if you're listening to this in your industry, especially if you are in the down under in those areas and your industry is having a vent. I have to come out there. It is crazy I have been all over the world. I have been to Africa. I have been all Europe speaking. I have been out of that part of the world. So that is another place to find me.

And I want just, I do want to say this to you, because I just thought of something that I got to mention and that is this. Some people are saying, "Geez, my industry is saturated; hadn't this all been down already?"

First off, the answer is no. Second off, even if you never got a search visitor from this, but somebody was a referral to your company, and before they called you, they went and visited your website. Would they leave saying, "My goodness, these guys; I trust them, I love them, I believe in them, I will absolutely call on them. I am going to give them my trust, my health," because that is what we got to achieve.

So it is not so much about just search visitors here. Although that is going to happen. Do not buy into this idea that people will not take the time to learn. Do not buy into this idea that your industry is too saturated. Do not buy into this idea that you are not a teacher and that your voice as an expert as a subject matter or as a clinician does not matter because it does, and your patients need to hear from you and they need to get to know you before they actually see you face to face and shake your hand. That is our goal.

BEN: Love it. Absolutely love it, Marcus. Thank you so much for spending some time with us today, inspiring, opening some minds and giving them a really practical roadmap to do something today about it. So thank you so much.

MARCUS: My pleasure, buddy.

BEN: Awesome. Thank you for tuning in to another episode of the *Grow my Clinic podcast* by Clinic Mastery. We'd really appreciate your honest reviews and ratings over on iTunes, and maybe share the love with a friend on social media by setting them a copy of this recording. You can head over to our website clinicmastery.com for all the show notes. We will see on the next episode of the Grow My Clinic Podcast.

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