

## **GYCP Ep. 108 - Content Marketing Strategies for Irresistible Business**

Welcome to another episode of the Grow Your Clinic Podcast. My name is Ben Lynch. Today, we have Timbo Reid. Timbo is the host of the award-winning "Small Business, Big Marketing" show and Australia's most practical marketing keynote speaker. Timbo has been around for a while and has interviewed some of the most successful small businesses in Australia. His corporate background in marketing has given him a great set of skills and strategies to bring to small business where some of the constraints on time, people, and money are real. And so, he's been able to translate his learnings, his lessons from big business into the small businesses out there so that they could succeed based off of doing their marketing better.

In this interview, I took a heap of notes. I was scribbling down throughout this episode because it was a whole bunch of one-percenters: really practical tips that you could implement today or tomorrow that would start to change your marketing. A couple of the key messages that he shares, and stay tuned the whole way through because we cover things like your mindset and beliefs around marketing, how to get your team on board or engage a virtual team to help you out in your marketing, the difference and alignment really of brand versus marketing, what you can do in your clinic, if you're a clinic that's looking to or hosts your own podcast, some of the key tips from one of the most successful business podcast that's Timbo show on how to grow and reach more people with your podcast.

We covered a lot of territory. It runs pretty fast this episode. And one of the key lessons that I took out of it was really to personalize your marketing by being helpful. Timbo has this philosophy and approach of - even though you're a small business, you should have big marketing, big helpful marketing, to answer questions that you get on a daily basis and help navigate conversations with your prospective clients or current clients so that they can make the best decisions about their health.

We have a tremendous opportunity in health with all the questions we get from our team, from our clients, prospective clients in the broader community to turn that

into content and marketing and be super helpful. When I dive in, take notes. You might want to listen to this a second time as well because there's plenty of gold. Enjoy.

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

**BEN:** Timbo, welcome to the podcast.

**TIMBO:** Well, Ben, it's "the" podcast. Wow! It's an honor to be in the podcast.

**BEN:** Well, where else would you be apart from your podcasts, (inaudible) podcast.

**TIMBO:** Great! We are running two podcast in the known universe, wouldn't that be awesome if that was the case? By fingers, last count, I think iTunes alone had something like seven-hundred ninety-five thousand podcasts with it or something. Certainly ridiculous, anyway.

**BEN:** Wow! I would love if there were more because I think it's great we get to hear of all these experts on different topics like I'm a fanatic on coffee, I'm a fanatic on client experience. I love hearing all these people, marketing like yourself. So for those that don't know Timbo, give us a nutshell of what were you doing before Small Business Big Marketing?

**TIMBO:** Ben, I'll make it really quick because it'll be the most boring part of your listeners. I'm a marketing guy through and through. Has been for about thirty five years and spent a long time in corporate last fall, full-time job as marketing manager at Flight Centre about 15 years ago. And the last 10 years, I've been hosting the Small Business Big Marketing show which is a popular marketing podcast in Australia. And I also speak a lot of conferences to audiences of small business owners about the - helping them get a grip on marketing which seems to be very dark art for many of them. And I am seeing a lot of conferences and that's what I do.

**BEN:** Beautiful. And I know you've got the Small Business Big Marketing and one of the distinctions I've found with your work is you refer to helpful marketing. Can you explain a little bit more about the concept there around helpful marketing? Because we're talking here with health professionals who, let me just say, on a whole might

find marketing either scary or a little bit combined with sales and a bit slimy or uncomfortable to do so. (Inaudible) about helpful marketing?

**TIMBO:** I think, so there's a lot you said then that needs to be unpacked, but if there are people listening like health professionals listening that make that have a dirty taste in their mouth around marketing and it feels salesy and slimy, then they've really got to reposition how they think about it. They've got to get their mindset right. Because we'll talk about some ideas in this chat and we've already asked me to talk about helpful marketing which is an idea. But really, marketing done well it should not be slimy should not be salesy and really what you are doing is you are helping your prospect or your customer make a more informed purchase decision, hopefully in your favor because you have in my case, I like to talk about helpful marketing, because you have been helpful in your marketing messages.

So first and foremost, get your mindset right around marketing. It is simply what you do when you can't go and see someone. So, in an ideal world, anyone listening who owns a business would get up out of their office and go and visit each individual prospect and existing client and have a chat to them. How are you going? What do you been up to? What problems have you got that I can solve? And let me offer you a solution. We just don't have the time to do that. That is an ideal, it's not realistic. So the best marketing is personalized and the best marketing is I think helpful. And so what I mean by helpful is simply - is simply identifying the problems that your prospects and clients have and providing solutions to them. Helpful marketing is essentially about our teaching your competition as opposed to our spending your competition. Because I see far too many businesses trying to add spin with a competition. Buy the bigger ad in the local paper, buy the biggest biggest sponsorship at the local chamber, commerce, or Sporting Club. This is just spending. And and it just it dead-ends true, because at some point money's going to run out. Whereas the idea about teaching, I think is really powerful, and by our teaching, I simply mean like I said earlier, identify the problems, offer up solutions, and and the -. As I say, someone has to be the most helpful in your industry, it may as well be you. And and so helpful marketing does it. The most simple form of helpful marketing would be to create a knowledge center on your website. So if you can imagine there's the old FAQ sections that we see on websites, I think they're a bit limited and a bit kind of done poorly, whereas a knowledge center or a learning hub, or whatever you want to call it, has every single question you've ever been asked as a business owner, and a very detailed well-thought-out rich answer to that question that could involve words, video, pictures, infographics, audio, and that way you are creating this incredible knowledge database on your website. The Google

love (inaudible) - it will rank very well in the search engines. Plus your prospects for less because it helps them make a better - a better purchase decision.

**BEN:** I love that distinction of the out teach versus try to outspend and personalized by being helpful. It's really pragmatic. As health professionals, I think it's innate within our industry that there is a lot of education and teaching every consultation with a patient about their problem, their health concern. We're educating.

So what you're saying is really those questions you get from your clients or prospective clients really did create a knowledge base where you answer that online so that other people can learn from that and benefit from that.

**TIMBO:** Because is the thing, Ben. Your listener, your health professional listening audience are already, as any small business owner, (inaudible) is already answering questions day-in day-out. If you're mortgage broker, you're getting asked should I go fixed or variable you are answering that question day-in day-out. If you're a chiropractor, you are being asked you know why is chiropractic - how does chiropractic differ to physio and should I do both? You are answering that question week in week out. Continue to do that but why not also create a video or a piece of audio or a blog post or something that answers that question once and for all, evergreen content, put it on your website. When someone next asks that question, answer the question and then say, "hey, listen, can I send you a link to a video that I've created that goes into even more detail in response to that question?" I think you're a legend because you've gone to the trouble of creating what looks like a very expensive way of marketing or you know solution providing. But in actual fact you and I know that a smartphone or on your computer these days uploaded to YouTube and you're in business before you know it.

**BEN:** I love that. So then, sometimes, I find and I've been guilty of this in the past Timbo, is you're not sure where to start. You got, "yeah, I know I get all these questions." Where should I start? Like what are some of the pragmatics for maintaining consistent content creation?

**TIMBO:** Well, back to mindset, you're not going to start, you're not going to be consistent if you think marketing is crap. So you again change the mindset, change your mindset around perfection. I imagine many health professionals are perfectionists. Way of production. You know, that save your 2, 3, 4, 5 grand and get a video crew to come in and do all your videos. Simply focus on creating great helpful content and start doing. You get your iPhone out, turn it on to selfie mode.

You know, you could say, if you again, if you're the chiropractor and someone's always asking what's the difference between chiropractors and physios, get out your selfie video and hit record and go:

"Good day! It's Tim Reid here, chiropractor to the stars. And I hope (inaudible) help, you know, physio versus chiro. Let me give you three points to differentiate for two. One, two, three. Hope that was helpful. There's three more videos over on my youtube channel. See you next time."

And I just do it because I always believe that quality content always out performs beautifully produced content that's no good. You know so, and as you get your eye in and start to produce more and more of this content, you will become confident in it, you'll enjoy it. And again, back to mindset: my wish for any small business owner is that marketing becomes a hobby. And when something to hobby you find time and money to throw at it and you actually look forward to doing it each time. And I've interviewed on the Small Business Big Marketing show over 460 successful small business owners, and one thing that links them all is this deep respect for marketing and while no one's ever actually used the word hobby. That's how they talk about the marketing at their business. It is a hobby and they do enjoy it. So uhm, that's how you're going to slip into a nice consistent way of producing content that will get more clients, attract more clients, keep more clients, and market your business effectively.

**BEN:** Yeah, I love that distinction. So often we here clinic owners, even some of their team members, looking to somewhat specialized or have a special interest in a particular area of their medical field and see patients of that background whether it's a demographic, a certain injury, or or health concern that they have. So to be able to publish this stuff, I imagine helps them attract those clients. Is that fair to say?

**TIMBO:** Totally! Yeah yeah, and it will attract the right type of clients because one of the great things marketing is very good at is helping people self-select. And you know, when you try to be everything to everyone, you end up becoming nothing to no one. And that's the worst type of marketing where you sort of put your shingle out and go: "look at me, buy from me, I'm ready" versus putting it, putting your shingle out and be specific as to who you want to treat. What your specific areas, speciality yeah. (Yes.) And great marketing does that, you know. And then what you do is you end up creating a niche that's an inch wide and a mile deep. So you may be (inaudible) I don't know why I keep the swipe referring to chiropractors

(inaudible) health professional of choice. You know you might be a help a chiropractor that wants to specialize in teenage kids. And so then, your marketing messages go specifically to then you talk about the news and social media and then now how that's affecting posture and you've got all these different different - . Your language can become quite specific, your marketing messages can become quite specific for the way you talk to that niche. The marketing (inaudible) all of that.

**BEN:** Ah! Absolutely. I think that's a very pragmatic way for a lot of people to perhaps change the demographic that they're - that they're attracting if they're not so satisfied with the demographic they work with - is to change some of the marketing because that's who they're attracting. So perhaps, maybe we're bordering on here, Timbo, brand versus marketing, or brand including marketing. One of the things that I've loved from your work is "focus on what you're going to say before focusing on where you're going to say it." Perhaps, you could done explain and expand on that a little bit more with reference to what you just discussed.

**TIMBO:** Well, marketing is made up of two things: a message and medium. And far too many business owners, when they're starting off, focus on the medium. "So, I'm gonna get a website, I'm gonna get a radio ad, I'm going to sponsor the local footy club, I'm going to be on Facebook. These are mediums. This is just channels to market to get your message out there. Most importantly: what are you going to say? What are you gonna say that will convince someone to contact you, to hand over their contact details, to come into your clinic. And that's, that's where the magic is. So, I think far too often, we spend time, you know, "we're gonna get a website." We all know anyone who's ever done a website. Getting the websites the easy part. With content and marketing messages is the hard part.

So I think, more - more and more small businesses need to focus on their marketing messages. And that includes, you know, the headlines and copy that appears on their website. What they post on their social media. Maybe, you know, if you're in - like speaking in chambers of commerce, what does that keynote sound like? What do you - what point are you trying to get across? These are important things. And my advice around that is go and get a copywriter. Because so many small business, I do a little test. What I do one of my particular keynotes. I asked these small business owning audience to put their hands up if they could make a phone call to a graphic designer right now and have something design. In generally, most hands go up. I then say keep your hand up, if you could call a copywriter right now and have something written. And most hands go down. Man, I just think it's - I

don't know. It's just we all think we can write - I think part of it is we all think we can write. And (inaudible) we could all write. None of us can write very well, not many of us can write very well. So in marketing copy, there is there is a there is a real knack to it. (Yes.) Even simple things like writing the subject line on an email to ensure it gets open. Can be tricky. And there are things you can do to improve your chances of having your email open. So I think it's an important thing to do is actually add a copywriter to your virtual marketing team.

**BEN:** Mmm and I think that's led perfectly into the segue around looking at outsourcing where you're not strong or we not skill that perhaps or where someone's much better at you at executing whether it be the creative or the writing, whatever the case may be. Because a lot of the time, Timbo, I hear clinic owners say: "All well, and good I understand. But I just don't have time, like I don't have time to write this, or do that marketing campaign." And one of the great ways we've looked at it is outsourcing. So what are your thoughts on having a team around you, that isn't based in the business, helping you do marketing.

**TIMBO:** No, I think I think it's critical. I say it evidently because it obviously depends on cashflow. I'm (sure) you afford a team, but no one can do all the marketing. You know like - I think, there's a good process to go through it the three D's. And the three D's are do, delegate, or delete. So, if there's a business owner listening who's feeling a little bit overwhelmed in their marketing, and this - this principle, this little concept I'm about to explain applies to really any part of your life. Let's talk about marketing. But there are list of every single thing that you have to do in your business and look right now let's keep it to marketing. All right, every marketing task, you think you need to get done. And then either delegate it, because - well, let's start with do, either do it because you are the best person for the job. And don't don't make that decision with your control freak head-on. Make that decision because you genuinely are the best person to do that task. One is delegated and this is where you delegate it off to someone who is a specialist in that area. It could be designing a logo or it could be writing a blog post or it could be preparing a keynote for a presentation. Delegate that out. And then the last one is delete it. Like not everything needs to get done. Delete some stuff, free some stuff up. What you say no to determines what you say yes to. So make sure that you, you know, you're creating space to do the stuff in those going to give you the best return.

And then with all the delegates stuff, Ben, it's simply about - we live in an incredible world. I mean, you can go and find someone locally. You can go and find someone

on websites like design crowd, or upwork, or Air Tasker, when there are so many places where we can find people to do things for us now and create that virtual marketing team, where you may well have,, you know, a copywriter in the same suburb as you, a web designer in Mexico away, you know. You just - you just don't know. You'll have people all over the world doing your marketing. And that - that's quite incredible. When you're challenged, then make sure everyone's talking to everyone. And that's really possible because of things like Skype these days and yeah wills changed.

**BEN:** Oh absolutely! I think that if you're able to use the skillset, the genuine skillset of someone who's better than you, to do some of these marketing tasks, and any tasks in your business as you said, to free you up to do the things, you're really good at that might be even higher value. I think it speaks for itself in terms of return on investment. I can appreciate some people, may be challenged with the cash flow, but there are certainly some great opportunities in those sites that you mentioned about finding a freelancer even who can help you out a very reasonable investment. So that's awesome. And as an extension of a team but more internally to the business. What's your perspective on the business owner being the face of the marketing versus the team? Because often the clinic owner in this in the health industry has built the business from the ground up largely built off of their own reputation and brand, if you will, and they start to bring team members on as they grow. The the thing they get challenged with is: should I be the face of the business in the marketing or should I engage my team to do it? What's your perspective on that?

**TIMBO:** I think, if you choose to put a face to the business, and I quite like the idea, it's not every business has to have a face, but I think it's smart idea. The business owner or founders the obvious person because they are generally not going anywhere. When you start to put stuff in in places of sort of brand, you know, bringing a face of the brand, you run the risk of that staff member leaving and then what do you do? Do you have to get rid of all the marketing materials or do you ask them to sign across their image? So you can continue to use it.

So if you don't mindful of that, but what I do like is - if the business owner, let's say the business owner is the face in the business. Actually profiling your with other clinicians, your receptionist, whoever else it is, I think it's a really lovely thing to do. Because at the end of the day, people buy from people. If you can put faces to names, and bring - . I cannot believe, Ben, how many websites I go to that are of

service based businesses where it's incredibly hard to even see a photo of the entire team much less individual photos of the staff of the clinic, of the rooms, of all this and it's just ridiculous. Great marketing case study (inaudible) great marketing case that's a very simple one is a dentist I came across that did a wonderful tour of his rooms from out on the street, welcome - welcoming you into his front door, to going through the reception and showing the artwork and the seats and showing the receptionist who's going to greet you when you arrive. And then let's go into the different rooms, this is where we do x-rays, and this is where we do note fillings or more major work. And what that does is, you know, it's because an insight into someone going to the dentist is that they're absolutely shitting themselves. (Yeah.) You can make them feel comfortable then you have overcome a major fear and a major blockage to them coming to your practice.

So simple little things like that that put personality into a business, that humanizes a business, I just think is a fantastic thing to do.

**BEN:** Yeah, I love that. That is - that is incredible to see, those big beautiful smiles and faces, and get to know the people, actually, that you're going to see, especially in health, there is a lot of anxiety. I think, dentist is at the top of that list, if you're a patient. But there's a lot of anxiety because you're concerned about your health. Maybe it's life-threatening, maybe it's you know debilitating from work, life, family, whatever the case. So that that makes a lot of sense to know who you're gonna see and make that connection.

And really from that, Timbom, you talk a lot about making your small business irresistible. Definitely connecting with those people and having something clear to say and putting that through the right mediums and channel really helps. What are some of the other key elements that you've found make a small business a clinic irresistible people want to come to?

**TIMBO:** Simple little thing there like like engaging marketing copy - copy that isn't kind of formal, boring speak, but is actually written by human for other human. I'm great visuals. Not stock shots, not, you know, dentists, I know that I know there's big smiley faces that we all see, but like again, great visuals, a great logo design, a simple appointment booking system that makes it incredibly simple to book appointments, to cancel appointment, provides feedback. These all - these little things add up to a great customer experience and make a business irresistible. Simple little things like a follow-up call to see how the appoint - how are you feeling

after the appointment. Simple little things like a gift for a 12 month anniversary of being a client or recognition when that you come in to say, you know, “thank you so much, we appreciate your business.”

All these things, individually, don't really mean a lot. But add it up, you create this incredible experience where people will talk about you for all the right reasons. They'll keep coming to you. They'll be less price sensitive. They'll tell others about you. So I think we don't spend anywhere near enough time doing this. I remember and it one interview I did on on my show, on the Small Business Big Marketing show, was with Patti Lan, the dentist to, you know. (Yes.) You know, he started cooking cinnamon buns inside the, inside his practice to overcome with smell of novocaine. These are - I love it, you know. It is so simple and obvious to do yet it has such a big impact.

**BEN:** Yeah, incredible! We are all about the client experience. People who know clinic mastery will know that we help people grow their clinic through helping transform the experience they provide their clients and also their team members, create a great place to work. So that resonates a hell of a lot as you said there, Timbo, that perhaps, some of these things in isolation aren't going to transform things. But all these one-percenters over time really make an impact. And at the very top of this discussion, you said, it's about personalising what you do and being helpful.

**TIMBO:** Yes! Well, I give what give you one more example because I interviewed fellow Josh Nichols who owns an electricians franchise. Now he has a twenty-one step customer mantra that every single one of his Sparky's must follow when they go on site to either a business or a home. And simple things like arrive five minutes early, not fifteen minutes late. Don't park in the driveway. Take your shoes off before you go inside. Look the customer in the eye when you're speaking to them. Individually, nothing nothing groundbreaking. But these 21 steps, add it up, are incredible and again make it a very memorable experience for the customer.

**BEN:** Yeah, I love that. And definitely now with the digital media available to us all, the word of mouth has almost changed from perhaps in person to being able to be spread through a lot of these online mediums that we do our marketing in. Our customers, our clients are also using them and spreading the word of mouth. |

**TIMBO:** Yep!

**BEN:** Mmm, there's some incredibly practical insights there, Timbo. What would you say that is the thing that you just really most want to get across to the small business community about their marketing?

**TIMBO:** Okay,(inaudible). Start respecting it, start - . Stop - stop making excuses not to do it. Stop blaming marketing for not working. And make it an absolute part of your weekly endeavors in growing your business as you would a sales team meeting or whatever else you decide to, you know, do to grow your business marketing. It's too often forgotten, Ben. And should be fun, done well. It's effective, if you don't know what you're doing, well, you've listened to this podcast. Go and listen to my podcast, go and read a book, and bone up on on what can be a really fun and effective way to grow a business.

**BEN:** I love that. They resonates a hell of a lot, Timbo. The point you made as well a few moments ago around the speak on your website written, even in videos, to come across as really authentic and genuine not that it's been written by a robot. That's always a challenge I face as well. But something I respect hugely in the work that you put out is that it's just like we're having a chat like this. It's -

**TIMBO:** Yes! It should be! It should be! And, you know, in order to do that, marketing is funny. When a business owner is asked to market their business, whether it be standing up at a Chamber of Commerce or writing some copy for the home page of the website, they tend to find this weird formal voice and to speak very formally and properly. And it's like, "Stop it! Be yourself!" And and the best way to be yourself and connect with those that you want to sell to, which may sound icky and yucky but get over it because you're in business, is to identify who is that ideal customer. Who is that ideal customer that you want to - that you want to appeal to? And have them front and center when you're creating your marketing conversation. And find that your language changes and comes more easily, and we don't have to use big words to do big things. It's just being ourselves.

**BEN:** Yeah, I love that. We've got one more question here, Timbo. It's a guest question from a listener, Shane, who asks: what are some of the practical tips you have for consolidating and expanding the reach of a podcast? This is something that is definitely reemerging as a great thing and you have dominated this for what, six hundred episodes or something like that. It's an incredible podcast show that

you have that everyone should go and listen to and subscribe to. What are some of the key things if you had three top tips for growing a podcast, number health professionals starting to do it. What would they be?

**TIMBO:** Number one is just make it the best content, make it the best podcast in your space. And that may sound scary and it may put a whole lot of people off, but therein lies your creative challenges to make it the best show in (inaudible). (Yeah.) And I would argue that in Australia, the opportunity is still very high to do that because most of the podcast content we're seeing is still coming out of the stage. So make it the best.

The second one is look for partnerships. I've, you know for example, my show, the Small Business Big Marketing show is also the business show in-flight on Virgin Airlines. So if you're flying domestically or internationally out of Australia, then you'll be able to hear my my show on there. And that's a partnership that I've nurtured for about the last four years. And that's given me huge amplification of my show which is also found on iTunes and Spotify and Stitcher and Google Play, and all those places, but having a partnership like Virgin is awesome.

And the first thing I would do is really, you know;the thing about podcasting or any content creation is that when you create, you know if example, well, I'll be putting out an episode on Thursday, which means that last week's episode gets bumped down another level, and the one before that gets bumped down another, and you know they start to get hidden usually the haystack stuff. So just keep going back into your archive and breathing life back into old episodes, retweeting, reposting to Facebook, and LinkedIn, responding to all the comments that you're getting if you're getting any comments. And just making sure that the breathing life and do all the episodes so they don't just get lost in that big haystack that is the internet.

**BEN:** Hmm sensational! Practical, as always. And I highly encourage everyone listening in here to go on over and subscribe to the [Small Business Big Marketing podcast](#).

Timbo, thank you so much for the practicality and insights today. It's been incredibly useful.

**TIMBO:** Awesome, Ben! Thanks for having me and everyone else (inaudible).

**BEN:** Thank you very much for listening to another episode of the Grow Your Clinic podcast. Certainly, there's a lot of one-percenters and practical gold here and you can find all the things we spoke about over at [clinicmastery.com](http://clinicmastery.com) for all of the show notes.

Hey, do you have a question about marketing that you would like us to answer and break down on one of the next episodes of the Grow Your Clinic Podcast? If you do, send it in. You can email it to me: [ben@clinicmastery.com](mailto:ben@clinicmastery.com). That's [ben@clinicmastery.com](mailto:ben@clinicmastery.com) and we'll make sure we get around answering your question on a show, give you a shout out. We really appreciate you listening in here. Thank you so much for being part of the CM community.

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