

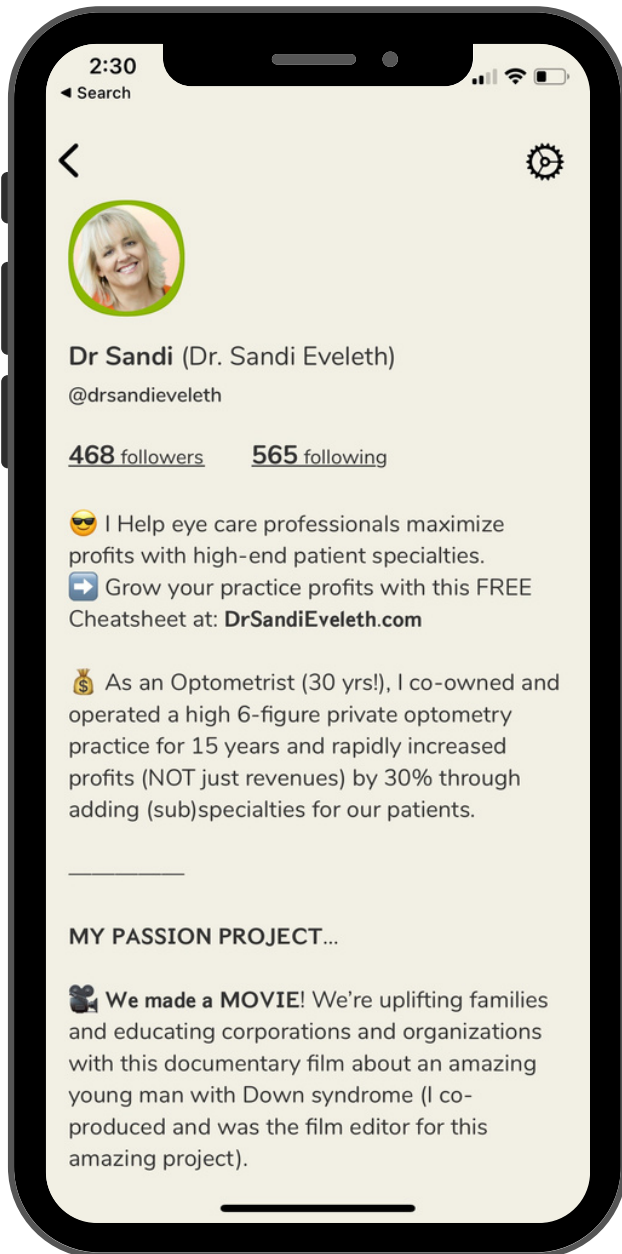


EYECARE  
GROWTH  
STRATEGIES

MAXIMIZE  
YOUR PRACTICE  
PROFITS WITH THESE  
7 SECRETS

PREPARED BY:  
DR. SANDI EVELETH

PRESENTED DURING A  
CLUBHOUSE MEETING



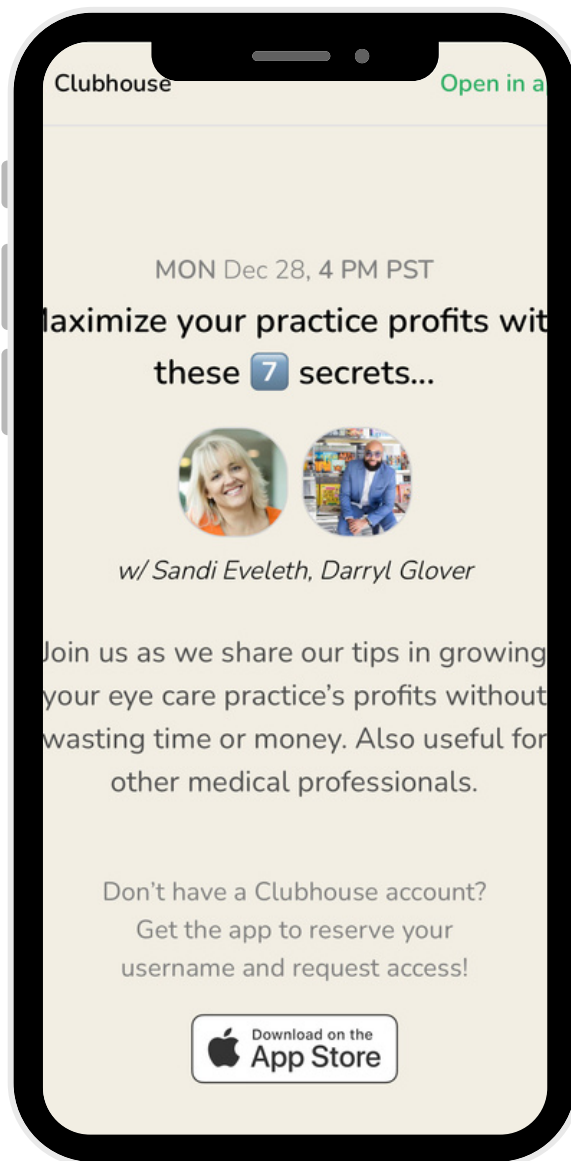
[DrSandiEveleth.com/BookDrSandi](https://DrSandiEveleth.com/BookDrSandi)



## ABOUT DR SANDI EVELETH

I help eye care professionals maximize profits with high-end patient specialties. As an Optometrist for over 3 decades, I co-owned and operated a high 6-figure private practice for 15 years and rapidly increased profits (NOT just revenues) by 30% through adding (sub)specialties for our patients. Contact me if you'd like to find out how to do this for your practice.

*Dr. Sandi Eveleth*  
EYECARE PRACTICE CONSULTANT



## SUMMARY

The following document has been prepared from the December 28, 2020 Clubhouse presentation **“Maximize Your Practice Profits with These 7 Secrets”** with Dr. Sandi Eveleth and Dr. Darryl Glover.

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[DrSandiEveleth.YouCanBook.Me](http://DrSandiEveleth.YouCanBook.Me)

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Presented  
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# SECRET #1

## Quick Win



Pre-appoint everyone + have your staff add a family member with every phone call stressing importance of **annual EEs**



*A script example: “now that we’ve scheduled your annual eye exam Mrs. Smith, is there anyone else in your household that you’d like to schedule for their annual eye exam?”*



# SECRET # 2

## DEFINE & UNDERSTAND YOUR IDEAL PATIENT

***“When you market to everyone,  
you market to no one”***

Anyone in the marketing field will recognize this quote because *we understand the importance of...*

- Knowing how our clients (or patients) think,
- What problems they're willing to pay someone to eliminate or avoid, and
- What solutions we can provide for those pain points.

Most eye care professionals I've worked with have never defined their *ideal patients*. However, after doing this exercise, they realize how it facilitates and makes more affordable the attraction and conversion of a greater number of patients.

By defining and understanding your ideal patient, you will also...

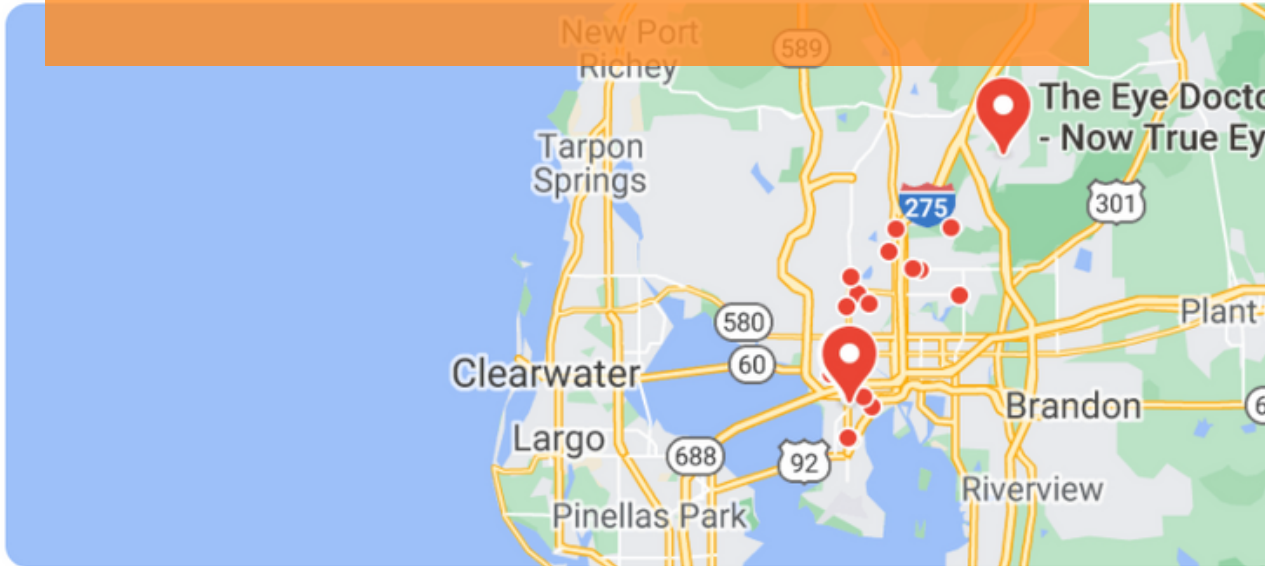
- Gain knowledge of your patients' pain points and, thus, where to find them online, how to speak their language, how to be relevant, and how to solve their problems.
- Know how to market your (sub)specialties effectively and affordably.
- Discover what new products and services to offer your patients.

**Use the following link to design your ideal patient profile to will help you attract more of this type of patient:**

**[DrSandiEveleth.com/IdealPatient](http://DrSandiEveleth.com/IdealPatient)**



# 03 SECRET # 3



Rating ▾ Hours ▾

## South Tampa Eyecare

5.0 ★★★★★ (50) · Optometrist

1108 S Dale Mabry Hwy c

**Closed** · Opens 10AM · (813) 286-0433

## Get to the top of Google for your location

- You'll need to maximize and optimize your listing by filling it out completely; this includes adding pictures and videos of you, your team, your practice, and your products and services.
- Put in place a system to acquire as many 5 star reviews as possible.
- Optimize your listing and website/blog posts/social media for the phrases: "your location" + ... (and vice-versa)
  - Optometrist
  - Eye doctor
- Make sure you use geolocation when posting to social media.



## SECRET #4

### Optimize your website, blog posts, and social media platforms for visibility

- **SEO is NOT about “tricking the system”** - it’s about writing exceptional content that’s relevant to your “ideal patients” lifestyles, and about solving their problems or elevating their statuses...
- **Use real images** from your practice, you, your staff, and your patients (get written permission, of course!).
- **Make sure content uses keywords that have “Search intent”** (“how” “why” “what”; “buy”; “how much”; Directions, reviews, practice hours).
- **Add your local address** to the footer of EVERY page on your web site and on EVERY platform.
- **Make sure your Call to Action (CTA)** (“book an appointment”, “schedule an appointment online”, etc.) **is front and center**, along with your telephone number! So many websites do not do this!
- THEN... **write long-tail keyword articles** for specific problem-solving products and specialties: remember to word them in ways your patients would express (eg. “Why do my eyes hurt after working on a computer all day?” vs. “computer vision syndrome”).



# 05 SECRET # 5

## HIRE OR ENLIST A LOCAL MICRO INFLUENCER TO PROMOTE YOUR PRODUCTS AND SERVICES



Find out who in your geographic location has been a raving fan patient of yours that also has a following of between 10k-100k ENGAGED followers (it's vital that others engage with their content consistently)



Find out someone who is not a patient of yours with the above qualifications and offer them an eye exam and “wow” them



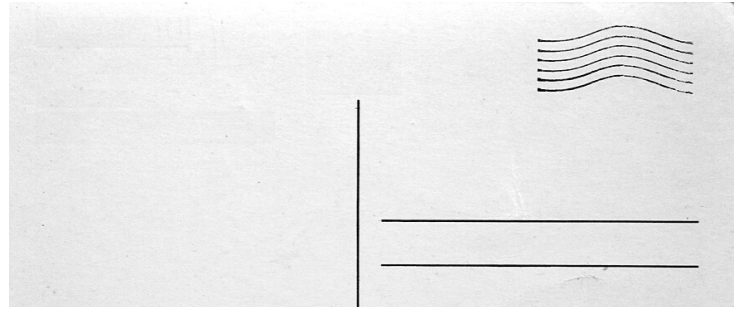
Offer them ethically to pay or give them something they can rave about to their audience with a call to action

## Create a Professional Referral Program

Look outside the “typical” referral sources (i.e. other ODs, primary eye care doctors, current patients, etc.) for professionals that have your ideal patients as part of their own referral networks.

For example, C-suite corporate leaders, non-profit organizations, churches, schools, etc.

**Create a systematized program for connecting, nurturing, and rewarding your referral sources.**



## SECRET #7

### Implement the Patient Retention System

- Pre-appoint everyone annually (or, more often)
- Follow up with those that don't show or cancel by calling them right after their missed appointments; then send a reminder postcard 1 week later.

# BONUS SECRET



## START WITH VIDEO

Create 3-5 minute videos (for a total of a couple of hours) over 1-2 days; make sure the content is relevant for your ideal patient; send the videos to rev.com to be transcribed; chop up the videos into multiple pieces of micro-content; then schedule and share the micro-content over several weeks or months on all your platforms.

Just a few hours of your time, once per quarter, can go a long way for your content.

You can even delegate the editing and social media postings to one of your staff members.





## CONTACT ME

Please reach out to me if you have any questions about the information included in this document. I thoroughly enjoyed this session on Clubhouse and look forward to providing more information sessions.

**You may contact me at [Sandi@DrSandiEveleth.com](mailto:Sandi@DrSandiEveleth.com)**

If you'd like in-depth consulting on any topic about growing your practice, I offer one-on-one, hourly sessions at [DrSandiEveleth.com/BookDrSandi](https://DrSandiEveleth.com/BookDrSandi).

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