

CLUBHOUSE

Market Your Eye Care Practice

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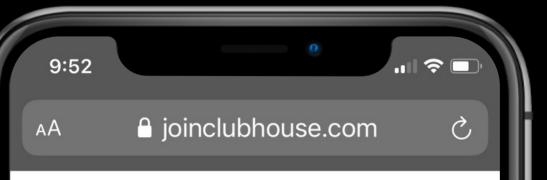
are optometry owned and Young man with Down syndrome (| co-With this documentary film about an amazing acaung corporations and organizations We're uplifting families produced and was the film editor for this amazing project). 2:30 ▼ Search ···· ? . \odot Dr Sandi (Dr. Sandi Eveleth) 468 followers an With Solutionals maximize Youn profits with high-end patient specialties. produ Promis with high-end patient specialities. Grow your practice profits with this FREE amazin Cheatsheet at: DrSandiEveleth.com As an Optometrist (30 yrs!), I co-owned and operated a high 6-figure private optometry practice for 15 years and rapidly increased Profits (NOT just revenues) by 30% through adding (sub)specialties for our patients. 2:30 ▼ Search MY PASSION PROJECT ... We made a MOVIE! We're uplifi. and educating corporations with this documenta Young man .

Top 10 Ways to Use Clubhouse...

...TO MARKET YOUR EYE CARE PRACTICE EFFECTIVELY

Are you feeling the FOMO? Have you been invited yet? Do you want to know how to use it to market your eye care practice? YES? then Read on...



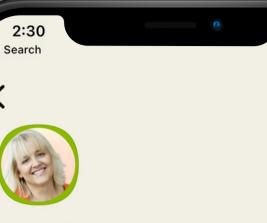




Hey, we're still in private beta but are working hard to open things up soon!

You can download the app to reserve your username and join our waitlist. We look forward to welcoming you.





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Dr Sandi (Dr. Sandi Eveleth) @drsandieveleth

468 followers

565 following

🨎 l Help eye care professionals maximize profits with high-end patient specialties. Grow your practice profits with this FREE Cheatsheet at: DrSandiEveleth.com

👗 As an Optometrist (30 yrs!), I co-owned and operated a high 6-figure private optometry practice for 15 years and rapidly increased profits (NOT just revenues) by 30% through adding (sub)specialties for our patients.

MY PASSION PROJECT...

We made a MOVIE! We're uplifting families and educating corporations and organizations with this documentary film about an amazing young man with Down syndrome (I coproduced and was the film editor for this amazing project).

THE FIRST 3 LINES ARE THE MOST IMPORTANT

Whenever someone clicks on your profile image, the first 3 lines are what they see first. In order to see the rest of your bio, they'll need to click on the page and scroll (if needed). Follow the "formula" of whom you help + what you help + how you help.



Optimize Your Bio

Choose Your Interests



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INTERESTS ARE A WAY TO HELP CLUBHOUSE CURATE CONTENT

When you start your Clubhouse account, you'll be asked to pick your topic "interests" from an assortment presented to you. You can always add to or edit your choices. The founders will be adding to them often.

WHAT YOU PICK IS IMPORTANT

Think about your interests, as well as interests you've discovered your "ideal patient(s)" may prefer. What you pick is going to determine what rooms and clubs show up in your hallway (feed).



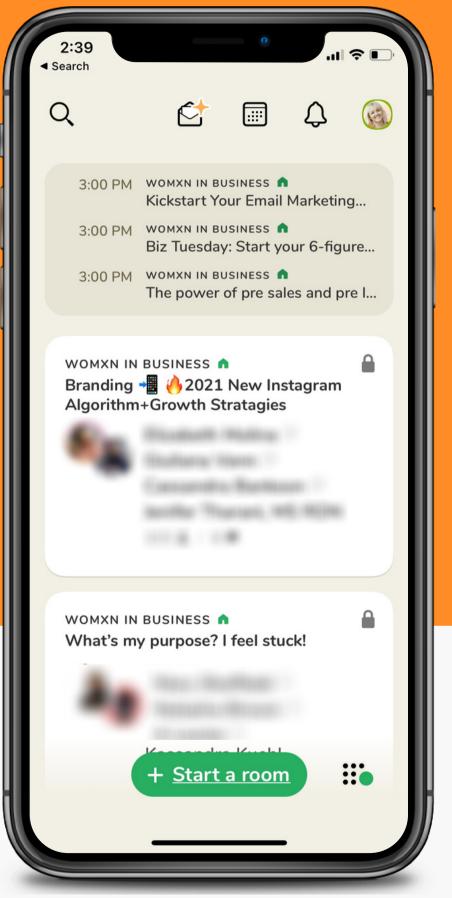
Find and Follow Others... Be Intentional with Your Choices!

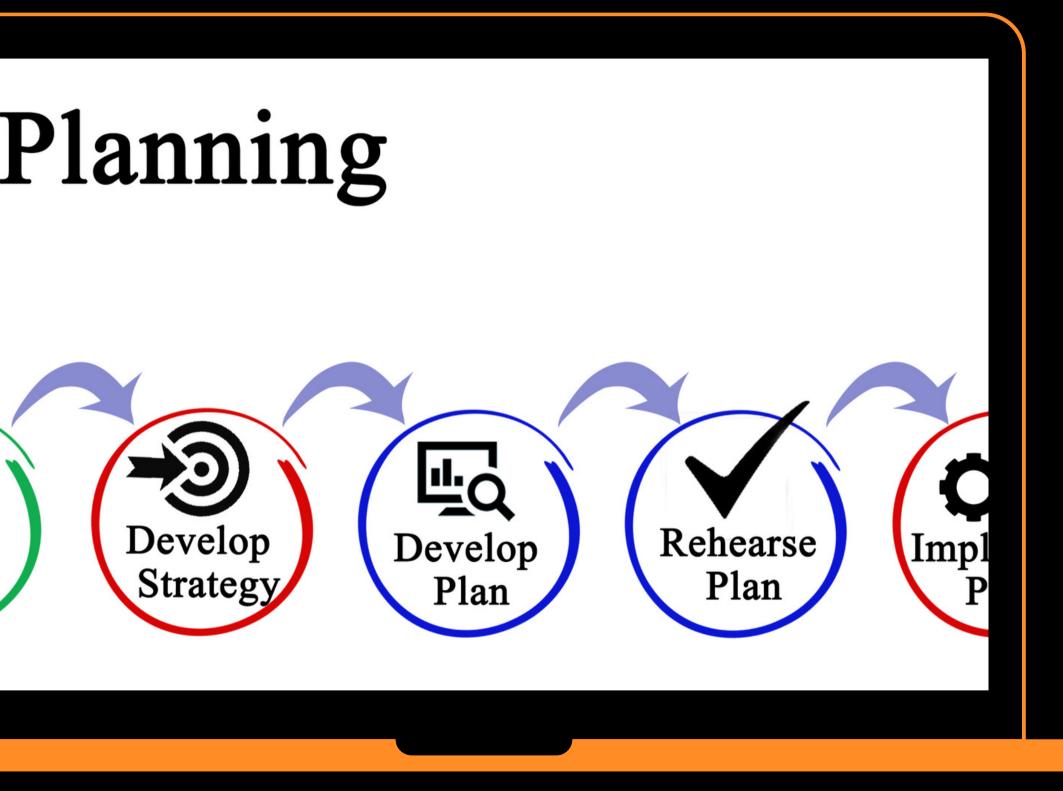


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If you're just getting started, take a tour of the app and get comfortable with how you use it as well as the nuances and etiquette while you're in a room. Learn to "read the room"...





Map Out a Strategy5

Determine your goals overall and also the goals for each room that you decide to create, speak in, and moderate. Also, create a running list of topics you'd like to discuss



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Schedule Your Rooms

Give thoughtful consideration to the name of your room. This can be a major factor in whether or not your room is a success!

Schedule a weekly room (or other consistent time frame that works for you) with varying topics from the running list you're making.



Market the Room

Share on social media and on your website



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Call to Action (CTA)

Make sure you always have a call-to-action in your bio and when you speak (if appropriate). It may even be just to follow you, DM you on IG, or call your office to schedule an appointment or get more information on what you discussed in the room "If you have any questions about what we discussed today, feel free to DM me on my Instagram account linked to my bio."

"Our office's telephone number is listed in my bio. Please give us a call to schedule an appointment."

"You can sign up for our eye care newsletter by going to our site at..."



Add Your Location to the Room's Name



This will alert potential patients and other businesses interested in local topics to be attracted to your room(s).

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Co-Moderate with Other Professionals in Your Area





Dr. Sandi Eveleth Optometric Physician

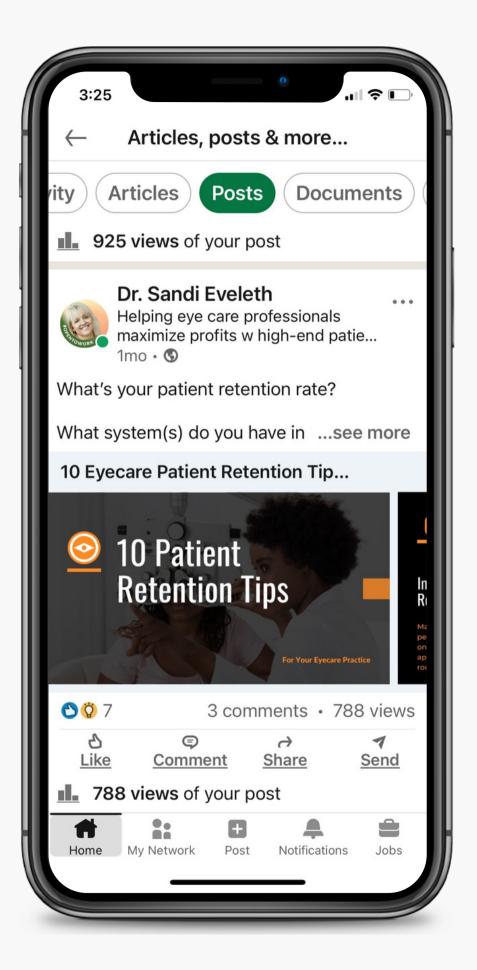
Dr. Nia Jones Chiropractic Physician



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Dr. Darryl Glover, Jr. Optometric Physician



Keep an Eye Out for More Articles!



New article updates are located at DrSandiEveleth.com and on Linkedin. You can also find me on Clubhouse at @DrSandiEveleth

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If You Want Help...

Please reach out...

If you LOVE doing things yourself but want some guidance on specific tasks (you prefer learning from a human than from "Dr. Google"), contact me through the link below...

DrSandiEveleth.com/BookDrSandi



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Eye Care Practice Consulting Session with Dr. Sandi Eveleth

SCROLL DOWN and click on any open time to make your appointment. Note: Open slots are denoted by a solid orange circle.

> I look forward to working with you! Dr. Sandi Eveleth

