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# CLUBHOUSE

Market Your Eye Care Practice



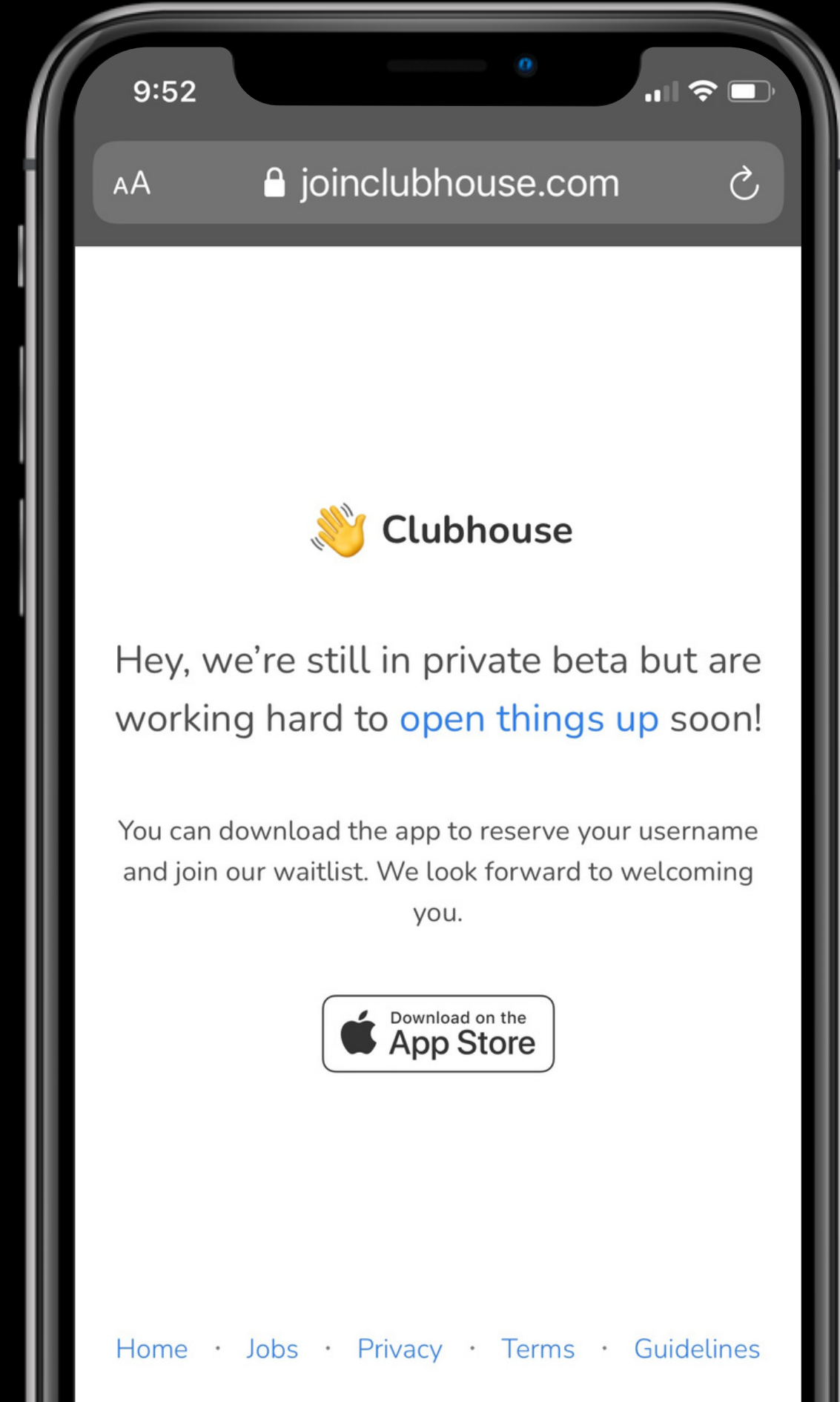
# Top 10 Ways to Use Clubhouse...

## ...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...

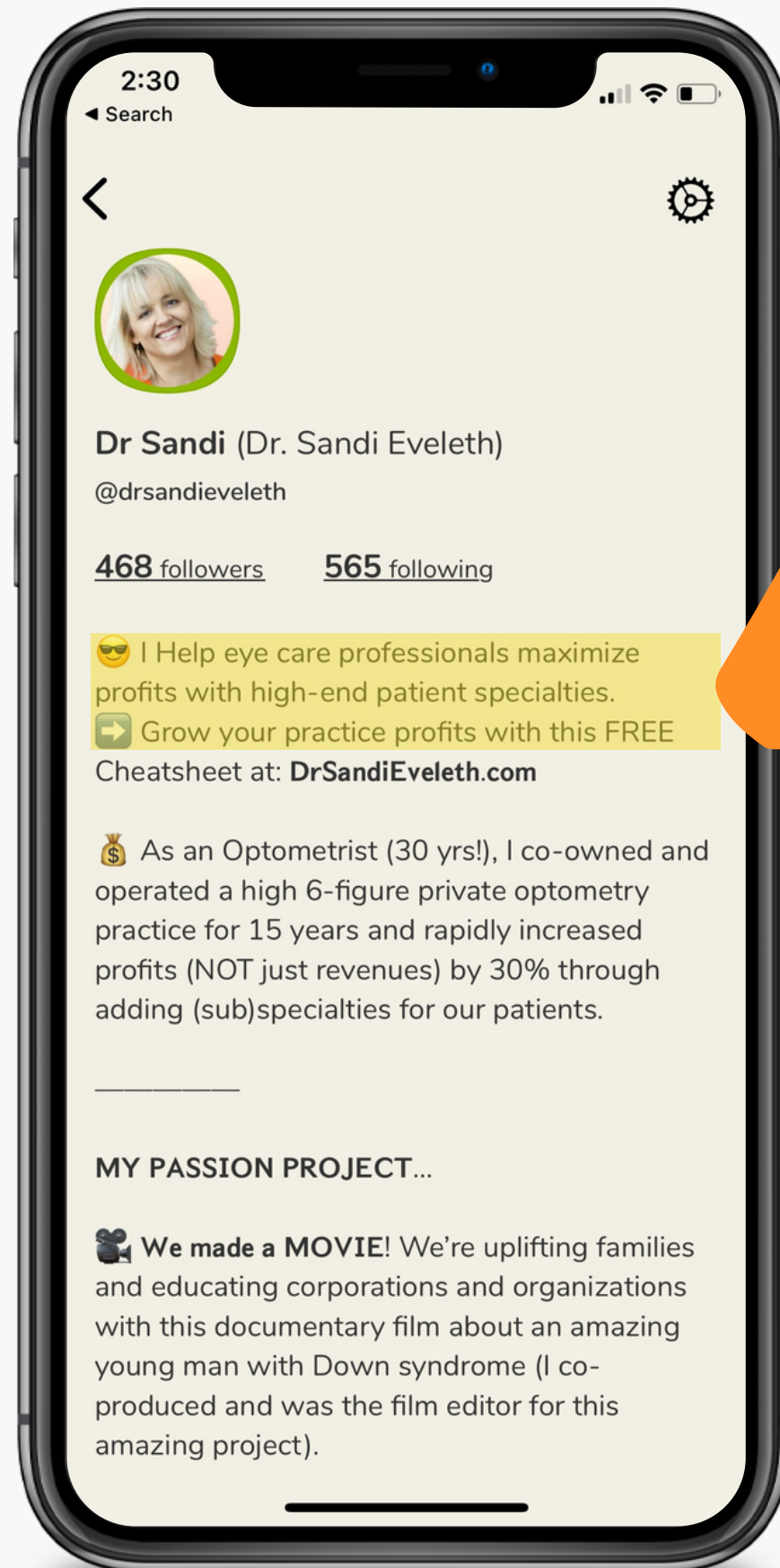


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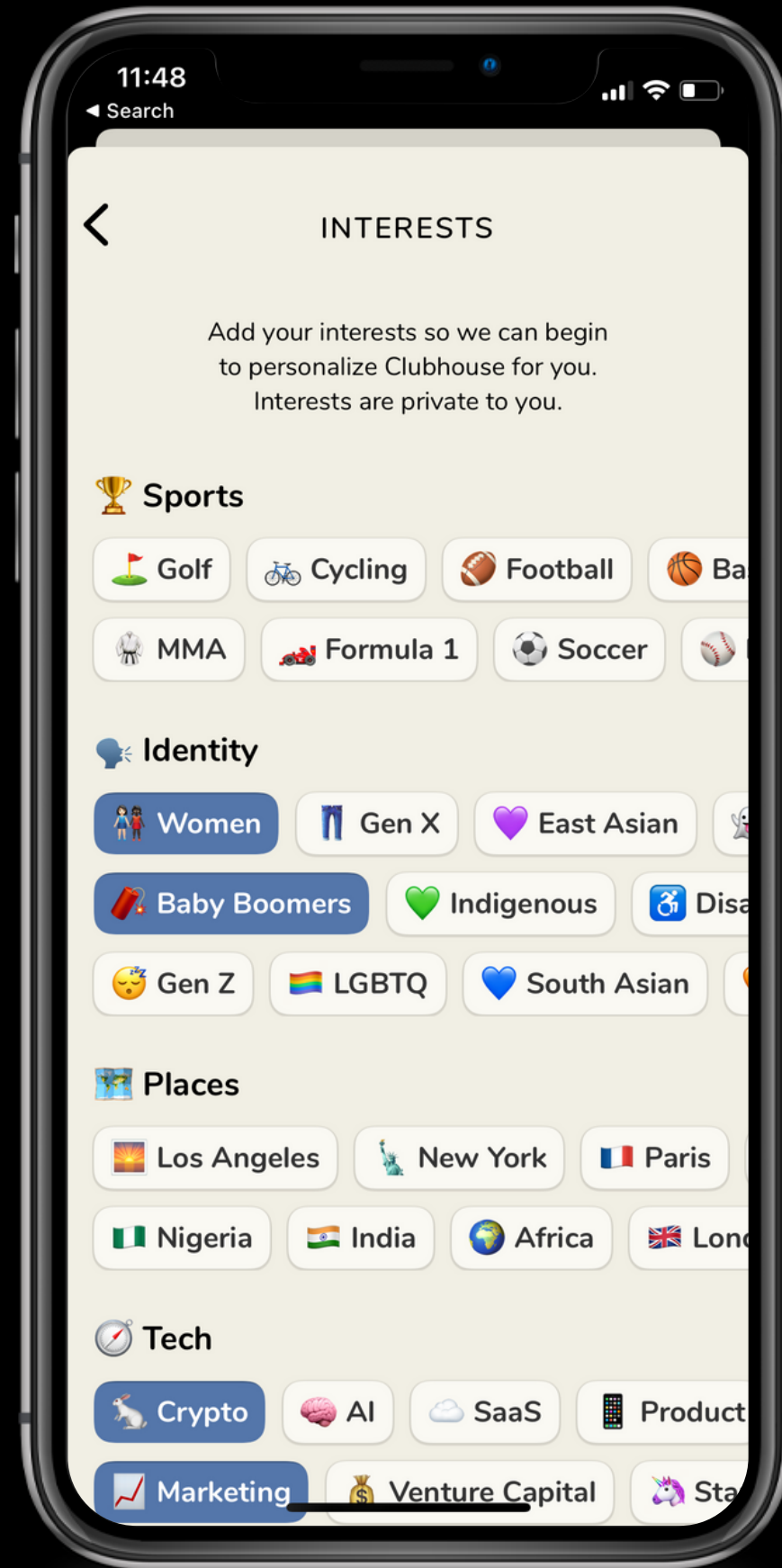


# 01 Optimize Your Bio

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.

# 02 Choose Your Interests



## 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).





# 03

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

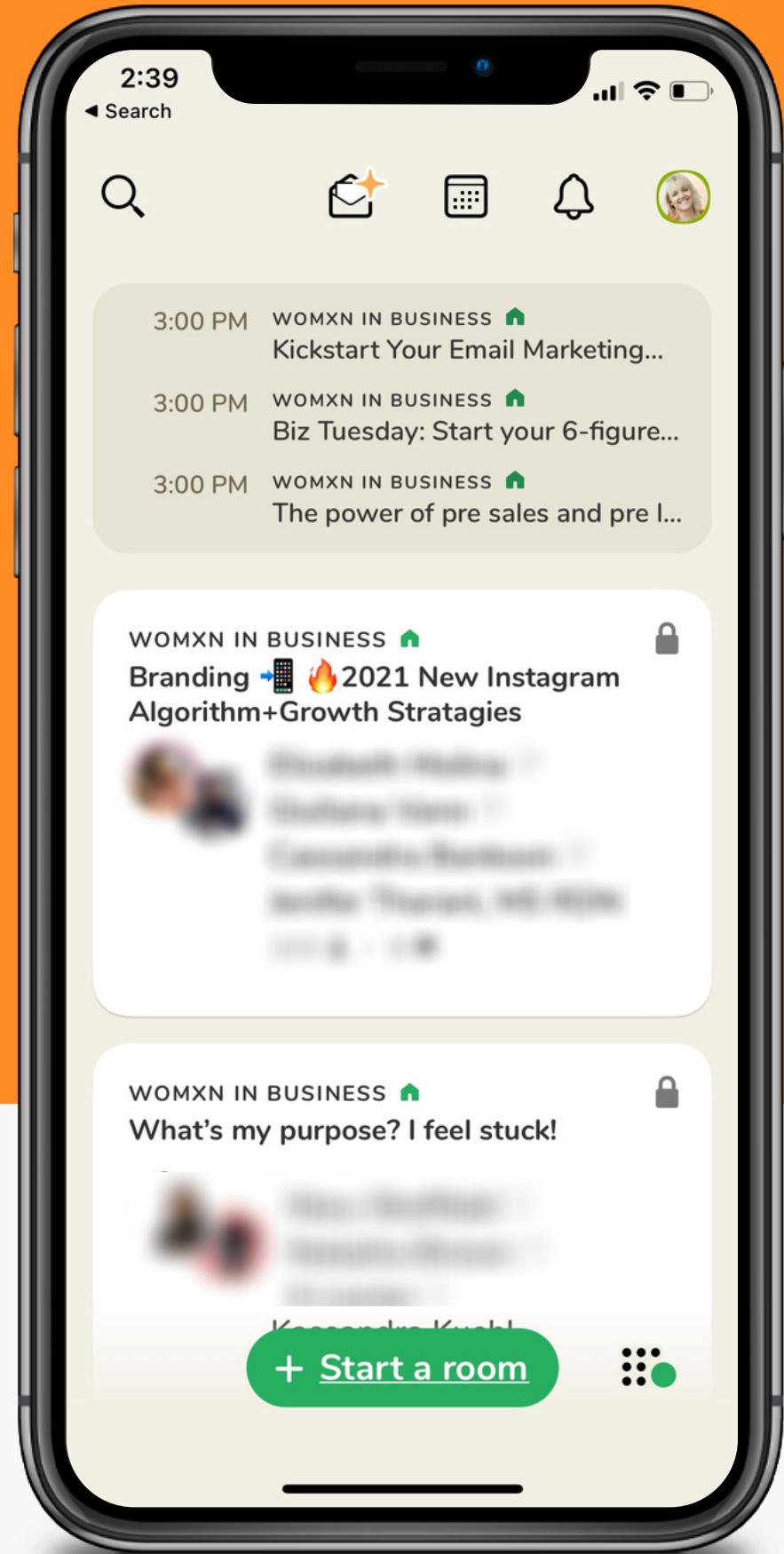


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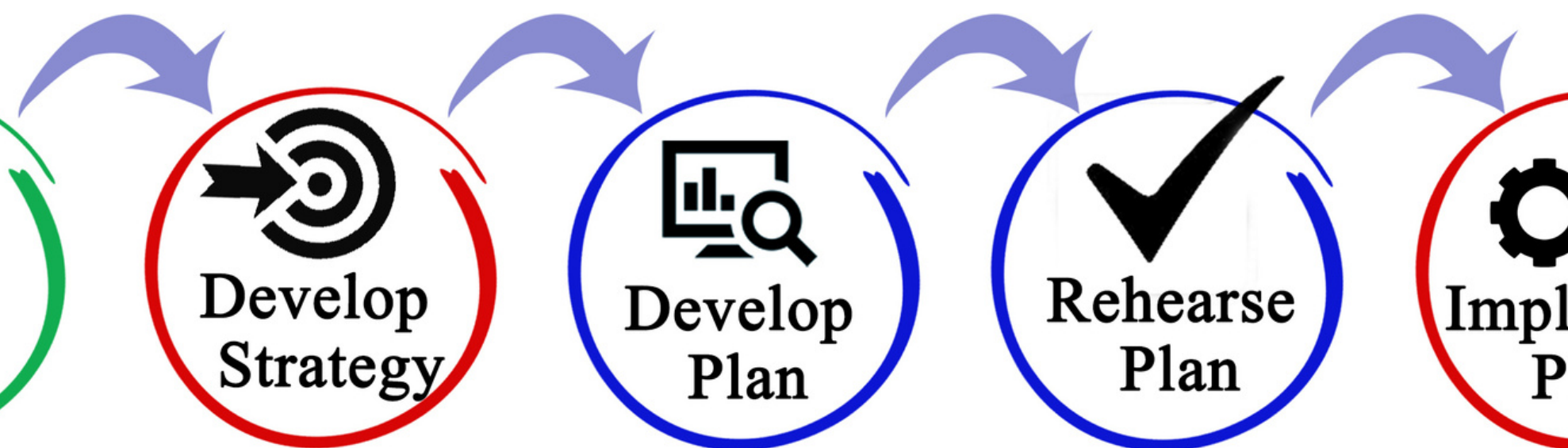
# 04 Take a Tour!



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"...



# Planning



## Map Out a Strategy

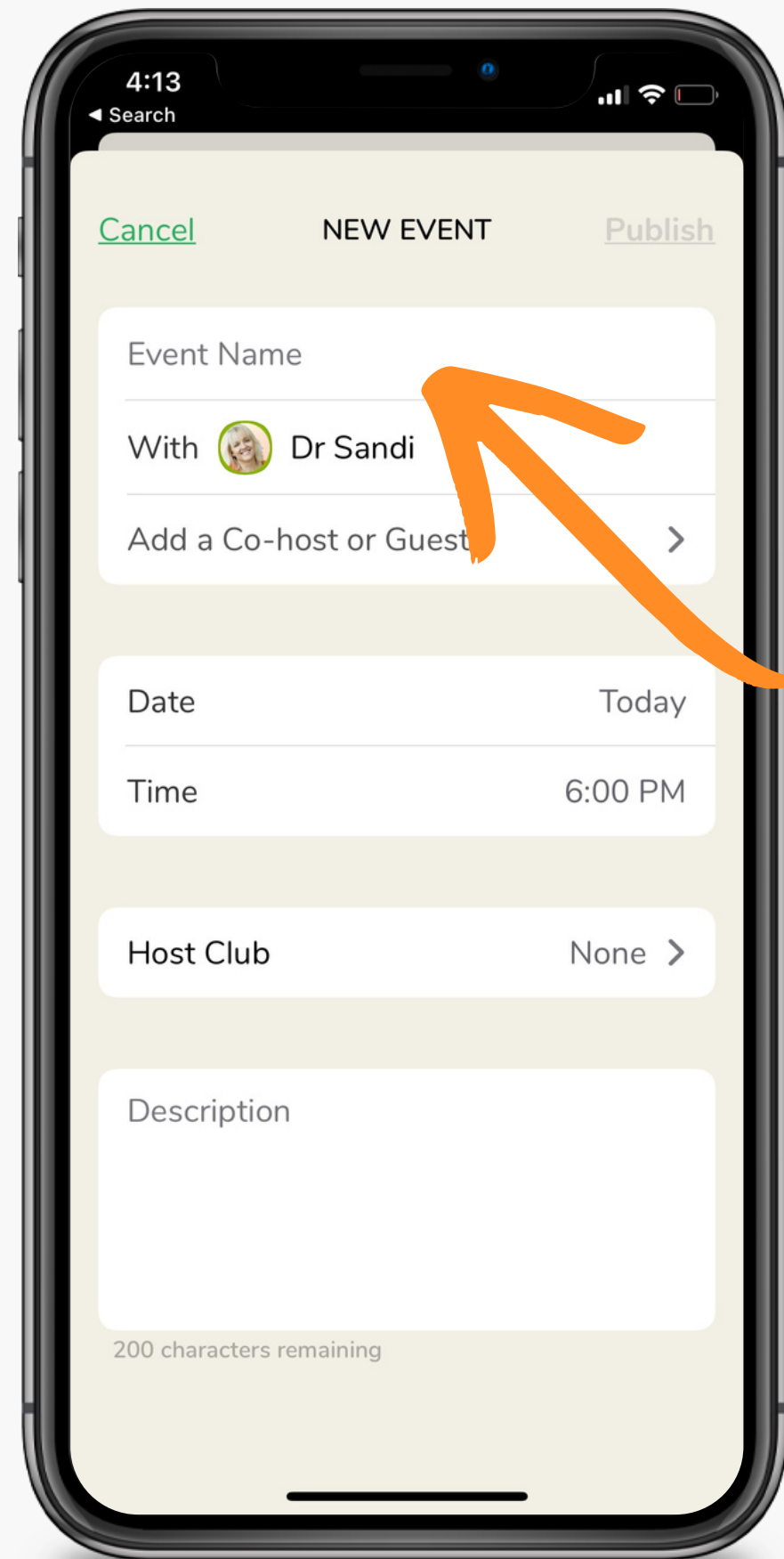
05

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



06

# 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.



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# 07 Market the Room

Share on social media and on your website



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# Call to Action (CTA) 08

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



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“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...”

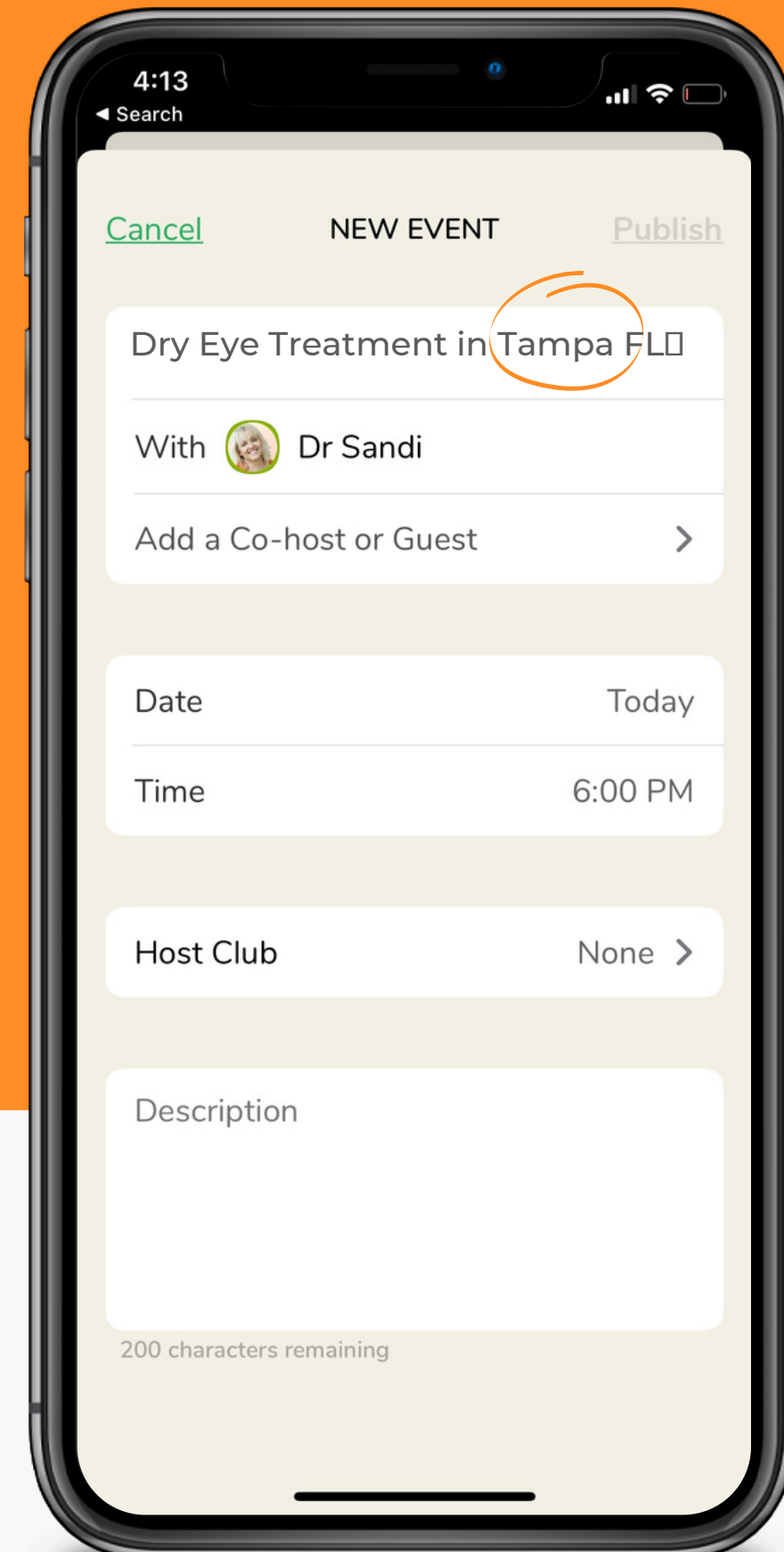
# 09

## Add Your Location NO GLYPH to the Room's Name



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



# 10

## Co-Moderate with Other Professionals in Your Area



Dr. Sandi Eveleth  
Optometric Physician



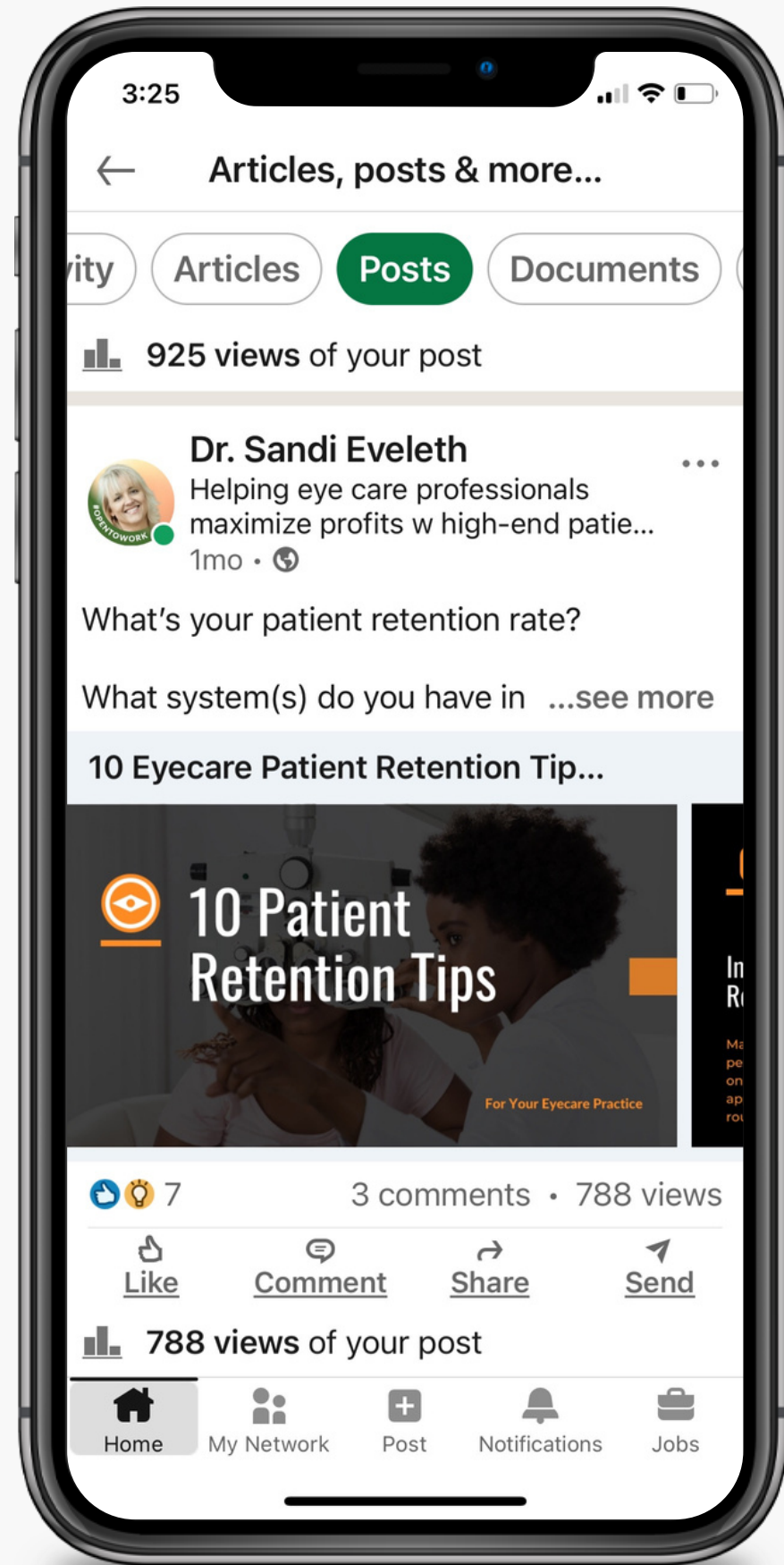
Dr. Nia Jones  
Chiropractic Physician



Dr. Darryl Glover, Jr.  
Optometric Physician



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# Keep an Eye Out for More Articles!



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



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