



[Crush It](#) (affiliate) ~ Gary Vaynerchuk

**ChiroSummary** by Alexander Rinehart, MS, DC, CCN

This ChiroSummary is timely because [@GaryVee's](#) new book [The Thank You Economy](#) (affiliate), will be hitting stores soon in March.

Vaynerchuk's message: *Social media=Business, period.*

- Utilize the internet to build **brand equity**, not sell
- Can you write 500 posts on a topic? You haven't found your passion if you cannot think of 50 things right now that you could write about
- Stay true to your DNA, **be authentic**
- What you do *after* you create content is where success is determined
- **Quality of conversations** is more important than quantity of conversations. This is incredibly important online as traffic is meaningless, where your traffic comes from is essential.
- Legacy is Key- What's the "Why?" behind your passion?...are you meeting it? In his video updates, Gary V says hello to his grandkids on occasion (he has none). **Define your own legacy.**
- Utilize fan pages to sample and mini-test products or services to highly interested fan

## [ChiroSummaries](#)

base/followers. With ChiroSummaries, I am mini-testing on <http://www.dralexrinehart.com/chirosummaries> before I move the site over to ChiroSummaries.com (dead link).

I know I may be writing for some time before I even approach sponsors. I can afford to because I enjoy doing it, in fact I'd be reading these books regardless whether I technically had time to or not.

I also know that I'm supporting The [Foundation for Chiropractic Progress](#) making my mission greater than myself.

### **Twitter:**

1. endorsement power ("retweeting" with trust)
2. press release (broadcast your content)
3. Research and Development (ask questions, brainstorm)
4. Boost ability to react to both positive and negative comments about your business (<http://search.twitter.com>)

See "[50 Ideas on Using Twitter for Business](#)" by Chris Brogan

### **Flickr:**

Can link to site directly if people click on your image

Use to link to blog, website, or a specific landing page for a call to action

### **Moo.com:**

Personalize business cards and other office stationary using web and personal media content. There's of services out there. Check out Greener Printer if your business has a green and environmental focus. Even VistaPrint, although a bit more aggressive as a marketer and upsale, has the option to use recycled paper.

Speaking of Green. Have you ever heard of [B corp](#) and [L3C](#) business structures? They are hybrids between profit and nonprofit that are worth checking out and supporting.

### **Viddler.com:**

Less competition than YouTube (friendlier to niche approach), able to tag sections of videos

for users to jump ahead to relevant material

### **Ustream.tv:**

Broadcast video live with live discussion feed giving a radio "call-in" effect

- *Decide on your mode of communication:* writing, video, newsletter

If written content: use <http://ping.fm> to broadcast simultaneously over multiple social media networks

If video content: use <http://tubemogul.com> to broadcast over multiple video sites

## Chiropractic Focus:

The opportunities for Chiropractors to leverage social media are innumerable. There is really not *one* strategy that you can point to for established success. As Chiropractic and Nutrition marketing expert Juan Nodarse always says: "*It depends*". It depends on:

- Your market demographics
- how internet savvy your patients are
- whether you want your audience to be patients, doctors or the general public
- whether you have specific products, service, or *experience* to offer
- whether you'd rather write a blog or post videos

*Crush It* is clearly *about leveraging social media to build brand equity*. This means everything you say, everything you post, every link or post you share from another's site, is building or crushing your brand image - oh and you can't really measure it.

Site hits mean nothing if your audience is not *engaged*.

Does this mean everything you post has to be about your business or practice? No!

Don't become a spammer just pumping up your product or your field and plastering your links all over the place. This brings bad Karma to yourself and to your profession.

Connect with individuals outside of your field to show potential clients that you're human. Not only are you a chiropractor, but show that you're an avid hiker, that you make a mean pot of spaghetti sauce, and that you enjoy a good glass of wine every once in awhile. Give people other reasons to connect with you beyond your business. Make it intimate and personal. Foremost utilize social media to CONNECT with your practice base on the issues *YOU* care about.

Hence the subtitle: [Cash in on YOUR passion](#) (affiliate)

If your business image is different than the life you lead outside of the office, be very careful to separate these personas online. Keep ample track of what comes up when your name is Googled. Be aware of who is reading your posts, the pictures that are tagged of you, and stories you are sharing on an everyday basis. [Detail really does matter over time](#).

Video blogging requires a \$150 flip cam, but could probably be done with less. When you develop a business website, do not overload your patients with an encyclopedia of information.

Patients are looking for what you offer, what credentials you have received, what kinds of patients you see and services you provide, your location and contact

## ChiroSummaries

information. Practice members and potential clients do not always need to be submersed into the chiropractic world of subluxation, anti-medical establishment dogma - but if it is your personality and passion, by all means go for it.

Define what words like subluxation, adjustment, evidence-based, wellness mean for you.

Attention spans are limited in the cyberworld. Less is almost always more.

Educate patients in your office. Promote events through newsletters. Give your patients value and conversation that extends beyond the clinical consultation and adjustment.

Branding in the 21st century is about *personality*.

*Luckily, that's easy: just be yourself and be rewarded for it.*

With social media, chiropractors need to be incredibly smart with their time. With any foray into the social media atmosphere, make sure you calculate return on investment.

Time is already crunched already with documentation requirements and low insurance reimbursement rates. Time can often be better spent out forging relationships in your community, giving lay lectures, and spending time with patients.

Despite these limitations, other tools have developed from the social media craze can be incredibly valuable to us as practitioners.

Keep in mind, each platform is an opportunity, not a necessity. Find what works for you without overextending yourself.

### **For instance:**

1. Need an interested, highly motivated subgroup to mini-test products or service offerings? *Leverage your fan pages.*
2. Interested in tracking the conversation surrounding your service? Utilize sites like [Addictomatic](#), [PopURLs](#), or <http://search.twitter.com>.

Check out others' conversations with <http://blogsearch.google.com>.

3. Alert yourself of what people are saying about you. Utilize [Google Alerts](#) and track your personal name & your business name, to stay abreast of what is out there about you.

*Maybe it's time to Google yourself to gain a glimpse as to what potential practice members are going to see first. It may surprise you. (Many chiropractors still do not even have a web presence!)*

## [ChiroSummaries](#)

Chiropractors are in the business of *relationship management*. Every office visit needs to convey a consistent message with your overall brand image. Don't seek to adjust a handful more of practice members each week, look to serve your community a little more each week.

The practice members will follow. (in fact in Daniel Pink's [Drive](#) (affiliate), picking the wrong measurements for your business can leave you short-sighted and impulsive, hurting your business over the long run)

Lastly, in the words of Gary Vaynerchuk, you need to be out there *hustling* every minute to grow your business.

*It's a hustle or be hustled world.*

If you're not out there gaining market share, someone else is. Go out there and have a piece of the conversation. "He who holds the floor holds the authority" but it's the quality of your interactions that counts over quantity. Trust [The Long Tail](#) (affiliate). Have faith that 6-12 months down the road, your efforts will be worth it.

Remember as a health professional, your biggest asset is **trust**. Social media is an *opportunity* (not a necessity) to build that trust and add value when the practice member is outside of your office.

*10% of all proceeds from affiliate/advertising income through ChiroSummaries will be donated to the [Foundation for Chiropractic Progress](#). Support yourself, support ChiroSummaries, most importantly, support your profession!*

*DrAlexRinehart.com assumes no responsibility for the use or misuse of this material. Your use of this website indicates your agreement to these terms and those published here. All content, descriptions, trademarks, registered trademarks and service marks mentioned on this site are the property of their respective owners, authors and publishers.*