

UP | Unmarket your Practice

How to Use Inspiration Based Branding™ to Build a Tribe of People Who Become Your Practice's #1 Source of Referrals, Increased Conversions, Retention And Product Sales.



SIGN ME UP

Dr. Jason Deitch

Chiropractors Edition

Dedication

I dedicate this book to you...

The reader, the inspirer, the do-er.

The passionate professional who dedicates their life and work to inspiring people to live their innate potential each and every day.

The go-getter who works hard to be their best, personally and professionally.

The visionary who chooses to see things not as they are, but as they could be.

The leader who has the courage to speak truth to power, sharing uncommon solutions to common problems.

The person who's paying attention, asking better questions, seeking better solutions, working to make our world a better place.

Thank you for being here :)

Jason
Marin County, California



“ Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently — they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them, because they change things... They push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do.

- Steve Jobs

“ Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.

- Margaret Mead

“ Nothing influences people more than a recommendation from a trusted friend.

- Mark Zuckerberg

“ If social media can make bad things happen, social media can make good things happen.

It's not up to them. It's UP to us.

Let's #TribeUP

-Jason Deitch

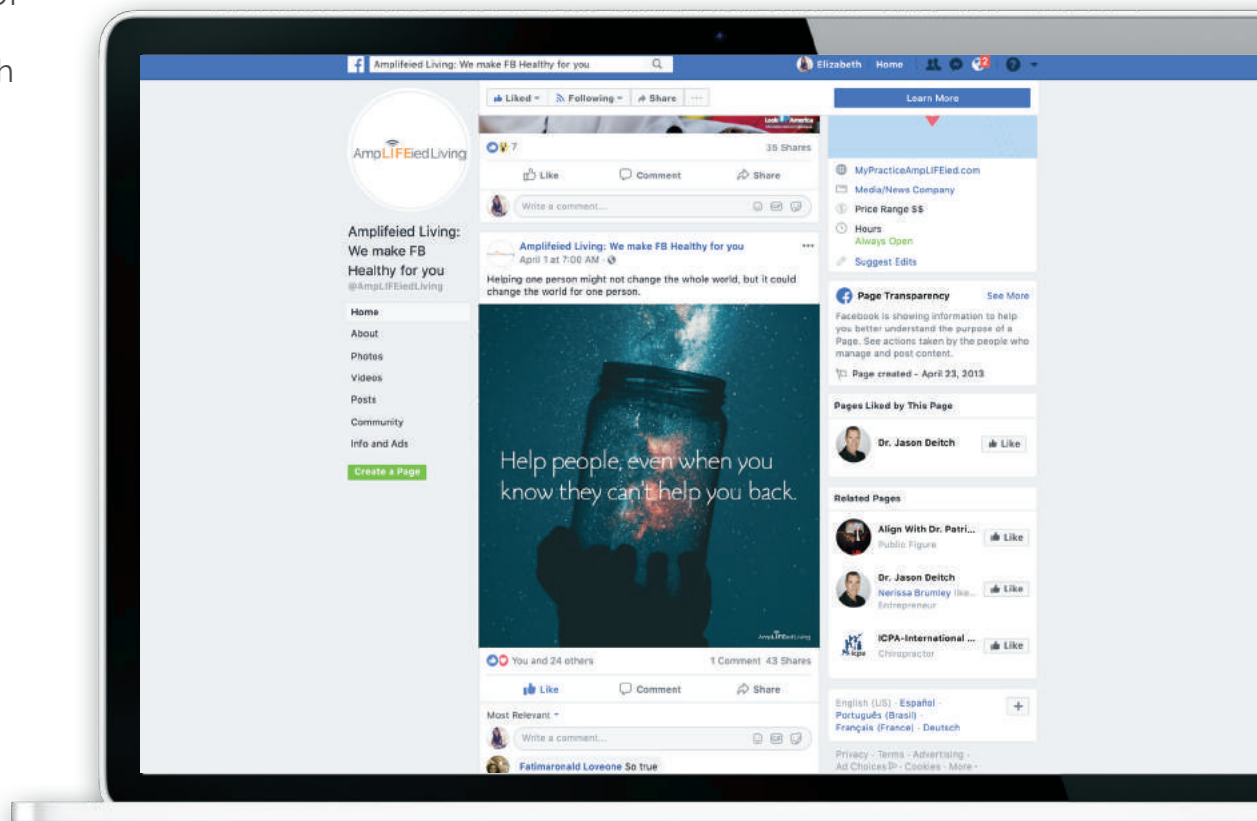
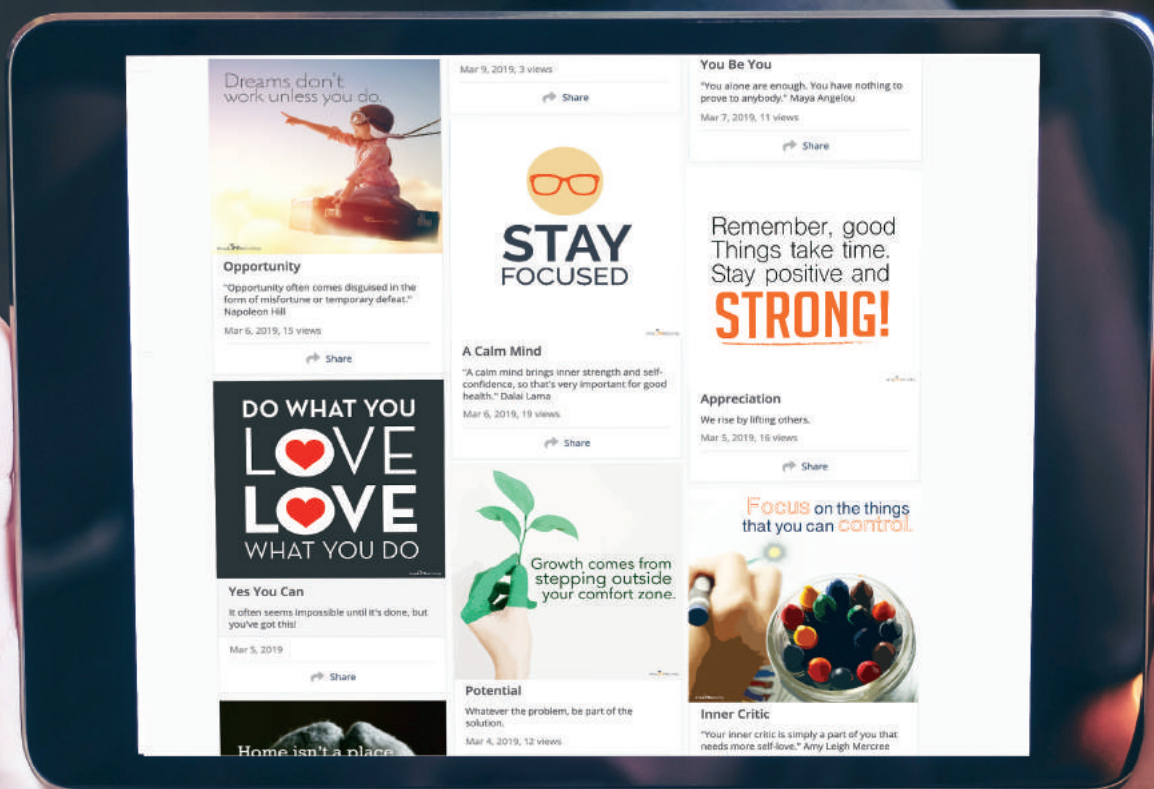


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Unmarket Your Practice

The Mindset

"Today we're in the era of 'servant selling'—where it's vital to serve before you even try to sell." ~Daniel Pink

I want to open your mind and shift your understanding to a different way of thinking about building and marketing your chiropractic practice.

It's about sharing your unique voice and perspective in a world that is literally dying to know what you think are the best-kept secrets in healthcare.

It's about connecting with your community by sharing your uncommon solutions to their common health problems and human performance goals.

I want you to attract people who want your services, not because you're the best deal in town, but because you are shared and referred by trusted friends.

People should value working with you. They're hiring you to help them with their most valuable asset — their health.

Do you pride yourself on being the cheapest option around? That may seem like an obvious question, but if you look at your current marketing and communication, it might not be so clear cut.

Why? Because professional services are different from commodities.

Would you drive across town to get gas? Probably not, unless it's significantly cheaper or a cute person is pumping it for you. Usually, when you need gas, you stop at the nearest gas station. It's a commodity. Convenience and cost win the sale.

However, that's not how people behave when it comes to buying professional services.

We know that, but we forget it. We've allowed ourselves to become addicted to the promise of instant gratification and the financial return on investment (ROI) of direct digital marketing and advertising.

We get enamored with the latest shiny no-effort-required "special offer" group-coupon-style tactic. "Get lots of new patients in your office, and you don't have to do anything, we'll take care of everything, blah, blah, blah."

Sure, these tactics get your name out there, and the deeply discounted special offer gets you what you think you want: more new patients, and fast.

But in time, you discover that most of the people who respond to these special offers are deal-shoppers and not necessarily searching for your unique talent and service.

They're searching for quick relief and a deal—and why shouldn't they? That's exactly what you offered them.

If you believe this approach "works" for you, that's great. Do what you think is right. However, if you want to attract more new patients who want the service you're really offering, it starts with sharing what you're really offering up front.



Here's a question. What is your perspective of who you are?

Are you a health service there to provide people what they want (i.e., quick relief)?

Or

Do you see yourself as someone with a unique perspective on important issues that can improve people's lives for the better?

Do you see your work as trying to fit your service into the mainstream mindset?

Or

Do you see your work as sharing new ideas and attracting people who align with your ideas and unique perspectives (and want more of it)?

Before you answer the questions above, remember one fundamental truth...

You can't get away from "doing the work."

The only question is: which "work" would you rather do?

Would you prefer to live your life doing the work of marketing yourself as a commodity, selling a service people can get in many different places, in many different ways? (Remember: Relief is often a matter of choosing the most convenient location, the fastest service, and the best price.)

Or

Would you prefer to live doing the work of sharing your unique perspective with as many people as you can, building a direct-to-consumer relationship so you can continually share your latest news and views with those who care about what you have to say?

You "market" to the Mainstream Market.

You "unmarket" to the UPstream Market

Mainstream market is people who are actively seeking your services. They want to feel better now, have cheap care that takes their insurance. No questions asked.

Or

UPstream market is everyone who could potentially be a patient/client/member of your practice, but who isn't actively seeking your services in this moment. They're not part of the 1% of the mainstream market actively seeking your services in the moment. They are part of the 99% who might be open to your services — if only they knew more about how you can help them solve a problem.



Do you feel like you are a commodity appealing to the mainstream market, or are you a trained organic health professional and human performance expert who is passionate about sharing your unique perspectives with as many people as you can?

Ask yourself: Who do you want to be, a mentor or marketer? What do you want to be doing, mentoring or marketing?



Here's why I believe you will be happier and more successful in your practice (and life) if you decide to do the work and mentor your UPstream market over marketing to the mainstream market...

It may not seem this way from your current viewpoint, but the internet makes it riskier to sell yourself as a professional commodity than to sell yourself as a local health expert, mentor, and community resource.

Why? Because if you are a commodity, then if (and when) their finances get a little tight or their time a little crunched, it's easy for them to search for a chiropractor who's cheaper and closer.

But wait, there's an even worse problem.

People don't know how to buy our profession.

Here's what I mean by that...

Let's say I stand in front of you and say, "I'm a chiropractor. I provide chiropractic care in my chiropractic practice. I love chiropractic, and I'm an excellent chiropractor."

Do you have any clue what I do in my practice?

Chiropractors don't even know what other chiropractors do in their practices.

Do you adjust? How do you adjust? What kind of financial plans do you have? Do you take insurance or not? Do you recommend short-term care plans or long-term care plans? Do you specialize in a specific type of care like pediatric care or conditions such as brain-based care? We're all different. Just declaring "I'm a chiropractor" doesn't give people enough information to say what you really want them to say: "Yes, I'd like to receive ongoing care in your practice."

Most professionals have been taught to educate consumers about their profession; the theory is, once they understand your profession, they'll want your service.

However, that's not exactly true. For example, "educating people about chiropractic" doesn't teach them why they should choose "you" to be their chiropractor.

Let me give you an example of what happens when a profession has one name for an entire spectrum of philosophies and practices (and continues to argue for the single title of the profession).

Imagine if all attorneys referred to themselves and marketed themselves as an “attorney,” like all chiropractors refer to themselves and market themselves as a “chiropractor.”

Someone says to you, “Hi, nice to meet you. What do you do?”

You say what you've always said, “I’m an attorney.”

Then you might explain what type of practice you have. Like a chiropractor, you might explain what you do, such as “I provide adjustments and correct interference in your nervous system, called a subluxation, so you can feel better and be healthier, naturally.”

The attorney's version would sound something like “I write letters, agreements, and contracts and go to court to explain to judges and juries your side of the story, so you can be represented well and get the justice you deserve.”

Funny, we'd never expect an attorney to actually say it like that, but that's what it sounds like to most people when they hear some chiropractors explain what they do—literally.

The chiropractor might also advertise how they can help people with specific conditions (such as headaches, neck and back pain) to feel better without the use of drugs and surgery. This is very similar to an attorney saying, “If you've been in accident, had a fall or injury, we can help you get the settlement you deserve, with no expense, if we don't win.”

None of that is a problem.

Yet...

The problem comes when that person goes to find an “attorney” somewhere else, using the description that you taught them (i.e., what you marketed to them).

Knowing the vast spectrum of specialties that attorneys have—from divorce attorneys, to tax attorneys, to estate planning attorneys, to criminal attorneys—what chance do people have of finding an attorney who does anything similar to what you taught them, simply by “searching” for an attorney?

It would be next to impossible for someone to be educated about what an attorney is and does, and then expect them to find something similar in their neighborhood.

Think of the cumulative impact. Consumers would be constantly confused and frustrated with their experience going to attorneys, because of the variety of experiences they have visiting different practices.

After a few poor experiences, most of us would give up on “attorneys” unless we’re really in a difficult situation.

How frustrating would it be for practicing attorneys to constantly deal with people’s expectations about what “attorneys” do—all because they were given some vague explanation.

Think of how difficult it would be for other professions to refer to you, or other practitioners in your profession. It would be next to impossible to do anything at scale like a professional network or alliance, because of the inability to know what type of attorney (or chiropractor, or insert your profession here) you’re going to experience at the practice.

This is true for all health professionals who feel they offer something more than the same commoditized service as everyone else.

Think about the collective impact of allowing this confusion to continue over time. It would be a frustrating mess for everyone.

Do you ever think about the long-term consequences that your current “marketing” message is having on the collective consciousness of your marketplace?

So what's the answer?

What if people could discover you, learn about you, and decide if they want your unique perspective and specialty before they come to your practice? What if people made this decision before they waste their time (and yours) with incorrect assumptions based upon what they were taught by some other chiropractor?

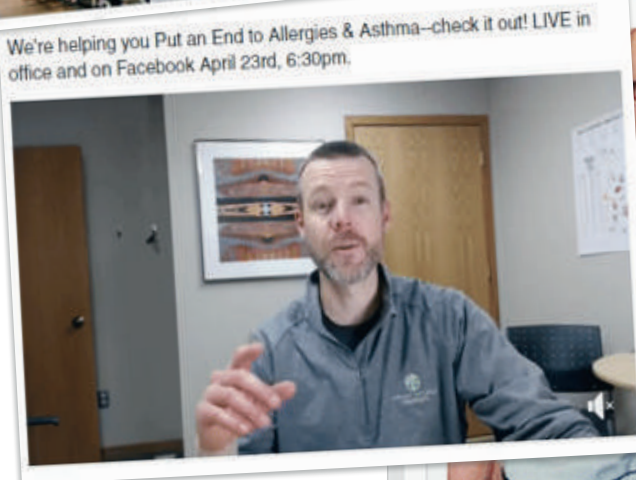
The problem is not that we’re all different. We’ll never all do the same thing in our practices, nor should we.

The problem is that people—whether they are potential new clients, colleagues, or other professionals who want to refer to you—don’t know what you do until after they start care in your practice.

So what can we do to end the confusion? The answer is to offer clarity. We can make it easy for people to learn what they can expect in our practices before they come to our practices. Just like they do before they buy almost anything these days.

Thank you social media and social networks! For the first time ever, we can now share our unique story about what makes our practice and principles unique from other professions, and even from others within our own profession. And you can do it all with that little computer you carry in your pocket all day.

My objective here is for you to acknowledge your most valuable asset. If you want to grow your practice, you need to leverage your ability to teach, mentor, and share with people what problems you help solve. With your unique perspective on life, health, and wellbeing, hundreds, thousands, and eventually maybe millions of people can learn about you before they start care in your practice.



The more people you can teach about your unique specialty and professional beliefs, the more you will hear: "Yes, I'd like to receive your care." The more you show them how you can help them solve their problem, the more pre-qualified new patients/clients and referrals you can expect.

The bigger your tribe, the larger your impact, influence, and income potential will be.

So, what's the secret to building your tribe?

Here it is, and please don't share this secret with others who have not bought this book. It's just for you...

I call it: The GAS Method.

Here's how it works: Ask yourself, **"What would I do, if I really Give A Shit?"**

Simon Sinek says that "money is fuel" that gives you the resources to drive your purpose. I say, "If you want to build your tribe, you need G.A.S." You need to really Give A Shit.

If you had as much money as you needed to cover all your monthly expenses to live the lifestyle you believe you deserve, would you think "What can I do to give back to my community?"

If so, that means you really Give A Shit. That's a good thing. It matters.

Think about it, if you didn't need the money...

What would you do if you really Give A Shit about people and really Give A Shit about what's going on in your community?

How could you use what you know to make a more significant positive difference in more people's lives?

What effort would you put into sharing your essential, life-saving, life-enhancing ideas with people, whose lives would be better because of what they learn from you?

What if you didn't need the money to do those things, starting right now?

What if it is that simple? It is, and I'll show you how.

It starts first thing every morning.

Many of us use our mobile device to wake ourselves up. So in an instant, we're connecting.

If you're like most of us, you're checking texts, emails, Facebook, and Insta within the first hour,

if not the first few minutes, after waking up. Every morning.



Why do we do it?

We wake up, and we want to feel good. We want a treat. We want validation that everything is OK. We want to see what's up with our friends and family. What's in the news. We want to see how many people Like, Commented, or Shared something we posted. Maybe we just want to see a kitty video or something silly. We go to find something that inspires us, something to make us smile and feel more connected.

Whatever your reasons are, we're all plugged in, all the time. For business and pleasure. Family and friends. It may not be the best thing to do immediately after waking up, but it's what we do.

Shouldn't your gift of daily inspiration be the thing that wakes up thousands of people in your community when they pick up their device, turn off their alarm, and check-in?

Why? Because sharing your inspiration, unique perspective and passion to serve people is an act of kindness. It is a gift you can give to people throughout your community.

Unmarket Your Practice is an authentic conversation, not just a gimmick to sell more stuff.

When you provide inspiration and genuine value that helps your tribe improve their health and life, they get to know, like, and trust you. Then they Share you.

The Unmarket your Practice Mindset is the idea that the more inspiration and genuine value you share, the bigger your tribe will grow. The bigger your tribe grows, the greater your potential for impact, influence, and income.

I call this Inspiration Based Branding. It's consistently and persistently inviting people to "wake up inspired" with your tribe on Facebook (or any other platform you choose) every morning.

Offering people the gift of inspiration each and every morning earns you the right to share your other gifts of knowledge with them.

Some will care. Some won't. You do it for the ones who will. Since you don't know who will and who won't care, you just keep teaching to everyone, and those interested will continue to learn as long as you continue to teach.

Remember: "The more they can learn from you, the more you can earn from them."

There is an accumulated impact of a growing a tribe of people who wake up inspired by you, who continue to learn from you, and who like you. The very same people who come to your practice and say "Yes, I would like to receive ongoing care in your practice" will buy the lifestyle products that you recommend and will enthusiastically refer you to their friends, family, and coworkers.

I've simplified this entire Inspiration Based Branding model for chiropractors into a simple to follow 3-step protocol. Read on to Chapter Two to find out more!

Unmarket Your Practice

The UP|Protocol

"Traditional marketing may be termed as "push and pray" marketing, which is the traditional method of pushing a message at a prospect and praying it makes an impact. On the other hand, unmarketing may be termed as "pull and stay" marketing, which draws potential customers toward your business and gives them reason to stay there."
~ Scott Stratten

There's been a lot of confusion over the years about using search engine optimization (SEO) and social media as a marketing tool. It's especially true in an area with which I am very familiar, the chiropractic profession. I sometimes wonder, "Did Google ruin chiropractic?"

There's a lot of conversation about how to attract new patients through SEO and Facebook ads with special offers, but I'm going to approach this from an unconventional, uncommon, unique perspective.

Unmarket Your Practice is a brand-new type of training. I like to think of it as a tribe leadership training program for inspired health professionals and their teams who want to build relationships and make a positive impact in their community through social media.

Unmarket Your Practice is a protocol for professionals to learn how to build a tribe of people who believe what you believe and become your practice's #1 source of referrals, increased conversion, retention, product sales and more.



Step 1: Put Your Best Face Forward
Step 2: Create Your Content Posting Strategy
Step 3: Amplify Your Tribe

You can follow these steps and decide how best to implement each of them based on your practice style, your personality, your budget, your team, and the time investment you're willing to make.

The three steps of Unmarket Your Practice work as an integrated system, and there are different ways that you can implement each step of the protocol.

We build tribes because community is the new marketing. I'm going to share with you three steps to do it tactically, and I'll be your step-by-step guide for making the right decisions along the way.



Step 1:

Put Your Best Face Forward on Facebook

"People like us do things like this." ~Seth Godin

You don't get a second chance to make a great first impression. When people come to your practice's Facebook Page, you want to make sure they are impressed and inspired to like your Page and engage with your community.

The way to do this is to start by welcoming people with a sense of pride, with a sense of purpose. Your practice's Facebook Page is not just a marketing tool. It's not just a place where you can share your discounts, special offers, announcements, and gimmicks.

It's a valuable resource. A community. Your community. Your tribe.

The most significant difference between "My practice has a Facebook Page" and "My practice has a Facebook Page that WORKS" is how your Page welcomes people and what action steps you encourage them to take.

Here's how: "Opt-inize" your practice's Facebook welcome experience.

This is an essential step toward success. Opt-in means that people willingly choose to take an action that allows you to follow up with them. If you've ever signed up for a newsletter, ebook, or any other information or gift in exchange for your email address, you've "opted-in."

We're doing the same thing on social media. This is why I currently focus on Facebook as your primary communication hub. You can invite people to "Like," "Follow," and "See First."

That means when people follow this sequence, they are authorizing Facebook to prioritize ALL of your Facebook Page posts to appear in their Facebook Newsfeed FIRST whenever you've posted something new.

Start the process by updating your Facebook Page cover image/video, which is a visual piece of content that sits at the top of your practice's Facebook Page.

It takes up almost a quarter of the screen on most desktop browsers. Sometimes called a Facebook banner, this graphic is the most visible and noticeable part of your Page on both mobile and desktop. It is the first thing people see when they visit your Facebook Page.

1. Update your practice's Facebook cover image/video: Use a banner, video, or image that gives your Facebook tribe a feeling and emotion that is aligned with your brand and your message.

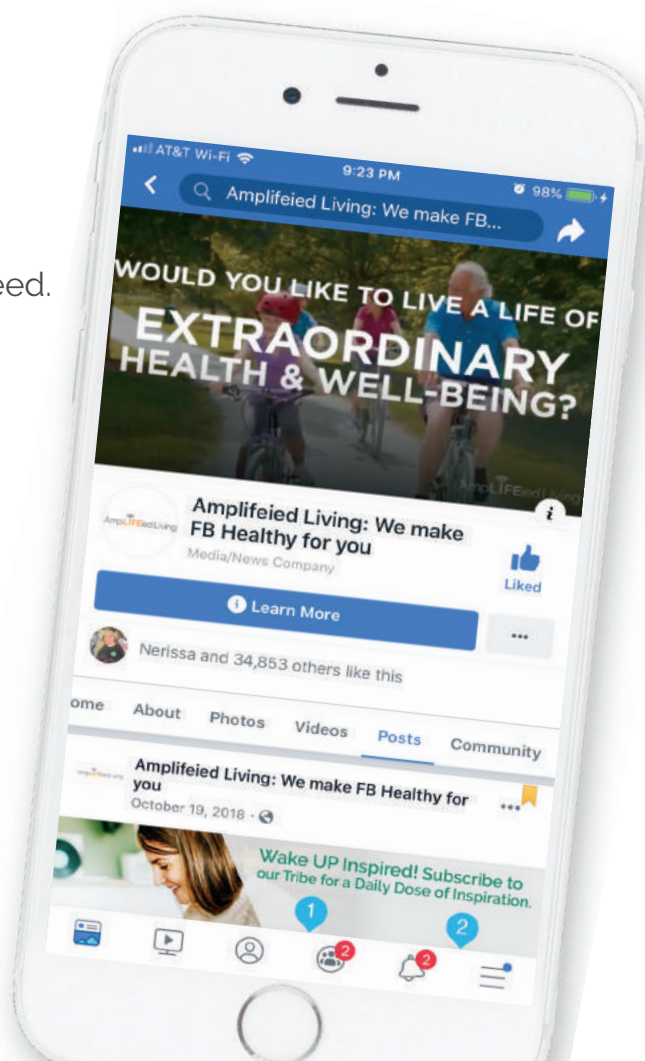
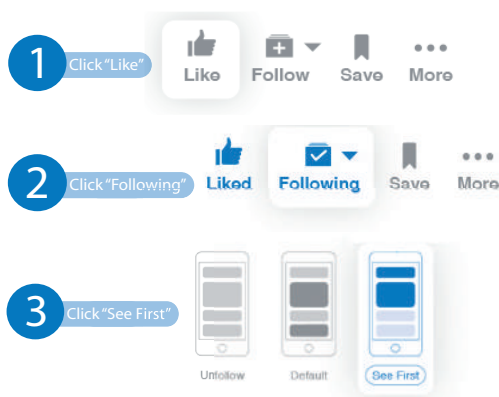
2. Give a specific call to action. Invite them to like your Page and subscribe to your tribe. That means that they not only click the "Like" button but also click "Follow" and "See First."

Important: This is the primary goal of this step. It's the social media version of someone opting-in to your practice's email newsletter, only better. When they click "See First," you get 100 percent of those people to see 100 percent of your posts 100 percent of the time with zero dollars spent.

How do you get them to want to click "**See First**?"

Inspire them to.

Give your ideal audience something they want, and you'll earn the right to share with them what they need.



Step 2:

Creating Your Content Posting Strategy

"Great content doesn't feel like marketing, it feels like a gift." ~Bernadette Jiwa

You might have heard it said that we make buying decisions with our emotions and we justify them with our logic. If that's true, let's focus on connection and Inspiration Based Branding first, then education second.

Start by generating meaningful micro-moments for your tribe. Think of these as digital gifts or inspirational presents.

Think of yourself as Santa Claus. Every single day is Christmas. Your job is to wake up as many people in your community as you can, with your inspirational digital gift of the morning.

Do you feel the difference between giving gifts every day versus wondering "Will this post work? Will that special offer work? Hmmm, maybe I should ask around. Get some feedback from others. Split decision. Maybe I should test it. I want to make sure it's right. If I'm going to do this, it's got to be right. This has got to work..."

It's no wonder you're too busy. No wonder you don't want to do it.

There's a world of difference, and it's all based on your mindset and intention.

Stop stressing. Be generous. Share your gifts with others.

Here are three types of gifts you can give:

1. **The Gift of Inspiration:** Inspire as many people as you possibly can, every day.
2. **The Gift of You:** This is where you share your unique voice, your professional truths, and your uncommon solutions to their common problems.
3. **The Gift of Endorsement:** One of the most effective ways to receive steady streams of highly qualified referrals.

Attract believers by sharing what you believe, so people can discover **WHY** they should choose **YOU** to be their trusted health professional.

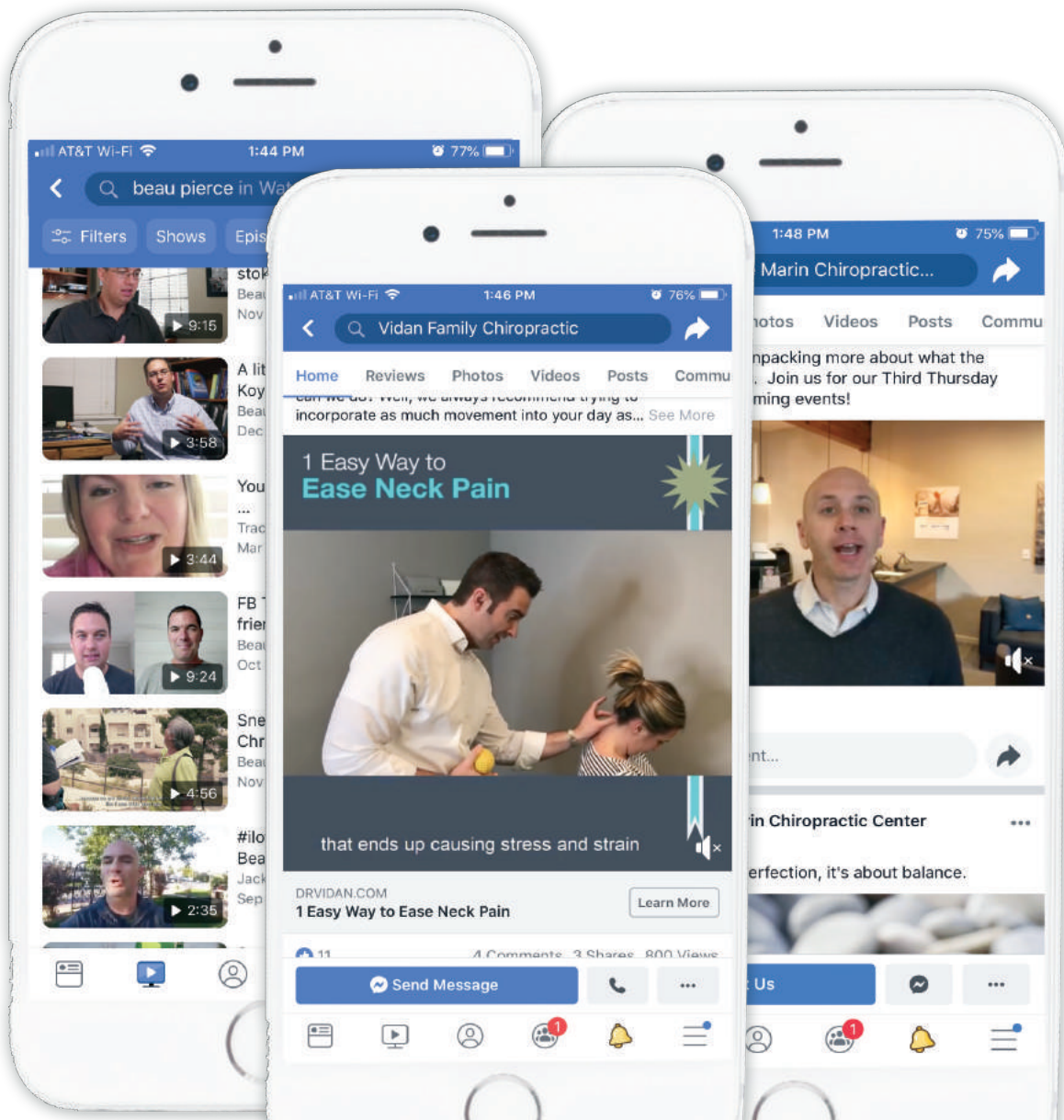
How will you ever attract new, high-quality clients who appreciate your reasons for why you do what you do, if you don't share it in a way that is easy for them to understand?

Remember, the truth shall set you free—so what if people in your practice, tribe, and community knew your truths?

What if they understood the lens through which you see the world? What if they knew your training, passion, dedication, and desire to serve and make a positive difference in their lives?

What are your professional truths? Your undeniabables, non-negotiables?

What uncommon solutions to common problems do you offer that are valuable for others to know?



My Health Professional Truths:

1. Life is better when we wake up inspired.
2. Health is a state of complete physical, mental, and social well-being, not just the absence of disease and infirmity.
3. Our body has an inborn, genetically pre-programmed, innate potential to heal itself.
4. Our nervous system, made of our brain, spinal cord, and peripheral nerves is the master communication control system of our body.
5. It is our own personal responsibility and opportunity to keep our nervous system (brain/spinal cord) healthy; we need to recognize that this service is not available in the traditional medical system, because there isn't a prescription pill, device, or surgical procedure to keep our nervous system healthy.
6. The traditional medical delivery system (i.e., our 'healthcare system') does not focus on health, but specializes in the treatment of symptoms with drugs, devices, and surgical procedures along with emergency care.
7. Chiropractic adjustments play a vital role in keeping us healthy because they help keep our nervous system interference-free and our posture strong.
8. When we find someone or something great, we share it with people we care about.

What are your professional Truths?

What if your community knew what your professional truths are?

Do people in your practice know them?

What are you doing to share them with others?

Step 2, Part 1:

The Gift of Inspiration

"Authority is about earning the right to add value and provide opportunities to a particular community." ~Chris Brogan

When people in your tribe and your community wake up every morning, I want your practice's name and inspirational message to be the first thing they see when they check in on Facebook.

That's one of the foundational ways Inspiration Based Branding works. People who are inspired by you daily are very likely to like you, talk about you, and some will end up coming to your practice when the time is right.

Start everyone's day off with a win. An unconscious, "Thanks doc, thanks team, that's awesome. **I AM** going to live my innate potential today."

Think of it as a morning ritual—a daily digital huddle and high-five with everyone in your inspired HealthTribe.

You earn the right to share what you want with people by first giving them what they want from you. It is crucial that you understand this mindset for success.

You earn the right to share your message with your tribe by first giving them the messages they "want" to receive from you.

The Gift of Inspiration is your unique way of inviting people to become part of your tribe.

It's your invitation, your way of saying, "Do you like to wake up inspired? I do too. Hey, come, join us. In time, you'll get to know more about us, and hopefully talk about us, share us, continue learning from us."

When they've learned why they should, they'll become a patient/client of yours, too.

The strategy behind inviting people to wake up inspired is to start a connection and build a relationship.

Providing something that might be of value to them earns you the right to share more with them over time. That's the spirit behind this step. It's an easy way to invite people to become part of your practice's HealthTribe.



Step 2, Part 2:

The Gift of You

"Authority is a privilege we earn to share our values with people who believe in what we believe in." ~Bernadette Jiwa

Sharing your daily dose of inspiration earns you the right to share The Gift of You: your voice, your perspective, your specialty.

Sharing The Gift of You creates more opportunities for you to invite more new people to wake UP inspired with you and your HealthTribe each morning. It's a great way to differentiate yourself from other health professionals in your community.

Stop thinking of and selling yourself as a commodity and start sharing your authentic intention and genuine value. When you share your uncommon solutions to common health problems and human performance goals, these are your gift to your community. It's the Gift of You.

Share consistently, and people will realize you're somebody who cares. They will see you generously investing your time to share your expertise with people, and they will start to trust that you know how to help them, whether they become a patient/client today or not.

How do you share The Gift of You?

Internal: Counter handouts, wall signs, bulletin/whiteboards/ video displays, posters, business/postcards, live events, and workshops.

External: Local media, presentations for local businesses, local health professionals, associations, organizations and employers seeking to inspire their members/employees toward better health and organic living.

Digital: Recorded/live video posts, blog posts, email, podcasts/webinars teaching your uncommon solutions to people's common problems.

It's just a simple game of "awareness and demand." The more people are aware of you, the more people can talk about you, choose you, and refer to you. The busier you get, the less capacity you have. The less capacity you have, the more exclusive your service

becomes. The more exclusive your service becomes, the more people will demand it. It's not always logical, but we tend to want the things we can't have—or feel fortunate to have because of its exclusivity.

The smartest thing about sharing the Daily Gift of Inspiration and Gift of You is that you're building a direct-to-consumer communication system with your ideal audience.

Speak to your tribe about the things they are most interested in learning from you. Not sure what that is? Ask them.

Build momentum by consistently inviting people to take the next step, whether that is starting care or simply learning more with you.

Consistently invite people to take the next step with you by inviting them to engage, whether it's to wake up to a daily dose of inspiration, join an online event, attend a live event, have a phone consultation, or schedule an appointment in your practice.

For those not ready to start care today, always give them an opportunity to keep learning more from you by watching, listening, or reading your messages.



What should you teach?

Choose the intersection of:

- What do I like to teach the most?
- Who do I like to teach the most?
- What's the most valuable idea I can teach them?

If I asked you what would you rather have, “more” new patients or “better” qualified new patients, which would you choose? More or better?

If you choose better, than you want to share The Gift of You with as many people as you can.



Step 2, Part 3:

The Gift of Endorsement

"You will get all you want in life, if you help enough other people get what they want." ~Zig Ziglar

How would you like to receive a steady stream of referrals from other health professionals in your community, consistently sharing you, with their clients?

How do you make it happen? By giving The Gift of Endorsement. It's simply a way of giving your endorsement to others you authentically recommend.

Why? Because most professionals, most places, most causes are likely to share your endorsement with their audience, with their clients, with their community. It's just the way it tends to work if you follow our protocol and do it authentically.

The Gift of Endorsement is a remarkably effective approach to generate a steady stream of referrals.

Here's how:

Create a library of your "Favorite Things" that people ask you about regularly or that you believe more people should know about because it will make a positive impact in their lives.

Once a month, or once a quarter, choose the top four people, the top four places, and the top four products you recommend most.

- Who should I see for _____?
- What should I take for _____?
- Where should I go for _____?
- Who's your favorite massage therapist?
- Who's your favorite personal trainer?
- What's your favorite stretch/exercise should I do for this tension?
- What's your favorite pillow I should use?
- What's your favorite Pilates studio or CrossFit studio?

If you're the doctor, you may not know how your team is answering these questions.

You should.

So, what if you made a list of your favorite people, places, and products, and then created videos about them? You create a library of those videos at your practice's Facebook Page for your practice's HealthTribe, and you title them "Our Favorite Things."

When people click the button to see notifications first on your Facebook Page, they not only receive your Gift of Inspiration and Gift of You, they also gain access to learning all about your "Favorite Things."

The key to success is to make these videos consistently.

You can easily strip the audio from your video and turn it into a podcast or transcribe the audio and publish it as an article on your blog.

A video is the easiest to start with. You can do it quickly and don't have to bother with layout, graphic design, copy editing, and watching for typos.

You want to create what I call "a sandwich-style video."

Every video is opened up with the first slice of "bread." It sounds something like, "Hey, I'm Dr. Jason. Welcome to AmpLIFEied Living, where we make Facebook healthy for you. People ask me questions every day, all day, about my favorite things.

Then you insert the "meat." One of the most frequently asked questions I receive is "what is my favorite pillow to sleep on?" Then share your truth, "That's a great question. Here's my favorite pillow and here is why."

Close with your second slice of "bread." Featuring gratitude and a call to action (i.e., to watch your other Favorite Things videos to learn more about your favorite things!)

Same idea for your favorite people and places. Another question I often receive is "Where is my favorite yoga studio in town?" You reply in another video: "My favorite yoga studio is_____studio because..."

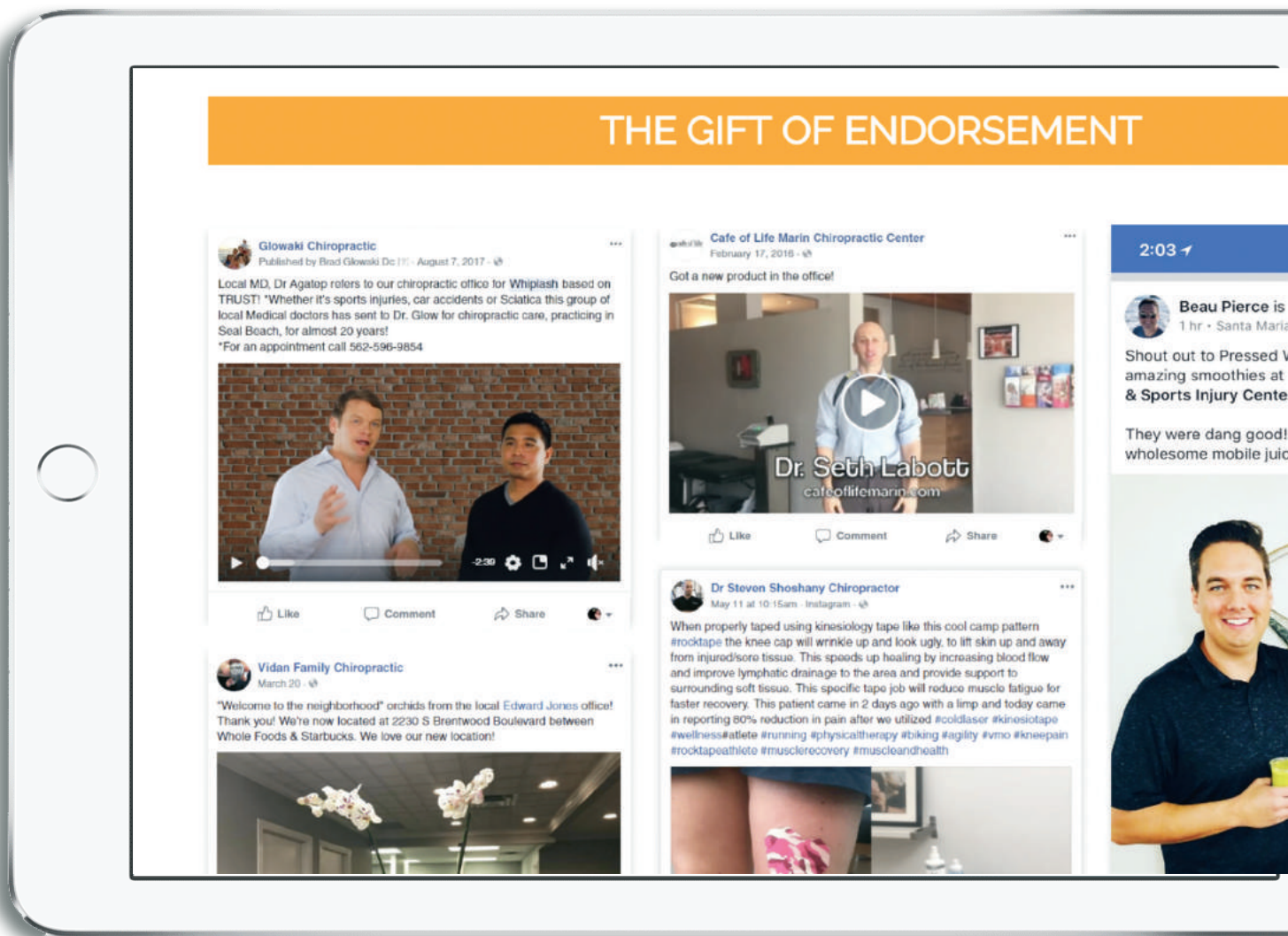
When you build a collection of these endorsement videos, it adds genuine value to your tribe. It gives people a more significant reason to subscribe to your tribe, engage with your Page, and share you with their friends.

For best results, do the video on-location and share them with the people and places you recommend. They are easy to do, and they are impactful because you are being of service to your tribe and being generous with your endorsement.

What do you think the health professional, studio, or place you endorse will do with your Gift of Endorsement that you share with them? What would you do if someone created a video endorsement of you and how much they benefit from your services?

"Hey, everyone, guess what the best fill in your profession here in town thinks about us!" They're often happy and proud to share you and your endorsement with their audience.

Create your local dream team and cross-endorse each other generously. When your endorsement gets shared, that's good for you. That's what you want to happen.



How to Think About Your Content Posting Strategy

Remember, the big idea here is that you are building an audience of people who are aligned with what you're teaching. The bigger the audience or tribe, the greater potential for impact, influence, and income.

Imagine that your practice's Facebook Page is the equivalent of your local cable TV operator. Their job is to sign up as many subscribers as they can, and they do it by creating a Programming Guide that tells people what shows are going to run at what times, on what days, on what channels.

Then they promote the Programming Guide. They promote the idea that as a subscriber, you'll be able to watch these great programs that will make you laugh, learn, stay informed, and be entertained.

The better the programming and promotion of the programming, the greater the audience potential and subscriber base.

Cable TV operators create their Programming Guide by combining nationally syndicated programming such as Seinfeld, Jeopardy, Wheel of Fortune, NBA, NFL, MLB and your current favorite network series with local programming such as local news, weather, and sports.

You want to think about your practice's Content Posting Strategy in the same way.

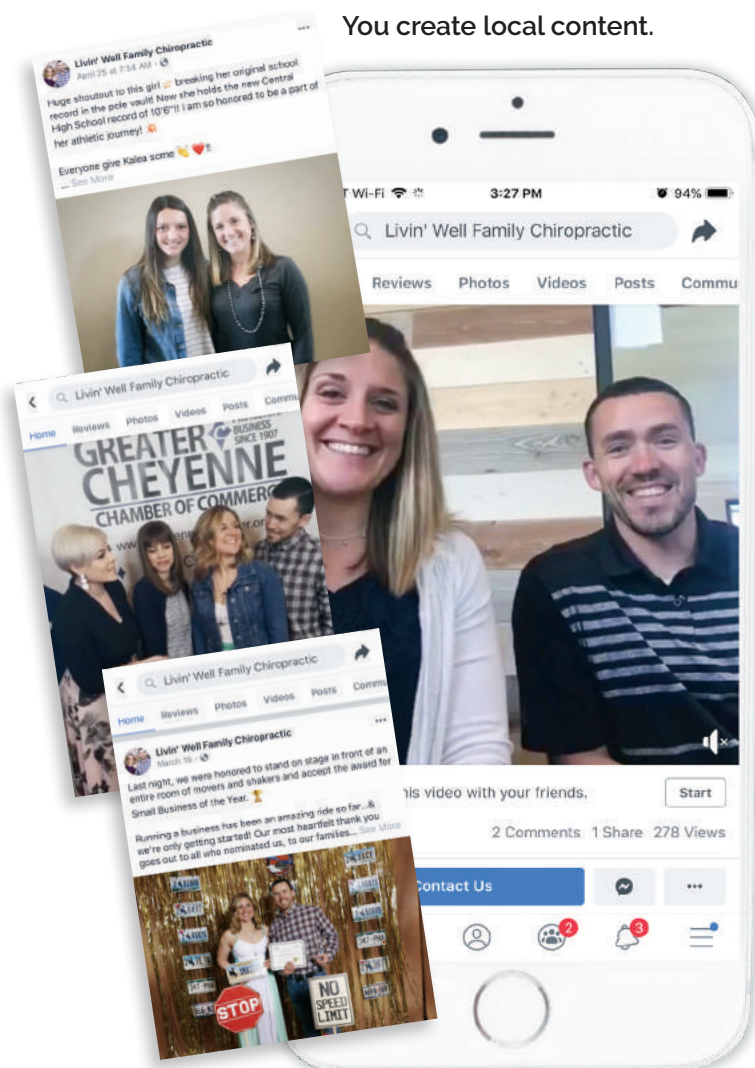


- How many subscribers would I like to be subscribed to my tribe?
- What quality syndicated content will I share with my audience/ subscribers?
- What quality local content topics/series do I want to teach and share with my audience?
Do I want to do FB Lives, recorded webinars, podcasts, blog posts, private group trainings, in-office workshops, community conversations, gifts of endorsements?
- What messages are important to me?
- What do I want to make sure my growing tribe learns and has the ongoing opportunity to share with others?
- What ideas are important for me to teach, because I know it will be of positive value to others?

You want to find and share great syndicated social content AND create your own local content guide. You want to create a new programming mix to attract your ideal audience/subscribers who are aligned with your replies to the questions above.

Once you've developed a syndicated and local content Programming Guide for your practice's Facebook Page, it's time to Amplify Your Tribe...

You create local content.



You share syndicated content.



Step 3:

Amplify Your Tribe

"Authority means to demonstrate expertise instead of merely claiming it." ~Brian Clark

You may have heard the saying "your net worth is equivalent to your network." That's why you want to invest in amplifying your tribe daily. Building your tribe today is the foundation of your financial security tomorrow.

Your impact, influence, and income are directly connected to the number of people you can reach, teach and serve. Can you click, reach and teach ten people, a thousand, a million or more?

Think of the UP | Protocol as a three-step process: Connect-Engage-Promote

You are connected by "opt-inizing" your practice's Facebook Page.

You are consistently engaging by sharing your gifts of inspiration, your uncommon solutions, and your favorite things.

Now, it's time to promote.

How do you do that?

Everywhere you have an opportunity to invite people to take the next step in getting to know, like, and trust you, so take that opportunity and invite them to "wake UP inspired" by subscribing to your tribe.

You can start by hanging posters, counter displays, and putting up video screens around your practice. Hand out business cards and postcards inviting people to wake up inspired and be a part of your tribe.

Remember, design matters. We're visual creatures. We think in pictures.

Your goal is to build your tribe (to the size you want it) by transforming your practice's Facebook Page into your practice's direct-to-consumer communication hub.

If you want to invest money and advertise invitations to join your tribe above and beyond growing it organically in your physical practice (say, as part of your presentations and events), that's awesome!

For best results, train with your team. Create a vision together. Decide how much of an impact you collectively want your practice to make. Agree on goals for how many people you want in your tribe?

Decide who's going to take which action steps to generate results. Agree on a plan and build it. Stay persistent. Stay consistent. When necessary, ask questions.

Create incentives. Decide who's responsible and who's accountable for each step. If you want your team to make this important, train together. Install the system in your practice together, then measure and reward them for growing your tribe.

For best results, actively measure your actions and results.

I know everybody wants to make more money, but that's a byproduct of serving more people, living more aligned, and building your systems. You want to get on with doing your real work, which is loving what you do and serving more people in your community.



Conclusion...

Till We Meet Again

It's time to say goodbye. Let me leave you with some parting thoughts...

I hope you got some great ideas and value from reading this book. I hope you feel it was worth your investment of time.

I hope you learned something that will nudge you forward on your journey, inspire you to reach higher in your aspirations, and help you find greater clarity for your power to connect, teach, and serve more people.

Seth Godin shares a story in his book, "This is Marketing," where if you drop a few drops of purple dye in a jug of water, you'll start to see the water change color. Keep dropping drops, the more you'll see change. The more drops, the more change. However, if you drop those drops into the ocean, you'll use the same effort without ever being able to visibly see the change you made.

In my dreams, I see a world much healthier, happier, and kinder than the one we're living in now. I'm hoping thousands of inspired health professionals start dropping drops of inspiration in thousands of communities around the world, creating a collective purple ocean swell of progress, waking up millions of people with a daily dose of positive inspiration in their newsfeeds, thanks to you.

Like purple drops in the jug, I'm inviting you to start sharing daily drops of truth about how powerful people are to heal themselves and live our innate potential, to do our best work and make our greatest contributions. If we keep posting hope, inspiration, truth, and direction, we will see change.

Our health care system in America is ripe for change. Everyone knows there's a problem, but no one's stepping up with any credible, viable, long-term solutions. That's because today's leaders are trying to solve the wrong problem.

Better health is not solved by giving more access, more coverage, more drugs, and more surgery to more people. That will always lead to more use of more drugs and more surgery, which will always cost more.

As I wrote in *Discover Wellness: How Staying Healthy Can Make You Rich*, the ultimate solution to America's health care crisis is "for more people to be less sick."

The solution to the number one cause of personal bankruptcy and helping our nation avoid physical, emotional, and financial bankruptcy is for people to live healthier lifestyles.

That's the ultimate opportunity for inspired health professionals: to teach something that reduces the demand for expensive, dangerous, symptom-treating, reactionary medical service.

We can reduce the need for expensive, dangerous, addictive drugs and risky medical care by teaching people that health is a byproduct of focusing on "living our innate potential" and choosing "clean living and organic care first." If you're an inspired health professional, now's your time.

Our current healthcare system is a medical monopoly built during the times of the high costs and constraints of traditional mainstream media. Research reports that the US alone consumes more than 50% of all the pharmaceutical drugs in the world yet makes up 5% of the world's population, and we are far from being the healthiest population on the planet.

In spite of the trillions of dollars raised for more research, better medicine, and faster innovation, we're not even close to the healthiest nation in the world. What kind of return on investment is that? How are we letting this happen?

It's because political medicine and pharma has a voice and uses it to speak up. They put massive investment and effort into controlling the "mainstream media" messaging about what health is and how to buy it back once you've lost it.

They taught us that all you have to do for a better life is "ask your doctor" for the latest blockbuster drug—just make sure you have good insurance to pay for it.

Modern medicine has been extremely effective at using the media to teach their message. Breaking news reports, so-called scientific journals, and commercial after commercial "programming" us and normalizing the idea that living sick is normal and living on the

latest and greatest scientifically-proven medication (often for the rest of your life) is a great solution.

I've had enough of the prejudice, non-science, pseudoscience, fake news, and in some cases blatant fraud. I believe our world deserves to hear the truth, your truth.

We need the true breaking news and cutting-edge research that proves we are far more powerful and capable of staying healthy and healing ourselves than we've been told. We need to learn that there's so much more we can do for ourselves, and our families, to reduce our risk of disease and express our innate potential for better health and human performance, organically.

I believe that it's time for inspired health professionals of all disciplines to empower more people to live their potential.

I believe that it's time for inspired health professionals to embrace our potential to impact and influence people to be self-responsible for their health and health care costs.

If you share these beliefs, then now is your time.

Screens, social media, and social networks may seem like the problem to many people, but I'm suggesting we use screens, social media, and social networks as the solution.

The solution to clearing the interference between your truth and your communities' hearts and minds.

Social media and Inspiration Based Branding is an inspired health professionals' new best friend and greatest superpower.

Finally, each and every one of us has our very own TV studio, radio station, printing press, telephone network, and town square, allowing us to broadcast our truth to an unlimited number of people around the world, every day, for free.

Is now your time to start helping more people get well and stay well organically?

Is this your year to invest in generating a new source of Digital Income?

If so, it's time to Unmarket Your Practice.

It's time to build a tribe of people who believe what you believe and become your practice's #1 source of referrals, increased conversion, retention, product sales, and more...

Connect and inspire, share your gifts, teach your truth, build your tribe, grow your impact, influence, and income, and make your world a better place.

If this book helps more of us to help others live their innate potential AND makes it less stressful and less expensive for people to do it, then we can all be proud to say that we've "done the work" we're driven to do as inspired health professionals.

Your practice's Facebook Page
is not just a place where you
can share your deep discount.
It's a resource. It is valuable.

What Do I Do Now?

Step 1: Subscribe our Tribe for a Daily Dose of Inspiration

<https://www.facebook.com/drjasondeitch>



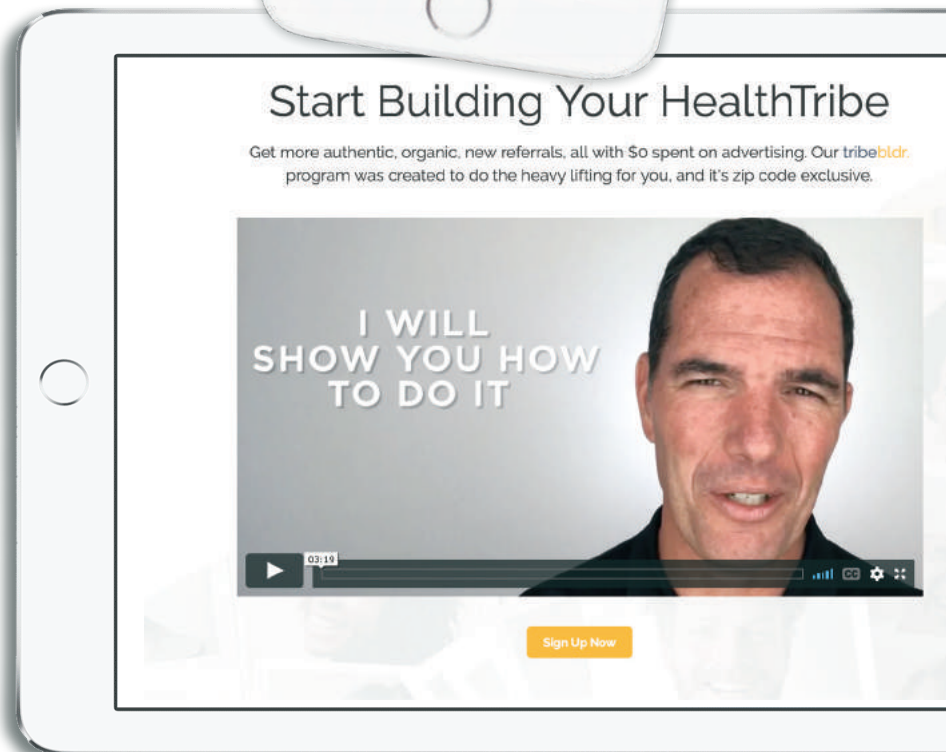
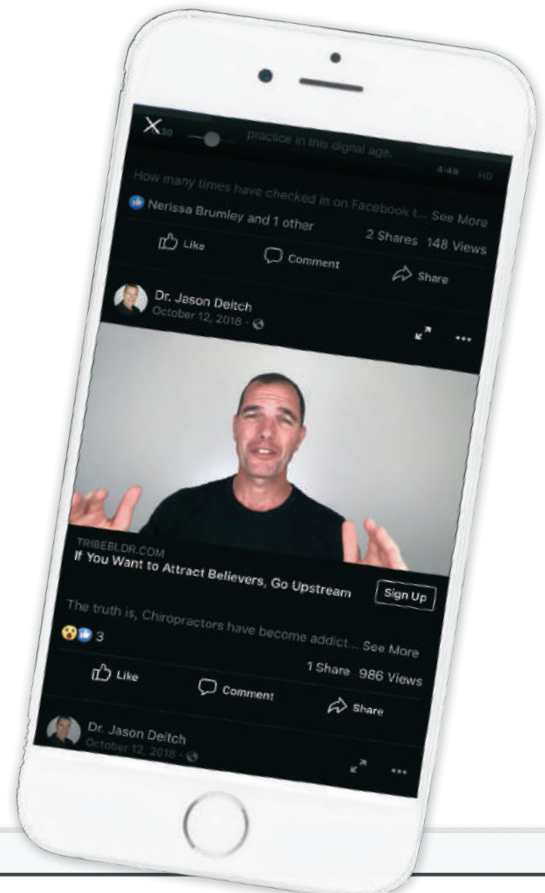
Step 2: Learn more and train with us

Join our email invitation list for exclusive invitations to upcoming live trainings:

<http://drjasondeitch.com/subscribe/>

Step 3: Get started and hire our team to help you

Become a tribebldr:
<https://tribebldr.com/>



About Dr. Jason Deitch

This book is decades in the making, based on my personal experience growing up in New York City, the son of an extremely successful women's fashion industry executive and one of NYC's top interior design firm leaders. Graduate of Northeastern University (marketing major), real estate agent in Boston, entrepreneur, Vail (Colorado) ski-bum, personal development junkie, 9-year practicing family chiropractor, best-selling author, international speaker, strategic consultant to the largest chiropractic vendors, universities, organizations, associations and practices in the world. Early stage-venture investor, advisor, and tech founder. Divorced father of three sons, whose wife at the time miraculously became Facebook's first Director of Marketing in late 2005. No, I didn't work there. Yes, I learned a lot.

My intention for this book is to offer you an unprecedented opportunity to improve the quality of people's lives in your community and around the world by using your professional social networks to share inspiring, life-enhancing social media messages that have meaning and impact.

Think of it as a social media instruction manual for caring, passionate health professionals who want to grow their practice, impact, influence, and income. This book is for professionals who care about the message they put out in their community; who care about people, whether they become a client or not; who care about our future, whether they see the direct results or not.

