



2021

# AUDACITY

AUDIOLOGY UNLEASHED

OCTOBER 25-27 **PORTLAND, OREGON**

# The New Battleground for Growth and Impact

(And it's not inside your clinic)

Erik Sorenson  
Co-Founder HearWorks





# Welcome to the future of practice growth

HearWorks.com



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# **BUSINESS IS CHALLENGING**

# **BUSINESS IS A CALLING**

*If you are lucky enough to never experience any sort of adversity, you won't know how resilient you are. It's only when you're faced with obstacles, stress, and other environmental threats that resilience, or the lack of it, emerges: Do you succumb or do you surmount?*  
-Maria Konnikova

# EXTERNAL THREATS TO YOUR PRACTICE

AND THE INDUSTRY  
*(NOT THE BIGGEST PROBLEM)*



# THE CHALLENGE OF BUSINESS

## GROWTH, TEAMS, MARKETING, TIME

*(NOT THE BIGGEST PROBLEM)*



# #1 CHOKEHOLD ON BUSINESS GROWTH

**GREATEST THING YOU COULD  
EVER LEARN TODAY**

**WE ARE GOING ABOUT IT WRONG**

**WE FOCUS 80% ON STRATEGY**

**20% ON PSYCHOLOGY**

# **TOP 3 CHALLENGES**

- 1. HOW CAN I GROW? (MARKETING)**
- 2. HOW CAN I HAVE ENOUGH TIME IN THE DAY TO GET IT ALL DONE?**
- 3. HIRING/BUILDING A TEAM**

# CLINIC GROUP #1

- 10% of their fittings 2019 3rd Party
- 60% of their fittings 2021 3rd party
- 42.7% Decrease in revenue

# **CLINIC GROUP #2**

**Upgrade eligible patients are coming back as 3rd party patients**

# **CLINIC GROUP #3**

**Marketing is resulting in 3rd party  
patients responding**





# AuDACITY

Defy convention.

[audiologist.org](http://audiologist.org)

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# Clear Audiology & Hearing Center

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# **THIS NEW WORLD REQUIRES**

## **A NEW STRATEGY**

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# QUESTIONS THAT DROVE ME

1. HOW TO CONNECT WITH A PATIENT?
2. THE 7 YEAR JOURNEY?
3. HOW TO INFLUENCE THE PATIENT JOURNEY?
4. HOW TO THRIVE AMONG THREATS?
5. HOW TO UNLEASH PRACTICE GROWTH?

# THE REAL BATTLEGROUND FOR PATIENTS

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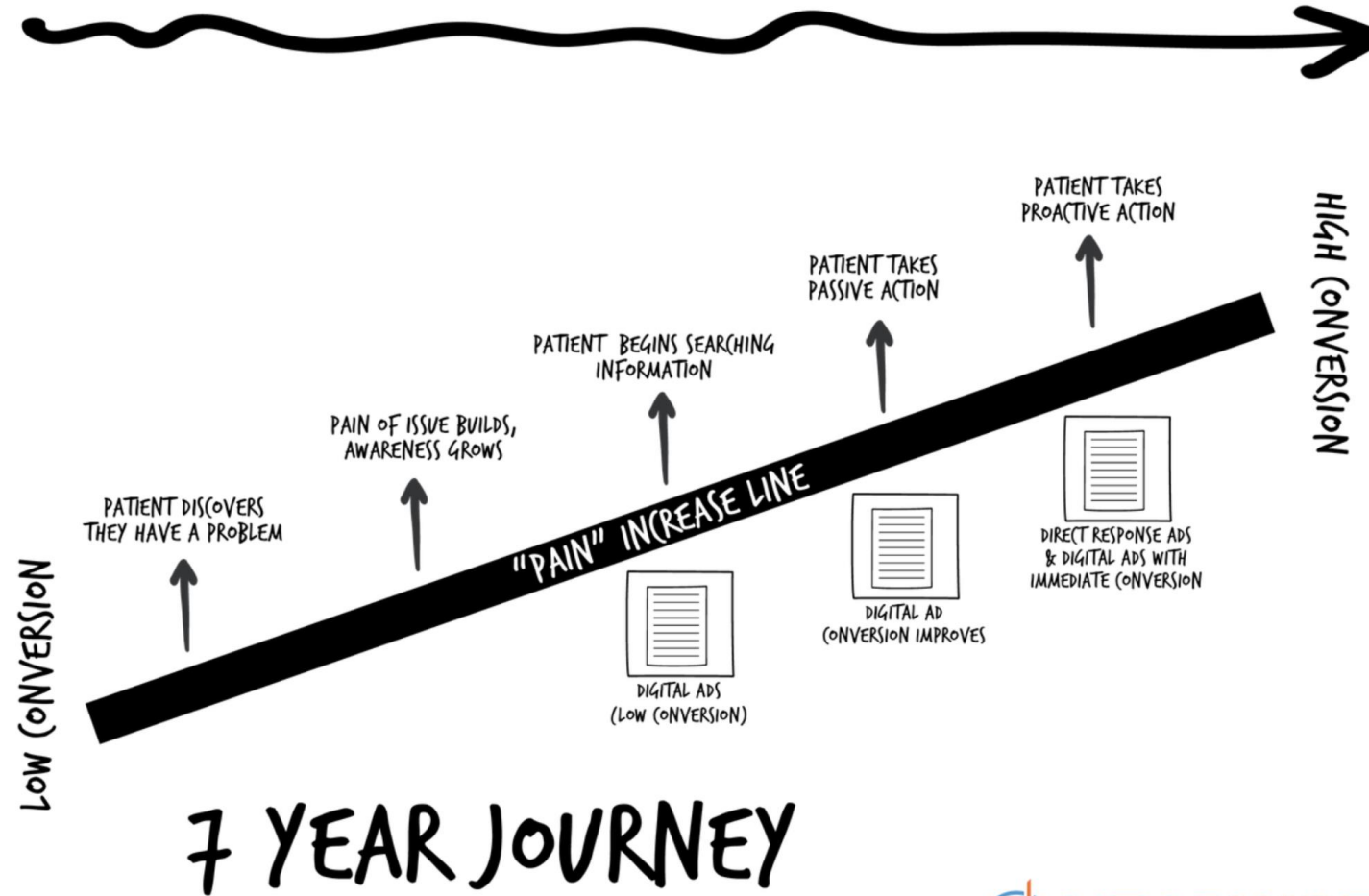
# INFLUENCE • IMPACT • INCOME

# PAID MEDIA

HIRE A MARKETING FIRM

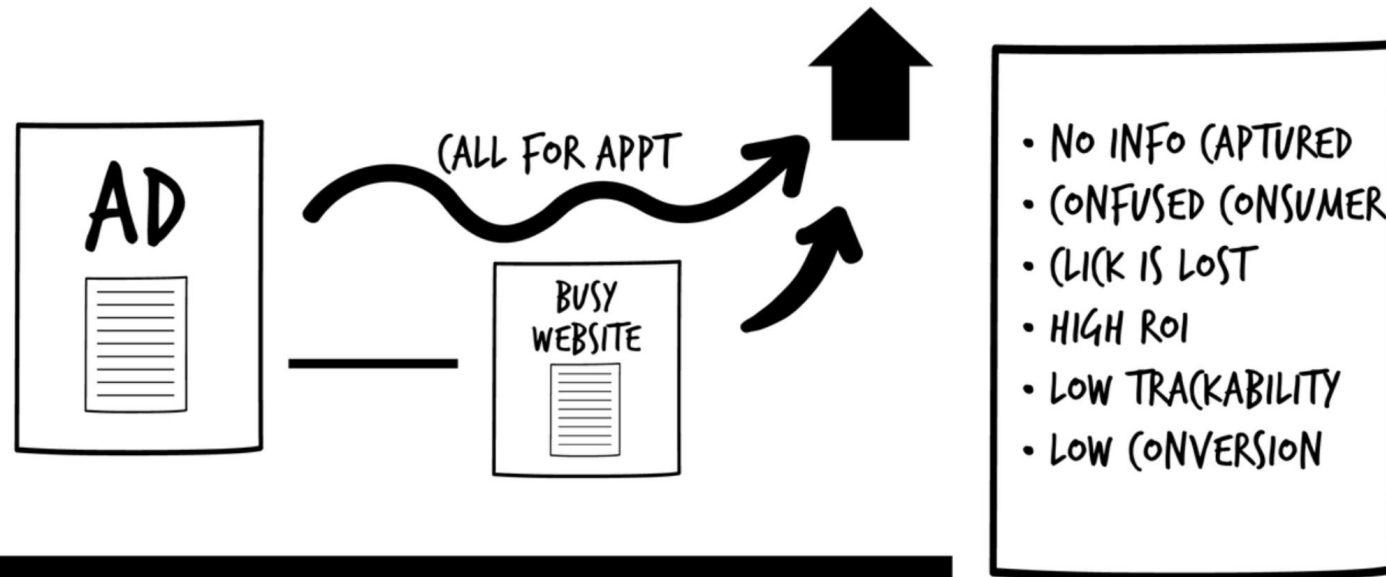


# RESPONSE RATE TIMELINE



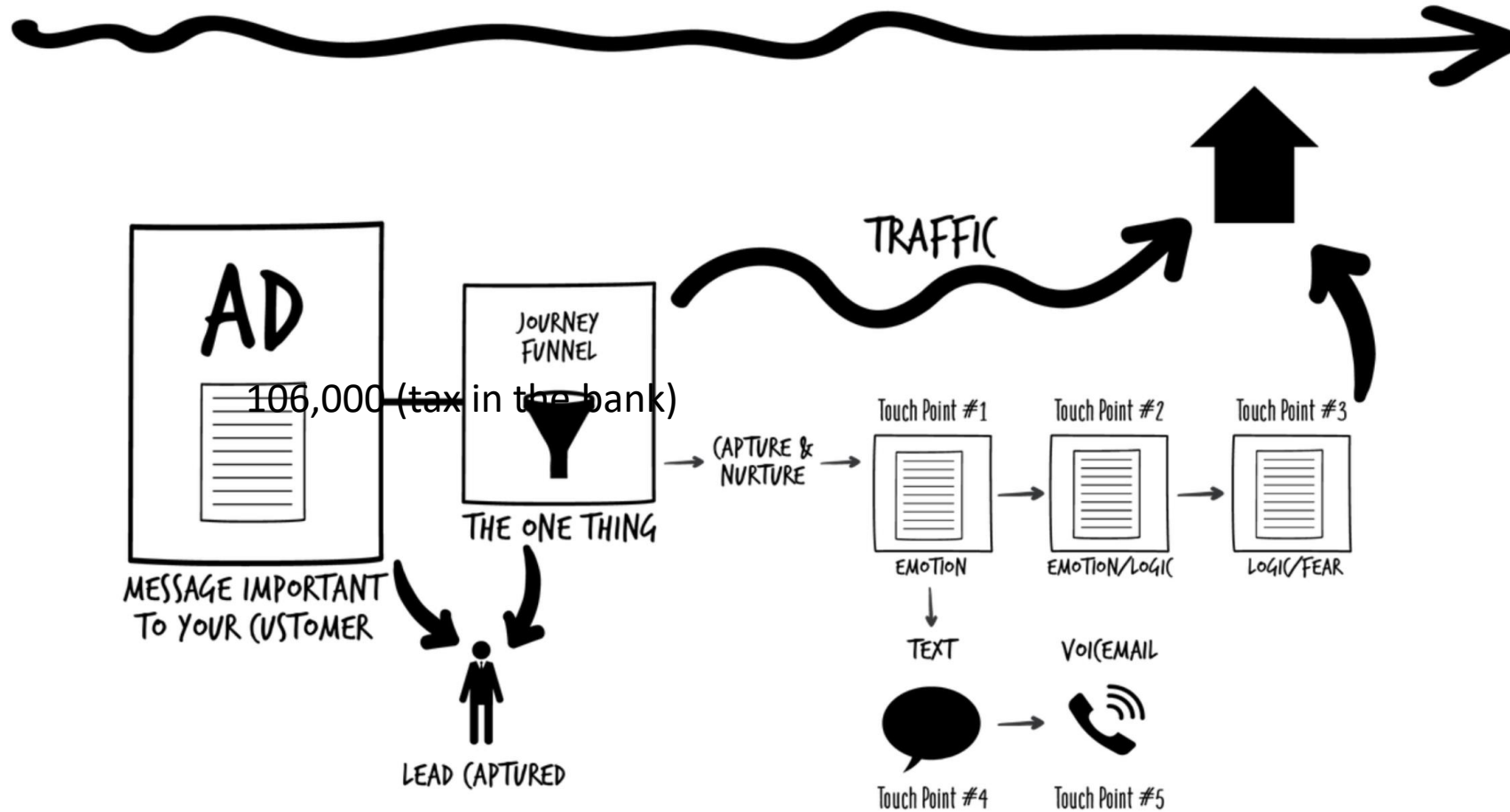
# TRADITIONAL MARKETING MODEL

98 PERCENT IS WHAT HAPPENS AFTER THE CLICK



RESULT: "MY DIGITAL ADS AREN'T WORKING"

# JOURNEY MARKETING FRAMEWORK



# CREATE RAVING FANS

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# THE 4 R'S OF RAVING FANS

1. REVIEW
2. REFER
3. RETAIN
4. REPURCHASE

# A WORD OF WARNING

# INFLUENCE

## NEW WORLD THINKING

1. UNLEASH THE RAIN
2. LEVERAGE PAID & NON-PAID MEDIA
3. MARKETING TO ATTRACT THE PATIENTS YOU WANT  
AND REPEL THE PATIENTS YOU DON'T WANT
4. TREATMENT MUST START WITH THE VERY FIRST  
TOUCHPOINT
5. FOCUS ON VALUE OUTSIDE AND INSIDE THE PRACTICE



# NON-PAID MEDIA

- Create a Facebook Group
- Post a weekly video
- Post on your social channels
- Engage the audience
- Chamber, organizations, networking groups, associations
- Podcast
- YouTube Channel
- Webinars
- Virtual Meet-up
- Local Radio Show
- Article in local newspaper

# REPURPOSE CONTENT

- Do a recorded webinar
- Turn it into 3–5 social posts
- Translate it into a blog ([trint.com](https://trint.com))
- Translate it into a sales letter
- Use it for copy in a sales funnel
- Go live on social with the first 11 minutes
- Post segments on your YouTube channel
- Create a course
- Create emails from it

facebook.com/groups/hearingpracticegrowth



*Practice*  *Growth*  
**COMMUNITY**  
A COMMUNITY OF GROWTH MINDED  
HEARING HEALTHCARE PRACTICE OWNERS  

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*Live trainings every Monday at 1 PM EST*

 Edit

## Practice Growth Community

🔒 Private group · 102 members



 Joined ▼

+ Invite

About

Discussion

Announcements

Rooms

Topics

Members

Events

Media

Questions



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# LET'S GO DEEPER

## November 4th 1 PM EST

[HearWorks.com/RavingFans](https://HearWorks.com/RavingFans)

**ARE YOU RELEVANT?**