

THE PERFECT PRACTICE PLATFORM

“Your Celebrity Status”

Dr. Hayes: Good afternoon, everybody. This is Dr. John Hayes. I'd like to welcome you to today's very special call. On the other end of the line with me I have the distinct pleasure and honor of having Jason Silverman. Jason, welcome to the call.

Jason: Thank you very much, sir. How are you?

Dr. Hayes: I'm doing great, Jason. Thanks so much for being with us today. We really appreciate that.

There are a certain number of doctors and PTs with us today that don't know Jason Silverman but should. Those of you who were in Plymouth had a phenomenal experience. I know this because what I'm starting to see in the members' forum is that Mick, Jason and I are all being quoted, not quite as The Three Stooges, but as three gurus. I think that's a good thing, Jason.

Jason: Absolutely.

Your Celebrity Status

Dr. Hayes: We got the message across. People understand what we're all about. The things that we launched on that weekend have really started to come to fruition. This is the time to start, if you haven't already, to look at yourselves as a celebrity.

Without any delay, Jason, if you could just take a few moments to tell those people who may not know about you and what your claims to fame are, I'd appreciate it.

Jason: Fantastic. In all honesty, probably my major claims to fame would be being the dad of two really awesome little kids. Outside of that, I've come to this in a roundabout fashion. I worked for Fidelity Investments for a whole lot of years. I went to business school and did that whole thing.

When I wanted my soul back, I quit my job and opened up a martial arts academy in Massachusetts, and pretty much rolled around on the ground with kids in my pajamas for a good couple of years. That did a couple of things. It taught me a lot about feeding my soul being just as important as feeding my family. I also realized, on the flipside, that if I didn't feed my family there would be a serious problem.

We opened up a martial arts school, "we" being my wife and I. She was finishing her Ph.D. in child development. She created a character-education system for us that really helped our school to explode. The interesting thing was we grew fast and successfully for none of the reasons I had expected to grow.

Your Celebrity Status

Probably the biggest thing we did was built ourselves as the leading celebrity in our town for creating success in our students, our staff and ourselves. That was pretty important. I learned a lot of valuable lessons there.

My wife had in the meanwhile graduated and become a Ph.D. in child development. We realized then that when you graduate from a doctoral program you're not necessarily qualified to really do anything in a big way. What we did was really lay out what we wanted for her career. We said, because back then information didn't move as quickly as it does today, "In a couple of years we want it to be logical that you are exactly who you're supposed to be."

I know that sounds kind of like a new-waveish way of saying that. We literally just said, "We want to get as much information out there as we possibly can about you." Way back when before there were really a whole lot of social media, we started with blogging, videos and media releases, and just getting a plethora of information out there. That was a really an interesting strategy.

She was writing a parenting blog and really trying to put her expertise to use. She was maybe getting 50 to 100 visitors per day. Interestingly enough, the consistency with which she kept creating content, which is definitely one of the jewels that everybody should be thinking about, really forced it. That never stopped. She's been consistent over and over.

Your Celebrity Status

After going through all of the steps we have gone through, and there's a massive fast forward here, as we speak she's actually filming a segment for "The Today Show," which will appear tomorrow. She's had nine or 10 segments on "The Today Show," CBS's "The Early Show," "Nightline," "Anderson Cooper" and "The Tyra Banks Show." She's really been out there.

Now she could do anywhere from 20,000 to 30,000 visits per day. It's not The Wall Street Journal, but she gets a ton of traffic and it feeds the businesses very nicely.

Dr. Hayes: That's a huge accomplishment. Any private practitioner would kill to have numbers like that.

Jason: It is, and I thank you for that. Realistically speaking, a lot of things came together. We talked about being the person. There is one quick story that I think will be interesting to everybody on this call. I remember the first time the phone rang, and it was somebody who said they were a producer for "The Tyra Banks Show."

Being an info marketer, I have a lot of friends who like to goof around. I believed it was one of them. I said, "I'll tell you what. Give me your phone number and I'll call you right back." I called back and found out that it was the Tyra show. This was the associate producer calling. I thought, "Wow." We had the conversation. I asked "What are you looking for?"

Your Celebrity Status

I said, “I can connect you with Dr. Robyn. I just have a quick question for you. How did you find her?” He said, “We’re doing a segment on body image. I went to Google and clicked on the video side,” which is another important thing for everybody to know, “and typed in body-image expert. She had the first three or four pages of Google. I realized she obviously had all the qualifications. She was the right person for us.”

It really hit me that we had created such a massive preponderance of proof that she was the expert. These are legitimate things. This is not some of the fake stuff, which I guess we can talk about a little later. This is important stuff. It’s really setting the tracks for success later.

Dr. Hayes: That really is a key point. You just touched upon something I want to emphasize. ***Everything you’ve done and everything we advocate that our clients do is all about being very genuine. There’s a huge risk of not being genuine, or being what you and I have in casual conversation sometimes called “fake celebrity.”*** There are ways out there that you can “buy,” and I use the term loosely, celebrity status.

The question becomes is it legitimate celebrity status or not? I remember when all the rage was to drop \$5,000 to \$15,000 and somebody would shoot some DVDs and throw your name on a book, and all of a sudden you would be an expert. In fact, you’re not. There’s not one of those people that could have a television producer

Your Celebrity Status

do for them what they did for Dr. Robyn, which was to find her as the already bona fide expert.

Jason: Absolutely. I have actually spoken to a number of the producers that we speak with. I say, "I see an awful lot of folks using these fake celebrity things. What are your thoughts on that?" They say, "We would never touch you with a 10-foot pole. You're cheating. We're looking for the real deal."

I never really thought of it this way, but they're making a massive investment of their trust in you. When the media puts you front and center as an expert, they understand you want to leverage that. They understand you're hoping that they're going to mention your business. They know how to play the game. This is what they do for a living.

When they look at somebody who says, "I'm just going to apply some money and make some fake stuff," they're not overly impressed. They say, "I'm not going to bring somebody like that on because this is just another fake thing to them."

You have to be really careful, people. Remember, all you have in your business is your integrity.

Dr. Hayes: Good point.

Your Celebrity Status

Jason: If you run a business and you run it in a professional manner and operate in integrity, you would never take that kind of shortcut. It would only bite you in the ass anyway. Don't.

Dr. Hayes: With that said, the point is that celebrity status is important. If for no other reason, all of us should strive to be celebrities in our own community because of the changes that are happening now in healthcare.

Even with some of the things I've been immersed in today, what's in the healthcare bill that may stay and may go, the ramifications are enormous for those of us that will interact with the system and what our abilities will be to act outside the system. This is the time to get yourself firmly entrenched as a celebrity in your area. You're going to need that leverage to be found.

Jason: You really will. There's more to it than that. If you are an asset to your community, which I honestly believe many of your people really are, you owe it to your community to become that celebrity and build your business and standing in the community in a way that really raises everybody. We've all heard the phrase, "A rising tide lifts all boats." You want to be that rising tide.

Dr. Hayes: For sure.

Jason: I would suggest doing whatever is necessary to create your business or yourself, whoever is going to be that celebrity. Really get

Your Celebrity Status

it out there. We all have systems that we're operating on. Whether they're good or bad is entirely up to you. To do what it takes is not that much different than not doing what it takes. You may as well do it.

Dr. Hayes: That's a really good point. It also brings me back to a conversation I had today with one of our clients who commented on a blog post that I recently did on staying organized and functioning as a CEO. **Some of the stuff we're going to talk about in the next frame here, which is a requirement to build your celebrity status, is non-cancelable, needs to be done every day and needs to be tasked.** I think one of the things that we ought to do next is talk about some of those things.

Jason: Yes. If absolutely nothing else, task it. I'm a big proponent of saying, "If it's not scheduled, it doesn't get done."

Dr. Hayes: I agree.

Jason: As a takeaway for everybody on this call, here is what I would suggest. I had this conversation with one of my coaching clients this morning. If you took 25 to 45 minutes every morning and did one celebrity-engineering type of activity, do you have any idea where you'd be in a year?

Dr. Hayes: Quite possibly on national television, seriously.

Your Celebrity Status

Jason: That may or may not be a goal. For my wife, national television made perfect sense because she's not a bricks-and-mortar business where it matters where she is. For somebody who is a clinician and seeing patients in a particular area, maybe being on "Wakeup Boston" or whatever the local news show is, is just as, if not more, important than being on "The Today Show."

Dr. Hayes: I would agree with that. So much of what we do in NeuropathyDR especially is to drive Google Local rankings for our clients, not only with the custom websites but also with the social media. As you say, doing things that will raise your level of awareness within your own neighborhood really can go a long way toward amplifying any other marketing efforts that you have.

I would further add that becoming a celebrity makes your marketing a lot easier. Once you have that social proof, it's a lot easier to close new patients. They already take you as an expert. They know you're an expert and tend to question you far less than if they'd never heard of you.

Jason: Of course. When you're the guy who "wrote the book," that's usually good enough for 98.5% of people. That's the first thing. The second thing is that it's just so much more pleasant to do business that way, when people come looking for you, than when you have to go looking for people.

Dr. Hayes: Exactly.

Your Celebrity Status

Jason: I have spoken to people from all walks of life in every different business niche, and I always hear the same thing. “If I just had more people, I’d be doing so much better.” Put yourself out there. Don’t be afraid to let the light shine on you. Also, make yourself the logical choice. There are so many things you can do to get yourself out there that benefit your website and make more people aware of you.

A case in point: How many people do at minimum a weekly press or media release?

Dr. Hayes: Very few, if any.

Jason: **I would rather spend \$100 on a press release than spend \$500 on a quarter-page ad that appears once per month.** It’s not a media release based on how great your business is but around one of your patients, a result or something that actually has some sort of human interest flair to it.

Dr. Hayes: We could further take the same theme and talk about things like creating short videos and blog posts, and actually turning around and using the same content. This is something I want to mention.

People ask me all the time, “What’s content?” It’s what you actually create, the intellectual assets that you formalize and put into a tangible form, like a video or writing. You can repurpose your content by doing things like local press releases.

Your Celebrity Status

Still in our area, even though I've been here for 32 years, our local papers are clamoring for press releases that I send over by myself. They gladly put them in there with my photograph. It is much the same content that I use online. There's no reason that anybody listening to this call couldn't do the same thing.

Jason: Let's think about it. The media is a beast that has to be fed all the time. They're looking for quality. If you really are somebody who's creating high-quality content that's going to be valuable, you become an asset so quickly.

The gentleman I spoke with this morning actually has for the last three months been sending an article every Friday to his local paper. Two weeks ago I suggested that perhaps he deliver it in person this time, with some coffee and donuts. He did. Interestingly enough, he has now become a monthly contributor to the newspaper. He's not paid for it. However, he has that byline.

Dr. Hayes: Absolutely, and that's a huge experience. That is a really fine example of building celebrity status where you live. How much is that going to be worth to your professional practice over the life of your practice? It could be enormous.

Jason: Of course. It really is. There are so many really easy things that people can and should be doing on a daily, weekly and monthly basis that will change their stars for them.

Your Celebrity Status

Dr. Hayes: Right. The thing I like about this, too, is we have the online stuff of course, and the offline stuff. The offline stuff, like personal visits, workshops, lectures and that type of thing still goes a long way toward cementing and maintaining you as a celebrity as time goes on.

This is a topic you and I have spent quite a bit of time on over the years. I count myself amongst the fortunate to have had the privilege of working with you. One of the things we spoke about in Plymouth several weeks ago and want to make sure we reiterate today is that we have had a lot of requests from our clients, doctors and PTs to invite them to participate in “celebrity engineering,” as you so aptly labeled it.

What I’d like to do is invite anybody on this call who is interested in learning more about becoming a celebrity and actually being taught this in a very simple but intense format to get in touch with Jess immediately. Just pick up the phone and give her a call on (781) 754-0599 or send her a fax on letterhead to the members-only fax, and get in line. ***This is a limited opportunity. We have some seats available starting in August and again in September. It’s an incredible opportunity for anybody listening to this call.***

Your Celebrity Status

Jason: Yes. I've seen what's happened over the past bunch of years. There have been an awful lot of folks who have come in and said, "I want the results that you helped your wife to garner."

During a celebrity engineering day, more often than not it's best to have a nice group so that folks can play off others' ideas and really get themselves rocking to get started immediately. We break down exactly what we do. This is what we do when the press calls. This is what we do to make sure everything is set up before the press calls. How do we leverage everything that happens, whether it's a simple mention in the paper or a full-on four-minute segment on "The Today Show"?

How do you leverage and re-leverage that ethically and legally so that you wind up really solidifying your stature in the community or wherever you want to place yourself as that celebrity?

I think a lot of these are really great business practices. This is new. It's a new way of marketing because it's not necessarily, "Hey. Buy my stuff." You're giving somebody all of the right ways to know how to choose somebody in your profession.

Dr. Hayes: That is absolutely huge. For those of you listening who are NeuropathyDR clients, it's incredible. In fact, I just wrote a blog piece for this coming Sunday night on this particular topic for patients. We're getting so many more patient inquiries than ever before. It

Your Celebrity Status

basically says, “How do you choose your clinician?” A lot of this is in there. It’s making yourself visible and accessible.

That brings us back to the topic that we started at the top of the hour. I don’t see this as an option, especially in private practice and where it’s going in the United States. This is essential.

Jason: It’s not a matter of, “If you’re going to do this...” It’s a matter of, “Are you going to do this in time?” This is a necessity. Somebody is going to become the celebrity in your area. It is dramatically easier to be the first than the follow-up.

Dr. Hayes: I tell my clients that all the time. It’s much easier to throw down the stake and carve out your territory than it is to have to fight back when someone else has done it already.

Jason: Do you want to be proactive or reactive? If you’re forced to be reactive because there’s somebody else who has become the celebrity in your area, all of a sudden you’re playing catch-up while he or she is out there leading the pack.

Dr. Hayes: Exactly. As we both know, in any business, that’s several times more difficult and obviously something we want to avoid.

Jason: ***Of course. The services you provide are so important and life changing that I truly believe it’s a logical fit to really be investing the time and effort into becoming the celebrity that your clients deserve.***

Your Celebrity Status

Dr. Hayes: Good point. I would agree completely. I think our clients do deserve this, especially in a burgeoning field like neuropathy and chronic pain where we're learning and teaching so many cutting-edge things.

As I write all the time to our patients, you are bona fide experts just simply from participating in this endeavor together. As Jason and I have said in the last half hour, it's really incumbent on you to tell the world. That world may just be within 5 miles of your office. Who knows? It could be a lot bigger than that.

With that said, Jason, thank you so much for being with us today. I certainly look forward to our next get together and the celebrity engineering days that are to come.

Jason: My pleasure. I really appreciate spending the time with you as well.

Dr. Hayes: Great. Thank you so much. Everybody, thanks for taking time out of your busy days. Enjoy the rest of them.

We will talk to you soon.