

Marketing Strategies for Growing Your Private Practice

Webinar Questions Answered by Ginger Hultin, DCN, RDN, CSO

- Why do you have a PLLC and not a LLC?
 - It's a 'professional' LLC which healthcare providers can have so I took advantage of the opportunity.
- Do you have to have a doctor's order for your counseling?
 - I have had a few doctors send me a referral but generally, people self refer over to me and I can see them that way via insurance or self-pay.
- Is it best to set up a business bank account before creating a marketing strategy?
 - Absolutely! See webinar 1 for all those details – that's the foundation.
- In this age, is it possible to just have a website and not have social media? (not a fan of social media)
 - Absolutely – a website is more critical.
- Do you communicate with your patients and other providers to keep continuity of care? If so, can you explain what this looks like?
 - I do, sometimes! I have an authorization form for release of information/permission to share, they can fill out if we decide we need to collaborate.
- I appreciate you mentioning have a basis of an online presence. I am through insurance just starting out part-time, and it has been hard to find clients with no marketing. Any suggestions?
 - Yes, I'd make sure that you have a solid website that is targeting your ideal clients and I think you should strongly consider networking and connecting with some potential referral sources in your area to see if other providers can be sending folks your way.
- I also wondered about hours. Have you found what hours and days work better for people?
 - Mostly, I do what works for me, but I do have a lot of interest in noon and like 4 or 5pm appointments. Mondays and Fridays seem especially busy for me.
- What are your thoughts on Fay Nutrition, Nourish, platforms like that?
 - I don't really have thoughts on this! I've never used them. Personally, I want my practice to be MINE 😊
- Are health fairs a good ROI? I have gone to several, but rarely get clients from these events. Do you charge for going?
 - I know that some people have a lot of success with them but it sounds like it hasn't been a great fit for you. Do you have your elevator pitch and cards to encourage folks to book a call with you? Consider a QR code that goes directly to your booking page.
- Do you have any advice on client retention?
 - Keep a running list of topics to work on for next time (it's endless, really), and say "well we really need to go over xyz, let's look at schedules and book our next call" at the end of each call.
- Thank you for sharing! I was wondering how you convert leads who download your free guide on social media into clients?

- I have an automation flow connected to the download via my newsletter platform.
- How will you handle a situation where a client wants to have a consult with you, but it's not one of your specialty areas, and you have no other dietitian to refer that client to?
 - If I need to refer out and I don't have someone on the top of my mind, I'll ping my community on a Facebook group of dietitians and find someone that way. I've had a lot of success doing that.
- What would you recommend when there is a "Master Nutrition Therapist" in a non-licensed State who has the same business name as your state-registered LLC? (Should I pay to get my business name at the forefront of Google, etc?)
 - Hmmmm – that sounds like a legal issue maybe? Trademark laws also rely on who had it first. Without getting a lawyer I wonder if perhaps you should pivot your name/LLC? Or see how else you can differentiate your practice from theirs.
- Do you email private practice physicians first and then meet them in person?
 - Usually I'm connected virtually first, yes. I think it's best to come by at a time that works for their office if possible.
- Explain what you mean by holding a credit card for the discovery call.
 - You can't book a discovery call with me unless you fill out a credit card form that gets charged if they no-show. It's all done through my electronic medical records system so it's very seamless (and secure for them).

Disclaimer: The answers above are not intended to substitute for professional medical advice, diagnosis, or treatment. You should seek the recommendation of a medical professional regarding a medical condition or treatment, or before starting a new nutrition and/or health regimen.

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