

# Webinar Secrets

5 Secrets Why Webinars Are Your Best  
Practice Building Tool



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## 5 Secrets Why Webinars Are Your Best Practice Building Tool

### **INTRODUCTION**

Today I want to go over the five secrets why webinars are your best practice building tool. These are not just theories but they actually work and have worked in my private practice.

Also, before you get worried these are EASY. The technical aspects are not difficult and actually you could put everything together in one hour if you know how to do it.

### **SECRET 1: USE WEBINARS TO HARNESS THE POWER OF GROUP**

#### **MARKETING**

The first secret is you can get patients in a group versus doing them one on one. When you do an online seminar, you can get a group of 30 or 40 patients, and you can talk about one specific topic that they are interested in.

This is a lot more effective than talking to people one on one, and these can be used later to share them with your individual patients, but I always find that when you are dealing with people, and you are one on one with them. You have an okay conversation but usually you are rushed.

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With a webinar, you can have everything preset up you can ask questions prior, and then you can go into detail, and there is not really a time rush you do not have that 10 or 15 minutes only with that patient to explain that content. So, it is much more efficient.

### **SECRET 2: USE WEBINARS TO BUILD REFERRALS**

Secret number two, is it gives value to patients, but it also can be valuable to your other referral sources and what I mean by that is you can invite, physical therapists, you can invite shoe stores, and you can give a value message to their customers.

What we have done in the past is we have invited physical therapists to invite their patients, which are a lot of times our patients and we have invited shoe stores to invite their customers, and we just give them the link so that they can sign up for these webinars, so it is beneficial to them as well, so we are giving back to them with the content for their customers.

Also, you could just set up a webinar just for a physical therapy place where you are going to be the guest speaker where they can introduce you, and then you can do a guest conversation on a certain topic.

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### **SECRET 3: REUSE YOUR WEBINAR FOR YEARS TO COME**

Secret number three is, if you record these, these can be what we call evergreen meaning you can use these for content in the future.

For example, when you record it on, Zoom, when you are doing this, you can then upload that onto YouTube, if it's on YouTube on your practice site it is going to be beneficial, it is going to get more views, and you can refer it back you can refer your patients back to your YouTube page.

What you can also do is you can put it on your website, for example, we are going to be doing one soon on hallux limitus on that section of our website. We are going to put the YouTube link to that video on hallux limitus so you can offer them to go to that page you can give them additional information and offer a replay.

### **SECRET 4: USE YOUR WEBINAR TO CREATE TONS OF WEBSITE CONTENT**

Secret number four is you can repurpose that content. Now this gets a little more technical, but what you can do is you can take both the transcription which is a written segment of your webinar, and you can take the video and you can cut that all up so you can make multiple small videos.

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You can make multiple social media posts, for example with your slides with the written content. And you can repurpose that even into a booklet. There is a website called Designerr or you can use someone on Fiverr, and they can make it into a book for you based on your webinar you do a webinar, and you take the transcript you take the slides, and you make it easily into a book.

### **SECRET 5: WEBINARS ARE SUPER EASY TO SET UP!**

The fifth secret is you can literally set up a Webinar in a few hours. What is needed is PowerPoint and a Zoom account and a list of interested people.

You can feel free to learn how to do this on your own by trial and error as I did. You also can listen to my podcast where I explain our experience and all the errors we made. However, the quickest route is to use the plan I have laid out for you and get my webinar templates.

If that sounds helpful check out my course "[Using Webinars For Patient Engagement And Profit](#)."

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### CONCLUSION

Those are the five secrets of why webinars are your best practice building tool.

By the way, if you want to chat about this topic grab some time in my calendar I would love to get to know you - [Strategy Session](#)

To Your Success,

- Don

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