



# Rural Health Care

## Marketing & Education Consultancy

www.Trizzie.com

## Become a recognized authority for - **FREE**.

Gain individual and professional satisfaction and boost your marketing plan effectiveness.

The health care individuals among whom we work with daily are all highly educated, experienced and smart. By definition, **every one of them in their own right is an expert, and they're passionate about many aspects of the work they've trained to do.**

We also realize that few seize the opportunity to **become a "recognized authority."** The easy part is being an expert but the **important part is being recognized.** From a marketing perspective, you may have been missing the advantage of leveraging your expertise and what it offers your business. Follow these steps to improve your recognized authority.

**Know your skills.** Consult with your most trusted friends and business partners to isolate three or four "core strengths" that are genuine areas of expertise for you. **Transform your methodological or clinical skills into values that have meaning to the typical patient,** and consider what and how you do that in your field. Having one clear focal point will lead a line of attack for the following ways to grow from mere expert to recognized authority.

**1. Give speeches.** Verbal communication creates awareness of who you are and what you offer in the following; health fair presentations, community discussions, civic luncheons and the like are a way to effortlessly put yourself into this program. **A word to the wise make sure you are prepared by rehearsing and refining what you have to say.** Many experienced speakers develop at least one core presentation and then over time are able to adapt it to the audience or occasion.

**Some steps to consider before presenting;** lay the ground work by presenting the "problem" and then the "solution" formatting with your expert analysis. Start with a difficult problem in your area of expertise and talk about your experience and put forward your unique and thought provoking solution. Another approach is "looking to the future" and how your unique perspective and/or facility will influence things to come.

**2. Teach.** This addition is another effective communication to put you or your facility on track as a recognized authority. **This gives you an opportunity to reach an educational environment that is eager to view concepts and ideas.** However, I'm not suggesting it's practical to think in terms of two nights a week for four weeks. But a one-time or once in a while class at the community college, local university and/or through health care facilities or even at your office gives you a forum to present respected information to the public.

**3. Write, Write, Write.** Easier said than done but very effective as you could sit down and write a book on your theories and ideas, but it's much easier and more effective to write articles. **We recommend web Articles as they have the ability to reach thousands of readers daily, weekly, and monthly.** They also have a tendency to circulate for years to come. Advantages are web articles may be submitted to many on-line publications which will triple your readership for one article and you may submit more than one a month if you wish. Being a published author is perceived as an expert's credential.

**Note: Article(s) do not need to be hundreds of pages in length. Fact is articles are best received when following a one to two page format with heading and bold subject matter and underlined points of interest.** When writing articles for the web through out the door what you know as a new set of rules are in place for effective web readership. Getting your message into print helps grow your recognition base.

**4. Most importantly tie in a media theme.** Items prepared for one media should be used in a second or third media as listed above. This leverage will extend your outreach. Let's say you've written an article on an "Ezine" on the web. With little revision, this same content can become an article on your website, submitted to your local news paper and discussed on a local radio broadcast that may be recorded for free then used as a track presented as a downloadable podcast. Reprints of the article can be made available in your office through monthly or quarterly newsletters and even mailed to colleagues or used as handouts at public events.

**Do it right the first time.** When it's done right and well, the personal and professional gains are satisfying and the value of a recognized authority will gain the respect of the community, patients and staff and is an effective marketing plan that is rewarding.

**Trizzie** understands that successful characteristics are developed over time and are an important part of any business. Let Trizzie assist you in evaluating and implementing the right strategies for your current and future success.

[www.trizzie.com](http://www.trizzie.com)