

Chiropractic Marketing's Biggest Secret in 2009

There's been a well-kept secret in the field of chiropractor marketing that mega-successful DC's have been using to explode their practices for the past two years. This secret can get you massive exposure at an incredibly rapid rate, build trust and credibility with your local community, and literally turn your finances around overnight. Those that have been "in the know" have been laughing all the way to the bank, while other chiropractors continue to suffer miserably in this economic meltdown we're facing. This fresh chiropractic marketing method is also free, believe it or not!

Well, what is the secret chiropractic marketing phenomenon that can transform your financial profile and rake in tons of new patients a month for free? Its chiropractic video marketing and its taking chiropractors to all new heights they never imagined possible. 2009 is the year where chiropractic video marketing is going to explode, and you dont have to be a palm reader to see it coming a mile away. Those who succumb to the power of chiropractic video marketing will see amazing financial rewards in 2009. With your videos working for you 24/7, youre going to leverage like you never imagined possible.

When you meet members of your community on these social media sites, you can begin to share you practice and expertise with them. When people meet you this way, they think of you for their next chiropractic issue, because they feel that they already know you and trust you. With video marketing, print advertising has reached its end. If you take one video and upload it to 30 different sharing sites, and that gets 5 views a day on each site, were talking 1.050 views a week!

You can see why I was spending a ridiculous amount of money on pay per click, because this could cost you over a thousand dollars a week. Now, imagine the increased exposure from making 10 videos and doing the same thing. If you arent using free media to upload these videos, youre going into the financial hole. If you do use free outlets, the amount of free exposure is mind-boggling!

Branding your chiropractic practice has never been easier with video as well. You can build social proof very quickly if you understand about how to propagate videos effectively while giving the viewer just a massive amount of value. When it comes down to it, people do not buy your practice or your service... they buy YOU! It's vitally important to be genuine within your chiropractic videos, as traditional selling will not get you anywhere.

When I first began creating simple videos, I didn't even have a video camera. I used screen-capture software. Now, even most digital cameras have a video function within them. The time has never been more ripe to begin to capitalize on this booming trend. The statistics don't lie, as over 52% of all online content is currently video. Just starting out, I would make a goal to crank out at least one or two videos per week for your chiropractic practice. Personally, I usually create at least three per week.

Not big on rejection, are you? Well, with video marketing you never have to worry about that again. New patients and others that are interested will chase you, period! I would recommend telling your chiropractic story and how you came to be where you are within the video. This is a very powerful marketing tool for chiropractors and will add sincerity to the mix. Other than your story, the videos that you create should be all about your viewers and potential new patients.

My life has been transformed since Ive harnessed the secret of chiropractic video marketing. Get your first video rolling today, and start to get excited about the success that you will find with this powerful form of marketing. With practice youll get better and the process will get easier. Now buckle your seatbelts for an amazing ride in 2009!

About the Author

Looking to begin cashing-in with video marketing for your chiropractic practice? See why it's changed the face of [chiropractic marketing](#) forever! Visit <http://DCincome.com> right now to avoid getting left-out in the cold and getting plowed by your competition.

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