

# HEALTH TIPS: THE NEW FAST INFOMERCIAL

Remember the infomercial?

A televised or movie segment that offered useful tips but also sold services or products. They worked great and still do.

You can do the same. You can make our own infomercials. Using your smart phone – ideally with an external microphone -- you can record your Health Tip and post it on the Internet.

The goal is to generate more new patients and reactivate inactive patients, but also to create a high degree of popularity in your community with you and your services.

We have seen these improve rankings on Google. They help to establish you as a trusted authority, as someone who is helpful, knowledgeable, and friendly. Patients can refer their friends to watch you and people looking for health solutions can find you.

## Procedure:

1. **Condition.** Select a condition or health topic that you are interested in and that people in your community are also interested in. For example, pinched nerves, weight loss, flu and colds, childhood vaccinations, ADHD, TMJ, etc.
2. **Recent studies, research, stats.** Get some current statistics on the subject. This helps to give you authority.
3. **Home remedies.** Come up with 2-4 helpful home procedures that can help with the condition, or some action steps to take. (Sample resources below.)
4. **Show and Tell.** Where possible, demonstrate the health tip.
5. **Come on in!** The last tip is to come in and see you for a no charge consult, screening, conference, etc.

6. **Live patient testimonial.** Now and then, you can add a patient testifying their successes with your services.
7. **Give the talk a catchy headline.** For example:
  - *Do You Have A Pinched Nerve? How to Tell and What You Can Do About It.*
  - *Carpal Tunnel: Tired of the Pain but Afraid of the Knife. 4 Home Remedies That Can Help*
8. **Outline** your 3-4 minute talk.
9. **Post on phone/camera.** Post the outline on a piece paper taped to the bottom of your phone so that you can look at the camera but also at the outline.
10. **Practice.** Your words should be clear, you should be natural, animated, and friendly. It should not last more than 3 minutes or so.
11. **Help.** Get someone to record you, or you can do it yourself.
12. **Upload** to YouTube, website, Facebook, etc.
13. **Use key words** and geographic terms and link to appropriate sites.
14. **Disclaimer:** A version of the following can be in writing at the end of the video.

“And by the way, this is for educational purposes only, and any information I am discussing does not constitute a diagnosis for you nor is it a claim that it can remedy any condition you might have, or others might have. If you have a persistent or serious problem, you should immediately contact our office or one of another provider.”

## Resources

Here are some sites with home remedies

- <http://www.peoplespharmacy.com/home-remedies/>

- <http://health.howstuffworks.com/wellness/natural-medicine/home-remedies/home-remedies.htm>