



Building Your Aesthetic Practice through Social Media (Volume 1)

By Matthew Arndt

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Are you struggling to keep up with using new media for your practice? Are the old forms of marketing that once worked, not working anymore? Do you just want to understand how social media can work for your practice?

If you answered yes to any of these questions, then you **NEED** to read Building Your Aesthetic Practice Through Social Media. This book provides valuable insight into new media with five strategies that have been time tested and **ACTUALLY WORK** to increase your visibility, establish more credibility, and best of all **GENERATE MORE PATIENTS** for your practice.

Inside this book, you'll learn: - The Top 5 New Media Strategies that Leading Aesthetic Practices are using to **GROW** in the New Economy -The 3 Qualifications that you need in order to convince a prospective patient to choose you over your competition -The steps you need to take to get these 3 Qualifications -The mistakes you need to avoid when using Facebook, Twitter, YouTube, and Blogs for your practice.

This is a great resource if you run any kind of aesthetic or elective medicine practice. Great for Plastic Surgeons, Cosmetic Dermatologists, Ophthalmologists, Medical Spa Owners, Lasik Surgeons...even Cosmetic Dentists.

READ WHAT ACCLAIMED PHYSICIANS SAY ABOUT BUILDING YOUR AESTHETIC PRACTICE THROUGH SOCIAL MEDIA...

"Social media is the great equalizer that brings marketing tools to independent physicians that previously only large groups, hospitals, and healthcare systems could afford. This book, which teaches practicing physicians how to use and master social media marketing techniques, is an important addition to our armamentarium. I recommend this book without reservation to all physicians who want to feel part of the 21st century. My only complaint is that, had it come out earlier in my career, I would have saved significant amounts of time and money."

Kenneth H. Cohn, MD, MBA, FACS CEO of HealthcareCollaboration.com and TheDoctorpreneur.com. Author of Better Communication for Better Care, Collaborate for Success!, The Business of Healthcare, and Getting It Done

“Have you ever wondered if you could or should be doing more to engage potential patients online? Building Your Aesthetic Practice Through Social Media provides a concise overview of the evolving role that social media plays in establishing and growing an aesthetic practice. Mr. Arndt's expertise is clearly evident as he explains how time-tested marketing strategies may be effectively employed across the range of ever-expanding social media platforms. I enthusiastically recommend this book to anyone interested in learning how to harness the power of social media and Web 2.0 to develop an aesthetic practice.”

James M. Pearson, MD, FACS Board Certified Facial Plastic & Reconstructive Surgeon Director, Pearson Facial Plastic Surgery, Beverly Hills, California

“Mr. Arndt's most recent book is a physician entrepreneur's roadmap to success. As Healthcare Practitioners who provide service to a media savvy public we are now obligated to increase the visibility of our unique skills or risk being left behind. The greatest benefit of all, is that excellent marketing is now affordable if we harness the power of the Internet correctly. I used Matt's 5 New Media strategies to increase my visibility and began implementing them immediately. I encourage other physicians seeking to expand their patient outreach to do the same.”

Moshe Lewis MD, MBA, MPH Chief, Department of Physical Medicine and Rehab, California Pacific Medical Center, St. Luke's Campus

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Editorial Review

About the Author

Matthew Arndt is the President of Turbo Social Media, a leading medical marketing agency. He is a social media marketing expert, with over a decade of experience in the industry. Matthew's strategies have been integral in the successful growth of his client's medical practices, and his inspirational leadership helps medical professionals maximize their entrepreneurial instincts and learn how to use marketing as a relationship builder, instead of merely a sales tool.

Users Review

From reader reviews:

Curtis Russell:

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David Swanson:

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