



The SYSTEM

The SYSTEM

A STEP BY STEP GUIDE TO GET YOUR SYSTEM UP AND RUNNING



The SYSTEM

Guide Summary

This Guide is provided so that you have all the information you need to get your SYSTEM up and running as fast as possible in one document. It is the perfect document to give to the person in your office that will oversee everything.

The Guide is actually composed of the auto-responders that you will receive or received via email over the course of the first 30days. We felt that it would be a good idea if you have a reference you can use in case you missed an email or it was deleted or misfiled. **Do not look at this Guide and think you need to do everything all at once, that is not the intention.**

Each email follows a logical progression that we found works best if done in a step by step method. Therefore, make sure you complete one task before you move on to the next. Some of the tasks will be easier than others, but be assured that all of them are quite easy to do once you attempt to do them. It is like everything else. If you never rode a bicycle, once you did, it became second nature. You will find the same thing with getting your program set up.

We divide the tasks into **Basic** - What you need to get up and running right away, and **Advanced** - things you can do to expand your reach that are not necessarily part of The SYSTEM but that the tools you get with The SYSTEM will enhance. Of course you want to complete the **Basic**, get up and running before you attempt the **Advanced**.

There are many features to The SYSTEM and you have the ability to pick and choose which works best for you. We provide them all and are happy to help you with each and everyone. A diversified marketing strategy is always best which is what makes The SYSTEM so effective.

Throughout these pages will be hyperlinks for you to click on so you can see first hand what a website, or a video or a photo should look like. Of course, not all of these will look the same, but you will get a general idea of what works best.

Remember that the goal of the Guide is to get you up and running as soon as possible in a way that is effective as possible. If you run into any problems or have any questions, make sure you contact Dr. Alan via telephone or email as he can walk you through every and any part of The SYSTEM.

Please add the following email addresses to your address book so we do not go into spam:

HealthNews@WebPro360.com

healthnews@healthnewspodcast.com

dralan@healthnewspodcast.com

drsteve@drstevehoffman.com

support@yourcontentbank.com



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You are going to love this

Over the course of the next couple of weeks we will be customizing the program for you and your practice. Expect in about two days, you will receive a list of what materials you will need to provide us to start the ball rolling.

PLEASE NOTE: When you get the list there are 2 important things you need to take care of immediately. These will be the difference between getting up and running in 2 weeks vs. 2 months. They are very easy yet people have the most difficulty taking care of these. The two things are your Welcome video, and your photo. If we can get those we can literally get you up and running right a way. Just remember that both your Welcome video and your photo are the first impression that people will have of you. So we want those done correctly and we will show you how.

As you know, the most important thing you should be doing is treating patients. We recommend that you provide us with the contact information for your office manager so they can be in charge of working with us. Obviously, some of the information we will need only you can provide, but we have found if your office manager is in charge your involvement will be minimal. Of course, the final approval of the media is yours, so do not be concerned that we will finalize anything before speaking with you.

Rest assured that every step of the way you will be provided with all the help you and your office needs. Training sessions on how to get the HealthNews and the Health & Lifestyle Tips to your patients, how to most effectively use the Doctor's Resource Library, and how to notify your patients of the great changes taking place in your office will be provided. Of course, all the material will be "Time Shifted" so that you and your staff can learn the material in the most convenient manner.

If you go to <http://healthnewspodcast.com/Workshops.html> there are short videos you and your staff should watch. They tell you what you need to do to get up and running the fastest. Additional workshops will be held on various topics to make your program more effective and you will be notified when these will take place. Of course, we always record these so you can watch them at your convenience.

Remember, our goal is to keep your name in front of your patients and help make you a source of everything health. If we work together the program will pay for itself many times over. This is a team effort so we would appreciate timely responses to all our communications.

We look forward to a long prosperous relationship as we together change health care forever.



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Here is the list

As we get started instituting The "SYSTEM" into your practice, keep in mind that the program is very extensive and our goal is to get each piece up and running, one at a time so that it is the most effective for your practice.

Some people find it beneficial to create a folder on their desktop called SYSTEM to save these emails so you can go back to them as you need. You will note that the emails that you will receive about setting up your SYSTEM will come from "The SYSTEM Set-Up" and healthnews@healthnewspodcast.com. This is how you will know they pertain to your SYSTEM.

Remember our goal is to keep your name in front of your patients and make you their source for everything health. We have found the best way to get this rolling is for you to choose the person in your office to work with us and provide us the materials we need from the list below. This way you can do what you do best - treat patients.

To get this up and running, I will be overseeing every aspect of your project personally. I can be reached at:

Dr. Alan Weinstein

ofc 413-232-3219

fax 413-274-0034

Please provide the following by email to dralan@healthnewspodcast.com at your earliest convenience:

1. Contact information for the office manager we will be working with. Please acquaint this person with an overview of the project.
2. Contact information for the doctor/ clinician, including telephone and email.
3. Please provide best times (include time zone) to contact office manager and doctor/clinician if necessary.
4. The name of your clinic, the address, phone and fax number and the email address you give to patients.
5. If you already have your own website please provide the URL.



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6. The URL of your Facebook Business Page. If you do not have a Facebook Business Page create one and if you need help creating one let us know.

7. **Get this done right away!** A photo of the doctor/clinician from the waist up (not a head shot) for the landing page and the iTunes show. The photo should be of high resolution and not have a distracting background. A warm and friendly professional looking picture is always best. If you do not have one we suggest you have one taken at Sears or other department store. This should be sent as an attachment in an email. The background must be a contrasting color.

Samples:



8. Two paragraphs talking about the doctor/practitioner and his/her practice. Note areas of expertise and special services. This will be on the Landing Page that we create for you. Most people will not see this unless you do not have a

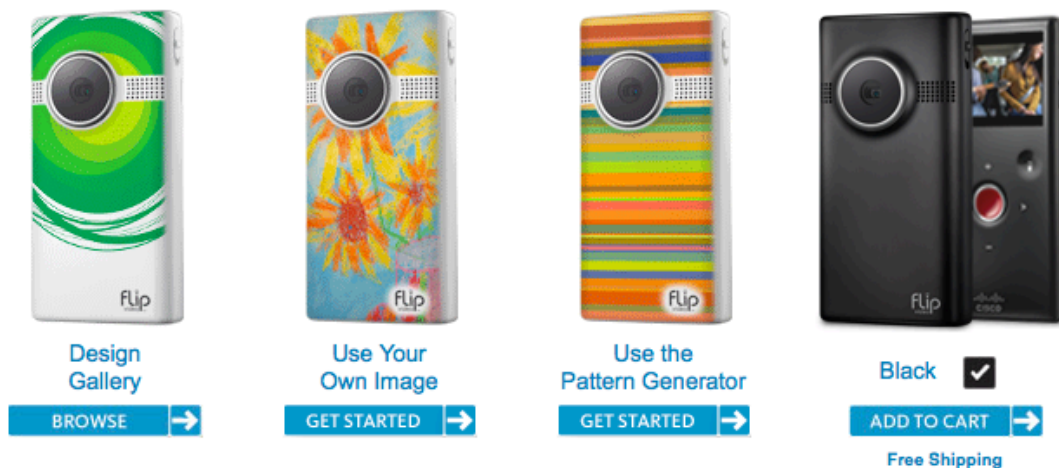


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website. If you already have this on your web site please give us the URL and we will take it from there. Make sure you state here the BIO is on your website.

9. **Get this done right away!** A video Welcome message your patients will get. We have included a text template attachment for what we suggest you record. To do this, simply record your using a Flip Video (may no longer be available) or a Kodak Zi10 is excellent or any camera you have that will record a HD video. Please note models always change!

The new MinoHD now features image stabilization to produce incredibly clear and steady HD video. Pre-loaded FlipShare™ software makes it easy to organize, edit and share your videos.



The Kodak Zi8





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Here are some video samples you can watch that others have done. Click the link below the images to view. Note the backgrounds are interesting, there is good lighting, and the people are warm friendly and professional.



<http://www.youtube.com/watch?v=vtAeFgajsaw>



<http://www.youtube.com/watch?v=236SIDUKYeY>



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<http://www.youtube.com/watch?v=UNfdB0FA3eg>

Once recorded, you will have to load it on YouTube. There are very detailed instructions in the Workshops section of our website that you can view.

Here is the link to our video replays of the Tuesday Workshops that you and your staff need to watch. Start with number one.

<http://healthnewspodcast.com/Workshops.html>

Remember, when your staff and patients realize that you are the best of the best, they will do all your marketing for you. A staff that knows about all the great changes taking place in your office will be instrumental in making the program work.

The Recording Script for your Welcome Message:

Here is the link to download the basic script to use for the Welcome message:

<http://systemworkshops.s3.amazonaws.com/audio-follow.pdf> You will need to add a line about Facebook if you chose our Facebook upgrade. See **bold** sentence below.



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It is always best to do this in your own words in your own voice. This way you do not have to read from a teleprompter or memorize the script.

The talking points you want to include are:

- Who you are and your specialty
- Studies show short health and lifestyle messages will make positive changes just by getting them
- You will send these and never spam them
- You have a contest they can win by clicking a link that will save them money
- You have the most expensive health resource on the internet on your website (give URL) and your Facebook page they can use to look up anything health related.
- If they have not signed up for your health tips enter their name on the form on this page
- If they are watching this video on Youtube click the Like button

If you prefer you can use our script:

Hi, I'm [Title, Name, expertise.]

Whether you are new to our Center or one of our treasured patients, we want you to know we are here to help you become healthier, while at the same time save you money.

A recent study showed that simple messages containing Health and Lifestyle tips had a profound affect on the well-being of those that received them. Imagine losing weight, reducing pain and increasing your energy and attitude just by receiving these. Each week we are going to send you one of these tips so you can see how simple this is. Check them out! And don't worry we never are going to send you SPAM and you can unsubscribe at any time if you decide.

(If you are using the Did I Win Promotion add the following (and it complies with your board, state regulations)

Now don't forget I said saving you money also, real money. This we like to call our Did I Win Program. Each week when you get the health and lifestyle email there will be a link at the top, you simply click on to find out if you won a special gift. If you won, we will contact you, so you, a friend or a family member can take advantage of this and save real money. The best part is you can win over and over again and all you have to do is click every week when the email comes.

(Add this if you have placed the Doctor's Resource on your Website)

There is one more thing I want to mention you and your family will find of great value and it costs you nothing. If you ever want to know anything about any health condition, food and recipes, special diet, vitamins or herbs or even drugs you may be taking, simply come to my website [URL] and click on the Doctor's Resource and it will take you to the most extensive database there is on the internet. Whether you want to know more about stress, exercise or even dangerous interactions between drugs and other drugs or drugs and food, or drugs and vitamins, or just about Aunt Sadie's bronchitis it is all there. We update it every week so you get the latest information, and of course my staff and I are always available if you have a question.

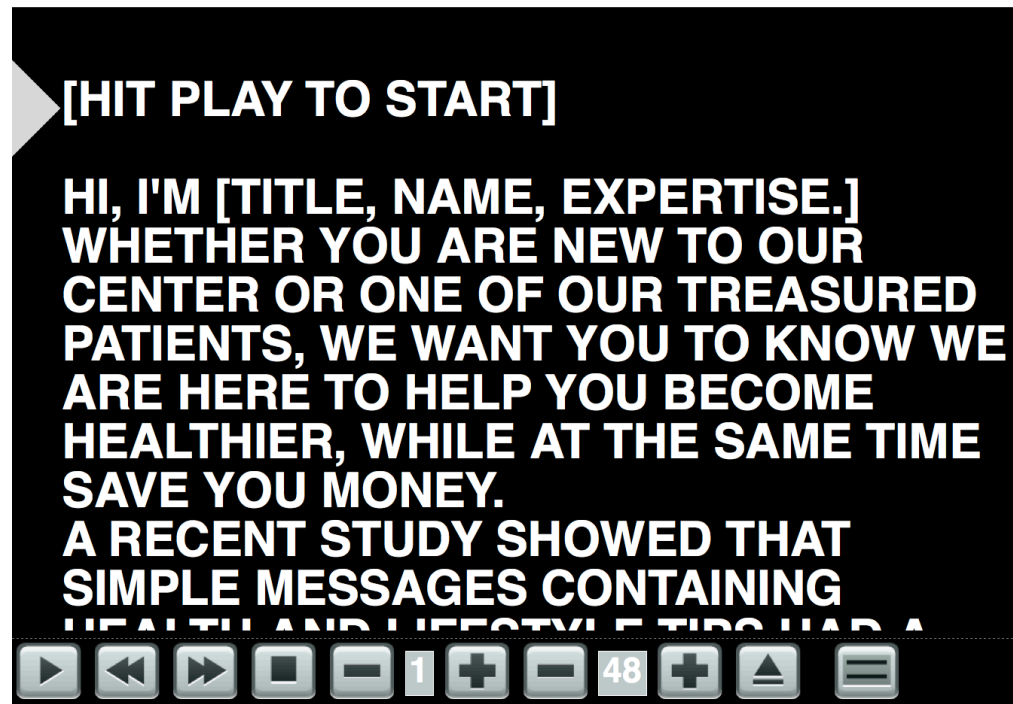
By the way if you have not already signed up for our great tips please add your first name and email address in the form on this page. **If you are watching this video on Facebook please click our Like button.**

My staff and I are dedicated to being your source of everything health.



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Here is an excellent teleprompter to use while doing your videos. Click the link below the image for the teleprompter.



<http://www.easyprompter.com/prompter.php>

When using the teleprompter for your video, it is best to place your video camera on a tripod behind and slightly above the computer monitor the teleprompter is on. Make sure you raise up the monitor so you are looking straight a head not down.

10. Just tell us if you plan to take advantage of the Did I Win Program. This is a quick link people can click on to help get them in the clinic fast. If you need to know more about this please email me.

***Please note** it is your responsible to determine if the Did I Win Program complies with your board policy and all state and federal laws for your specialty in your area.

11. A complete patient list containing first names only and email address. This should be a .CSV or Excel file.

Please note export your mailing list from whatever program you are currently using. This should be only two columns, First name and email address. You will need to send an initial email (see below) to your database telling them the great tools you have for them. DO NOT SEND THIS EMAIL UNTIL YOU ARE TOTALLY SET-UP. We will help you with this so wait until we start your training.



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The Initial email to your Database

Here is the email which you will customize:

[fname] (use only if your current email program uses this code):

Well hello, it's me (enter your name) and I am so excited. In a day or two you are going to be receiving an email from me and my office to watch a special video I made to share with you some special things that will have a profound affect on your health and the health of your family.

Now don't worry, these won't cost you anything. They are my gift to you.

After, you watch the video (2 minutes), if you and your family don't think these are the greatest health presents you have ever received then at the bottom of the email will be a link for you to unsubscribe. As I said, they don't cost anything and we would never ever Spam you. We are just trying to do our part to make you and the community as healthy as possible.

Be on the look out for that email and always know, we want to be your source of everything health!

Name
Clinic/Business Name
Telephone

P.S. If you would rather not receive this information please let us know, but we think you will find it very valuable.

In another few days you will receive an email discussing the templates we will be customizing for all of your HealthNews Shows and the Health and Lifestyle Tips. This will be a lot of fun so look forward to it.

This is an amazing program and together we will bring health care into the 21st Century.

A word or two about Video

People love video but often are not sure how to get the best quality. I have spent hours taking course after course to learn video so I can help you with your video projects. Then I met David Kaminski a real video guru. He has put together the best 1 hour course on video there is hands down. It is designed for people with Flip Stye Video cameras. The best part is it only costs \$49, and he gives a 60 day money back guarantee. Click the link below the image on the next page to check it out.

We will be teaching you what videos you need to make going forward. Video is the number one way to get found in the search engines and the more videos you have the better.



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<http://b14c76z4zlerc6m711ne2k7x.hop.clickbank.net/>



If you want to get to Google's Page One for your practice then the best Video Program is **Video Traffic Academy**. Our videos make it to Google's Page One all the time. To find out more about this amazing program click on the link below:

<http://drasw.vtacademy.hop.clickbank.net>



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Nice and Easy Does It

As you are putting together the items on the list, we want to offer a few suggestions to help you do this in the easiest and fastest way. Not everything needs to be done all at once.

Start with the photo and the video recording first. See #7 and #9 above.

Next, the **first three items on the list**. Simply email us the contact information for the office manager and the doctor/clinician as well as the best contact times. Once you have done this, simply cross them off the list.

Next, email us the name of your clinic, the address, phone and fax number and the email address you give to patients. These will be embedded in your HealthNews Show and the 52 Health and Lifestyle promotions that will go to your patients. Now you can cross off **item #4**.

Item #5 is simply the URL for your website if you have one. If you do not have one let us know if you will using the Landing Page we build for you.

Item #6 is the URL for your Facebook Business (not personal) Page

Item #8 are a couple of paragraphs about the doctor/clinician and the office. We can take this from your website or use your CV to create it.

Item #10 Just tell us if you want to participate in the Did I Win Program We highly recommend it! (Please make sure this complies with your state regulations)

Item #11 A complete patient list containing first names only and email address. This should be a .CSV or Excel file.

You can see how easy this can be. Just start with the very basics and we will help with the rest. Send everything to

dralan@healthnewspodcast.com.

Any questions feel free to call Dr. Alan at 413-232-3219.



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We need one easy decision

We are about to go into the recording studio to record your promos for your HealthNews Show and your Health and Lifestyle Tips. You need to make a couple of simple decisions regarding the promos. Either you want your name in the promos by itself, or your name with the clinic's name in the promos. The best way to do this is to reply to this email and either highlight your choice in bold, or delete the choice you do not want to use.

Let's start with the **Health and Lifestyle Tips** your patients will receive each week, as these are the simplest. At the end of every Health and Lifestyle Tip will be your promo. Please choose either

Promo 1 or Promo 2:

1. Your one minute Health & Lifestyle Tip of the day is brought to you by Dr. Alan Weinstein (insert your name). When you think health-think Dr. Alan Weinstein (insert your name).

or

2. Your one minute Health & Lifestyle Tip of the day is brought to you by Dr. Alan Weinstein (insert your name) and the Wellness Chiropractic/Health Center (insert your clinic name). When you think health-think Wellness Chiropractic (insert your clinic name).

Click to hear a sample of Health and Lifestyle Tip with Promo 2:

<http://rockwellproductionsuploads.s3.amazonaws.com/weeklytipsmp3/pinecresttips/pinecresttip18.mp3>

Next, a similar choice needs to be made for your **HealthNews Show**.

The show is made up of your introduction promo, two news stories, followed by a major promo for you, followed by two news stories, and lastly, your closing promo.

Please choose the opening promo:

1. Today's HealthNews Podcast is brought to you by Dr. Alan Weinstein (insert your name)

or

2. Today's HealthNews Podcast is brought to you by Dr. Alan Weinstein (insert your name) and the Wellness Chiropractic/Health Center (insert your clinic name). (con't on next page)



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Please choose the major promo:

1. Call Dr. Weinstein at 413-274-0200 , and ask Now back to the news!

or

2. Call Dr. Weinstein (insert your name) of the Wellness Chiropractic/Health Center (insert your clinic name) at 413-274-0200 , and ask Now back to the news!

Click to hear a sample of HealthNews with Promo 2 for a chiropractic clinic:

<http://rockwellproductionsuploads.s3.amazonaws.com/10.10.09podcasts/10.10.09dukowitz.mp3>

The closing promotion must match the opening promotion.

If you chose #1 for the opening we will use #1 for the closing. If you chose #2 for the opening we will use #2 for the closing.

Remember all promotions have been designed to most effectively create the health association between you and your patients.

If you have any questions, feel free to contact Dr. Alan at 413-232-3219.

Please note: 2nd Cousin, Inc. reserves the right to change the templates and promotions as they deem necessary to provide you with the most effective tools to create the health association between you and your patients.



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We are right on schedule

Things are coming along right on schedule and most of you are getting us everything in a timely manner. Make sure you focus on emailing the high resolution photograph and your Welcome message as we need these to get your "SYSTEM" and your iTunes show up and running.

Realize, we take into account there is always a certain lag time between our request and your fulfillment. Please make sure you get us everything we request within 30 days.

If you have not scheduled your Interview touch base with Dr. Alan at 413-232-3219 and get it on the calendar.



What you need to prepare for your interview is on the next page:

Here is everything you need to prepare for your interview. Remember once your interview is scheduled you will be calling in on the date you have set-up. The call in line to be interviewed by Dr. Alan is 413-232-3219, or drasw1 if you are using Skype. We recommend a USB headset if you are using a Skype line. If you are using a landline usually a wired phone is better than a wireless, and only use a cell phone if you have excellent reception that does not drift. If you need to hear samples of interviews others have done, visit <http://interviewsofyou.com>.



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Here are the items we will need and the sooner you get these to us the better.

1. Please send 4 written testimonials we can put on the back cover. They should only be 2 or 3 sentences and have the person's first name and first letter of their last name. Please note the testimonials should be grammar and spell checked. Any errors that need to be corrected after the final product is finished will be at your expense.
2. A high quality, high resolution photo of you on a simple contrasting background. If you already sent your photo for your SYSTEM we can use that one.
3. A bullet list about you so we can introduce you to the listeners. Include your specialties and practice focus, any special equipment you use in the office and even special hobbies or other things you participate in if you think they may be pertinent.

The opening paragraph - this will be recorded before we start the interview. If you want to record this on your own and send us the MP3 that is fine.

Hello, (Good day or whatever greeting you choose) this is YOUR NAME, YOUR MAJOR AREA OF EXPERTISE (MT Advisor, Clinical Nutritionist, Chiropractor etc). You are about to listen to an interview I did as a guest speaker on the popular internet radio show, HealthNews which airs weekly out of the Northeast United States. The interview will give you a general overview of the value of a (wellness, nutrition, or whatever term you would like) Program that is customized for you. What it will not do is allow me to answer your questions about your health goals and what issues you are currently having that I can help you with. After working with [hundreds - thousands] of people over many, many years, I know nothing is more important than helping you. I know you want to be healthier next year than you are this year, and even healthier five years from now. I also know finding the answers for the problems you have right now, are the most important, and I want to help you do that or at least point you in the right direction. The best way to do that is for me to offer you a complementary consultation with me either over the phone or in my office. There is no obligation and it won't cost you a thing. Just a one on one geared toward making you a healthier you. Now write down my number, xxx-xxx-xxxx, give me a call and let's find out how to make everyday a healthier day for you. Now enjoy the interview.

Potential questions (it is always a good idea to relate your answers to stories and miracles you have had in the office. People like to make their health choices on emotions, and stories give them something to relate to):

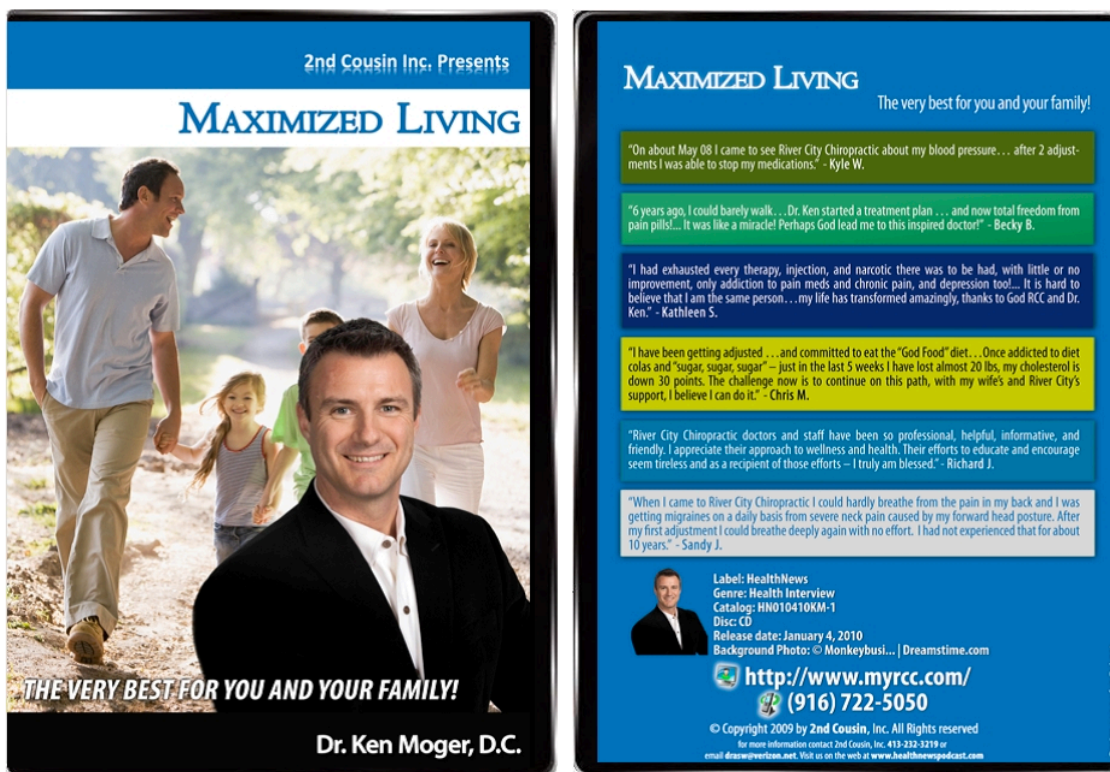
1. How did you get started in this business?
2. What do you love most about what you do?
3. What problem do you solve for your clients
4. Why should they seek solutions from you



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5. How can I tell if someone I know would benefit from what you do
6. WHY is (TOPIC) so important for our audience to learn more about? (Give 3 reasons)
7. WHAT is (TOPIC) by definition?
8. HOW does (TOPIC) work in a step-by-step process?
9. WHAT IF our listeners utilized the strategies you are teaching us about (TOPIC), what would their live be like in 30 days, 90 days, 1 year?
10. Anything you want

Sample Interview DVD Cover



Front

Back

To see additional samples go to:

<http://www.facebook.com/2ndCousinMarketing?v=photos#!/album.php?aid=137896&id=71320898194>



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Welcome your database

If you have not already sent us your Welcome message please read this.

The first choice is **video** not audio. People love video and it compels them to watch. Your video will need to be uploaded on YouTube. Make sure you watch the video we created on how to do this at:

<http://healthnewspodcast.com/Workshops.html>

or for a more extensive overview go to:

<http://healthnewspodcast.com/AskDrAlanReplays.html> and watch the March 16, 2010 video.

We have attached the script for you to use, but as always we recommend you customize it in your voice and style. Please see page 10.

Did I Win

Realize if you elected to use the Did I Win Program* you are in total control of it. Here's how to do it. You decide who wins or who doesn't. They don't have to win just because they clicked.

First have your staff go through the names of the people that emailed you to find out if they won.

Break them down to:

Inactive patient

Current patient

Not yet a patient



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If they are an **inactive patient**, have your staff call them up, congratulate them and say they were one of our winners of a complimentary visit/adjustment/treatment or what you like to call it. Then they say is Tuesday or Thursday better? Is morning or evening better? However you train your staff on how to set people up. Get them in the office and them of course try to get them back on a schedule.

If they are a **current patient** you have a few choices. You can tell them they won a visit for a family member or a friend, or a gift certificate they can give to anyone trying to get the referral. You can use it for a service they never used, trying to increase your services, like a nutritional consult or an exercise consult, or a brief massage or another therapy you use in the office. The last choice is give them one treatment but make sure they understand that it is really to help make the people they love healthier.

The last case scenario is someone in the database you lectured to or screened and are **not yet a patient**. This is a no brainer get them in the office with a free consultation, exam or whatever you want. Treat them as a new patient as this is what they are.

For the people that you do not want to win, create an email in your draft folder, thanking them for clicking on the link telling them how much you value them, how important they are to you and tell them to keep listening to the HealthNews, the H & L Tips and that you and your staff are always available to them if they have any questions.

You want to be their source of everything health. Also, remind them to keep clicking because they can still win.

Realize that if used properly this will pay for your entire SYSTEM for the entire year this month alone.

***Please note** it is your responsible to determine if the Did I Win Program complies with your board policy and all state and federal laws for your specialty in your area.

THE VIP App

This is the most powerful communication tool available today and it is yours as part of the SYSTEM. To learn more about this amazing App visit <http://www.yourcontentbank.com>. In the meantime, click the link above the image on the next page and install the App on your computer so you can stay on top of everything you need to know about marketing your practice.



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<http://bigal.2ndcousinmedia.com/widget>

NOW YOU CAN GET THE VIP TREATMENT YOU DESERVE WITH THE VIP DESKTOP APP
Brought to you by The SYSTEM

The SYSTEM VIP App
2nd Cousin, Inc. (WEB)

The VIP Desktop App is a small application that runs on your computer, allowing you and 2nd Cousin Media & Marketing to communicate like never before. With the VIP app it's all about you!

Installation is easy on Windows, Mac, or Linux computers and you can **uninstall** it at any time.

PREVIOUS MESSAGE NEXT MESSAGE

Search yourcontentbank.com

Install it now!
free & easy

VIP

Launch Now

Microsoft Windows
Windows 7, Vista, Server 2008
Windows XP Home and Professional

Macintosh OS X
10.4+ Tiger, 10.5+ Leopard
10.6+ Snow Leopard

Linux
Fedora Core 12, Ubuntu 9.10,
or openSUSE® 11.2

[View Full System Requirements →](#)



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Website Checklist

If you supplied us with everything we need to get you up and running in a timely fashion, you should have received the following email (this is a sample yours will have links related to your SYSTEM. The links below do not work):

We have decided to go ahead and build you a website at our expense to try to move this along. If you can provide a fully updated database of your patients (first name and email address on a spreadsheet) and potential patients we can enter these for you and start the program rolling. However we would eventually like you to install the scripts on your own website.

*Here are the scripts for the things you want to place on your website. Please let us know when these are on your site. **To expedite this we recommend you call Roger Stanton at 866-858-1745.** We have arranged with Roger to give you a special reduced rate most likely less than your own web person and he can get you up and running within a few days depending on his schedule. In the meantime we have built a temporary site that is ready to go. Visit the site at <http://wrmoyal.healthnewspodcast.info>. Once there place your name and your email address in the form on the left. You can start to use this site right away and we can enter your database into the system if you decide. When everything is on your site let me know and we will switch all the links to your site.*

We have not yet received your photo or your Welcome Video (posted on YouTube), or,

We pulled your Welcome video from Youtube and that is where the embed code is. However, you really should rename the video and change the description for better SEO. If you go to <http://healthnewspodcast.com/AskDrAlanReplays.html> and watch the March video it walks you how to do that.

The sign up form, the subscribe box and the player (If you need these split between a left side and a right side let me know):

```
<div id='cousin_widget_all' style='display:none' class='blue'></div>
```

```
<script
```

```
src='http://wrmoyal.healthnewspodcast.info/api/0.1/widget.php?include=aweber,feeds,media&id=cousin_widget_all&theme=default&posts_per=3' type='text/javascript'> </script>
```



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Here are color samples if you want to choose and of course yours will have your name. Right now we sent you the Blue.



Here are the Doctor's Resource Codes:

The Doctors' Resource: There are many ways to install this (Option 1 is an access code if your website goes down and you need to access the Resource. It does not go on your site.). For an image and link on your home page which we recommend, use (Option 2) then you want to set up an entire page and use either (option 3a or if you have a narrow site 3b), and for advanced formatting (option 4).



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Use the following codes by copying and pasting the appropriate code and pasting onto your web site where you want it to appear.

Option 1. Link Directly To the Resource, Use This URL/Address

<http://healthnewspodcast.info/healthnews/?key=be36c9c7eda36a0c16d6f1118be8c5ba>

Option 2. Link with Image:

```
<p><a href="http://healthnewspodcast.info/healthnews/?key=be36c9c7eda36a0c16d6f1118be8c5ba">
</a></p>
```

Option 3(a). Full Page Embedding:

```
<iframe width="700" border='0' height="930"
scrolling="no" style="border: none; outline: none"
src="http://healthnewspodcast.info/healthnews/health-html.php?key=be36c9c7eda36a0c16d6f1118be8c5ba"></ifra
me>
```

Option 3(b). Full Page Embedding -- Narrow:

```
<iframe width="500" border='0' height="930"
scrolling="no" style="border: none; outline: none"
src="http://healthnewspodcast.info/healthnews/health-html.php?key=be36c9c7eda36a0c16d6f1118be8c5ba&amp;n
arrow=true"></iframe>
```

Option 4. Script Insert (Advanced Formatting Required):

```
<div id="healthnewsblock"></div>
<script src="http://healthnewspodcast.info/healthnews/health-js.php?key=be36c9c7eda36a0c16d6f1118be8c5ba"
type="text/javascript" charset="utf-8"></script>
```



The SYSTEM

Here is a form you need to use as a checklist so that you know everything on your site is the way it should be. As soon as you feel that you are ready, please shoot us an email at dralan@healthnewspodcast.com and tell us your website is ready to go.

Website Checklist

Check if meets Best Practices	Item	Best Practices	Action I need to take
<input type="checkbox"/>	Welcome Video or Audio	The Welcome Video (preferred) should be visible right on your home page so that the visitor can see it without having to scroll down the page. It should have a line of text stating the following or something similar: "If this is your first time here please click the play button for a special message from Dr. Your name.	<input type="checkbox"/> Need to record Video or Audio <input type="checkbox"/> I recorded my video but I need to upload to YouTube <input type="checkbox"/> Need to embed in Website <input type="checkbox"/> Need to add text instructions so they know to hit Play <input type="checkbox"/> Need to move up so it is easily seen
<input type="checkbox"/>	Widgets	There are two parts to the widgets. Part 1-The sign up and the Subscribe box. Part 2-the actual player itself. These can be divided up as a left or right side or placed on your website as one long column. The widgets should be visible on the home page without the visitor scrolling down to find it. Having a sign up form for your newsletter and also a sign-up form for the HealthNews in your Inbox only confuses the visitor. We suggest that you use the HealthNews sign up form and then take the names and import them to your Newsletter database.	<input type="checkbox"/> Need to install Widgets on Home Page <input type="checkbox"/> Need to raise widgets up so they are visible <input type="checkbox"/> Need to eliminate other Sign-Up Forms
<input type="checkbox"/>	Doctor's Resource	The graphic we supply that contains the link to the Resource itself should be on the Home page of your website so that people can easily see it is available for them to use. In addition, an entire page should be set up to house the Resource. We supply 3 different scripts to make it easy to install on any site.	<input type="checkbox"/> Need to install Doctor Resource graphic on Home Page <input type="checkbox"/> Need to install scripts and create an entire page <input type="checkbox"/> Need to move graphic for better visibility



The SYSTEM

So what should your website look like to be most effective? Click the link below the image to see exactly what your website should look like.



<http://systemworkshops.s3.amazonaws.com/Workshop12.mov>

Here are a couple of websites worth looking at as samples:

<http://richmondchironeuro.com/Welcome>

<http://www.buildhealthnow.com/>

<http://benjaminchiropractic.com/>

<http://www.chicagolandnucca.com/>



The SYSTEM

Finalizing everything

The final aspect of your set up is now waiting for you to notify us if everything is on your site so we can add in your database and start the Welcome messages flowing. **If you do not notify us we will not know you are ready.**

You will be receiving 4 posters via email for you to display in your office. We suggest you save them to a disk and take them to a Kinkos or some other printer that can print them as high quality 11 X 14 posters. Frame each in an inexpensive frame and hang them throughout the office so people know about all the exciting things you are doing to be their source of everything health. You may want to print multiple copies of each so that they are everywhere, from the waiting room to the bathroom. There are also Plexiglas stand-up type frames available at your local office supply store so you can stand some of these where people pay and make their next appointment.

We have also attached an order form for anyone that would like 24" x 36" copies of these posters for the waiting room. These can either be framed or mounted on foam board. They are great to take to screenings or lectures as they definitely create a buzz.

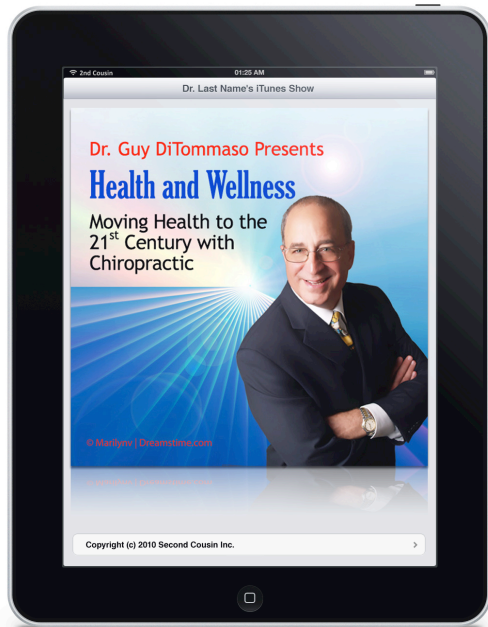
Remember to always promote from within. It is a very valuable way to let your patients know what is going on. If you want to know a little more about this, feel free to watch the video we did on Promoting from Within.

Visit <http://healthnewspodcast.com/Workshops.html> and check out Workshop 9.

See the 4 poster samples on the next page!



The SYSTEM



You could be our next Winner!



Each week we are giving away a **Special Gift** to you, a family member or a friend, and all you have to do is click when the great HealthNews and Health and Lifestyle Tips arrives each week.

We are dedicated to being your source of everything health!

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The order form for the 24" X 36" posters can be downloaded at this link:

http://promotionalpieces.s3.amazonaws.com/PostersOrder_Form.pdf



The SYSTEM

Track your success

Pulitzer Prize winning author, Annie Dillard, said, "If we listened to our intellect, we'd never have a love affair. We'd never have a friendship. We'd never go into business, because we'd be too cynical. Well, that's nonsense. You've got to jump off cliffs all the time and build your wings on the way down."

Note: Before you go any further realize that the previous emails gave you everything you need to get set up. By now the tools we provide, including the scripts for your website should be installed on your website, or you should be using the Landing page we built for you. **If you are not currently at this level, STOP here and set up a one on one with Dr. Alan (413-232-3219) to help you.**

Everything from this point forward are made so you can fine tune the SYSTEM. **If you are up to date read on.**

Please note: With the advent of our Content Explorer in (see link below) a staff member should be doing a blog and Facebook post at least once a week. Contact Dr. Alan at 413-232-3219 for training.

<http://web.aisle7.net/ContentExplorer/?apikey=ae43b9c4e4cb451c92af8b0efdca05c2>

Now you can score yourself to make sure you are following the success pattern. We suggest you check off what you are currently doing and look at what you need to be doing.

Remember, most items on the list do not need to be done by you, but rather by your staff person that handles these things for you. You have one job. Get out there and get leads.

There are two forms attached for you to download. One is the list mentioned above, and the second other a monthly form you need to send to dralan@healthnewspodcast.com monthly so we can help make your program more effective.

Please download both forms so you will have the tools to be more successful with the program.

First, how best to promote your SYSTEM (see next page):

[http://systemworkshops.s3.amazonaws.com/PromotingTwelveWaysProgram\(3\).xls](http://systemworkshops.s3.amazonaws.com/PromotingTwelveWaysProgram(3).xls)

Second, the Monthly Event Report (see page 33):

<http://systemworkshops.s3.amazonaws.com/MonthlyEventReport.pdf>



The SYSTEM

Check	Activated	Task	Frequency/ Number
	Tutorials	Have staff watch weekly Workshops at http://healthnewspodcast.com/Workshops.html	weekly
	Photo	A photo must be provided for all the artwork to be completed. This should be a professional high resolution photo with a contrasting background.	once
	Recording I	Recorded the video Welcome Message so people get a personal message from you to make them feel at home.	once
	Widget Scripts	Added all Widget Scripts to your own website to get people into the database	once
	Doctor Resource V	Added Doctor Resource to your Website as a link or page to drive traffic to your own website	once
	Notification	Notify us at dralan@healthnewspodcast to say the scripts are on the website and we can now enter in your database.	
	Did I Win	Activating the Did I Win Program to get leads and patients into the office Now! (make sure this complies with your state board etc.)	once
	Database	Submit your current email list - just first name, and email address	once
		Everything from here down are for you to Optimize the SYSTEM. Make sure everything noted above is completed before you even think about getting into the below items.	
	Social Networks	Set up YouTube, Facebook, Twitter	once
	Social Networks II	Set up your feed in Facebook	once
	Recording II	Auto responders - audio or video at pre-determined intervals. Use the auto-responders to make patients and leads aware of expanded services, special activities and best practices for best experience	monthly
	Goal Setting	Setting a goal to get 10 to 15 leads in your database each week by placing post-it notes around the office for staff to see and act upon	weekly



The SYSTEM

Marketing Planning	Downloaded the Interactive Marketing Spreadsheet, figured out the number of events needed to maintain practice and take action steps	every qtr.
Leads I	New leads must be added into the database every week for any and all events you do. New leads is the life blood of the program. It is your part of the agreement.	weekly
Leads II Office Staff Involvement	Weekly staff contest to get the most leads into the database	weekly
Cross Marketing Screenings	Outside the Office Screenings to promote HealthNews Show, Lifestyle Tips, Doctor's Resource. Use Survey Form.	weekly
Cross Marketing Lectures	Out of the Office Lectures - promote HealthNews Show, Lifestyle Tips, Doctor's Resource	weekly
Cross Marketing Letters	Use patient letters to promote your HealthNews Show, Lifestyle Tips, Doctor's Resource	weekly
Cross Marketing Newsletters	Created a link in your Newsletter to the Podcast Player	monthly
Cross Marketing Postcard	Used patient postcards and/or letters to promote HealthNews Show, Lifestyle Tips, Doctor's Resource	monthly
Cross Marketing In-office Lectures	Promoting the HealthNews Show, Lifestyle Tips, Doctor's Resource	weekly
Cross Marketing Network Associations	Using network associations, i.e. Chambers of Commerce BNI, Toast Masters - collect business cards and tell people about the HealthNews Show and Lifestyle Tips you are going to send to them for their opinion/evaluation	weekly
Cross Marketing Co-op	Use the HealthNews Show and Lifestyle tips to develop relationships with Businesses, Health Clubs, Health Food Stores for Database exchange	weekly
Cross Marketing Surveys	Use the Survey Tool to increase Database Leads	weekly
Cross Marketing Community Service	Making yourself available to community groups and organizations that need your help and offering them your time, expertise and HealthNews Show and Lifestyle Tips, Doctor's Resource	weekly
VIP Patients	Involved your VIP patients in helping you build your database	always



The SYSTEM

Share This I	Send emails via Share This link to specific patients each week emphasizing a special HealthNews Show of Lifestyle tip of interest to them	weekly
Share This II	Send weekly HealthNews Show and Lifestyle Tips post to Facebook, Twitter, MySpace	weekly
Share This III	Have staff post to their Social Networks	weekly
Share This IV	Send Instant Messages to Patients each week emphasizing a special HealthNews Show of Lifestyle tip of interest to them	weekly
Subscriptions	Emphasized need to patients to use the subscription method of HealthNews and Lifestyle Tips Delivery System, i.e. iTunes, Yahoo, Google, News-gator, RSS	always
Doctor Resource I	Regularly use Doctor's Resource to send patients monographs on topics of interest to activate or reactivate them	weekly
Doctor Resource II	Use the Postcard promotion	semi-annually
Doctor Resource III	Used Doctor Resource to write articles for local publications, Ezine, and other internet sources to get leads into the database	weekly
Doctor Resource IV	Use Doctor Resource to create both in-office and outside office lectures to get leads into the database the database	weekly
Waiting Room Marketing	Download your own HealthNews Show and Weekly Health and Lifestyle Tips to you iPod along with your music and shuffle in your waiting room to promote yourself as a source of everything health	daily
Interviews	Recorded Interviews to promote you, your services, your specialty, your expertise	minimum 1
Press Releases	Distributed the Press Releases from your Interviews	per interview
Phone on Hold marketing	If you use an MP3 On Hold Phone system, use your HealthNews Show and Lifestyle tips to promote yourself as a source of everything health	if applicable



The SYSTEM

Your Monthly Event Report

1. Event Survey Form

1. Please indicate the date this survey represents

MM DD YYYY
 Date from: / /
 Date to: / /

2. Please enter your Name, the Clinic Name, your email address and your phone number.

3. How many events did you do this month?

4. For each event list what type of event it was.

Example: In clinic lecture, lecture outside the office, screening, Community Wellness Days, etc.

First	<input type="text"/>
Second	<input type="text"/>
Third	<input type="text"/>
Fourth	<input type="text"/>
Fifth	<input type="text"/>

5. How did you promote each event?

Examples:

In office promotion?

In Newsletter or Blog?

Media - Newspaper, Radio, TV?

Promoted in local business or stores?

Corporate promotion?

No promotion

First	<input type="text"/>
Second	<input type="text"/>
Third	<input type="text"/>
Fourth	<input type="text"/>
Fifth	<input type="text"/>

Page 1



The SYSTEM

Your Monthly Event Report

6. How many people attended your event(s)?

First

Second

Third

Fourth

Fifth

7. How many people at each event gave you their contact information (first name and email)?

First

Second

Third

Fourth

Fifth

8. How did you get them to give you their contact information? Check all that apply.

- Told them about the HealthNews, H & L Tips and Doctor Resource
- Used the Lead Generating Survey
- Used my own survey
- Had a list they could add their contact information on if they wanted
- Never asked for contact information

9. How many people signed up to come in as a new patient right there at each event?

First

Second

Third

Fourth

Fifth

10. Do you participate in the Did I Win Program? If not skip to Question 13.

- Yes
- No



The SYSTEM

Your Monthly Event Report

11. How many additional patients came in as a result of the Did I Win link after your event(s)?

First	
Second	
Third	
Fourth	
Fifth	

12. Overall how would you rate the effectiveness of the Did I Win Program?

	Extremely Effective	Effective	Neutral	Not Effective
Overall Effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. If you do not use the Did I Win program, how do you follow-up with attendees? Choose all that apply.

- Gave them my business card
- Gave them my website address
- Gave them my brochure
- Called them on the phone
- Emailed them
- Signed them up to receive my HealthNews and H & L Tips
- Signed them up for my Newsletter

14. How many additional patients came in as a result of the follow-up you used after your event(s)?

First	
Second	
Third	
Fourth	
Fifth	

15. Overall how would you rate the effectiveness of your follow-up?

	Extremely Effective	Effective	Neutral	Not Effective
Overall Effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



The SYSTEM

Take advantage of Facebook and Twitter with just a click

Marketing is an ongoing process. Things are always changing and we make every effort to keep you on top of those changes. The best way for you to stay abreast of these changes is to subscribe to our YouTube Channel and sign up for our Marketing Pearl of the Week.

You can subscribe to our YouTube Channel by clicking on the link below the image:

<http://www.youtube.com/user/drasw01>



The SYSTEM

You can get our Marketing Pearls by clicking on the link below the image:

**Your One minute
"Marketing Pearl"
of the Week**

[home](#) [about](#) [ask dr. alan now](#)

Select a Category RSS

★★★★★ 0

The New Doctor's Resource
Your first line offense to win the Wellness War
A Source of Everything Health!

Video Marketing A Good Offense Is the Best Defense
As consumers define wellness more broadly, does ...
September 24, 2010

★★★★★ 0

5 Things You Must Do to Win in the Wellness Game
<http://healthnewspodcast.com>

Video Marketing Winning the Wellness War
The Wellness game has changed and if you ...
September 17, 2010

★★★★★ 0

Using an interview on Facebook as a conversion tool

Video Marketing - Building your Facebook credibility
Just having a Facebook Like page is not ...
September 1, 2010

★★★★★ 3

Video Marketing: Your Very Own Facebook Slideshow
Ian Lurie Treat your Facebook page like

★★★★★ 28

Video Marketing: You need to be a source of everything
Regardless of what business you are in, if

★★★★★ 19

Video Marketing Bring Your YouTube Videos to Facebook
Where would you rather concentrate your

Sign-Up

Sign-up to download our Free Marketing Guide and receive our Marketing Pearl of the Week

- * First Name
- * Last Name
- * Company Name
- * Email
- * Phone
- * State

* = Required Field

Welcome to The SYSTEM!

Twitter

<http://marketingpearloftheweek.tv>

Many of these videos will show you advanced strategies you can incorporate with The SYSTEM. Do not get confused! You do not want to think about these until you are fully p and running which is a very simple process outlined in this Guide. If you have any questions about these contact Dr. Alan at 413-232-3219.



The SYSTEM

You can subscribe to our Facebook Like Page where we post new stuff all the time by clicking on the link below the image:

<http://www.facebook.com/2ndCousinMarketing>

The Power of the SYSTEM Facebook Upgrade

Please visit the following Facebook Page below to see the Power of your SYSTEM Facebook Upgrade. If you have not signed up for this upgrade you need to. Contact Dr. Alan at 413-232-3219 to find out more.

Once there click Like and then view the entire tab. Then go to the Interview Tab, The e-book Tab and the Doctor Resource Tab.. It is all part of the package.

<https://www.facebook.com/ExcellenceInHealth>



The SYSTEM

Here is a list of some advanced strategies you can use with the SYSTEM to ramp up Facebook and Twitter:

[6 Tips To Make YouTube More Effective \(view March video\)](#)

[Making your HealthNews and Health and Lifestyle Tips Viral](#)

[Video Marketing - Building your Facebook credibility](#)

[Video Marketing: Your Very Own Facebook Slideshow](#)

[Video Marketing Bring Your YouTube Videos to Facebook](#)

[Video Marketing Your Facebook Sign-Up Form](#)

[Video Marketing RSS to Facebook Business Page](#)

[Video Marketing The Twitter Direct Message Set-up](#)

There are literally dozens and dozens of videos and strategies that you can see by going to our [YouTube channel](#), our [Marketing Pearl of the Week TV Website](#) and our [Facebook Like](#) page. Make sure you check them out.

Here is the link to our new Content Explorer. It contains over 9,000 articles you can use in Facebook, your blog or wherever. This is gold do not lose it.

<http://web.aisle7.net/ContentExplorer/?apikey=ae43b9c4e4cb451c92af8b0efdca05c2>



The SYSTEM

The Whole Enchilada

Here is the complete list of all the tools that come with your SYSTEM. You can use all of them or pick and choose. The list is constantly being updated as we expand the program. Remember that many of the things here are under the heading of **Advanced**, so do not get bogged down trying to figure out how to use everything if you are not yet up and running.

- HealthNews Podcast
- Health & Lifestyle Tips Podcast
- The Doctor's Resource
- The Content Explorer
- The iTunes Show
- The Interview
- The Social Network Links
- The RSS Feed
- The Widgets
- The Blog
- The iContact account
- The Unlimited AutoResponders (these are powerful tools you need to use
- The Customized 52 Health and Lifestyle Book
- The Footer
- The VIP App
- The Subscribe Links - Share This
- The Press Release(s) 4
- The Landing Page Website
- The NewsWire Service
- The SYSTEM Posters
- Dr. Steve's Weekly Newsletter
- Facebook Package

After you are finished with your **Basic Set Up**, check what you are using and then get in touch with Dr. Alan to see about the best ways to incorporate all the other tools The SYSTEM provides.

