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## **Terry Telford**



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

**Terry:**

Hey there. You're listening to Terry Telford from TheBusinessProfessional.com and today we're very fortunate to have Kelly Robbins here with us on the call. Kelly is a copywriter and a marketing expert in the healthcare field. She specializes helping hospitals and non-profit organizations with their copywriting and marketing efforts. Her niche is very specialized, but her formulas and principles that she uses are very universal. What that means is that the information that Kelly is going to provide for us today, is something that you can use immediately in your own business.

Kelly operates two businesses: she has KellyRobbinsLLC.com, which focuses on the healthcare side of thing, and is working on TheCopyWritingInstitute.com with a partner, which is more focused to what you're looking at as a general entrepreneur and learning the ins and outs of copywriting.

Kelly has been in the business for about 15 years and has won various awards including the 40 Under 40 award, as well as getting many accolades from her clients and subscribers. You'll see that on her websites. I could go on and on about Kelly, but I think it's best to bring Kelly on and she can tell you best about herself and her background and whatnot. So, without further ado, I'd like to say thank you very much for taking the time to be with us here today.

**Kelly:**

Thank you, Terry. It's a pleasure to be here, thanks for asking me.

**Terry:**

Thanks; I appreciate that. Maybe you can start off with telling us your background and tell us how you got into copywriting and more specifically the healthcare industry.

**Kelly:**

Okay, sure. To start, I have no healthcare experience. I actually worked at UPS for 13 years. I left about six years ago because I wanted to work from home and have a flexible business. I looked into some different things to do. As a marketer, I knew that copywriting would be a great business to start. I started writing copy for everybody in all different industries and I found out that I really loved working with my healthcare clients. I was helping hospitals, doctors, and physician's practices and I was having success with them.

As we all learn in marketing, we have to choose a niche, be specific, and target that niche. I followed directions and chose the healthcare niche. If you look at my website you'll see that it's very healthcare oriented. I'm sure that some of the things we'll talk about today are looking at the clients pain and seeing how you can address what their issues are. That's what I've done with my marketing materials is target that specific niche and it's worked very well for me. So, I really kind of stumbled into healthcare.

**Terry:**

That's great. I think that happens for a lot of people: you just do a lot of things in the beginning and then choose which one works best for you. What is it about healthcare that you like?

**Kelly:**

It was a lot of subtle things. They had money to spend on copywriting. I was really enjoying what I was writing about. I loved learning all these new things; healthcare is always changing so there are always new technologies and new procedures. There's always work for me. At the very end of it, you're helping someone with a better life or a healthier life.

I realized that as a copywriter I'm writing something that will ultimately help someone. Everyone you work with, even getting away from the doctors, everyone in marketing feels that way too that they're really helping someone. It's such a vast thing that I do but ultimately it's helping people. The people that work in healthcare really enjoy it because they're helping people and I really liked that.

**Terry:**

It's a very giving community.

**Kelly:**

It really is. Business is business. Some of the people you work with might hate their job, but I still go home thinking that I helped somebody that day, and I think that's pretty cool.

**Terry:**

That's very cool. What would the process be for you now? If you were going to go out and get new clients, how do you market your business to get new clients? How are you actively marketing yourself?

**Kelly:**

That's a good question. I actually get asked that question a lot. People ask me that thinking that it's one magic thing that I do. It's really a million little things that add up. In healthcare specifically, it's a very tight knit community. I found that getting out and meeting people and getting involved in the association works for me. I speak: I'll be speaking in October in Washington D.C. where I'll be giving a three hour workshop for the hospital branch of the American Hospital Association. That's a pretty big deal.

I'm doing a good job positioning myself as an expert. If you work in a hospital, or you're a chiropractor, you can go to my website and see that I have all sorts of products that I sell. Some people are going to buy them and say, "This lady's awesome. I'm going to hire her." A lot of it is the positioning.

I write articles, get published, interviews like this, teaching, and so much more; all of your marketing as to be well rounded.

**Terry:**

Excellent. What are you doing specifically now? You have articles, networking...

**Kelly:**

I have a free newsletter called the Healthcare Marketing Connection that goes out every week. What I've really done is created a funnel. When I work with clients it's something that I help them do. You start by looking at the community and put some free things out there to get attention. People see or hear or read about you. If they like what you have to say, and there is no risk involved, they might ask to learn a little more. "There's no risk here, so maybe I'll sign up for your newsletter or listen to your talk." You want to offer several things for free, and then you take them down in the funnel.

Maybe I give them a free report. After they received a few free things and they like what I have to say and they trust me, maybe they'll buy a \$10 product. I can move them along to a \$100 product, then a \$500 and keep moving them down all while building trust and credibility.

**Terry:**

So you have a stair step approach: you go from the free product, to the small purchase, to a little larger and a little larger to bring them up the stairs.

**Kelly:**

Yea. I call it the funnel. It's the same thing. I do print as well as online. I think that's important. I send postcards to people monthly; I have a target list I send them to. My newsletter goes out, I have blogs and podcasting... it's a little bit of a lot of things.

**Terry:**

Excellent. This postcard that you send out, is it to clients or prospects?

**Kelly:**

Both.

**Terry:**

What kind of information do you put on a postcard?

**Kelly:**

It varies every month. Sometimes I'll say, "Hey. I'm available if anyone wants to have a lunch and learn at their office," and talk about that topic. Sometimes I might talk about a new product that I announced on my website. If I have a new free report, I let people know where they can go get it. Something short, sweet, and simple. The cheapest thing is called SendOutCards.com, and you can send a whole greeting card including the posting and everything for under \$1. I usually just do the postcards which is even less than that.

You can have a database in there. I usually have my assistant go in there when somebody switches companies or I get someone new on my radar, I have her update the database. You can plan out your whole year, postdate it, and have it done with. It's a simple, automatic system that you don't have to get involved with all the time. You're also keeping your name in front of people on a consistent basis.

**Terry:**

So it works the same as an autoresponder but with postcards.

**Kelly:**

Yup. It's exactly like an autoresponder. Except, updating the database is a little manual but it's very inexpensive and easy. I think it's very important to incorporate your online efforts with your offline marketing efforts. Some people respond more to online than off, but you might catch their attention if you send to both places.

**Terry:**

Right. So, are you directing people from the postcard to your website or are you directing them to call you?

**Kelly:**

I always direct people to my ezine. That's where I send everybody. There's no risk, it's free, and it gives me a way to gain trust and for them to get to know me. Everything goes to my ezine.

**Terry:**

All of your offline efforts are bringing people online. And then you build your list and market to them through your list.

**Kelly:**

Yea.

**Terry:**

Excellent. So, if you have someone in your funnel who has been involved in the newsletter and has bought a couple of products, now they're saying that they want to work with you and bring you on board with his or her team. What kind of a process happens there? If I was a marketing executive in a hospital and I called you up and said, "Kelly, I want to use your services and to work with you," what's the process that you go through there?

**Kelly:**

The first thing that I do is I need to get a feel for where you are and where you want to go. Sometimes people will call me and say, "I need a website," and sometimes they'll say, "We don't know what to do but we want to go here because we know this isn't working." Regardless, you want to start with, where are you and what's happening? Are you getting clients of the wrong kind? Are you not getting anyone? Do you have something new you want to introduce to a new group?

I find out where you are, and then look at where you want to go. Do you want to attract a different kind of client or patient than you have had before? What are some things that need to change before it gets there? What have you done that's worked? What have you done that hasn't? Sometimes that you can see that someone has been doing a lot of promotions here and is getting a lot of Medicaid patients. That's not what you want? Then, we need to change this. We need to know who you want to track so you can attract them.

A lot of the time people don't dig deep enough to find out. I take the time ahead of time to find these things out. The thing about marketing is, before you do any writing or promotions, you really have to be clear about where you are and where you want to go. Setting goals is objective; it goes back to school and college and the things you learned. That's really the key. Does that make sense?

**Terry:**

Yea, absolutely. It's really laying down the groundwork and getting the plan in place and basically plan your work and work your plan.

**Kelly:**

Yea, but people are rushed and they don't want to do that. We might find that the way to help them move forward might not actually help them. At least they're clear in where they need to go.

**Terry:**

So, I'd like to go down this healthcare road because it's brand new to me. As a hospital, what kind of marketing is a hospital doing. You said they don't want to get Medicaid patients, I'm completely unfamiliar with that so how does it work?

**Kelly:**

It might not be a hospital that is looking at that as much as a chiropractor or a smaller group might. A hospital does look at that kind of stuff, but a chiropractor might be an easier one because they look at that stuff a lot. They have patients that can come in and pay cash for their adjustments. They may not want to bill through the insurance, who is going to cut their payments in half. They negotiate payments quite a bit. Then we can look, "How come are you attracting all of these insurance patients who can't pay you cash upfront?"

There are some things that you can do. The first thing that I would look at is that a lot of chiropractors and doctors like that get their business through referrals. What kind of referral business have you built? Do you have a system in place to communicate with medical doctors? Same thing with, if you look at a hospital, where are their patients coming from? A lot of their patients are coming from a doctor telling them where to go. What kind of doctors are you working with? Do you have relationships in place with ambulances? A lot of hospitals do recruitments with ambulances because when someone calls 911, the ambulance chooses where they go.

It gets really complicated, but you need to look at what you have and what's wrong with it that you're not attracting the people that you want? You have to change something. You might have a newsletter and postcards and ads and you're doing everything you're supposed to do, but you're not attracting the right kind of client. Maybe the message needs to be changed, maybe the messages need to be in different newspapers or magazines. Maybe you don't have the referral system in place working right.

**Terry:**

So once you've got that in place, you sit down with the chiropractor and say, "This is where you are, here's where you want to go," and you come up with the other possible way. The ambulance thing, for instance, was completely amazing to me; I didn't know you could market to ambulances.

**Kelly:**

They get to choose which hospital. They base it on the trauma level. If there are five hospitals in a ten-mile radius, they pick where they take them.

**Terry:**

That's incredible.

**Kelly:**

It is. It's a crazy world.

**Terry:**

So you have all these markets that, if you're not in the healthcare industry, you might not even think about them. I'd bet that no matter what industry you're in, there are little markets that you don't know about unless you're in a marketing mind frame.

**Kelly:**

I think that a lot of people jump to the marketing tool, whether it's to send postcards or put an ad in the paper and they jump right to the end without looking at what goes before. If you're a business owner, you might know that you have to have a website, and you know you need to advertise. They'll have their assistant get some ads and put them in the paper, but they're not looking at all of the things behind the scenes to know if that ad works or not.

**Terry:**

Right. They're kind of like Internet marketers: they focus on the tools and not the tactics.

**Kelly:**

We're all the same. The Internet is the same thing.

**Terry:**

So once you got them in that position, what's the next step? Maybe they're not addressing the way that they should be... where does it go from there? Do you take a look at their sales copy and advertising and break it down? How does that work?

**Kelly:**

Yea. Before we even look at their advertising copy, the next step is to really know your client and who you're trying to sell to. I have a process that I go through with people because we really want to nail it down to one perfect, ideal client. As a copywriter, I'm trained to talk to one person when I'm writing, so it's more like a conversation. As a business owner, what I want to do is for you to know who your idea, perfect client is, and tell me all about him. What worries them? What do they love? What is their family life like? You might combine three clients into one, but we want to know this one person.

Once we've identified who that is, are we talking to them correctly in all of the messages that we're sending? That's tricky; it was hard for me and hard for a lot of people to narrow it down to that one person because it feels like you're alienating so many other people who you could be serving. In reality, what happens is that you're talking so directly to that one perfect person that the other people hear your message because it's very clear. Other people that you want to attract hear it.

That's a big step that I spend time really digging into and getting really clear on who that person is. Writing the materials and writing to them in the ads and other messages is easier because you know who this person is.

**Terry:**

How do you decide on the media? Once you decided on the perfect person that you're going to write to, how do you decide if you're going to do newspapers, postcards, sales letters, or direct marketing? How do you decide which avenues to go with?

**Kelly:**

That's different for everyone. It's going to depend on what they've tried, what works and doesn't work, how much money they have, and if they are willing to invest in more long-term marketing or if they are just looking for short-term ones. Every client will be different. You have to take in all of those considerations and see what works best. If the audience is local or national... you have to look at what your options are, how much money you have and what they have experience with. You might want to do something different than your competitors if you can. You can try to do things customized.

**Terry:**

Right. Would you take the information they have now like their website, sales letters, and postcards and try to correct it or do you start from scratch, wipe the slate clean, and start over new?

**Kelly:**

It depends. That's not a good answer, but it depends on who they are and how close they were. If they've been having no luck and nothing is working, sometimes people want to start fresh and new. Let's go back to the chiropractor that is totally attracting the wrong person. Maybe they want to start off fresh and new so people don't associate them with people they don't want to be with. For example, if they're attracting Medicaid patients but they want the patients who will pay the \$3,000 upfront for a years worth of adjustments, maybe they want to redo it. Maybe their stuff just needs a little bit of tweaking, but it all depends on what the client wants.

Maybe they want to redo everything from scratch. It could just be a matter of changing all of the messaging. A lot of times, what I find is that people haven't really dug deep into what the pain is for their client because they don't have that ideal client in their mind. They also aren't clear on what their pain is. For example, if we bring up the chiropractor again, maybe they say, "We do adjustments. We can help headaches, back pain, numb arms; we do everything." What they might want to do is say, "We help people who have sports injuries and who are having a difficult time staying active in their sport. We help someone who's injury is really effecting them socially," and really narrow down on that pain.

Say this person has a sports injury and they can't play baseball with their friends anymore. They might be feeling alienated and depressed. What kinds of things are going on that they can zoom in on? It's

easier to do that when you have one person identified that you're targeting. It all goes back to that work you do ahead of time.

**Terry:**

Beautiful. So, in the chiropractor side of things, instead of looking at the benefits side, you go in and irritate the pain and your prospects are saying, "Oh, I can really identify with this person." Not so much that your knee hurts, but more of the social pain. Like you said, you can't go out with your friends, you can't play baseball, you're sitting home on a Friday night....

**Kelly:**

You're sitting on the sidelines, yea. Get into the emotion of it, because they might be in physical pain but it goes deeper than that. Maybe they have gone to their medical doctor for over a year and they've been on prescriptions and they're not working. There are several paths that people take before they might come to a place like a chiropractor or acupuncture place. You can really tap into all of that because a lot of frustration is probably built up along the way.

The same thing could be said for someone who is trying to start a business on the Internet. Maybe they have tried a bunch before that have failed. What are they doing wrong? It can apply to any business. I work in healthcare a lot so it's easy to give examples. It can be true with anybody if you pick that one client and dig deep to what the real pain is. Are you really wanting to get this Internet business started because you want to be home with your kids and have a flexible lifestyle? Do you really not want to let your spouse down again? You can do it for any business.

**Terry:**

Bingo. How do you get into the zone? When you're copywriting or in your experience, sometimes you can sit down on the computer or with a pad and paper, and it stays blank. Other times you can sit down and fill a book in the matter of about two hours. How do you get those creative juices flowing and get the copy to flow out of your fingertips?

**Kelly:**

That's a good question. I actually worked on that for several years before I figured it out. I have kids, I have limited time when I work, and I really crank when I'm working so I don't work a million hours a week. What I do is, I have a PC and I have a laptop. I've made them two very separate parts of my brain.

When I'm running my business or working or interviewing people, I'm at my computer on my PC, I'm sitting up straight, and I'm very on and task oriented. When it's time for me to start writing, I get off my desk, I get off my PC, and I get my laptop and I lay on my couch and type and quickly switch on and am able to write. It took me a long time to figure this out, but it works very well for me.

The other thing that helps me is knowing that my kids are gone and that my house is very clean because then I don't feel like I should be doing a lot of things. It's kind of a silly thing, but it makes a big difference for me.

**Terry:**

It's kind of setting your mind free by making sure there are no distractions.

**Kelly:**

You just have to get away from it. A key to it also is getting away from your desk because you tend to be very task oriented there. If you have a laptop, go to a different place and teach your brain that it's time to get creative.

**Terry:**

Just change the environment.

**Kelly:**

Yea.

**Terry:**

So you've almost conditioned yourself so that when you're lying on the couch, that's copywriting mode.

**Kelly:**

Yea. It's a little crazy, but it works. It took a little while, but now, I can't sit at my desk and write copy.

**Terry:**

It's not as crazy as it sounds. A lot of copywriters work individually and don't share ideas about how they come up with the ideas. For me, I kept it really quiet for a while that my best ideas come when I'm having a bath. I just lie there, relax, and open my mind. Then, amazing ideas come to me. I have a tape recorder with me all the time when I have a bath. I thought that it was really strange so I decided not to tell anybody that I come up with my ideas in the bath.

But, I was reading David Ogilvy, one of the great advertisers, and he says that his best ideas come to him in the bath. And I thought, "Oh, thanks goodness I'm not the only one."

I think it's a key; you've conditioned yourself that the couch is the idea generator. For some other people it's sitting in the bath or whatever. I was talking to another copywriter that actually has this glass enclosure where he sits and looks out into the woods with his laptop. The important thing is that you come up with a new environment that's not sitting at your desk. Like you said, get away from your tasks and get into the creative environment side of things.

**Kelly:**

I agree. I think that being relaxed is a big thing too.

**Terry:**

Exactly. You're marketing in the healthcare industry, so it's not like someone is going to come up to you and say, "Kelly, I'm marketing margarine, I want to come up with a campaign." It's not going back to the basics about how you make margarine and that sort of thing. You're not going right back to the basics. But, each client is individual. How important is it to look at what the client has done for the last five or ten years and really dig in deep and get all the details in their business?

**Kelly:**

I think it's pretty important. Ten years is pretty far back, but I like to see what they've done for a couple of reasons. I like to see what they like and what their style is. As a copywriter, I can create lots of things, but I want it to be part of them and an extension of them. I want it to be part of their company and the atmosphere they've created. I would be a disservice to the prospects they're trying to get if I didn't represent their company accurately. If nothing else, it will give me a sense of that.

Also, asking them what has worked and what hasn't helps you not start from square one again. If they've tried something that looks pretty good but it didn't work... marketing is a lot of trial and error. Even if it didn't work in this community with this doctor, it might work in the community next door. You save a lot of time and money by doing that. You can also look at things and say, "You've already got this. If we tweak this one little thing, it might work out great." You can save them a lot of time and money fixing up some things they have.

I think there are a lot of benefits going through what they have. It's nice because a lot of people keep all their marketing. Some don't, though. It's a learning process for them to look at what they've done and see what they've learned from their past marketing, if they even stopped to evaluate it. It can help them be a better business owner.

**Terry:**

Do you have a formula that you've gone through? We've basically covered the individual steps that you go through when you get a client and get a look at how their process works. Is there anything else that you do that we've missed?

**Kelly:**

I don't think so. I think we've talked about everything. I think about a formula and I don't have a special written thing. It's the same process that we've talked about over and over again. I have worksheets that clients fill out before I meet with them. It is a process.

**Terry:**

What about when it comes to actually writing copy? How do you go about that? Do you have a formula for actually getting the copy to flow?

**Kelly:**

No. I will go through all this research and interview... we didn't really talk about looking at the competitors: that's a big thing I spend a lot of time on. I actually will make my clients give me three main competitors and a lot of them haven't spent the time to think of who their top three are. I'll go through them and look at how they differentiate themselves from their competitors. If they're not, which a lot aren't, as I'm writing and going through things, I'll look for things to help them and make them a little different.

When I go into writing, I kind of go through everything that I have... and by now I have a lot of interviews, worksheets, and research. I'll put it away for a while and think about it, which is important. I go to a calm place and work on some other things and stew it in my brain, then I just start writing. I'm not a big planner: I just throw out everything that I have and start editing and going back through and refining it. I'll spend several days going through and editing. I just downloaded something yesterday about how to get writers to write

faster and all of this stuff. I looked at it and thought it's a pretty good idea, but mine works for me.

**Terry:**

That's quite unique. I just read something as well the other day and I can't remember who it was, but the whole point was to just let everything flow out and don't start editing immediately like you said. Just write like crazy, let everything flow out on the paper, and edit it all after.

**Kelly:**

That's what I do.

**Terry:**

You just go nuts and then when you're done you pull a headline out of there?

**Kelly:**

Sometimes I write the headline first, and I'll go back and change it at the end. As I'm writing, sometimes I'll put an outline in the middle to make sure my points are coming across clearly. The headline will just jump out at me somewhere in the middle. The headline is hard.

**Terry:**

And it's the most important part.

**Kelly:**

It is. I play around with it a lot. The headlines are so important so I don't just like to have one and just say, "This is it." Sometimes I have a couple that I play around with and I'll show the client to see what they think. I'll let them play with both in their advertising and see if one works better than the other.

**Terry:**

Excellent. Just to back up for a second, something just hit me when you were talking about competitors. Is it better to be in the same places as your competitors? If all of the chiropractors in your area are advertising in the Yellow Pages, should, if I were a chiropractor, be in the Yellow Pages as well? Or should I look at being somewhere else so that I'm actually attracting different clients than my competitors are?

**Kelly:**

I would be somewhere different. If it's the Yellow Pages, I would say to have a little ad in the Yellow Pages. The fact of the matter is that

healthcare is different than most other industries on this topic. Most people don't go to the Yellow Pages to find a doctor. Chiropractors might be a little different, but people get referrals for doctors. A friend might tell you to use her doctor or your doctor might refer you to someone else.

If I'm in healthcare, I would say to go where other people aren't, and make sure your referral system is in place. We really spend time looking at that and building joint ventures and partnerships with businesses that are similar to you. For example, if you're a chiropractor and you want to help people with sports injuries, you might talk to physical therapists and see how you can refer patients back and forth. You can also work with medical doctors and even sporting goods stores. Think outside the box to where other people aren't.

Maybe you sponsor the baseball leagues and when someone gets an injury in baseball they'll know that their sponsor is a chiropractor and that you can help them. So, I say go to other places because you want to attract different people. If there are ten chiropractors in your community and nine are advertising in your local newspaper, go somewhere else that they're not.

**Terry:**

So how are you going to approach someone to do a joint venture? You said to make sure your referral system is in place. If I'm a chiropractor, you said to look at sponsoring little league or whatever, but how can I ensure that the doctors are referring their clients to me? Is there some sort of a monetary trade off there, or how does that work?

**Kelly:**

No. There's not a monetary trade off. This is actually my secret stuff. What I do is I tell them, when a patient comes in to see you, start building the relationship. On your paperwork, ask who their medical doctor is, if they see a massage therapist, etc.... Then, when they write down who it is, send that doctor a note and keep them updated on the progress so that they don't feel like you're stealing people from them. Try to build more of a mutual relationship.

A lot of times it may be threatening. A physical therapist might think that the massage therapists are trying to compete with the same patients. They can actually refer them back and forth and really take good care of the patient by trying to find out what's best for them.

So, really it's about building relationships. If you know there's a specific place in town that you want to do joint ventures with, call them and ask them out to lunch. See if anybody in your network knows them that can introduce you.

A lot of us like to stay behind our computer. I know I do. I'm a writer; I like staying behind my computer and stay nice and cozy. There is a lot to be said for getting out in the community and meeting with people and establishing relationships face to face so that you can spend most of your time behind a computer. You have to spend the time outside there so you can say in. That's what works for me and most of the people I work with.

**Terry:**

So what are you seeing as some of the common mistakes that people make in their marketing?

**Kelly:**

There are several actually. A big thing I see is not knowing who your ideal, perfect client is. I don't think most people do that. I know most people don't do that. They might have three or four. To have your messages very clear and direct, you need to be talking to one person.

Another thing I see is that people don't differentiate themselves from their competitors. If we play with the chiropractors some more, and there are ten chiropractors that can help your neck pain or straighten your spine out, pick the thing that no one else talks about. Even if you all do the same thing, pick something that no one else says and make that yours. The first one to claim it is the one that owns it. People don't do that enough.

**Terry:**

Can you give me an example of that?

**Kelly:**

Sure. I can give you a couple of examples. Look at Federal Express. They were the first ones to say that they could, "Get it there overnight." That's the first thing people think of. There are a lot of companies who can get your packages to their destination overnight, but FedEx was the first one to claim it.

Another example that I use a lot... I don't know this story textbook. I heard this story many years ago. If you look back to when toothpaste was first starting, there was toothpaste that people used to clean their

teeth. One of the companies decided to market it a little bit different. They changed the color a little bit, and targeted it to 18-24 year old men who can't get a girlfriend and said it might be because of their bad breath. "Our toothpaste helps you have fresh breath." Everyone that cares about dating and wants fresh breath goes and buys this toothpaste. Toothpaste is still toothpaste, but since they made themselves a little bit different, people go to that brand.

Look at all the different kinds of toothpaste there are now. There are some for smokers, for sensitive teeth, for people who want white teeth; toothpaste is toothpaste. They just tweak it a little bit. You can do the same thing for your business. You need to look at it and pick something that no one else is saying. Claim it as your own and go after that one thing.

**Terry:**

Fantastic. Toothpaste is a great example. But, if we look at a chiropractor, what can one say? Is that where you're going back and saying to focus on sports injuries for example?

**Kelly:**

Yea. I love chiropractors. I truly believe in the wellness that they provide. There are many, many benefits from them. That was just one niche that I picked. There are a bunch of them. With chiropractic, it's your community, so look where you are. It's not a big, national thing. Just look at your community.

**Terry:**

Right. So when you're saying that, are there differences from marketing locally opposed to marketing nationally or globally online? Are there differences in the marketing or are they all the same?

**Kelly:**

It's the same. You're going to use similar techniques, but the competition is different. There are tons of chiropractors all over the place, and they may want to attract people in a ten or 20-mile radius. It's going to be different than someone who's a healthcare copywriter online like me. I'm looking for people on a global basis; I get hired by people all over the place. I look at what other healthcare copywriters say and who they're talking to. I don't look at the copywriters in my local area. Does that make sense?

**Terry:**

Yes. Absolutely.

**Kelly:**

You're just looking at it differently, that's all.

**Terry:**

So, the actual process is the same, but the media or the way that you deliver the message ends up being different. Do you have any success stories of your clients that you can share with us?

**Kelly:**

I have a couple. I don't know... some of the ones that stick out for me are the ones who did grass roots marketing: the ones who didn't have a lot of money who were really fun. I worked with one smaller hospital group in my area and we did a lot of grass roots means. I wrote a bunch of articles that went in sports centers and other places; it was really just grass roots.

We were talking about women with heart disease and talking about symptoms and measured how many people came into the emergency room with assistance. They didn't spend so much money. The little grass root marketing that they did doubled the women coming in recognizing symptoms of having a heart attack. That was one of them.

Another one that really stands out is ghostwriting an article... it happened a couple of times but sometimes I'll write an article for a doctor who doesn't have time to do it. There was one lady and I heard her talking to someone else in the background and she said, "I can't believe she wrote this. She sounds just like me. These are my words." That made me feel really good. It was kind of cool.

**Terry:**

That's an example of getting your perfect client and writing directly to that client.

**Kelly:**

Yea. I felt like I did a good job. It was ghostwriting for her so she was talking and she really thought it sounded just like her. I felt like I did a good job.

**Terry:**

So what about the flip side of the coin? Have you had any flops that happened?

**Kelly:**

Yea... I think we've all had flops. I think my biggest flops have been with my own marketing efforts, thankfully. I always look back to see what went wrong and why it isn't working. Most of the time the client was in a hurry and I skipped some of the steps, which I should never do, and I should never let myself be rushed. When you have a flop, go back and look and see what happened. Look at it with your client if you're a copywriter. Go see what isn't working and what has to be changed. Marketing is trial and error.

**Terry:**

That's perfect. Well, I think you've given us an absolutely phenomenal overview of copywriting and the process that we have to go through to get the marketing campaign in place. Is there anything else that you would like to add that we haven't covered in the detail that we should have?

**Kelly:**

I don't think so. If I was going to say one final thing to everyone, if you're looking to do your own marketing, really take the time to see where you are and where you want to go. Start at the beginning and don't just say, "Oh, well he has postcards and a brochure so I need a brochure." People waste a lot of money doing that. So, take the time to think things through and analyze where you are and where you want to go. Then, see what the best way is to get there.

**Terry:**

Beautiful. Where can people get in touch with you if they want to get more information from you, get on your newsletter, or contact you to be a client?

**Kelly:**

My e-mail address is [Kelly@KellyRobbinsLLC.com](mailto:Kelly@KellyRobbinsLLC.com). You can go to my website or send me an e-mail. My newsletter is available on my website. If anyone is interested in copywriting themselves, either learning how to write their own copy or they are a copywriter, and are looking for some tips, I have a website called [TheCopywritingInstitute.com](http://TheCopywritingInstitute.com) that has lots of resources there to help you out.

**Terry:**

Perfect. That is fantastic Kelly. Thank you so much.

<http://www.TerryTelford.com>

Love What You Do And You'll Never Work Another Day In Your Life

**Kelly:**

Thank you, Terry.

**Terry:**

You've been listening to Kelly Robbins from KellyRobbinsLLC.com as well as TheCopywritingInstitute.com, as well as myself, Terry Telford, from TheBusinessProfessional.com. Thank you very much for your time.

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