

How to Optimize Your Medical Magnetism and Engage More Physician Prospects and Clients



Your handbook for:

- *Understanding what attracts--and repels physicians*
- *Assessing your medical magnetism*
- *Optimizing 10 key dimensions of your medical magnetism*
- *More effectively engaging physician prospects and clients*
- ***Lowering the barrier to entry in the medical market.***

Vicki Rackner MD
President

www.TargetingDoctors.com

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by Dr. Vicki Rackner
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"Dr. Vicki Rackner translates the world of medicine into understandable strategies and tactics that are critically important to engage both physicians and other medical professionals. You'll benefit from Dr. Vicki's unique experiences as a surgeon, educator and medical community leader as she understands the most direct route to success in these complex and often misunderstood niches."

*C. Richard Weylman Chairman, The Weylman Center: **Elevating Performance in Today's Marketplace***

"If you are interested in developing a client niche with medical professionals, I highly recommend you participate in Vicki Rackner's 'Cracking the Doctor Code' course. This course will assist you understanding physicians, their practice, how they make decisions, and how you can adopt an effective marketing plan to start meeting physicians in your city."

Rick O. Helbing, CFP®, ChFC Recognized by Medical Economics Magazine The 150 Best Financial Advisors for Doctors in 2009-2010-2011-2012

"I am always looking for resources that inspire and deliver actionable ideas. Cracking the Doctor Code by Vicki Rackner is a success on both accounts."

Ed Maass CFP, ChFC, CLU Recognized by Medical Economics Magazine The 150 Best Financial Advisors for Doctors

"Dr. Vicki Rackner is creative, resourceful, knowledgeable, and experienced. Her insight is invaluable. She understands how the medical professions work and behave while also understanding the needs of entrepreneurial people interested on developing their businesses to a very specific targeted audience. Thanks Dr. Rackner for a well thought training, your continuous support, and for the opportunity of learning in an environment suited to my needs."

Liliana Pacelli

"One of the toughest gatekeepers in the world to get past is the practice administrator of doctor's offices. Vicki shows us the way to not only get past that gatekeeper but to get the interest of the physician directly. As a physician herself, she has insight into the working of the office and the mindset of the physician. She is full of ideas and knowledge. This is a worthwhile investment for anyone who would love to engage more physician clients."

Lynn S. Evans, CFP President and CEO Northeastern Financial Consultants, Inc

"Dr. Vicki Rackner is a ten-strike find!! She has the background to understand the often complex set of factors that motivate physician purchasing and the common sense to package her knowledge in a clear, practical, results-oriented way. She's helped my business tremendously."

Dr. Sally Mounts, President, Auctus Consulting Group.

"Dr. Vicki Rackner is a person of integrity who walks her talk and offers solutions."

Howard Putman, Former CEO Southwest Airlines

"Dr Vicki Rackner has showed me time and again that she is fully committed to the success of the advisors she coaches. She is relevant and consistent at updating her presentations to what is happening in the here and now. You wont hear the same content but the message stays the same and as a marketing organization I think that is a difficult thing to accomplish. If the doctor niche is a market you would like to specialize in Dr Vicki Rackner is the best coach and resource available in my opinion. Success in this niche can not be achieved by just anyone and without the appropriate guidance you may find it very difficult to penetrate. She brings such comprehensive and relevant programs that will guarantee you success if followed thoroughly."

Stephani Lucas, Financial Services Educator

"Dr. Vicki Rackner is the person most responsible for helping me find current success. She had me create a portfolio of intellectual property that is now on the web. She helped me find the best way to get the idea I'm promoting into the minds of those who can best benefit from it."

Tony Kendzior CLU, ChFC Medical Malpractice Insurance Consultant | Captive Insurance Company Advisor | Financial Advisor

"Don't miss Dr. Vicki Rackner!"

Elizabeth Cohen CNN Senior Health Correspondent.

“You only have one chance to make a first impression.”

Your Marketing Magnetism

Depending on their orientation, two magnets will either attract or repel each other. The strength of the magnetic force is called the **magnetism**.

The way you present yourself to prospects and clients will either attract them or repel them. Let's call this your marketing magnetism.

Your goal is to optimize your magnetism so you will attract the attention of people you want to engage.

Your Medical Marketing Magnetism

The very approaches that attract business-minded, financially-savvy clients can repel physicians. Why?

For physicians, money is the ultimate taboo topic. They actively avoid conversations about money.

Add the aggressive gatekeepers, physicians' busy schedules and their distrust of strangers, and you begin to understand why the barrier to entry to the medical market is so high.

For physicians, money is the ultimate taboo topic.

You can invite physicians into a conversation with you by enhancing your medical magnetism.

This engagement allows you to build the trust that helps you acquire these physicians as clients.

Action Step: Self-Assessment

Take a look at your web site, marketing materials or conversations with prospects and clients. On a scale of 1 to 5 rate how frequently you orient yourself in each of the dimensions.

Clients' Needs	① ② ③ ④ ⑤	Clients' Wants
“Let’s talk about me.”	① ② ③ ④ ⑤	“Let’s talk about you.”
Financial Outcomes	① ② ③ ④ ⑤	Personal Outcomes
Tell	① ② ③ ④ ⑤	Show
Talk	① ② ③ ④ ⑤	Listen
Offer Answers	① ② ③ ④ ⑤	Pose Questions
Dabble with Doctors	① ② ③ ④ ⑤	Focus on Doctors
Numbers	① ② ③ ④ ⑤	Stories
Words	① ② ③ ④ ⑤	Pictures
The Pain	① ② ③ ④ ⑤	The Dream
Convolute	① ② ③ ④ ⑤	Simplify

10 Dimensions of Your Medical Magnetism

You have just scored yourself on 10 dimensions of your medical magnetism. Add up the total number of points and you have your overall magnetism score. The higher the score, the higher your medical magnetism.

You increase your chances of attracting physician clients by optimizing the magnetism of your verbal conversations, your online presence and your marketing materials.



- My verbal communications ① ② ③ ④ ⑤
- My web site ① ② ③ ④ ⑤
- My marketing materials ① ② ③ ④ ⑤
- My online presence ① ② ③ ④ ⑤

How to Optimize Your Medical Magnetism

Here are some tips to optimize your medical magnetism so you enhance your chances of engaging physician prospects. Think of it as your magnetism makeover.

1. Address prospects' wants instead of their needs.

Sure, physicians should plan for retirement, minimize their tax burdens and protect their assets in the event of a catastrophic lawsuit. Kids should eat their broccoli, too. In both cases, it's good for them.

Unlike your children, physicians have the ability to ignore you.

Giving prospects what they really want is like getting your kids to eat ice cream. In so doing, you earn the privilege of delivering the things clients need.

Let's say you work with dermatologists in private practice. They might want to know how to generate additional revenue streams as the anticipated Medicare cuts are realized.

You're not a practice management expert; however, you can vet reliable resources to optimize revenue streams and build wealth more quickly.

2. Put the prospect in the spotlight.

Imagine each client encounter as a scene in a play. There's a stage with a single chair in the limelight, and more seats in the audience.

You have two choices: you can sit on center stage and shine the limelight on yourself. Or you can sit in the audience and shine the limelight on the person you serve.

You increase your magnetism when you put the person you serve in the spotlight.

A good way to measure this dimension of your medical magnetism is to count the number of times you say "you" and the number of times you say "I".

You increase your magnetism by piling on the "you' s."

You attract prospects by delivering something they want, and earn the privilege of delivering what they need.

3. Talk about personal outcomes rather than financial outcomes.

You have extensive experience helping clients achieve desired financial goals.

Clients are driven by their desire to achieve personal outcomes money will buy.

Neuroscience tells us that **emotion drives motion**. Most of our actions are designed to help us achieve a desired feeling state. Each person is temperamentally attracted to one of four feeling states: to feel in control, to feel smart, to feel admired or to feel included.

In general, physicians want to be in control. If that's the case, help them feel in control of their financial destiny.

**Physicians want to be in control
of their financial destiny.**

4. Show rather than tell.

Think about your last trip to the grocery store when you got a free sample. Have you ever bought a product that you would generally pass up because you got a taste of it?

Your marketing can tell the story of what you do. Or your marketing can be an experience that gives prospects a taste of what you do.

Invite physicians to educational events, offer them special reports (they are not called white papers in the medical community) and offer helpful tools like checklists and lists of resources. Offer physicians a taste of the experience they can expect with you.

5. Listen more.

Physicians have surprisingly few people who truly listen to them. Increase your magnetism by serving as one of their rare good listeners. In fact, the gift of listening may be the most treasured contribution you make.

6. Pose more questions

Physicians are in the business of answering questions. They value a great question, and like to come to their own answers.

7. Plant your flag in the medical market.

If you or a loved one were diagnosed with a rare medical condition, you would want to see the medical expert. Why? Focus yields better outcomes.

Physicians would rather work with advisors who work with physicians like themselves every day. Demonstrate your commitment to the medical market.

**A small improvement in your medical magnetism
translates to big results.**

8. Offer more stories and fewer numbers.

You have the highest medical magnetism with efforts to engage the feeling brain rather than the thinking brain.

Numbers are the language of the thinking brain; stories are the language of the feeling brain.

Tell more stories, and quote less numbers. For extra magnetic force, tell the stories of other physicians.

9. Offer more pictures and fewer words.

The feeling brain processes pictures; the thinking brain processes words. Offer concrete metaphors. If prospects can see it, they can remember it.

10. Simplify.

As one successful advisor told me, “Doctors like boxes.”

Financial planning is fraught with complexity. Keep it simple. Be like the duck who appears to glide effortlessly along the pond. We know it's the motion of the webbed feet that drive it forward, but it's hidden from view.

Take the time and invest the effort to simplify. Physicians are attracted to simplicity.

Measure Your Marketing Magnetism

As you go about your days, notice how attractive your written, verbal and non-verbal messages are. How often do you put your conversation partner in the spotlight? How well do you understand their personal goals that drive their behavior? How often do you help them get what they really, really want?

2 Bonus Dimensions of Your Medical Magnetism

Here are two bonus points to make it an even dozen!

11. Paint a picture of the dream.

In addition to the thinking brain and the feeling brain, humans have a reptile brain. Think of a toddler having a temper tantrum, and you have an example of the reptile brain at work.

Pain can cause even the most evolved adult to descend to the reptile brain.

A focus on the dream allows people to ascend up to their thinking and feeling brains.

When a client is in financial pain, offer an aspirin-like intervention. Then paint the picture of the dream.

12. Serve rather than sell.

Most physicians know a famous quote by Dr. Francis Peabody, who said, “The secret in the care of the patient is caring about the patient.”

The secret in acquiring physician clients is to care about them. Here are five ways to show you care:

1. **Listen.**
2. **Say it.** Say, “I really care about the physicians like you who serve our community.”
3. **Offer a gift.** It doesn’t have to be big; just thoughtful.
4. **Do a little unexpected something.**
5. **Spend time together.**

Emotion drives motion.

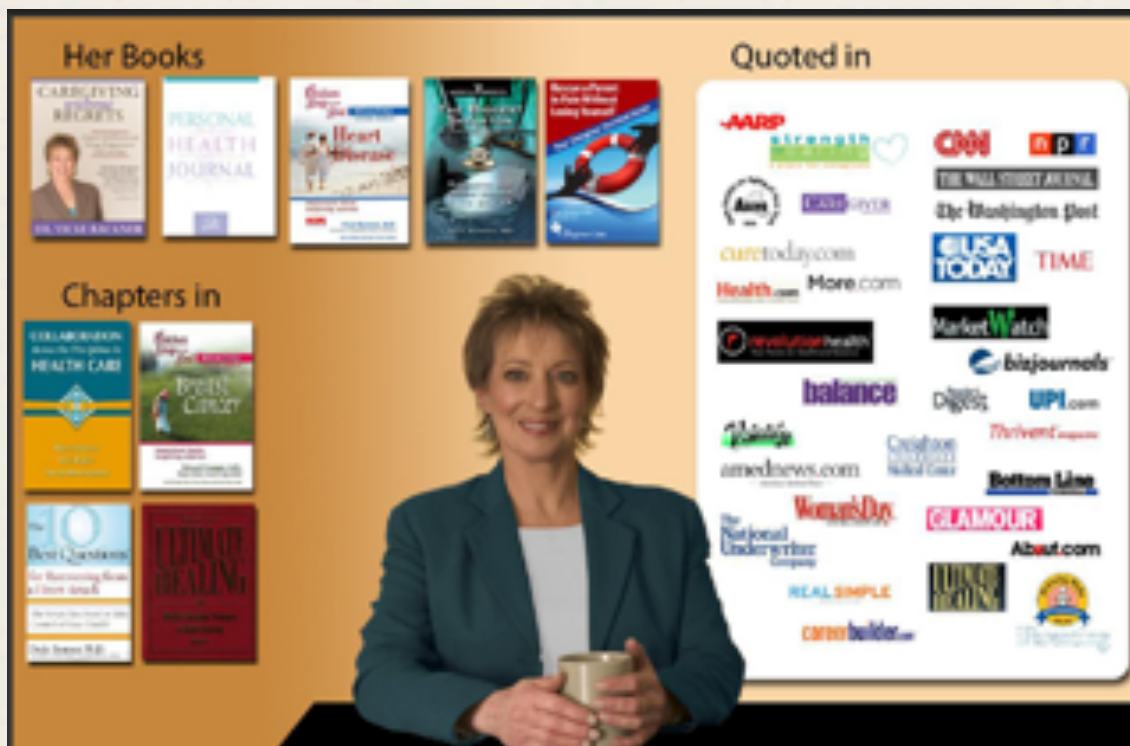
If you want to attract the attention of physician a slight shift in your approach can offer radically different results.

Invest some resources optimizing your medical magnetism. You’ll increase your chances of engaging physicians, conducting more meaningful conversations and a bigger bottom line.

Vicki Rackner MD, the President of www.TargetingDoctors.com helps financial advisors acquire physician clients and keep them for life. She leverages her experiences as a practicing surgeon, clinical faculty at the University of Washington School of Medicine and entrepreneur to help clients crack the physician code. Contact Dr. Rackner at (425) 451-3777 or visit www.TargetingDoctors.com

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- CNN Senior Health correspondent Elizabeth Cohen



Dr. Vicki Rackner, President of Targeting Doctors, helps clients acquire physician clients and keep them for life.

This former surgeon, author, speaker and nationally noted authority in physician engagement demystifies the process of building business relationships with doctors. She helps clients get business results.

Dr. Rackner's regular quoted in the national media including *CNN*, *The Wall Street Journal*, *USA Today*, *The Washington Post*, *Reader's Digest*, *Bottom Line Health*, *Woman's Day*, *Real Simple* and many others. She has been interviewed on over 100 radio shows, including *NPR*, *Martha Stewart Living* and *Health Talk*.

