

## It's a \$5000 Phone Call

---

Earlier today, I made a touch-base phone call to my friend and client, Dr. M, who runs an outpatient healthcare service. We did some brand positioning work and a few marketing projects for her last year, so I called to touch base and see how things were working out.

Here's how our call went...

Me: "Hey Dr. M, how're you doing? We haven't spoken in a while so I thought I might follow up. We talked about doing some new postcard mailings earlier this year."

She: "Things are great. Business is great. We've got a waiting list, so I'm not going to do any more marketing for a while. It would just get people mad if we had to turn them away."

Me: "Wow! Sounds like things are really looking up. How much of your success do you think could be attributed to the branding and marketing work we did?"

She: "I'd say a lot. The marketing campaign helped us gain focus. I think before we lacked some focus. People didn't know about us, and now we're on the map. People know us."

Me: "Can I quote you on that? That sounds really great."

She: "You write it. Say whatever you like. I'm really glad you called, though. It makes me feel good when you call. I smile."

Me: "I like that too. I promise to make you smile -- no charge. So how is your staff embracing your new branding efforts? How are the patients responding? Have you seen evidence of new referrers?"

She: "The patients seem to like the graphics in the office. They sometimes comment on the cloud pictures. We're getting business off the Web site and we picked up a few new docs who've started to send us patients. They remember the mailings we did. As I said, we're very busy. But some of the doctors in the office find it hard to get their minds around this marketing stuff. They're technical, and they're sometimes curt to patients and removed. I'd like to find a way to get 'em to stop that."

Me: "Tell 'em it's a \$5,000 phone call -- a thousand-dollar consult."

She: "I see. If they can get it into their heads that every conversation could mean money in their pocket, maybe they'll change the way they talk to the customers. Great idea!!!"

Me: "You're a quick study, Dr. M, What a pleasure it is to have clients like you."

She: "And you mean money in the bank for me. Thanks a lot for calling."

This afternoon, I wrote a recap to another client and realized that it was a \$50,000 e-mail. Boy, was I careful to make sure he would feel great after reading it.

This evening, I wrote this million-dollar article. Just for you. Your loyalty is worth it.

.....

####

Allan Gorman is owner of Brandspa, llc - a Montclair, NJ based branding and creative consultancy Download a copy of Allan's informative and helpful report: "*Ten Marketing Secrets for Building a Sexier Brand*" from <http://www.brandspa-llc.com> or send an e-mail to [agorman@brandspa.net](mailto:agorman@brandspa.net)

©2005 AGCD. All rights reserved.