



## Building Your Aesthetic Practice through Social Media (Volume 1)

By *Matthew Arndt*



**Building Your Aesthetic Practice through Social Media (Volume 1)** By Matthew Arndt

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

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

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

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

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

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

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

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

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

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

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

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### **Building Your Aesthetic Practice through Social Media (Volume 1) By Matthew Arndt Bibliography**

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### **Editorial Review**

#### About the Author

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

### **Users Review**

#### **From reader reviews:**

##### **Shirley Gilliam:**

Now a day people that Living in the era just where everything reachable by talk with the internet and the resources included can be true or not need people to be aware of each facts they get. How people have to be smart in receiving any information nowadays? Of course the answer is reading a book. Reading a book can help people out of this uncertainty Information particularly this Building Your Aesthetic Practice through Social Media (Volume 1) book because this book offers you rich facts and knowledge. Of course the info in this book hundred percent guarantees there is no doubt in it you may already know.

##### **Harold Dalton:**

A lot of people always spent their particular free time to vacation or maybe go to the outside with them loved ones or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or even playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read any book. It is really fun for yourself. If you enjoy the book which you read you can spent all day every day to reading a publication. The book Building Your Aesthetic Practice through Social Media (Volume 1) it is extremely good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. In case you did not have enough space to deliver this book you can buy typically the e-book. You can m0ore quickly to read this book from the smart phone. The price is not to fund but this book offers high quality.

##### **Sophia Hardee:**

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to listening to a different sixth sense.

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