If You Build It, They Will Come.

Making Your Online Reputation Work for You

Brian Bourquin, DVM and Paul Mataras

OBJECTIVES

You have spent a lot of money to create your hospital. You've paid attention to every detail, from the design to the equipment. You've hired the right people, established your vendor network, and built a beautiful website. You even have a coffee station.

All these assets, all that money, all your education, time and sweat! Sadly, it's all at risk because you haven't tended to the most important asset of all: your reputation. Your reputation controls your new client growth, active client compliance, average gross invoice, employee turnover and recruiting, and service pricing.

Do you feel you have little or no control over your reputation?
We will help you:

1. Create a narrative about you, your clinic and your reputation that can be used in all your communication to your current and future clients.
2. Build a system to seize control of your reputation and measure your success (because you will succeed)
3. Set Goals
4. Execute a daily plan to tell your story with words and pictures.

We will even help you with a process to turn a review of 1 to a 5, and it doesn't start or end with money.

KEY TAKEAWAYS

1. Your reputation is an asset, not a liability. It is your most important asset.
2. Your mission and your values are your story.
3. You control your reputation by telling your story, all the time, in everything you do or say.
4. A company with a strong reputation is worth more than one that has a weak reputation.

Create the Narrative

Build the System

Set Goals

Execute the Daily Plan

COPYRIGHT 2019 UNCHARTED VETERINARY CONFERENCE | NOT TO BE REPLICATED WITHOUT AUTHORIZATION