





**RE-PROGRAM
YOUR
BRAIN
& GROW YOUR BUSINESS**

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ONLY 5%...

of the people in the room today will take the things we are about to tell you and apply it to your business.

Judgement of others has zero impact on your life and zero context in your actual life.





SECRET SAUCE???
WHAT IS IT?
HERE IT IS IN 3,2,1...

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OUR SECRET SAUCE



- Work consistently
- Significantly increase your content strategy
- Do what works best; whether it's convenient or not
- Choose your hard
- Self-educated learning
- Trends
- Building trust
- Build an audience
- Implement patient experience



CONTENT PILLARS

- AWARENESS
- EXPERIENCE
- PERSPECTIVE
- COMMUNITY

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AWARENESS

AWARENESS-TYPE CONTENT in social media aims to educate, inform, or raise awareness about a particular issue or topic.

The goal of awareness-type content is to bring attention to important issues and encourage discussion and action.

It's an effective way to create a sense of community and engage followers around a shared cause or interest.

Ex: Women need more sleep than men, services a clinic has

EXPERIENCE

EXPERIENCE-TYPE CONTENT provides the audience with a first-hand look at a particular experience, allowing them to feel as though they can see themselves as a part of it and can relate.

This is an effective way to build a connection and create a sense of community around a shared interest.

Ex: Dr. Don's story of hypothyroidism = 4.3 million views

PERSPECTIVE

PERSPECTIVE-TYPE CONTENT encourages discussion and debate by presenting a viewpoint that is different from the mainstream or commonly accepted perspective.

The goal of this content is to offer a new perspective on a topic or issue, encouraging viewers to question their own assumptions and consider alternative viewpoints.

It's a way to effectively build engagement and encourage followers to participate in meaningful discussions and debates.

Ex: Women shouldn't have six-packs, Dr. Nathan Thompson & Dr. Patrick Flynn

COMMUNITY

COMMUNITY-TYPE CONTENT is created with the purpose of building and engaging a community around a particular interest or topic. This type of content aims to foster a sense of belonging and connection among followers who share similar interests, values, or goals.

The goal of community-type content is to create a space where followers can connect with each other, share ideas and experiences, and build relationships. It can be an effective way to create a loyal and engaged following, as well as to gather valuable insights and feedback from the community.

Ex: Mammograms: share with your community local mammograms

ROI

OF SOCIAL MEDIA

A black and white photograph of Gary Vee, a man with a beard and short hair, wearing a white t-shirt and dark pants, leaning forward. He is positioned in the center of a large red rectangular area.

GARY VEE'S
QUOTES FOR SUCCESS

“When I hear people debate the ROI of social media? It makes me remember why so many businesses fail. Most businesses are not playing the marathon. They’re playing the sprint. They’re not worried about lifetime value and retention. They’re worried about short-term goals.” - GARY V



THE
WELLNESS
WAY

UNIQUE
TOGETHER.
FRANCHISE.
IT TAKES ALL OF US!

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TATE PRINCIPLE



- How we crush it together
 - LIKE, COMMENT, SAVE, SHARE
- What, why, how
- Wildfire
- All gas NO brakes
- The future....



LEADS & MESSAGING TRUTHS

IT'S NOT WORK, IT'S GROWTH

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NEW
↓
ESTABLISHED
↓
SUCCESSFUL
= PATIENT OPPORTUNITIES

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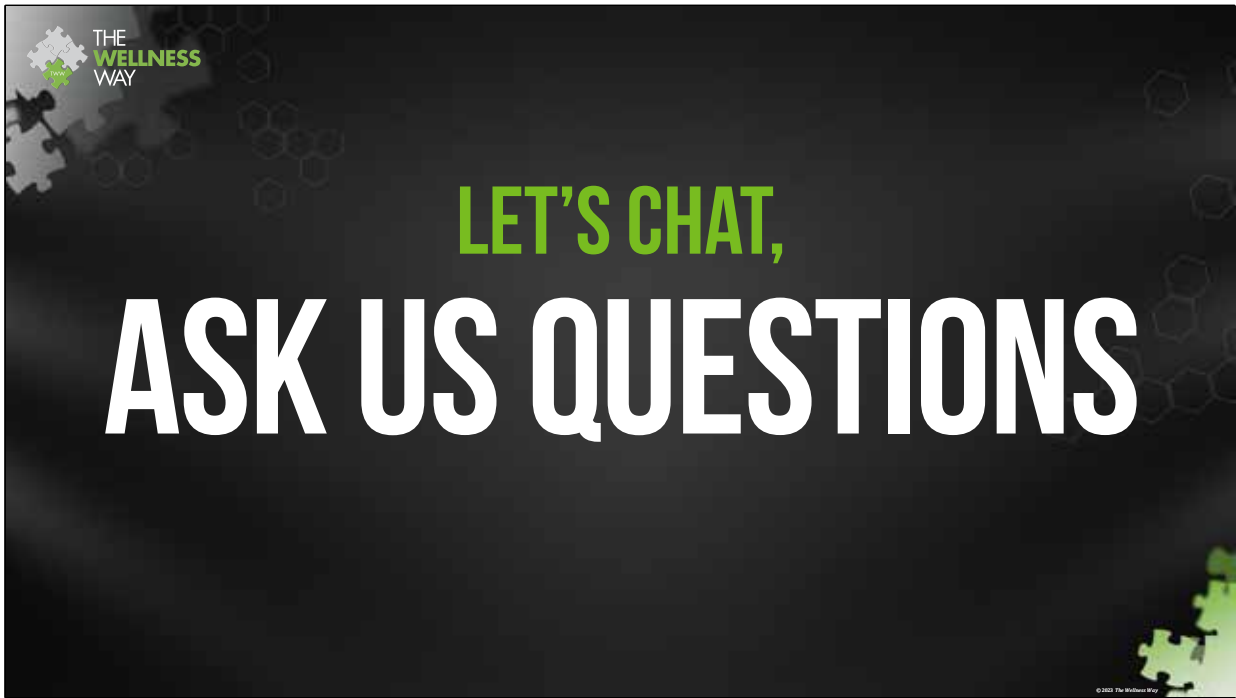
YOUR CIRCLE MATTERS

TWW

CHAMPIONS

SEEK THEM OUT

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Joshua Stabenau & Miranda Biebel

REEL TALK 2.0