

## BKB Syndrome - Ref 205

**Steven Bruce**

I have back the amazing Gilly Woodhouse. And I think the last time Gilly was on the show was something like two years ago.

**Gilly Woodhouse**

It must have been two years, a good two years.

**Steven Bruce**

Now if you don't know Gilly, she's going to correct me in a minute, I'm sure. Gilly started out her business largely based on social media, but that business has now expanded hugely. And although it's called Osteobiz it's primarily directed at osteopaths and chiropractors, and probably a few physiotherapists, maybe the odd one, I won't say they're all odd, because it might be one or two watching. But it has expanded in what it does and who it operates to. And it has proved phenomenally useful for a whole load of osteopaths and chiropractors. So Gilly, welcome back.

**Gilly Woodhouse**

Thank you very much. It's lovely to be here.

**Steven Bruce**

Yeah. How's things been with you recently?

**Gilly Woodhouse**

Oh, hectic.

**Steven Bruce**

You were telling me earlier you haven't got in the car for two years since the lockdown.

**Gilly Woodhouse**

Yeah, and I work from home anyway.

**Steven Bruce**

I bet you're blinking in the daylight.

**Gilly Woodhouse**

Yeah.

**Steven Bruce**

And is business going well for you?

**Gilly Woodhouse**

Yes, really well. We are so busy, particularly on our mastermind. Yeah.

**Steven Bruce**

We're going to come back to mastermind. Well, because I've done mastermind myself, not with you, before I met you. I found it very useful as well. But your business has expanded, originally you started out largely on social media, didn't you? Social media purely.

**Gilly Woodhouse**

Yeah. It was sort of loosely based on business development, but a lot of it was focused on marketing to be fair, early on. I just cracked social media very quickly, and could teach it fast and get results. So that's what sort of catapulted it. But then it's eight years on now. And now, my scope of practice is much bigger. And we look at a complete solution for clinic growth now.

**Steven Bruce**

And without wanting to spend too long, just singing your virtues, actually, you have the street cred in the business of helping people grow their practices, which many other people don't do. And I know that there are plenty of people who have offered to teach people how to use social media or Google paperclip. People have wasted a lot of money on there, largely because they're generic businesses, possibly, whereas yours is focused on clinics like mine, for osteopaths and chiropractors, which is great. And we'll come to what the scope of that is over the course of the next 90 minutes, I guess. So BKB syndrome. What's that then?

**Gilly Woodhouse**

Busy, Knackered and Broke.

**Steven Bruce**

Which I'm guessing you see quite a bit of?

**Gilly Woodhouse**

Yeah, it's something I've noticed recently. And I started putting that on social in response to different posts that I saw. I suddenly thought, yes, that's a bit of a thing I'm noticing at the moment, as there's a lot of people that are running to standstill, they're really busy. They're trying to run everything themselves and treat. And they're up all night, working, trying to catch up, trying to do social media on a Sunday afternoon, they've got the kids nagging them, they're getting really exhausted. And there's all the worries what's going on next, we've already had two years of higher stress than normal. And then sometimes their business models are wrong anyway. So at the end of all of that, they're not really earning a huge amount.

**Steven Bruce**

So is there one business model that you'd recommend for people or does it depend?

**Gilly Woodhouse**

It does depend on the size of the practice and what they want, and so on. But it's got to be that at the end of the day, the margins are there. And quite often I see, they're very small. So

there's very little profit coming out at the end of the day, and there's people at the moment I know are thinking, do I scale up now? Because there is a high demand for osteopathy and manual therapy generally, because people can't get help from GPs in the hospital like they did before. Or, you know, is this all just too much aggravation and hassle and stress? And am I better off scaling back, cutting costs?

**Steven Bruce**

Most of your members, clients, customers, whatever you call them, are they solo, one man bands, one woman bands or are they big practices?

**Gilly Woodhouse**

Both.

**Steven Bruce**

Okay.

**Gilly Woodhouse**

Good mixture of both.

**Steven Bruce**

Who do you reckon has the best opportunity for growth?

**Gilly Woodhouse**

Well, they both do for different reasons. The small one can keep their costs low. Often they are operating from just a small room or from home even. But the bigger practices can really grow if they've got the right things in place and stuff. Thinking a bit outside the box, make that, I mean, I'm a great believer in making every room earn its money.

**Steven Bruce**

Yeah, and I think Claire and I learned this early on in our own business, we set out with the intention that we would build a big practice, because it meant that we would not have to spend all our own time in the clinic, and, frankly, I now spend hardly any time in the clinic because I'm too busy doing this. But there are drawbacks to that. Because as soon as you get a big, you start, you've got personnel problems. And then you have to have a receptionist, you have to have practitioners who are sick. And of course, there are all the other things that go with running a big business. What's the best way around it? I mean, I'm sorry, I'm going to bang on a little bit because the whole busy, knackered and broke thing, I recognise that from years ago. And you think, ok, I can afford my food and get the salary sorted. I'm working very long hours. And actually, there ought to be more in this for me than just the satisfaction of making patients better.

**Gilly Woodhouse**

Yeah. I think there's a few things. One is that time has got to be taken out of clinic hours for running the business. And I think most don't, I know some who do. And there's that balance then that they're not working outside of the 40 hours.

**Steven Bruce**

There's that great saying, isn't there, you shouldn't always be working in the business, some of it, you've got to be working on the business. But if you don't set aside time to do that, you'll never finesse it sufficiently.

**Gilly Woodhouse**

I say happened to me, I've got to the point where my diary was ran full with clients. And then also more, but I haven't got any blogs done. I haven't done this. I haven't done that. But I think I've social thought about what I'm doing next month, let alone in the next quarter or six months, and I can support planning. So it's all a bit gotten home. And I just thought one day number one I need to get someone else in to help me. And number two, I need to close my diary sometimes. So that I can just go those few days or whatever it is. I can actually focus on the business and where we're going next. Because if you're not at the helm running, then you just you literally just in that hamster wheel,

**Steven Bruce**

or do you find that a lot of the people who come to you for help are spending too much time on the trivial tasks?

**Gilly Woodhouse**

Yeah. I call them 10 pound tops, and generous investors lesson. Yes, exactly. But they they do me you know, when you get to a certain page, okay, when you when you're starting out, you're saving every penny. But when you get to a certain pitch, you have to get rid of tasks, costing, you know, tiny amounts. Cleaning the practice is still a lot of principles, cleaning the practice at the end of the day. Accounts, sending out newsletters, looking after the nuts and bolts of the booking system, or all manner of things that can say actually, how much do I earn an hour as a practitioner? And how much does it cost to get, you know, a man down the road who wants to earn three pennies to

**Steven Bruce**

provide it, there's a neck to finding the right people who isn't there, because I suspect that you've had this in the course of your experience, you can always get me down the road to design your website. But actually, you might not be as good as that firm, which is gonna cost you a few 1000 quid and you end up with something which doesn't really achieve what you want it to. And similarly, when you look for someone to do your books or design, you need to have someone who's competent, and we've been through got some some awful people doing the books in our clinic. And it's only when you get someone who's better he realized just what they were getting wrong. Yeah. But we have a superb bookkeeper. And, and she and our accountant are just phenomenal. They're giving us information.

**Gilly Woodhouse**

You've got to know what it is you want and advertise for that specifically, not just bringing a warm body. Yeah.

**Steven Bruce**

Well, before we go any further, I just want to point out that we might have a superb bookkeeper, but No, she doesn't have any space for any other clients. I'm not willing to take on anybody else. Okay, she made let's first because she was a pm and

**Gilly Woodhouse**

she sounds busy.

**Steven Bruce**

So, busy, Macedon broke and we've got people who are ticking along managing to pay their bills or perhaps not quite managing those in some cases. What is that? What's the remedy, what's much Judaism's?

### **Gilly Woodhouse**

Well, I'm big on operations. Now. I like to have a system put in place in the practice that runs things efficiently. It's time saving things need to happen. And that's something that's always interested me throughout my life is efficiencies and time saving. So that's what I look at. Just to make systems work better. Notice a lot of places still got diary pencils. So inefficient, people texting. I know a fellow who had a new girlfriend She said, Does your phone always Ring ding, whatever, all the time. And he went, Yeah. And then he came back to me and said, maybe online bookings are good. It takes care of all of that. And then he could focus on her

### **Steven Bruce**

worries, as you said, Isn't that there must come a transition point where you start out as an osteopath, chiropractor, whatever, and your diary is only partially full. So actually, comparing your hourly rates as an osteopath with the hourly rate for someone who manages the diaries is irrelevant, because you've got all this spare time to do it, you might as well not pay extra money. But once you start getting more and more booked up, the last thing you want to be doing is doing the 10 pounds or 10 pounds an hour tasks yourself, because you're making far more money treating the patient while you pay someone 10 pounds an hour to do what you were doing before.

### **Gilly Woodhouse**

A lot of the smaller practices forget that

### **Steven Bruce**

anyone could read all that trouble to set up this, this studio. I realized now I screwed up. Because I carefully set my own path up here because it was right in my line of sight when I was looking at my camera. I can't see it when I'm looking at you. So clear won't be able to tell me off. I'm now going to move it over here to clear get so upset when I put things in the wrong way. So much trial breathing, because actually, there's somebody who said, Here's a great question that's coming in always Yep. And see if someone has said and they haven't given their name. What's wrong with paper and pencil.

### **Gilly Woodhouse**

It's inefficient. And I always worry about Bob 3am is impaired pain, he can't sleep he's in he's at the end of his tether is falling out his wife is grouchy with the kids is kicked the dog, and he can't sleep. And he's he's just on his phone 3am looking for help. That is on the website. And it says ring this mobile phone number or send us an email, he can't fill in the boxes at 3am. Naghavi he needs to be able to book in. So if he lands there, he's going straight back to his Google results and going somewhere else. And they're losing? Well, you this Hilke. Now,

### **Steven Bruce**

what do you think about the information control as well, because actually, I've just gone through a process of getting, I almost said I did it myself, I don't know, I guess in getting our own paper diaries shredded because they contain the patients, I think that they contain identifiable data on a patient. And so we need to be secure. And of course, there there are risks with having things online. But most of the systems we use that are online are pretty

damn secure. And it would be very hard to lose the not even on your own computer generated or in the cloud somewhere on there with people with GDPR GDPR certified. So you immediately got some security there around information, it can't be left open with agency, Nicky, whatever else. however unlikely that might be. So Okay, what else we're going to do?

**Gilly Woodhouse**

Well, Team pretty improve, for people who have

**Steven Bruce**

broken, broken, broke neck and visit.

**Gilly Woodhouse**

They need to make sure they've got time off in their diaries. That's something that often people are running to stand still and not time off. So they get more exhausted. So that's important, even if they factor in a long weekend or a week here and there to make sure they're off because I know that what they worry about is not earning. Yes, once they're off. And that's difficult. But then they're getting more and more burnt out because they're running, running running all the time.

**Steven Bruce**

That's almost seen as a virtue in the NHS as well, isn't it? And I was again, I'm constantly mentioning Adam Kay's book, first one was, this is going to hurt. The second one was the bank shift before Christmas. And it almost seems that junior doctors are made to work 100 And something else weeks, and they sort of proud of how hard they work. I wouldn't trust the doctor to operate successfully on me at the end of 100 hour week. You know what? I look like fresh and fresh. And he's not actually having to run the business. He's just having to do the medicine part of it. Whereas other people we're talking about having to run their business having to plan their marketing and all those things you talked about. Oh, it says here. When Jimmy talks about clinico I should say the reason we went for Jay is simply that it's better for bigger clinics. We've been APM offer for Jean, you think clinico will give our members and this is from Claire. Do you talk a lot about clinical is that?

**Gilly Woodhouse**

I do like it still. We regularly look at all the systems. Does everyone

**Steven Bruce**

know what clinical? Yes, sure. They should? Very well. So it's an online diary management for physicians. Yeah.

**Gilly Woodhouse**

Yeah, I do like that. We do look at all of them. Every now and again. Johson Sariah, our tech fairy text, text them out but none of them are perfect.

**Steven Bruce**

First of all, I would take very serious complaints from the production or something. Gender neutral.

**Gilly Woodhouse**



Yeah. So yeah, it makes that makes running a clinic so much easier. Got reports, you can see what you're doing, you can see what your fingers and you can see what our associates are doing as well. So that gives you a good inclination as to whether or not they're bringing back patients that need to come back rather than just saying see how you go. Leaving them to

**Steven Bruce**

class. The reason we went for g be certainly at the time we went for it was a couple years ago now. Because it was two years, it's just that's just when COVID started. And that time seems to be evaporating. We went for it. Because of the time clinical was not brilliant for big things. It's great for individuals, and I've no doubt that they've come on since those days. But certainly the interface from both of them is very, very good. And I was talking to somebody on that semiological Last weekend, who was still using PPS, which is what we used when we first started. And I'm afraid as much as I liked the people from PPS they have never moved on system migrating to something like clinico Jaime is probably very easy. That would be depends on the size of the clinic. Yeah. But just if that's when people have experienced in terms of local areas, and they need to have a look.

**Gilly Woodhouse**

Yeah, because that's yeah, we move a lot of people off PPS or practice pal, TM threes, and

**Steven Bruce**

yes, TM three sometimes.

**Gilly Woodhouse**

And it's expensive. Yeah. Yeah. So we we do, we've, that's part of what we do now is to say, Go away and set up clinic. And now Sariah, the tech fairy just goes up, set it all up for you. And I'll migrate to from the old system. And so we we can now give them a much more seamless service, which is good. Saves a lot of angst for the for the clinical owner.

**Steven Bruce**

Coming here football. He says, Can I reassure you that this book is okay. And he hasn't needed to book an appointment at three o'clock in the morning?

**Gilly Woodhouse**

I always call him Bob. I bet that's my Bob. Yeah, no, I always call it Bob. Just makes it easy. John Doe, I

**Steven Bruce**

guess. We talked for quite some length before we went on air actually about apps. So I mean, you, you actually had some thoughts about apps Didn't you want to share that was?

**Gilly Woodhouse**

Well, I was backing an app. Big time, I've invested a lot of money in an app, which was going to be sort of groundbreaking thing, which was an umbrella app, where underneath that clinic owners could have their own app for their patients to log into, and look at content from them video exercises and booking. So a booking link in there and like the team and all that, and I was able to with quite an investment, but I was able to offer or any clinic to have their own app within Maya. And we hit glitch after glitch over 18 arduous months. And in the end, things were just not coming together. Time and time again, there was like a problem here and a problem there, we'll fix it, we'll fix it. One day, I suddenly realized that, you know, the

data of the sensitive data that each clinic owner would have in their app, I couldn't guarantee that it was completely safe. And it's only two or three months now since I suddenly realize my reputation beyond the line. If it all went wrong, and people could access other patients from other clinics information, then that would be me down the drain. Everything that I've been working for for eight years.

**Steven Bruce**

Well, that whole business of inflammation control and GDPR. And so although too much fuss was made about GDPR, in my opinion, we do have to take it seriously. And as you say, patient data being available to one person is so well then you've gone ahead with a particular guy. But you've made it seem as though apps are generally bad. Well, no.

**Gilly Woodhouse**

That was why I wanted one because I thought this was going to be amazing. What was it going to do for the clinics? And well, they would have their own app so they could keep in touch with their patients on their phones. I thought great, but that'd be so we did have some using it. They were beta testing it for me. And the patients were loving it because they didn't have to find a website anymore. They just clicked the app and They went straight through to their practice, because they registered with them. And they were booking appointments, and they were watching the videos. And it was, it was a great idea.

**Steven Bruce**

As you know, the reason I led you down that route is because that's exactly what I think a lot of people want to hear. Justin will tell me in a minute how much it cost us to develop the app, which we are launching in the next couple of weeks. But a great advantage to us is that when you get a reminder email from as an auto responder, as they call the things in the cloud, lots of those are blocked by people's people's own email server something Yeah. And also, it's easy not to see an email. But if you've actually got an app with you physically set up on your phone, any given on your phone, remember your appointment in 15 minutes, whatever it whatever you set it up to do. Just think that's so useful. You could even use it, I presume if you went down this route, you could use it to remind people about their exercise.

**Gilly Woodhouse**

Or you could get them to do anything you want. Really. Yeah.

**Steven Bruce**

So we weren't good. Your app was a particularly complicated when we had an overarching subsidiary, I will find out how much we spent on developing our lists like

**Gilly Woodhouse**

mine was eyebolts around. I'm gonna have to try and get that back. You know, I hate making mistakes. But I was wrong. It turns out,

**Steven Bruce**

I think I mean, it was it was a couple of grand not just the club, but just in it was, I think there was also an ongoing maintenance cost of something like, but from a PMS point of view. We constantly get messages from people saying that they didn't receive our emails because they look in spam. Look at scribbling away this is coming from Infusionsoft which we use some questions here. Flat flag has said he's got a question about clinical. Can we set up pre



paying for appointments booked online? Do they only use that stripe system? Are they thinking of taking different people to platforms?

**Gilly Woodhouse**

As far as I know, it is only stripe on clinico. Yeah, I quite like bookrunner gone even get a pizza, these data that paying up front for it, which will be shorter. And I think he's probably possibly thinking about the fees. But I do think it works really well. I changed my tune. Done a 180. On that since before COVID. I say I think it's off putting to ask people to pay up front. But since COVID, you can't get a pizza without paying up front. And we're all used to doing that now. So we've been retrained to just go have a book that can pay for it.

**Steven Bruce**

But there is there is also a big difference between phoning of physical receptionist and booking your appointment, she says Can I take your card details. And going online to a platform, which is largely no different from any other online purchase where you are expecting to click the thing and put your card details in and make your appointment? And I think as you say, patients have gifts.

**Gilly Woodhouse**

No, they don't where where we've done it and we've done it a lot. It saves time. So they're out the door. And and also there's this there's a subtle difference when you come out you don't actually have to pay is this different feeling to it? Like we haven't paid but you know your hands a weird thing. But I've experienced that myself when you sort of come out to the dentist and I think oh yeah. Pay it so I don't have to rummage in my bag for my card. And

**Steven Bruce**

I also feel that I have never liked as a practitioner taking the money from my patient. I think that breaks down some degree of the relationship you have with the patient. When you say right now that's gonna be good. Or is it sort of online, they don't associated directly with the practice. And it's

**Gilly Woodhouse**

nice, it keeps it separate, because a lot of practitioners feel the same way.

**Steven Bruce**

And once again, if I'm taking that fee from you, it means there's another X number of minutes during my consultation, but I'm not writing up your notes or whatever. I'm actually doing some administration which is 10 pound jobs.

**Gilly Woodhouse**

That's got so another efficiency.

**Steven Bruce**

Marina says she agrees that Jane is better for the larger clinic and she's moved back to clinic and just because of that and clinical is so easy to use. Victoria, does anyone find? Does anyone find that an online booking? This really annoys me when people read my questions. And they suddenly jump over the screen. Victoria says Does anyone find that an online booking system increases the risk of the patient canceling at the last minute etc.

**Gilly Woodhouse**

People get more bookings as a result because it's easier because you have to make it easy for the patient to come to see you. And the easier the better. If they've got to ring you up and then it's 11 o'clock at night. to ring, they can just go did we do on their phone? Do they do and they're in their book the time they want. It's, it's highly efficient. And it's we have to make everything patient centered.

**Steven Bruce**

Absolutely, yeah. And every business. In fact, since I had this drilled into me as part of my mastermind groups, other marketing training, it now really irritates me when I go to a business where they clearly have requested in that the customer has to be paramount. Making the whole journey easy for the customer is really, really important. Vital. It's impossible to say how many patients would not come to my clinic if we didn't do things this way.

**Gilly Woodhouse**

But there would be there would

**Steven Bruce**

be no, so yeah, definitely. And as you say, if every time you read you get a hold message, or leave me a voicemail, or worse, press one for last year. Two nice things, actually a million people

**Gilly Woodhouse**

just want to make the appointment and everyone's time, Paul. So they want to make that appointment as quickly as they can without hassle.

**Steven Bruce**

And you should. That's because we didn't rehearse that shot. Thank you. What else we got into these questions. I don't know who said this. But patients apparently in this person's clinic love paying online, it means as you said they can book late at night. And I guess actually, from their point of view, just as from our point of view, it means they have to spend less time after they finish their appointment, you can put the next appointment in the in the treatment room just like that, and it will automatically take the payment. So you don't even have to mention the fact that you're doing other than to confirm they're having to pay. Yeah, so we've done a lot on online. And we'll come back to it. As someone here says interesting that both of you have said that the 10 pound jobs allow you to treat more patients. They also like to have time off worth mentioning. Yes, absolutely not doing the 10 pound jobs. And time off is worth a lot more than 10 pounds an hour if you're a decent osteopath, chiropractor, or business. And somebody else has had something similar to taking time off and how to recharge your own batteries.

**Gilly Woodhouse**

And I think yeah, you know, what I've sort of absorbed over the last couple of years is because there's so much tension and anxiety in the community that's being felt by the practitioner, and raising their levels as well. So they definitely need to be taking time out or getting out into nature and shedding that toxic stuff that they're picking up.

**Steven Bruce**

But it's really easy, isn't it, particularly for small businesses, when we're all entrepreneurs, and you spend almost your whole life thinking about your business, it's very easy just to sort

of settle into a room and do nothing but business and not permit yourself to allow other people to do it somebody else.

**Gilly Woodhouse**

Yeah. And yet, when you, you also have to understand that maybe the person you play to do something wasn't doing as perfectly as you do. But that has to be done. You know, I've built my team up, and I've had to let go. aspects of what I always used to do the things I'm doing. And, you know, sometimes I'll go set it like that, or whatever, use a different image on that. But I would have, I haven't had to do any of it. I haven't had to spend the time doing it. Someone else has done it. So I can lead and innovate and carry on growing this and listen to what people want. What else can we help with?

**Steven Bruce**

How does that make you feel as a business owner?

**Gilly Woodhouse**

Yeah, there's that. And then then I have to step back and go, but I couldn't have grown as have grown in the last few years. And I hadn't delegated.

**Steven Bruce**

What I was, that's really where I was going with that comment. While you're struggling with doing all the jobs yourself to Yes, you feel busy and you feel virtuous, because you're doing that. But when you take a step back and take that helicopter view of the business rather than actually, you suddenly start to feel like a proper business owner, you suddenly started to feel actually no am moving like business or rather than just keeping it. Yeah. And I think that's an important change. It

**Gilly Woodhouse**

makes a difference. Yeah, I agree from that sort of just running, running running hamster wheel stuff to actually running the business having time to think about where you want to take it and reflect on what you want to provide for your community. What's missing in your practice that people want especially now whatever what else do they want? Providing and could you

**Steven Bruce**

elaborate one for the audience stem you sent in a comment a little while ago asking what God thinks about larger or smaller connects reusing online booking? I'm not quite sure what you meant by that. Could you just develop that let me know what you where you're going with that question. Please. Max says she'd love to know if anyone else is working who's working part time clinical or similar cost effective? Or does it just set earnings when you're not working full time, you must do what your your game used to be, you must have friends with people part time and I set them all up for clinical. And always, they're happy to

**Gilly Woodhouse**

pay, it's a game changer and they can grow quickly then. So that, you know, rather than

**Steven Bruce**

they don't want to, they just want to work part time maybe so practitioners are still worth

**Gilly Woodhouse**

having, because they still need to get going, they still need those new patients to start coming in to grow. So we've got lots of startups that have come to us. And I still want them to set up all their systems correctly from the outset. So that they can grow as in when they want, you know, if they only want to work three days a week, right? It's still worth having. And they can, you know, they can grow when they're ready, but it's all done. And they know how it works. They know how to fix things. It's just easier.

**Steven Bruce**

Simon's put a comment on Facebook saying please take time out. He didn't end up having a heart attack months last week. Oh. And he is fit and fit. It's not worth running yourself into the ground. Oh, my God. I'm glad. I'm glad you're still communicating.

**Gilly Woodhouse**

Yeah, I was horrified. And I hope he's doing really well.

**Steven Bruce**

Because I have a business guru on the show. I'm not going to mention this other business guru by name. But there is there is a thought out there that spending 90 minutes on your own business every day is a worthwhile thing to do. Do you recommend that you're not necessarily 90 minutes? It could be 6040 rather day whatever. actually physically setting aside making appointment with yourself to work on the business is not a good idea.

**Gilly Woodhouse**

Yes, I don't whether it has to be every day. But practitioners depends on the size, I suppose the bigger practices. Yeah, that's true. So that you can grow it. Yeah. But yeah, definitely. Time I like time ring fenced in the diary sacrosanct. That's what I'm doing business management work. Would you be doing or planning ahead? Now we've got coming up Christmas New Year, you know, we got a newsletter out yet for your closing times because people are going to, we don't want people being in pain when Auntie Maples round sipping the sherry. And all these things need to be done in advance and planned out and set up and done. So, you know, a lot of people get to Christmas Eve and think, Oh, dang it, I never, I never sent out a newsletter to tell people I'm going to be closed.

**Steven Bruce**

And you write it and Christmas comes as a surprise every year to me. And I say that because I mean if for example, and we're let's take the move at my clinic, we recognize well in advance that we needed a newsletter to go out to advertise everything we're doing in the clinic. And of course, we never got to get in touch. And that's it's not entirely our fault. But Christmas again, if you want to get an exam, you've got to get it written before long beforehand. Anybody had printed anybody distributed? And personally, I am a fan of printed newsletters, in addition to electronic ones, but not not using our traumas. So because they're so difficult to get rid. Yeah,

**Gilly Woodhouse**

already been nagging the mastermind us to get burnt out this week. electronically?

**Steven Bruce**

Monitor Openweight.

**Gilly Woodhouse**

Yes, 20% is average. So some are getting more than that. It's dependent on the heading. The email. If it says send the newsletter is boring.

**Steven Bruce**

But if it came through your letterbox your open rate will be 100.

**Gilly Woodhouse**

Yes. Much higher. Because, yeah. Because we don't get much letterbox anymore send bills.

**Steven Bruce**

But also, it's far easier to attract attention, I think with a physical newsletter. Now I understand that there are greater costs. But actually, one has to balance the cost against the return on investment. Yeah. And to just say, well, it's easy to different email is not really addressing I can have I can have four or five boxes on the front of a newsletter so they might not this subject like my light might not grab them but the cartoon in the corner might and they might open to see what the in the middle and all by all are so far in four pages at was it for p3 folded?

**Gilly Woodhouse**

Oh, that'd be quite big.

**Steven Bruce**

Yes, a4 size six full page. Well, I'm not saying it's best to say that that's just what we've done. We've always got we claim autonomy. We do measure the feedback. And we do measure it when she'll tell me that it's the feedback of the sort of return on the investment as always make them worthwhile I suspect the return on the investment would have been greater if we had done more of them. So we've done a regular series every other month, perhaps, or maybe a little bit less. Because of course, you need people, you need people to sort of recognize the name of your practice and have it on the edge of their tongue whenever they think of whatever it is. I like quarterly.

**Gilly Woodhouse**

I think it's the seasons, it makes sense. Stuff to owners.

**Steven Bruce**

We're here to stay. Stein says, What do I What do you class as larger smaller clinics? Reusing online booking means how many rooms? Practitioners are ours open? Would you consider a smaller or larger? clinic? I'm not sure what that's got to be online booking necessarily? Or do you have to have a ballpark for what you think of as a larger clinical?

**Gilly Woodhouse**

Okay, let me think I would say small clinics, three or four people maximum probably.

**Steven Bruce**

And then you start to use three or three big three or two, three or four people in

**Gilly Woodhouse**

just in the practice, and then start getting into six. Going up with I think it was a larger clinic, generally, but then you get much bigger ones that are 20 people, 30 people.

**Steven Bruce**

I think, possibly I'm thinking about that question from Stan, I think what he's asking is, at what stage do you when you when you're smaller and articulate at what stage do you need to start using online booking to meet your audience? If it is right now. Just it just depends what you want to do with your time and how you want to grow. If you're happy being a one person, one room, part time clinic, and you don't want to grow any further, you don't want doing the 10 pound jobs, then I guess it's okay. Because

**Gilly Woodhouse**

I know a lot of those guys, and they're burnt out. They are burnt out. Yeah. Because this, there's so much minutiae to handle. Whereas if you've got that system, it's it's not just a diary. It's it's clinic management as well.

**Steven Bruce**

Okay, so I've just been told that is because we said Jamie is better for larger clinics. But I suspect that maybe less of a difference now because clinicals changes, we did the analysis and you dialysis probably. Yeah. So it's not a fun thing to understand your question. Because as we develop that business about newsletters, what would you put in a newsletter? Let's say you're doing one of my newsletters or advising for a for sheets. Some other content? Yeah, you're never short of a teacher.

**Gilly Woodhouse**

So I'm always thinking about what's what's your community up to in the next season that we're going into? That's what I like quarterly. So right now they're getting ready to go skiing? Maybe. So what do they need? What help do they need with it? Do they need some help with training to the need some advice on looking after themselves? Maybe warming up correctly? What do they do if they injure themselves? anything along those lines? And that then you can use the same idea for what are they doing in the next quarter when they're getting ready for? Are they starting to get ready for marathons? what advice they need for that then?

**Steven Bruce**

So once that's a quarter of the front page? Yeah, I've a little bit for a picture as well as me,

**Gilly Woodhouse**

you can have a mean something. Anything, any news, anything that's going on any new team members introduce those? I just like them to be quite short and sharp. So I think people haven't got time to read all this. Certainly online. Unless we just short sharp.

**Steven Bruce**

I tell you what we do. First of all, I mean, four pages doesn't mean four Pedic pages of densely packed text, because that's off putting new magazine rights that way. There's a lot of whitespace as it's called, the newsletter, it might be blue, or it might be yellow or something else, but it's not called text on it. There are lots of pictures I already mentioned, we put cartoons in ours as well. So we actually paid for some cartoons for children to healthcare, we stopped losing my thoughts on this, that nobody wants to read densely packed text, which is all information. So it's got to be financially it's got to be entertaining. And you've got to have a list of the worst possible Christmas accidents. You can remember when people love this.

**Gilly Woodhouse**



How to not ruin your back Turkey in Turkey about plastic. Yeah, and I mean, this is relevant to newsletters and to website content. And blog content is make it easy for the speed reader now. So I changed tack completely in the last couple of years. More or less. I've got one sentence paragraphs and short sentences at that. So you can read a newsletter for me really quickly. It's evolved some talents

**Steven Bruce**

do you want if you want to read it in detail, you can. But if you're one of those people who skins, you've got the emphasis in the important thing, the important things, which takes you through the content. So when someone doesn't use it, how would you recommend they get it done? Because actually, a lot of this could be a template.

**Gilly Woodhouse**

Yeah, I mean, I like MailChimp for that job, up to my writing, writing it. Well, you can try and get an associate to write something for you if you've got tea. Or just look at what's in the news as well for ideas. If it periodically, there's something like the overuse of ibuprofen, and things like that. So you could write an article just loosely based around that, what they could do instead of

**Steven Bruce**

what we talked about some time ago. I'm sure it will prove this with you on a previous show, but it's so long, forgotten exactly what we do. Things like you to say there's a news article on it, for instance, or it's about VOA news. That's a really time sensitive piece of information. And rather than put out a newsletter, as well as I think it's often worth calling a local radio station and saying that I know about this, if you want some of your piece, then give me a link. And that's worked for us for a while now. Which means we have to back us up for lots of stuff. But But actually, very often, they'll either do it over the phone, or they'll send the person around with the recording equipment, they'll interview on the subject. And then you are free, amazing, free publicity, which is going out to your local community or subject which brings your clinic to their attention. Yeah, I'm doing.

**Gilly Woodhouse**

Oh, that's fantastic. They're always looking for more content. And yes, if it's a topical, send the news people are talking about it, then definitely.

**Steven Bruce**

Obviously, don't do that. If you're in the Northamptonshire keep asking yourself a sneaky trick, because journalists I've always been led to believe are generally quite lazy. They don't want to go looking for stories if you feed them a story. And very often. You can do that with newspapers as well, because newspapers, probably less now on the way out. So yeah, you have to sell them and send them well. Here's a good I'm going to do a case based discussion now. Because Allison have sent in a question. So we're going to you're going to talk Allison to what she could do. Allison says, Forgive me, we may have already had this question, but we haven't. Allison is a one woman band and does everything. So what's the first step forward? reason she has no idea what clinicals Oh,

**Gilly Woodhouse**

so first step is to set up clinico or j, okay. And, to get up, get that out online,

**Steven Bruce**

I was thinking over the cluster, roughly, you know, 29 pounds a month. You got to be you've got to have a very, very poor patient with to take all, the receptionist

**Gilly Woodhouse**

can still log in. So you don't have to have two people and go into the next band. So if you if you really are a one man band, then I saw your costs and it's worth it.

**Steven Bruce**

Is it gonna take Allison it was new audio conductor is to learn how to use it.

**Gilly Woodhouse**

Well, they've got tutorials and all the rest. But yeah, she could get it done quicker with us to be honest.

**Steven Bruce**

With you, but I mean, these programs are once you get to the point.

**Gilly Woodhouse**

Yeah, and it is easy. clinico apps, what we particularly love about it, because it's easy for the practitioner, and it's easy for the patient. Some systems they make you put in all your details. And then you go through to the diary. And then you go, Oh, no, I've got nothing for three weeks. Now they've got all my data. And you might then go somewhere else. So I don't like that at all. I think once you've gone straight into a diary, picture practitioner picture day Picture time, you're delighted to give them your data source.

**Steven Bruce**

And to reassure anybody I didn't work. At one point, I didn't think they were GDPR compliant, but they aren't. So there's no issues with handling data with an external server and bollocks. Panic every GDPR right. So we've got Allison on clinico. I'm imagining Allison, you need to send us more and more information. Unless you're a one woman band, you want to be a bigger clinical, you just want to be busier yourself. And you just want to have more time off and still have some money to play with. So but you give us that information, but we'll carry on from there. What else can you do?

**Gilly Woodhouse**

Well, next time get on to Facebook and social media generally and crank that up, because that's the machine that's going to bring in more and more patients first regard so just Facebook post this post. I've got systems that work fantastically well for organic reach and have spent a penny on it.

**Steven Bruce**

So that's what organic reach is.

**Gilly Woodhouse**

Okay, it's it's having a strategy to put posts out there that people want to engage with and want to share or comment on or like, so that Facebook goes, aha, this is an interesting post that more people like them other than like, so they show it to more and more people.

**Steven Bruce**

Do you have any qualms about using Facebook given all the comments about Fitz? Ethics?

**Gilly Woodhouse**

No, not really, because it is word of mouth on speed. So your community is on there. So that's the quickest way to reach

**Steven Bruce**

so many patients since so many clinic owners I spoke to because we don't do any marketing stuff, right? Word of mouth that brings in word of mouth on speak your right word of mouth is very powerful. And Facebook magnifies that

**Gilly Woodhouse**

many times doesn't massively

**Steven Bruce**

promote. So you're gonna have as a clue on how we get it, right. It's a good track from everything that you do is

**Gilly Woodhouse**

interesting memes. Things that again, that are topical or seasonal. Definitely fluffy kittens and your dog. Of course,

**Steven Bruce**

what Max is max, it's an info. max, maximum budget. So the budget the dog has always been.

**Gilly Woodhouse**

Yeah, but you know, even and you might roll your eyes and thinking, this is about my amazing professionalism and scale. But of course, it is social media close in the titles, if it's social people will engage with it, because that's the platform.

**Steven Bruce**

Having said that, I don't do it because I dislike Facebook, myself. And so other people do the marketing for our clinic. Would you be very easy to get lost in Facebook Business, just following all sorts of things. So presumably, anyone doing this has to be quite well disciplined and say, Well, I'm going to spend this much time per day, or whatever, doing my Facebook stuff. And let's say I'm not going to read everything else on Facebook.

**Gilly Woodhouse**

Yeah, it doesn't have to take a lot of time. You can swoop in and swoop out. Definitely post every day. You shared your content very easily. Now you can schedule on Facebook and go straight to Instagram as well. So that saves time as well

**Steven Bruce**

as photos, images, and videos.

**Gilly Woodhouse**

Yeah, so space, SOS Facebook, I mean, if you just put plain text up, you will find absolutely nothing happens. You need those images because people have a zip zip zip through the newsfeed we need to make them stop. So that's why the pets make them stop. Or a meme

that's got pink or something interesting going What's the guy's job? It's an image with text on so

**Steven Bruce**

so the image text

**Gilly Woodhouse**

because we can absorb that in a nanosecond image text that backs up the image.

**Steven Bruce**

And how often you suggesting that people post a video let's say useful stuff like how to stretch your hamstring as often as possible. That mixed up with the fluffy kittens. Yeah.

**Gilly Woodhouse**

But videos I've always said video is king and it most definitely is. Yeah. Because people are engaged us will be very engaging with particularly since all the COVID thing happened. More people have been at home or working from home, etc.

**Steven Bruce**

are hoping that people are better. They're more familiar with the video now because we've spent so long doing Facebook and zoom teams and stuff like that. But there are still people who don't want to get out to film of themselves doing something.

**Gilly Woodhouse**

Yeah, I always say they're going to see you anyway when they come into the practice so why not let them meet you before so they know when they come in and they see your face up. That's Bob obviously Bob but they walk on policies etc. But here's my quick tips for that. You can keep them short. Keep them under a minute if you're just doing a quick video in this video I'll share with you one mistake footballers make off you go doesn't have to be hours and hours of content. And my big beef is always you get the Instagrammers going hey guys hey y'all just me on my phone on the bus going home or Bob sitting at work interviews boring to sandwich looking at his phone. You're only ever talking to one person you're not broadcasting to the whole world which is what it feels like video. All my peers will judge me and everybody's gonna be

**Steven Bruce**

who's that same applies I think to newsletters. There's so many people start their email. Hi, you That's my head and your bloody way or something else to say hello, Julie or Hello, Bob.

**Gilly Woodhouse**

Normal Hello friend, if you don't know,

**Steven Bruce**

is there anything? Yes. Don't make it so generic as the sound was you have no idea. Yes, it's

**Gilly Woodhouse**

really annoying. I know. That's my big thing. Speak to me in the singular, please. I'm just one person looking at my phone or whatever reading your email or looking at your video. Just talk to me, if you talk to me. I mean, I've got a an exercise guru down in Australia that I follow

down again. And she says, Come on, friend, you're doing really well. I've love her. She calls me a friend. And she motivates me because nobody else called you. But now she motivates me because she's like your girlfriend. Just because she's talking to me. In that moment. She's not saying Come on everyone. Yes. Hi, everyone. I'm just just.

### **Steven Bruce**

Yeah. So Alison, that's getting you started. I've just had a message come in here from from Kelly, who said that she's a one person clinic and she moved to clinico during the pandemic, and it's been a complete game changer for her. So in terms of, I mean, I would of course, recommend you get someone to help you with this lesson and anyone else who is trying to move on with their practice. But if you need help with it, you've got to be him. Let's face it, you have a sort of a lot of people making huge differences today. Again, why waste time? Why waste two years trying to learn stuff that Julie can help you do in the space of a few weeks? What do we got here? Fiona says, if you're sending electronic newsletters, confirming that all those recipients of agree to email communication from bloody GDPR can be funky, what's your answer to? And then I'll give them Bruce's answer. Probably be more ballsy. Still,

### **Gilly Woodhouse**

it probably will be. Well, you do have legitimate interest in the welfare of your patients. So yes, you were supposed to get them to tick a box. I think, frankly, I was going to report you to the ICO for daring to send them a helpful and friendly nice email newsletter with maybe a booking link just at the PS bottom or something. You know, I've never heard anything like it and you know, they have, they must have the options. It must be a proper system like MailChimp, they must have the option to unsubscribe as if they've moved overseas. They don't want your newsletter anymore, much as they used to love you. They'll asked Walters

### **Steven Bruce**

unless you've only got half a dozen people in your mailing list. It's impossible to manage physically yourself, isn't it? And everyone expects there to be a single click to say once or twice. I am constantly pistol for those organizations. When I click the unsubscribe link, and it says oh will unsubscribe over the course of the next week or two day two weeks. It might take 48 hours. It doesn't takes an instant to unsubscribe, we use Infusionsoft util MailChimp all their systems that do it instantly. They're very easy to use. Infusionsoft MailChimp so yes, are you are any separate I would say about GDPR We think too deeply about this we worry too much about is people not people are not going to criticize you for sending the data like that. They will they will report you potentially if you continue sending it after they've asked to opt out. And that legitimate interest legitimate interest as you refer to it is a technical term under the general data protection regulations isn't it and it simply means that you're sending them something which relates to an inquiry that they have made so if a patient's coming to see you see me and they've got a bad back and listen to the news that the real thing about that vaccine if I could look investigating what interest the fund is going to have other things in it as well. I can argue that that's okay. It's just it's looking after

### **Gilly Woodhouse**

them yet still giving them useful information or sending them a spammy email full of bye bye bye

### **Steven Bruce**

buy one from Beverly Beverly says Hi Julie. Do you have any advice on how to clues practice for the weekend and or holidays? I have auto reply for emails when I'm closed in an

answering machine for landline but I know received many messages through text WhatsApp etc I've never given up my personal mobile number for example there and now use Why do my patients I don't know how best to close the mobile

**Gilly Woodhouse**

sounds like she's got the same mobile for business and home. Ideal now I've got two phones.

**Steven Bruce**

That's up to you. You got two numbers on 69

**Gilly Woodhouse**

which is annoying. Well, I don't think so.

**Steven Bruce**

Tell me if we can do that because I feel cared for should

**Gilly Woodhouse**

be delighted if I could only carry one phone with me. But back to the question. Yes, you've got to retrain your patients. And maybe it would be better to use somebody like best reception for a lot, at least. So that all those calls go straight to them. And they booked them in.

**Steven Bruce**

We've used a couple of different virtual reception. Organizations that we know is best reception. Yeah. Neither of us, I think, get any kickback from implementing mentioning them. But we should, we should remember they are they genuinely work very closely with the base because I haven't tried every other virtual reception.

**Gilly Woodhouse**

They are good enough. And that's consistent feedback I get from clients that just say, yep, their charges are very reasonable conditions like to do because they know what they're talking about. And say it's focused on practitioners. So yeah, I really liked them.

**Steven Bruce**

So with the question about firms like us, the answer is either retrain your patients or just get another number and bite the bullet and tell your friends what your new numbers. Yeah, what's a physical phone,

**Gilly Woodhouse**

you're missing those bookings, I think if you if you're having to deal with them on your phone, so train them to go and book themselves in, because it's, you've done it for them. So for you, it made it easier for you to book in to see us.

**Steven Bruce**

Um, I've been told you can have an e sim classes, you can have an e sim and a normal sim on an iPhone, I have no idea when he sim is. But clearly that means you can have two numbers on your phone. So Matthew says, Steven, how do you distribute the printed newsletters? If you've got a full? Any thoughts on



**Gilly Woodhouse**

a spotty teenager? To do that for you. Who wouldn't mind earning some pub money? Alright, we're gonna have to put the stamps on.

**Steven Bruce**

Yeah, and the alternative is what we have done is we've used the distribution company to do and we send out 20,000, which is a good, good selection around them through the door. Yeah. And you can pay a bit more if you have them set out, certainly. So they go through the letterbox on their own, which means they're much much, much more likely to get laid. But a bit less if you figure out how to clump with all the other stuff that they're distributing. But there's still there's still a lot of value in the principles.

**Gilly Woodhouse**

And putting those in an envelope.

**Steven Bruce**

Largely my thoughts on this unproven by testing is we haven't tested one against the other. My thoughts are, if you've got eye catching material on the front page of your newsletter, then it's going to get looked at. And it's cheaper than putting in if you put them in an envelope. I think one of the problems with envelopes is if you're going to do that, then almost certainly the address on the way the addresses applied to the envelope is going to give away the fact that it's marketing material. Because unless it's handwritten, people say it's printed, it looks as though it's part of a huge list. I'm not saying doesn't work. Now, I

**Gilly Woodhouse**

think, you know, on balance, I would, I would say probably got the right thing. There in the bill. See, I think I don't agree with leaflets at all. I think they are a massive waste of money. But actually a newsletter, I think I'll be interested to see what kind of return you get on those. Because there is something that yes, if it's

**Steven Bruce**

possible with leaflet, so surely they just a newsletter in short form. They're not really

**Gilly Woodhouse**

they're just an advertising piece of a five, which, you know, I scoop up about 10 off my doormat every day and shove them straight in the bin in recycling. Because if I want something I'll either Google it or allow someone but I think that newsletter ideas have different views, it's it's gonna have some eye catching things like you're more likely to be intrigued. So have a look at the cartoon or, or you know, there's, it's got again, it's got a good heading. So there you go. You're intrigued to read more about it and all your all your marketing is about educating and informing your community.

**Steven Bruce**

Yeah, and the key just like an electronic message and email is that you've got to get people to read it. With ours. You know, one of our articles was about the fact that our podiatrist may pavlova and we had a picture of her with pavlova comic picture of Donald Trump. We've had badger the dole treating week is one day spontaneously he just kept on treating his hands on his hands, his paws on their back and he's got points of his own show. It's really eye catching with us. And my thoughts on this. Actually now the person reading it is not thinking I need an osteopath, a podiatrist, the chiropractor or whatever else. They're thinking, Oh, I know someone who could benefit from that. And so it goes a little bit further than just

targeting the person who read it particularly if the woman of the household gets it because I think still typically, the health providers of the family if you put something in about children, rucksacks and schools or whatever it might be, the mom is like, it's I know somebody who could benefit from.

**Gilly Woodhouse**

I put a did you know question because they don't.

**Steven Bruce**

Right. Claire, Claire has sent in some information, very important information. She says we make back our costs and the same again on our paper newsletters. But she says, I have to emphasize that they are very fun. Yeah, and you get that so you get attention.

**Gilly Woodhouse**

Absolutely. Love funny. Yep.

**Steven Bruce**

Wonderful. So, Matthew, I hope that's answered the question about distributing newsletters. I mean, there are numerous firms, I would always recommend if you're going to use a firm, and they are more reliable, that's it teenagers, you might just shove them in the local wastepaper bin and give them the money. Nowadays, they GPS track the people who deliver the things that they know that they've gone door to door, do you know they're going to go through the litter boxes? And Elizabeth says skiing exclamation mark, what about the people struggling to survive? How do we attract them and show them we can help them?

**Gilly Woodhouse**

So talk about health. How do we keep ourselves healthy in these times? What do we need to be doing? We don't know. We don't know. My sister's got COVID. At the moment, I'm saying to Joe's, what's my sister supposed to be doing? Is we don't know. We know what we should be doing to get through this winter. whose jobs just ice my colleague? Yes. super jealous? Yes. Yes. Yes, yeah. She's testing.

**Steven Bruce**

Kathy says, Have you had success using clinical letters? She's really struggling with the setup process, or logos to small text is all squished to one. So she said it's a formatting nightmare. So first, critical, critical review.

**Gilly Woodhouse**

Yeah, so I don't recommend using thing over newsletters. No, I like to bolt in MailChimp. It's much more efficient to use a free version. Yeah, yeah, up to 2000 emails is free. So that's alright, for smoke small clinics, and then you start getting to bigger clinics, it's worth paying for your quit.

**Steven Bruce**

I understand what Kathy is asking to some extent because when she says the letters that she talked about newsletters or letters to GPS, or letters to patients,

**Gilly Woodhouse**

sounds like she's talking about newsletters. So I would always use MailChimp for that

**Steven Bruce**

number from Matthew says, Can you really keep your personal Facebook page separate from your business page? Yes, he still has the practice regime Libra VPN course, but he's never used it. People might find a pipe find out what I'm really like,

**Gilly Woodhouse**

True. True, they might like you,

**Steven Bruce**

they might. So nothing has to be perfect, because it very often, what they see of you is not perfect. They realize it's the real deal. But it's not. It's not, you know, some marketing experts who slick in front of a camera or slip on paper or this looks good in

**Gilly Woodhouse**

itself. That's all I've ever done. Just be just be just be yourself.

**Steven Bruce**

But keeping the personal instead of business pages separate,

**Gilly Woodhouse**

they are separate. So whilst you build your Facebook business page off the back of your personal profile, that so Facebook knows who owns the business page. But it doesn't mean your patients come and look at you. However, you'd have to have a slightly more more unusual name. But we'll use Bob Smith as an example. Someone said, you really ought to go and see Bob Smith, he's on Facebook somewhere, he might, you can use Facebook as a search engine. So you're putting Bob Smith at the top, you land on his personal profile. And you can see all his kids, his dogs and what he had for lunch, we don't want any of that. So I would say you can lock down the privacy settings on your personal profile so that you don't have patients trying to friend you unless you want them. But most people wouldn't. But do make sure that the about section is fully complete. I find this so often, where there's no website on there, there's no job. There's no link to the business Facebook page where you want to direct those potential patients to come and have a look at who you are and what you stand for, etc. And find the booking link or the phone number or whatever. So always have that about Section fully complete. So if you've locked down everything else, so no one does see your kids unless they're your friend already. Then it will just funnel them through to your business page where they can deal with you professionally and appropriately.

**Steven Bruce**

Is it easy to learn how to do good work well I know that I would lose interest within a heartbeat

**Gilly Woodhouse**

work ever been on my Facebook course.

**Steven Bruce**

And genuinely I would go on if I didn't have so Somebody's sorting out your Facebook. Yeah. Sue says, Could we also talk about how to cope with too many patients? You should she couldn't process?

**Gilly Woodhouse**

100% Yes, my big

**Steven Bruce**

question for any reason.

**Gilly Woodhouse**

But my Big Beef about osteopathy in particular, is it's too cheap, way too cheap, there's massive demand for it now. And my rule of thumb is if you're about a pound a minute to chew, and I'm on this mission now, because it's really getting my goat at the moment as how, how low prices are, uh, when do you think cost of the handbag hanging off? The ladies are the cost of the sleeve of tattoos? How much was that? And then you're worried about going from 39 to 40 or something. Don't get me started. And I think

**Steven Bruce**

it affects the public perception of our kids if we price ourselves too cheap. And that quite possibly has an impact on the success of treatment. If they if they come to you. I think this is no different from a simple aromatherapy massage. And I'm not putting those down. It's just that's not what we do. They don't perhaps we get the results that they should.

**Gilly Woodhouse**

That's one of the other critical reasons that people are busy like it. Yes, because they're too cheap.

**Steven Bruce**

Other couple was looking at this. A lot of practitioners, law practitioners, I know, are really concerned about taking money out of the patient's wallet or person that you've you've addressed that is not for us to discuss deciding what they spend their money on. And yet, and so many outlets, you can see people spending lots of money on things like handbags, tattoos, beautiful, whatever it might be, they choose where to spend their money, and they can't afford it, they won't come. But they can prioritize the health and well being. There's other things. There's another thing I was going to say about pricing ourselves as

**Gilly Woodhouse**

well, yeah, people will value you more. And I also think that for a great many of your patients, you will get them sorted in three or four treatments. And often that works out but probably less than 200 quid bargain for an outcome like that, especially for people who have been in pain for a long time.

**Steven Bruce**

Yeah, the other thing I was going to say, and this makes me sound so poorly mercenary about this, and I'm not it's just putting things into perspective, is that if you've doubled your prices, and that puts patients off and you half the number of patients, well, that's about into British, you've got half the time at work for the same amount of money. So you've got more time to either build the business, not just you people should do that. But yeah, I've

**Gilly Woodhouse**

got it. I've got examples of that, where I've got one client, who was in stakes, charging twice as much as a as another person I know, in London, they don't have to work five days back to back to back all day. They can do what they want, they could go out sailing or, or or gardening or doing whatever hobbies they want.

**Steven Bruce**

While we're in this for the patients. Well, we're also in it to have a lifestyle of our own. And I think sometimes we think that's unacceptable. We think it's not fair of us to have our own lifestyle. Yeah, so

**Gilly Woodhouse**

I particularly later on there's a there's a huge amount of last year is now that at least 25 years in. And there's plenty that are 30 years old, and there's a lot of 40 years. Goodness me there must come a time where you go, you know what I know my stuff, I can look at someone and go, here we go sort that off.

**Steven Bruce**

We went to a consultant some years back for a knee exam re examination. I saw the consultant for I think probably 30 minutes, because we 250 quid I've just done the same today. Well, I think your son is a different case because he did nothing but an osteopath for chiropractic couldn't have done in examining my knee. I mean, we know the same orthopedic tests. We know how to analyze what's going on. Those people are singing scores last weekend, he demonstrated how you can diagnose through simple palpation and a few little test things that other others other practitioners or medical practitioners consultants will send you a free MRI ultrasound to find out you need that we can do it with our fingers. So why are we valuing ourselves? So I'm not saying necessarily we can get rid of 250 quid for our appointment, because I suspect the public would rebelled because they don't regard us in the same way as consultant.

**Gilly Woodhouse**

So yeah, I think incrementally, we can certainly get those prices

**Steven Bruce**

to be able to help people who didn't have huge amounts of money. There were lots of people who couldn't afford that consultants.

**Gilly Woodhouse**

Know when do you can You can use your judgment, because certain people, you know, need to have a concession. And then you can make the judgment on that.

**Steven Bruce**

Company, everybody got a quarter of an hour left. It's amazing when I'm talking to you. It shows go so quickly. I've got some questions here probably more

**Gilly Woodhouse**

depending on the APM. Time

**Steven Bruce**

is dawn I said she's with clinico. And zero apparently zero, the accounting packages you'll be familiar with others may not have said they're going to stop integrating with clinico. To You know, if QuickBooks would be better for integrating account transactions.

**Gilly Woodhouse**

I haven't heard that. And I should be able to survive my tech fairy immediately if not sooner to find out. Because we certainly like to integrate zero. I haven't heard

**Steven Bruce**

anything. Here we are talking about zero, which I suspect a number of people wouldn't be familiar. I can't sing its praises highly enough. I don't know about whether it integrates with Jane, suspect someone will tell me very shortly. I was on this show once and I was interviewing the guy from James, we interviewed a few doctors. And he was saying, Well, you can do this in business and get people doing that. But he's angry message from class, and we're already doing it, you idiot. So it may be the timing differences there. But I don't know. But zero is a fantastic bookkeeping package. In my book, he was very skeptic. She's brilliant. And she was very skeptical when we first said, we're using this, but she loves it. It makes everything so simple for me as your accounts give me the day after they do. As long as your accountants

**Gilly Woodhouse**

happy with that package, I was saying, but I do like that one.

**Steven Bruce**

Do you have any views on what people should look for in an accountant? What should they be paying for an accountant?

**Gilly Woodhouse**

Not particularly No, I mean, obviously, if they already deal with other similar practitioners, that's going to have an efficiency in it, because they already understand everything you know, where they can claim back money. But I would highly recommend that people do get an accountant. Because, again, there's so many practitioners up till two in the morning trying to do their accounts at the last minute. And they will not know it or not have the knowledge that the accountant has that you can Oh, you can save on this, you can claim that back you can use it you can get it put a proportion of your home office onto your tax return as well and claim that back. And they know all these things, and it changes all the time. And, frankly, it's a complete pain anyway. So once I got to that stage where I was trying to grow, and I needed to save time, that was the first thing I got rid of,

**Steven Bruce**

is tough finding a good accountant isn't both Claire and I separately and jointly have used very expensive accountants. And we've now moved on to lady who is a effectively she's a one man band, but she's about to be studying to get you know, she she's very, very responsive. If we if we have questions, stupid questions about accounts, she gets our accounts done very, very quickly. She looks for the little loopholes on the ways of us not paying tax we shouldn't be paying. But they're hard to find. Tips. Phil has said there are people who think he's talking about videos online, who are sharing techniques being done or pre and post results of treatments. And they get a lot of new patients in the news that they see a lot of new patients. Is that a good idea? Or is it frowned upon? And I suppose there's two sides of being profitable, profitable, both Facebook and Google frowned upon by our statutory bodies.

**Gilly Woodhouse**

Yeah, I personally pour those net clicking ones that some people are doing. I just, I don't think it's good to be demonstrating that out there for people to get home to go, Oh, come on



life lock down. I'm not gonna kill it for you. So you put people off as well. But does this mean if I, if my kids crack their knuckles, I can't stand it. So also

**Steven Bruce**

because the public understand the degree of training gets it and what we do, I think those can easily be misinterpreted. But let's say it's not let's say it's to me and the anxious person shoulder taking doesn't feel clicking it you couldn't demonstrate the whole thing on video to show pre and post results would probably only have a stunning outcome on Saturday. This was in tears because the technique is so beneficial over one treatment, two problems in the show. So I'm not just advertising these next, because I'm good. It was. I mean, you could easily say yeah, you're anticipating.

**Gilly Woodhouse**

Yeah, I think. Yeah, showing something that's beneficial is one thing. Having something that's a bit more of a circus type thing. I don't really like that. Think always in the back your mind educating and informing community showing, demonstrating what you do. How you benefit people. Why, you know, what's the value? If I give you 50 quid or 100 quid? What do I get back? And then you know, that whilst they understand the value they're in doesn't matter.

**Steven Bruce**

We're gonna drag you back to our lesson, because I got some follow up from Allison. Thank you, Alison. That's very helpful. Alison, I mean, this must be a breed of dinosaur that I've not actually. Sorry. She's on her own. She has no website. No, Facebook, works on word of mouth. And to be fair, she's busy. Your typical tech notice, how does she go about getting a website linking? Getting your website linking clinical Facebook, etc? Obviously, at the bottom of a very steep learning curve.

**Gilly Woodhouse**

Yeah. Yeah. And I mean, and there are quite a few that still managing because they're in an area where they, they are well established, and everyone knows them. But that there can come a time. necessary, definitely. But there can come a time where those new patients drop off. And once that happens, you're in freefall, because people can't find you on if if you can't be found on Google, you don't exist. And if you're not doing any marketing, then no one's gonna know about you. So, yeah, we're we're doing websites now. And if that's of any help, just simple WordPress websites don't go down the super cheap route of Wix and Squarespace. They're, they don't get found as easily on Google. And I do keep checking this.

**Steven Bruce**

Moreover, what's the difference between

**Gilly Woodhouse**

just the way they're set up, I think Wix and tend to be just one long page, really, you can jump down to different sections, but it doesn't have the separate pages with a separate search engine optimization, or you can have with

**Steven Bruce**

the trend now once for long page websites

**Gilly Woodhouse**

that I've seen. I just like a simple four or five page website, it doesn't have to have masses of text and stuff on images, tell 1000 words.

**Steven Bruce**

Can you tell me what? If I were Ellison, I would pay some money to you or to someone else to set up this website. But the first thing I would do is I'm assuming Ellison that you're an osteopath. Avoid that boring front page that says entertainers still found in osteopathy, and nobody wants to be that today. But I would have I would have a really nice, possibly professionally taken photograph of you, either on the homepage or certainly on a meet Allison page. Yeah, and sort of in lots of pictures I'd be sitting there with someone else is preaching somebody to take the one of the status and smiling happily at the camera, probably on the patient says what she's what she's done, what she tells you she treats, and I would try to focus on that website all about how I help you with the reader of the website, rather than all about my skills, meet

**Gilly Woodhouse**

your shop window. Thanks, Bob, looking in three in the morning, always think about Bob, then all think about

**Steven Bruce**

Bob. And I also issued as a contact number on every single piece they visit and it stays there. And be familiar with this. But you can you can have a sticky line at the top of the page so that as they scroll through your contact details stay there and they're linkable. There's got to be mobile friendly. Yes. Which is why you need professionals to do it, because it's gonna look right on a mobile phone as well. Otherwise, people would put off, and I have no data, you might have no data to say how many people don't go down a route just because the website looks old fashioned and clunky.

**Gilly Woodhouse**

I don't have data on that, basically. Yeah. But it's, you've got about three seconds to keep a person on your website, they've done their Google search, they've gone through padlock, if it's impossible to navigate, and it's just huge chunks of text in small squirly writing, and it's in pale brown on on a green background, and it's got lots of skeletons all over the place. Brain fog, they go back and look somewhere else. So the key to me lots of whitespace as you said before, clean lines, plenty of images just showing what you do, particularly for treat children. You can't say much, but the pictures can see pictures, babies, children all over it. And then it's obvious to the parent landing there.

**Steven Bruce**

And I would when possible again, I would I would be prepared to share that several 100 quid for this. I will get professional photographer to take those photographs of me in my clinic with the day Because of the kind of elderly patients or whoever, because stock images always look like stock images, which I mean, the images that you can buy from a stock or Shutterstock. And you can pay a one off fee and stapled to it, but then they're always a band of happy American scampering through new

**Gilly Woodhouse**

bodies with red blobs on to show pain. Yes, there's one there. There's one man, there's more than the knee. And I just think there

**Steven Bruce**

was a recent picture. I was treating the patient. Yeah, she looks nice.

**Gilly Woodhouse**

No night trust I'm always banging on about and if they come to your website, they can see you they know you're there. They know what you do. They like who you are, because you've got a nice smiley face. And they trust you because of everything that's written on there. Sit there in if it looks a bit dodgy, and some funny old pictures on there that stock images and no testimonials.

**Steven Bruce**

I'm guessing we could, we could do a lot more hours in between us, you could do a lot more for us. And if you would contact you. So I'm going to get just into put your website details. Shortly together. Let's have a chat

**Gilly Woodhouse**

with you. Yeah, look into my diary and have a chat now. Okay, shall I tell you how we can help you? And if you want help, we'll sort you out in short order.

**Steven Bruce**

I mean, my My instinct is that that chat would be worth a lot to Allison, not least because it's free. But I mean, she would get to make a very informed decision as a result of that. And anyone else who wants to use your services? And I think it'll be on the screen. But it's a bit. link, isn't it? So it's Bitly forward slash gdb? Is Julia hyphen from business? So that we'll get through to Dominic says, Should you increase prices each year? And what percentage should you increase the fee by?

**Gilly Woodhouse**

No, don't go by percentages. I go a bit more. But go gut instinct.

**Steven Bruce**

It's a tough one there, isn't it? We're always reluctant to do it.

**Gilly Woodhouse**

I know. I mean, I certainly I would go a couple of times a year, because I think so many people have been stuck that 35, then 36 and 37. And meanwhile, inflation's overtaken costs have overtaken and you're probably now earning diddly squat compared to what you were when you started five years ago. So I would say keep increasing your prices. You know, go a fiver at a time don't have 51 quid or something. Let's get up to 55 and 60

**Steven Bruce**

What would you think about it this would only work if you were using clinic or someone learning software like if you said to people, we're going to be putting on prices in a month's time. If you book now you're getting at current prices so you could just put provisional appointments for whatever you think you're likely to need you could always changes appointments. That means a you get a chunk of money up front and they get the they get it at the current rates are just celebrating weeks. Yeah. What is mischief maker? mischief maker as he says what do we challenge these days as a general osteopath? As a generalist event? Have you put your prices up since conflict? That's really a question for the community. I don't know what the I suppose prices in London will inevitably be a lot better, a lot higher than they are.

**Gilly Woodhouse**

You know, well, I said my rule of thumb is if you're a pound a minute, you're too cheap. So I tend to go on gut instinct. I sort of talk to the practitioner, I think about where they are, I don't research what everyone else is charging, because that's how one very affluent county in the southeast has managed to keep all their prices down. No one is prepared, put their head above the parapet and charge another fiver or a tenner,

**Steven Bruce**

quite often patients will look at the higher price and say they must be better than scientific. We've only got time for one more question. And I've just seen this one come in. And it's so blindingly obvious, I just want you to I don't know who asked the question, should we get reviews from patients?

**Gilly Woodhouse**

My husband is a typical case, he buys nothing without his read reviews, nothing. So yeah. So if you were all automated, you could send out a survey. And then if they came in at eight out of 10 or more, you could then send them to your Google and say, please give us a five star review. You remember, ask people to do something for me to do it, they're more likely to do it. And if you if you're doing it slightly more low key if you've got the patient in the room, and they jump off the couch, and they're delighted. And then I always say ask them would you mind give me a testimonial because I would love to help more people like you because they don't care about you, but also I want to build my business there like

**Steven Bruce**

you do in your early phone on your smartphone can do their smartphone, the fact that they're standing in front of the camera doing this and you said it's a testimonial, that is good enough as consent to be put on, wherever. So, yeah, and like, as you just said, I just can't You can't overrate that review because they are so important to build that confidence potential

**Gilly Woodhouse**

that builds the trust part of the know like trust maybe to us.

**Steven Bruce**

Well, I'm sorry for those people who haven't asked haven't had time to get their questions we haven't attacked the other questions asked because there are quite a lot of them in the list. Hopefully, some of them will get in touch with you now. You can stick your website shortly. Again, we don't bring people on the show too, in order to promote their business or anything like that. But I can honestly say that we trust your business for recommending you to this day, you may actually be the last person to ever use this studio. Because it's nearly Christmas, we move into the new studio on the first of January. Having that we've actually got it set up, but the equipment will be there and we possibly have to use the same set but we will be in the studio. Our next podcast of virtual so you can even along ABMS history with us and very early on as well as over the years since it's been a great pleasure having you on the show.

**Gilly Woodhouse**

Thank you very much for asking me to come on.

**Steven Bruce**

It's a lot of people. But I mean having a laugh and also offering such valuable information.

Draft Transcript