

*Analog Growth of a
DPC Practice*

Andrew J. Anderson, DO

Growth NOT Marketing

9.2%

400%

Facilitating Word of Mouth

*"To know thyself is the beginning of
wisdom."*



What are you
the BEST at?

What can you
make MONEY
doing?

What do you
ENJOY doing?

Be the Best

5-Start Reviews

Do for One Patient What You
Wish You Could Do for All
Patients

Create Advocates

Know Your Numbers

Things that are typically NOT
High-Yield

Magazines (unless an article is about you)

Radio

TV

Newspaper

Know Your Audience

Funnels

There's Riches in Niches.

*Talk to People Who are Sick
(of the System)*

Micro-Networking

Meet and KNOW the Neighbors

Deal... No Deal

Get People in the Door

FFS

Free .99

Set-up Deals w/ Local Businesses

*“Headlines don’t sell papers. Newsies
sell papers!”*



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