

6 Copywriting Strategies to Write Better Ads for Your Practice

Maybe you keep a full-time copywriter on your staff, or maybe you outsource your practice's writing tasks to a freelancer. But maybe, like most plastic surgeons, you write most (if not all) of your own marketing content yourself! Whether you're writing an ad for a half-page magazine ad, an informative and entertaining five-page blog post or a Google ad under 150 characters, you can use these strategies for guidance and inspiration:

- 1. Tell a story.** It doesn't have to be long, or mention real names of patients. But a brief illustration of a character your patients can identify with is a great way to "hook" your audience and engage their interest right away. These can be profiles or success stories of previous patients, or even your own story: why you went into the field of aesthetic plastic surgery, how you enjoy helping people...
- 2. Establish how your practice is different from — and better than! — others.** Perhaps you've won an award, or received some kind of honor or recognition. Maybe your practice is in a desirable location, or you perform the greatest number of facelifts in your region, or you have the largest on-call staff among your competitors. This is sometimes called a "unique selling proposition" — it can be you, your practice partners, your staff, facility or equipment, or it can be a guarantee of some promise of service. Price, incidentally, is not usually a good USP for plastic surgery or aesthetic medical treatments.
- 3. State specific information clearly and thoroughly.** Facts like "40% of our patients come to us for revision surgery of the face, abdomen, etc.," or "Botox is the #1 procedure among patients who want to look younger without surgery," are subtly persuasive. Tell the audience how eager your prospective patients are, how satisfied your current patients are, or the credentials that set you apart from the pack.
- 4. Use a natural, yet professional, voice.** You want to write as though you are speaking directly to a patient in your office. Above all, you want the audience feel that you're talking *with* them, not *at* them. This also provides emotional reassurance: the audience comes away feeling a sense of personal understanding and trust.
- 5. End with a clear call to action.** What do you want your audience to DO? Book a consultation, visit your website, take advantage of a special offer?
- 6. Include an image, and utilize keywords.** Most search engines and social media sites reward visual content that can be easily shared, by boosting you higher in search results. Also, including target keywords ("eyelid surgery") in your text will make it easier for people to find your ad in online searches.

Remember, too, that your professional newsletter and blog, or Facebook, Twitter and other social media content function as marketing. You can adapt any of these strategies to develop content for these platforms, as well as for local advertising. But your audience should see these materials not as advertising, but as the beginning of a conversation: what benefit(s) can plastic surgery give them? You don't need to be the world's greatest writer to capture people's interest: what they're looking for is a credible, trustworthy professional who also seems approachable on a human level. In other words, write as *yourself* — and let your confidence in your professional skill speak for *itself*.