

# Clinics in the Cloud

By Yalcin Yilmaz

Most business owners in private practice are clueless when it comes to using the Internet, tools and services to grow their business. Especially those that have been around long enough to remember kids playing in the streets and at some time thought that mobile phones were only a thing of luxury.

The world is changing at an increasing rate. Business owners can no longer rely on word of mouth and referrals like in the good old days. Most are feeling powerless as the more “switched on” private practice owners are dominating the online landscape.

It’s not enough to simply get on the Internet bandwagon. There are many service providers and consultants who are happy take money for solutions that have no hopes of return on investment. Practice owners need to realise the “local” nature of their business and develop suitable plan and implement strategies that will fulfil their particular needs.

It’s time to start — at the beginning. Learn what is possible and what your options are for your business. Find out how things like websites, blogs, search engines, YouTube, Facebook, eNewsletters and local marketing fit together. Then create your own strategy and measure how well it works. Learn to delegate regular tasks to your team and go back to doing the things you love in your business.

Written in plain English for the non-techie reader, Clinics in the Cloud aims to empower business owners to take charge, make decisions and claim their space online — leaving the rest to play the catch-up game.

[www.clinicsinthecloud.com](http://www.clinicsinthecloud.com)

## Written for local private practice businesses

Local businesses have specific needs that generic online marketing can not serve. **Clinics in the Cloud** was written for health care and wellness practitioners in private practice.

- Physiotherapists (physical therapists)
- Podiatrists
- Chiropractors
- Osteopaths
- Dentists
- Acupuncturists
- Massage therapists
- Psychologists

- Other local businesses

## What you will discover from this book

- How successful practice owners attract more ideal clients and more referrals online.
- Why and how to stand out as an authority, become a thought leader in your field.
- Improve your productivity to have more time to worm ON your business, instead of In it.
- Create and implement online marketing strategy on a shoestring budget.
- Evaluate and exploit new and emerging trends.
- The essential elements of a website that sells.
- The importance of content and communication.
- What it takes to rank well in Google.
- How to get new clients from social media.
- To create and promote videos for massive online exposure.
- Email marketing to increase your client base.

And much more.

This book was based on questions and concerns raised by hundreds of private practice owners around the world. It was written to help you take charge and gain necessary knowledge so you can understand how to use this technical stuff to your advantage. It'll help you become empowered, informed and confident discussing your strategy and requirements with qualified consultants and suppliers. It'll help you recognise the impact of your online strategy on your practice and evaluate new and emerging ideas.

## About the author

Yalcin Yilmaz is a software engineer turned entrepreneur. He has managed, developed, consulted and solved problems in the online space for nearly 20 years for start-ups, small business, government and multi-national advertising agencies working on brands like Nike, Coca Cola, HP, Mercedes, Nestlé and many others.

He founded [PracticePulse.com](http://PracticePulse.com) in 2008 to bring the experience, best practice and digital solutions to health businesses in private practice around the globe. His articles have been featured in various industry journals.

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