



# Building an Ethical Community

*with Tone Tellefsen*

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## TRANSCRIPT

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**Steven Bruce**

Good evening, and welcome to the Academy of Physical Medicine, you join us in what's turning out to be a phenomenally busy week. It seems we've only just finished a two-day full-on face to face course with the amazing Laurie Hartman. A course with a buzz about it that I don't think I have felt on any previous course, it was just a real joy, a fantastic group of people we had on the course, Laurie himself is, of course, an absolute master at technique. And what he taught was just wonderful, particularly nice, too, we had a student, a fourth year student of osteopathy on the course. And at the end, I awarded him the technique prize because he was the only one to get one of the most difficult techniques to work, which was a salutary lesson to the rest of us experienced old hands, but it was great to see. And I'm sure he'll go on to do great things himself. So Laurie has asked to come back, was offered to come back again. And he's doing this on Thursday this week. And we're gonna have a whole afternoon, hopefully filming him treating three patients that he's never seen before. The aim being to do something which I don't think he's ever done in our colleges, or subsequently, where you actually get to see an expert in our professions going through his whole treatment routine from start to finish, without talking to the students, without talking to the cameras, just doing what he does. And then afterwards, we'll have a Q&A session, much as we're going to do this evening. And all I'm hoping is that we can find the patience to make it work because at the moment, we're quickly having to scramble around to find people that are suitable for him to treat. So if you're free on Thursday afternoon, I recommend that, it will be absolutely superb. But that's Thursday. Tonight, of course we have one of our scheduled broadcasts and we've got Tone Tellefsen Hughes back for the second time. Tone is a chiropractor from Milton down near Godalming in Surrey. And we had her on with us before, talking about the green hub project, which she set up. And this is really, this is a cross between motivational speaking and business advice. And she was immensely popular. She had a lot of really, really valuable stuff to say, and I'm really, really pleased to have her back. Sadly, virtually but back in the studio anyway, Tone, it's great to have you with us. How are things down there at the Luck's Yard clinic?

**Tone Tellefsen**

Very well, thank you.

**Steven Bruce**

I'm sorry, you are my guest this evening. And it's going to be 90 minutes. So let's hope you don't get your throat dried out too much. So cheers. Let's have a good evening.

**Tone Tellefsen**

Cheers.

**Steven Bruce**

Tone, we're gonna talk about building an ethical tribe this evening, which a lot of people will think, oh, that sounds like marketing, but I've looked through your science, I've looked through your material and so on. And it's almost the opposite of marketing, isn't it? It's going out there and being honest with people and allowing the marketing to happen because of what you are not because of simply what you say.

**Tone Tellefsen**

Yeah, absolutely. I think I'm just trying to inspire people to think in a different way that, you know, because it's so easy when you start a practice, or you set up your own practice to think that you have to go with marketing techniques. And I think what I'm trying to do is to just rattle people around a little bit and think about the concepts that actually make people come to us, and what are the things that make people come to us. So that's what I want to talk about tonight, just to inspire people and and hopefully it gives people something they can work on back in their practices as well with their team.

**Steven Bruce**

It sounds good. We perhaps need to establish your credentials. First of all, how long have you been in practice?

**Tone Tellefsen**

Since '91, so 31 years.

**Steven Bruce**

So a decent length of time, you set up the Green Hub Project, which we might touch on this evening, which is largely about helping teenagers, isn't it, who are in trouble? Do you want to give us a quick five second burst on that just to remind people?

**Tone Tellefsen**

Yeah, it's basically an organisation, we are hoping to become a charity this year, where I'm a paediatric chiropractor, I treat young people and I saw in the last few years, how much they struggle before pandemic and even more so now. And I have a piece of land behind my practice that where we offer nature-based therapy for young people, 13 to 18, to come and do gardening on a Saturday. And it's been running now for nearly a year, but we've been planning it for, you know, at least a year before that, because there's a lot that has to be planned. But I'm also a chiropractor, run a multi-disciplinary clinic. So it's quite a lot on top of running that, but it's been the most incredible thing that I've been part of in my whole career.

**Steven Bruce**

Yeah, and we won't talk about it now, I would recommend people who want to know to look at the previous broadcast that we did, because, you know, there is evidence behind it and there's clearly a track record of success there. And I think that's partly what's helped establish you as a person you are in your local area, isn't it? Because it got a lot of publicity. So what are we going to talk about today? How do we build this tribe of yours?

**Tone Tellefsen**

Well, I want to start with why I'm talking about this to begin with. In 2013, I came across a webinar by an American entrepreneur called Jonathan Fields. And it's not the Jonathan Fields in the BCA, but it's an American entrepreneur, he used to run gyms, and then he became an author and a podcaster, and he's a big thinker and he spent about a year going around the world to look at businesses, to look at what works and look at organisations and charities and look at what is it that makes people follow an organisation or a group or a business. And he created his own little manifesto, which he wasn't really

thinking of sharing with anyone. But he was asked by a friend to present this in New York, and he had huge leaders in front of him in this auditorium. And he presented it. And people were scribbling and scribbling. And they were listening and listening. And at the end of it, it was absolutely silent. And then applause broke out. And then they all just headed for the doors. And he thought what's going on here, but they were so taken by his concept and the content really, that they wanted to go back and just change everything that we're doing. And he had an opportunity to do the same presentation a few days later on the West Coast, and had exactly the same reaction, when he finished a talk and the presentation, it was absolutely silent, which is quite scary when you're a presenter, especially when you're doing it live. And then people applauded. And they did the same thing. But they were scribbling and scribbling and scribbling. And I really liked the content, I read his books and so on. And I liked the content. And I think, what I did was that I took the content and I transferred it into a chiropractic, osteopathic, a therapeutic model for clinics. And I think I really like the pillars of the content that he's put through. And it gives you a framework as a practitioner when you run a practice to look at. It works, you know, and it's not about selling, it's about share in the world who you are, being very authentic. And in a way being very specific about telling people who you are so that people can then trust you for what it is that you offer.

**Steven Bruce**

So when did you hear Jonathan speak? How long ago?

**Tone Tellefsen**

2013. So quite a while.

**Steven Bruce**

Yeah, so quite a while, and I ask because of course that means that by now, if you've been implementing everything you said you will have seen some changes in your own clinic.

**Tone Tellefsen**

Absolutely. And I've definitely seen it with, before the Green Hub Project I run the Surrey teen summit for seven years, which was an organisation, a loose organisation where we did workshops for teenagers and the content really helped me because it's about getting people to rally behind you, to understand what it is that you do. And I feel the same thing with what I do as a practitioner, as a chiropractor, who I work with or the charity work I've done alongside that as well. It's really helped me in the whole framework.

**Steven Bruce**

I suspect, we still have some suspicious people in the audience who will be thinking, when an American tells you how to build a business, it's usually about hardcore advertising. So how is it different from that?

**Tone Tellefsen**

Yes, well, I mean, it depends what your hardcore advertising is, I believe, and we'll have people who disagree with me, that if you build your practice by being authentic, and doing what you believe in, and showing up and all the different things we're going to talk about, I think you grow a sustainable practice. But if you run it entirely on marketing, sales, and also, I think when you're taking, you know, discounted practice as well, people are going to come to you for the discount, not because of who you are, and why you do what you do. And there's quite a difference. And I think I'd much rather have patients coming to

me and our practice, who comes in and they go hi Tone, because they think they know me, because there've been so many people have talked about me or my practitioners, that they already have a sense of who we are. I'd much rather have that. And I also much rather have patients come in saying that I recommended my friend to you, because you will tell her if you can or you can't treat her because you're honest. And rather than because they've seen sort of marketing campaign of, you know, so many pounds off this, and so many pounds off that, when people come for that, they're coming for a different reason, it might not be the wrong reason, but they come for a different reason. And I, you know, 31 years of working, I much prefer when you can work on word of mouth, and people come because they believe in you, they have trust in you.

### **Steven Bruce**

Yeah. Which is easier said than done, because they still have to find out about you, even if they're going to trust you, they got to find you and find out about you and know that you're trustworthy. You invoke Simon Sinek's training at some point in your thinking, don't you?

### **Tone Tellefsen**

Yeah, I've added that to this framework, because I think Simon Sinek is fantastic with the work he does. And it's so simple for people to understand. And probably everybody has heard about him now. But he wrote a book about the power of why many years ago. And he again, he's very similar to Jonathan Fields, he's a thought provoker. He's a researcher really, and he talks about the Golden Circle. And that talks about, it's messages that when we have a message, and we've talked on our websites, what I do as a practitioner, what I do as a chiropractor, osteopath, or how I do it as a practitioner, the message is heard by the patients or people who see it on the internet, it's heard by a part of our brain that's a rational part of our brain. So it can understand yeah, that can understand, that's how it works. That's what it is. But when you bring in your story of why you practice and why you treat patients, when you tell the story about why it's so important for you to wake up every morning and get up and treat patients, it is received in a very different part of the limbic cortex, it's a much more older part of the brain where it's much more emotionally connected and people go yes, I get that. I get that. And obviously, he talks about in the point of view of your business where you're emotionally driven to buy something, but I feel that when you're trying to convey who you are as a practitioner, it's more helpful if people see your why. And then when you go from there, you then have to think about, who do you want to do your message to? You know, in many business concepts they talk about the avatar, so defining who is your patient avatar? It's one way of doing it. But it's been clear what group in society you're trying to reach. And sometimes that can be more specific, so tennis players, runners, mothers of young children, or you know, people over 60, being very clear about that. And then how are you going to get that message out? Because I'm not saying that we shouldn't go online or on social media and share what we do. I just think that there are ways of doing it that can convey who you are more effectively than doing aggressive sales techniques.

### **Steven Bruce**

Two things you've talked about there, I suspect some people might be less familiar than you or me with the concept of an avatar. What do you mean by an avatar?

### **Tone Tellefsen**

So it's going back and really looking at creating a person. So if you are a chiropractor, osteopath, who, let's just take the example of treating babies. So then you put in your mind a parent, and you give that parent a name, you can even think about what they look like, how they dress, what they do, do they work, are they at home? And so you create that avatar and then you think about what do those people like? And what do they like to do in their lives and their exercises, but also what's relevant to them with regards to their children? Equally, an avatar could be someone who is 20 something, working in the city, commuting and having a specific personal life, what is it that's important to them, what's important to them, how to live, the exercise and so on. And through that, you can then sort of tease out what message you want to create from that avatar, this can be really helpful. Everybody who does it finds it really, really awkward. Because, you know, it's a new concept and a difficult thing to do. But it's really helpful. And it just helps you with your language when you're writing copy.

### **Steven Bruce**

I've been through this exercise myself, well, if you know me, I didn't actually go through the exercise myself, I let my wife Claire go through the exercise because she's far more conscientious and diligent than I am about this. But as you rightly say, you don't just have one avatar, do you, you have an avatar for all the different types of thing or person that you feel you would be able to help. And I mean, Claire went to the lengths of saying, well, they're married, they've got two kids, they drive a Landrover or a Vauxhall Corsa, they shop in Lidl or Sainsbury's or whatever it might be, you know, they've got two dogs, whatever it might be, all those things. And I think possibly one of the challenges is that you're not supposed to be defining accurately any individual patient. This is just one example of a potential user of your services. And having done that, then you can think well, as you said, how does my message reach that person and it is a very powerful exercise. And it gives you the opportunity to think how best to use your resources to get your marketing out there, I think. But I also wanted to go back to what you said about the power of why, the Simon Sinek thing. And just for the benefit of the audience, there are a lot of slides that go with this presentation, and we will send them out as always, as a handout afterwards. There's about 30 slides. And it'll include the reference to Simon Sinek, and everything else that Tone might be talking about this evening. So don't worry too much about some of the detail because you will get it in a handout. But of course, we never send those out in advance because you wouldn't bother to watch us if we did that. Going back to that power of the why, that flies in the face of an awful lot of marketing advice, particularly for healthcare practitioners, which is your avatar, your patient doesn't go to your website to find out about you, they go to your website to find out about their pain, about their problem and how you can help them. And sure, later, they might be really interested to know about you and your team and all the rest of it and your resource. But where do you stand on that? For example, I have had a look at your website, so I know the answer to the question. But does your website on the front page say, bring me your frozen shoulders, bring me your runner's knee, bring me your back pain?

### **Tone Tellefsen**

No, it doesn't. I think my why comes through a lot more in my social media. So my Instagram and Facebook and anybody who will go on to the Luck's Yard chiropractic clinic will get a very strong idea of my why and what I stand for. So that's where I put my why up, you know, predominantly, I would say. It also comes through our blogs, so articles that we write. We're possibly going to talk about that later. But



obviously, we have the limitations on what we're allowed to say with regards to Advertising Standards Agency. And you know, the cap code. And I don't know if it's the same restriction that...

### **Steven Bruce**

That really affects people treating babies, doesn't it? It applies equally to osteopaths and chiropractors.

### **Tone Tellefsen**

Totally, and I was one of the 400 chiropractors who were affected by that in 2009. So we were, especially the British Chiropractic Association, chiropractors are very careful about that, about our wording. So for instance, if you go to my pregnancy and paediatric page, I will only say that about my experience that I used to teach pregnancy and paediatrics for 15 years. And it will not talk about any symptoms or any conditions at all. It talks about my credentials instead. So we're finding other ways of being able to bring things in. And then we have, you know, a list of things that you're allowed to mention through the Advertising Standards Agency. So you can bring those into your website, of course. But I think, partly, I've done this presentation for that reason, because it can stump people, you know, I know a lot of people who felt really, their fingers were burned when this happened. And they just said, I'm just going to have a very basic website, I'm never going to go out and put myself out there. I'm never going to write anything anymore. Because they're so scared of writing, that it might be wrong, but there's so much we can do still. And I feel really passionate about that, that you can still write about what you love about your work and what you love about communicating with patients and there's so many things you can do that can bring your passion and your why through. So people kind of go yeah, I love what this practitioner represents. And I feel that I can trust them.

### **Steven Bruce**

We have shared with viewers on several occasions in the past what the Advertising Standards Agency says osteopaths and chiropractors are allowed to treat, and it does change periodically based on new evidence and things like that. For example, when we first did this, chiropractors, and you know, I've always maintained that there is a huge, huge overlap between chiropractors and osteopaths, so pretty much we treat the same things, but chiropractors were not allowed to say they could treat sciatica, but osteopaths were, which was complete nonsense, but fortunately, that's now changed. But we've shared that in the past. And we'll share it again tomorrow when I send out your slide handout. But what I've been very clear in my advice to people is, if the Advertising Standards Agency says you must not say something, then you can't do it. If the Advertising Standards Agency is less clear about it and what they say is you mustn't say anything unless you've got evidence to support it, well, you might choose to determine that your own experience constitutes evidence, which I suspect they wouldn't accept that, I know the answer to this question, but I'm choosing my word carefully. They might choose that that's not sufficient, but all they can do is tell you to take it down from your website, they can't do anything else. So to some extent, I would be quite liberal with what I said on my own website, as long as I had checked that it wasn't forbidden by the Advertising Standards Agency. And that doesn't mean to say we can't just go to extremes, but there are things you can say which I think we're all frightened about. Because lots of people, as you say, more chiropractors than osteopaths, but both professions were hit quite nastily by the whole Simon Singh persecution of manual therapists, for whatever reason he did that. And sooner or later, we will have evidence to support what we do. But yeah, I personally would take a few liberties with

my website, as long as it wasn't contravening what they said. Sorry, that was a long winded rant to say not ignore them, but be reasonable about what you say.

### **Tone Tellefsen**

I think I have a couple of slides where I talk about the concept of the dictator we talked about earlier before, and I don't know whether it came up before. But I think you just need to be a bit inventive. So in 2018, I thought, okay, I wanted to do something for the the World Spine day. And I talked to my daughter about it. And we thought, well, why don't we find chiropractors around the world and we created a concept called Chiro Global. And we found chiropractors literally around the world, from Japan to Brazil, to America to...

### **Steven Bruce**

Before we go on to that, can I just take you back to that thing about the dictator? What do you mean by a dictator?

### **Tone Tellefsen**

So Jonathan Field talks about, he calls it a metaphorical concept, and it's looking at, what is it that's in our way to be able to say, and do what we want to do. And so for me, as a chiropractor, one of the things will be obviously what we're allowed to advertise, but a dictator could also be that, as an example would be the big pharma and the opioid crisis that we have that is, you know, affecting patients who are seeing that as an only option to take pain medication. And that would be a dictator. And so that's something that's holding us back from helping patients. And his idea was to define what it is that's holding you back from doing and being what you want to be and then create something that is so strong and powerful and opposite. You don't have to get rid of the dictator, yours is just bigger and stronger and more effective. And so you know, we in our world of manual therapy, we have a wonderful technique to help people to reduce pain.

### **Steven Bruce**

You said Big Pharma, we can have a bigger message than Big Pharma, I'm suspicious that it will be very difficult to have a bigger message than a company with a marketing budget the size of Pfizer's or AstraZeneca's. So in terms of the opioid crisis, what's the anti-dictator solution?

### **Tone Tellefsen**

Well, I think you can look at your own little area where you work and if you can make people more aware of, you know, chiropractic, osteopathy, as an option for headaches and migraines, just as example, exercise, drinking more water, you know, all the things that we teach people, that would be the antithesis to that kind of dictator. And it's not a person or a thing, it's just a name that he came up with, but I think it's quite helpful to think of, and we go back again, when we're talking about, we need to be very, very clear about what our patients are struggling with, what is their pain, and what it is that they're struggling with regards to what they're unable to do, getting out of bed, to move, get in and out of the car, look after the children, and so on. And that they're the things that our patients struggle with. And the dictator then would potentially be that they would go to the doctor and get pain relief. And another example I had, I'm just trying to look for my example, for me is that patients find it difficult to have time. Time could be a dictator, lack of time, so they have time to exercise and so I created an app called the Luck's Yard app,



where I have a tonne of YouTube films that they can easily access with a library of exercises from the neck, arms, jaw, and so on down to the lower back. And that is my solution. I'm hoping that is bigger, because it's simple for them to access and since I created the app, my patients are exercising so much more.

**Steven Bruce**

Yeah. Justin, can we put that slide up about the Luck's Yard app, because there's a nice little picture of it there, which I quite like. And we should be able to bring that up fairly shortly. That's the one minute. My little squeaker to operate your slides isn't working, I'm afraid, but you called it the chiropractor in your pocket solution it says here.

**Tone Tellefsen**

It was a patient who called it that. So I thought, oh, I'm grabbing that, that's a really good headline. And that's what I say to my patients. You know, when you go on your holiday, just grab your chiropractor in your pocket. You got your phone with you.

**Steven Bruce**

How does it work? What does it do?

**Tone Tellefsen**

Well, I don't know if I can show you here on the screen.

**Steven Bruce**

We're getting a very bright screen, I'm afraid.

**Tone Tellefsen**

Literally, it's just an app that is free for patients to download. And when you come to the app, there's a section called exercises. And when you click on that, you'll have a library of exercises. So I have a section called neck and upper back. So on there I've created a whole bunch of YouTube films that can help people from neck exercises, upper back, rotational exercises of their upper back, and then I have arm exercises and jaw releases and low back. And it's an interesting thing with the app thing because I think, I don't know if we talked about this before, about the imposter syndrome. And you know, it's quite scary when you put yourself out there. I did my first YouTube film in 2011 and one of my first films was about jaw release and it's been seen at least over 70,000 times. And when you put yourself out there, you think there's always going to be another practitioner who can do this better. There's always going to be another chiropractor or osteopath whose done more courses than me, they're much more up to date. And then therefore, I'm going to look really silly, and they're going to criticise me. And I had to get over that because I had to, like I said in the past to other people, is that I know that my patients really needed it. And I needed to find a solution for them. And it was better that they did what I did than nothing.

**Steven Bruce**

Absolutely, yeah, that is such an important thing you've said there. And let's hope we're moving towards a world where actually if someone says, well, I don't think you've got that quite right, they would call you up and say, Tone, this is how I would do it. Do you think that's useful? And between the two of you, you'd

come up with the ideal thing for our patients, because it's not a competition, is it? We're here to get patients better. But you know, Tone, this is monstrous. Because you know, an app is incredibly difficult to make. No one knows how to do this. How do you make an app like this?

### **Tone Tellefsen**

Well, my first that I did was called Chiro Moves, I did that together with a filmmaker and an App Maker. And for that reason, we had to sell it for three pounds 99. So it wasn't really the one that I wanted. And I didn't have full autonomy. So I heard about this app through a chiropractor in Norway. And it's a Norwegian app designer who happens to live in Barcelona. And he's created, initially it was restaurants, but he adapted it to her chiropractic clinic, and he's adapted it to mine. And there's a framework, he builds it, I give him the content. And then he teaches me how I can put the content on. And I can change things in order. So honestly, my app is very simple. I can have a whole lot of things on there I don't, but it can link you to your social media, you could have push notifications, if you want to, you can have all your workshops and seminars, but I had not got time to do that. But we very quickly got a lot of hits. And the example I put up three years ago was that we had 5700 visits, I think we're way more than that. And giving people sheets for years, that just gets lost somewhere. And it has a little notification, a little reminder, people are doing it, they're coming back. And yes, I'm doing your exercises, and I jumped on to the next section and did another section. So even if I'm not the most up to date, and the one who knows the most latest way to exercise, I don't care, I get my patients moving, end of.

### **Steven Bruce**

Absolutely. So I'm probably going to get into trouble for this. But I'm going to talk to Justin about making apps that we might be able to share with our professions, so we can do the groundwork for them. And then they can put in the personalisation that they need. I am sitting in this huge studio, which you rather rudely refused to come to on the grounds that you have patients to treat, surrounded by cameras. And we can do very good quality green screening here if people want to do that, and if people want to come and use my studio to film stuff, we don't charge members for that, they can come and do that. And we'll help them film something really good quality to put on their websites. And we'll see what we can think of to help in the way you've just described, Tone. Because it's all about helping patients, isn't it?

### **Tone Tellefsen**

Oh, it is, and I would just say to anybody listening to this, I didn't think I was going to talk about this, but I would just say, do it, just do it, and follow people on Instagram who are doing it. I don't put that many films out now that I did but there are there are chiropractors out there who are doing these things regularly and, oh there's a chiropractor, the Dapper Chiropractor and he's phenomenal, he's so inspirational and he just wants to share stuff that helps people and I think we should share their stuff. You know, if you see something that helps the patient, you shouldn't think, oh people think less of me because I'm sharing someone else's, people are just going to be grateful. And you know, a lot of my films have been literally been done, we have a summer house on an island in the Baltic and when I come on holiday, my family say what are we filming this year, and it was done on a camera, now it's done on a phone, with swatting flies, you know, but I don't care because if I can get the message out to someone and they can regularly do something that benefits their health, then I don't worry, you know, you shouldn't worry about what hair looks like, you've got makeup on, people are only interested in what you're trying to convey.

**Steven Bruce**

And again, we've often emphasised in the past that people respond very well to authenticity. Sometimes the more professional a film is, and the better made up or whatever the subject is, they might think well hang on, this is a bit commercial. Whereas when it's just scruffy, old Steven Bruce in front of a camera showing you how to do some shoulder rotations or something like that, they think, oh, God, here, this is this is authentic stuff from someone who's in practice, rather than who's in the business of movies, says the man is sitting in a very professional studio surrounded by cameras.

**Tone Tellefsen**

My tip to anyone, while we're on the subject, because I did coaching for a couple of years. And this content was very much used in this coaching. And I was trying to get chiropractors and other practitioners to just start thinking out of the box, and what they could share of themselves to support people. And my tip is to have a little booklet, you know, just like a little booklet on your table, and on your desk when you work. And when you have these aha moments with patients, or you see, oh, I've said this three times today, I've done this exercise five times today, or this is a reminder, this is a good one, write it down on your little notepad. And then you can do a little film about it. And if you don't like making a film, don't like speaking, now people are doing films with this, you know, the headlines. Or you can just write several infographics. So your patients is your content, day in and day out. And your aha moments, your wow, yes, this tip and that tip, and you've never, you just take for granted all the wonderful analogies that you use on a daily basis, they're wonderful ways to share and help your patients and in doing so, tell them about who you are and what you believe in.

**Steven Bruce**

You're absolutely right. Can we move on to what you're not allowed to say? Or how you deal with what you're not allowed to say on social media then?

**Tone Tellefsen**

So you mean specifically?

**Steven Bruce**

Well, if you have specific examples, but I think all of us are aware that we have to be careful about what we're allowed to say on social media. But you've got some answers to the problem, haven't you?

**Tone Tellefsen**

I mean, anything I do with paediatrics I'm not allowed to say, so. I work with children with special needs. I work with children who are very stressed and anxious. And I do chiropractic and cranial work with them. I can't possibly talk about that. They could do a testimonial for me on Google, because they've written it. But I can't then put it on my website. I can't talk about that when we treat patients, they sleep better. They feel less stressed, that sometimes they can breathe better, you know, all of those sorts of things that are non-mechanical in origin. And that's what I do day in and day out. Because, you know, I sort of become someone I work a lot with stress and feelings and emotions. And so we are allowed to say stress and tension. I think we're allowed to say tension. So there are certain things you just have to share in the room, you know, and then share that by word of mouth.

**Steven Bruce**

Yeah. Tell us about the success that you've had in that regard.

**Tone Tellefsen**

In what way do you mean?

**Steven Bruce**

Your Chiro Global campaign.

**Tone Tellefsen**

Oh, yes, the Chiro Global campaign. Well, that was phenomenal. That was so phenomenal. So my daughter, till that time took this on and, and we connected with chiropractors all over the world. And we asked them simply to write, to do one minute film about why they love being a chiropractor. And it was so exciting. We had people from Finland and Sweden and Norway and Denmark and I think they got really excited about doing it as well. They sent it to us, we put it up on our social media feed, and we tagged World Spine Day. And then we created a, I got my website person to create a little page for it as well. And yeah, we got 26,000 hits on social media with this and with all the films, because obviously all the chiropractors shared it with their followers, and they shared our films as well.

**Steven Bruce**

You're not doing it justice that's 26,000 hits in four months. That's an amazing number of hits in four months. So what did you gain from it? Did you see any direct effect on your practice as a result of those 26,000 hits?

**Tone Tellefsen**

No, I couldn't really tell that. I think people were very engaged, and they were really excited to read about it and to hear about it. My daughter got a commendation from the World Spine Days, that was a really exciting bit for her. I have keen friends all over the world. And I think what you got to think about as well is when you do anything like this, you gain passion for your profession. So, you know, when I taught over 15 years, I taught to share what I did, but every time I did I taught about pregnancy, paediatrics and that alike, I came back fueled by my passion for what I do.

**Steven Bruce**

I can imagine. Simon has sent in two comments, observations, questions. The first is that he says the best form of marketing is word of mouth, which I think is an assumption which can be challenged, but I accept that it's very powerful. And I'm not in any way, Simon, suggesting that you're wrong there, just that word of mouth, I think very often people rely on word of mouth when perhaps, at the expense of other forms of communication with people. But it is, I except, very, very powerful. Conveying who you are, and what you stand for is so important he says, his own practice is all about being part of the osteopathic family, all patients become part of our community of healing, sharing their experience of osteopathic practice and their positive experiences. He sent that in a little while ago, Tone. So I'm calling you by your daughter's name now. Simon then said, we're all well, and good talking about social media for those patients who do use it. But what about patients who either don't like it or don't have access to social media?

### **Tone Tellefsen**

Yeah, that's a really good point. So I would agree with Simon that, if it was just me, I will probably work more on word of mouth, generally, because I'd much prefer working like that. And that's why I don't, when I share on social media share more about who we are and I give, you know, we share blogs and so on, I would much rather that a patient comes in and say I've heard about you from so and so. And or they say, well, I got three people have talked about you over a period of time. So now I'm ready to come and have treatment, it's the most powerful thing. So for the people that are not on social media, if they have an email, obviously, we send blogs out to them. If you're so inclined, you can do a paper newsletter if you want to. There are a lot of people who say there is a revival of that again, to send that out.

### **Steven Bruce**

Absolutely, I would 100% agree with that. You have to be careful with sending them out because if you go out as part of the junk mail collection that arrives in people's mailboxes or whatever, then you're likely to get thrown out with the junk mail. But if you provide something that is enjoyable to read, then you will get your message across and we could talk at great length about how I believe newsletters should be written but it's your show, Tone.

### **Tone Tellefsen**

No, but it's really true. I think it's really true. I haven't done that for quite a long time. But I think my colleague who I do the charity with, she's a marketeer, and she often talks about the power of sending actually, you know, you can do a mail shot to certain people for instance, and sending a letter out to X amount of people. You could for instance, look at your stats and look at who has had most treatments in your clinic during that year. And you can choose them out and you can send something specifically to them because they are big followers of you. So that's something you can do with that great coloured envelope and so on. And then, if we're talking about how you can market yourself, then you have in your room, you have in the clinic and the reception, you have outside the clinic, and then you have anything to do with social media, or outreach. So in the room, I think is the most powerful, how you show up, how you are and how you present yourself and how you authentically listen to your patient, and then how you treat them and how you validate why they're there, understand their pain is the most powerful. And when you then talk to them, that's where you can talk about stories, about things that you treat without mentioning people and name and about conditions. You can educate them, every time they come, you can educate them in some way or another and that makes them go oh, I think I know someone with a head problem or I think I know someone with a shoulder problem. So that's the most powerful and then in reception, you could have your leaflets, you can have posters, you can have powerful messages. A lot of people have videos with PowerPoints going, anywhere, in the loo it's quite powerful to have things in the toilet, ironically. And then outside of your practice, we have like little boxes, they're waterproof boxes where we have our brochures, we have a big banner, and the banners are really cheap, they're about 85 pounds. And if you have a banner stand, if you change that every three months, every six months, just have different colours, slightly different message. Suddenly people go, oh, what's that, because it's a different colour. You can have people driving past and suddenly change the colour and they go, oh, then the notice of oh, you're a chiropractor, I had no idea, I've driven past here so many times. And then, you know, there are a lot of chiropractors who do spinal screenings in the community. That's one way of doing it. I go out and do talks in schools. But you can do WI talks, you can talk to different groups. And I think you then have to think about, who am I and what am I comfortable conveying, and how, and find that,

and stretch yourself, go out of your comfort zone and stretch yourself. If you find it really difficult public speaking, but you want to do it, then learn to do it. And if you get really anxious about it, again, hypnotherapy, you know, get the skills to convey what you want to do, but find your way, if you are an introvert, you might just work with the one on one in the room. And don't feel bad about it, just own who you are, and find your way. So an example, there is a chiropractor on Instagram called Ami Said in London, and she doesn't particularly like to speak. So she puts out a lot of videos every week, she's a paediatric chiropractor, and they're phenomenal, phenomenal. And she has a huge waiting list, because she is so passionate, and her why comes out through every cell of her body, and she gives advice on, how to help children to crawl and how to get the core strength and so on. But when she does the messages, she does YouTube films with speaking out or sort of headlines, because she doesn't want to speak. So she's found her media.

### **Steven Bruce**

Yes, yeah. Well, the other thing, which is a possibility, and I don't know anybody, I don't if anybody has tried this, but we've offered it to people as well, is, if you don't like public speaking, you don't like talking to a camera, then do what you and I are doing now and get someone to interview you. Because this is a whole lot easier than doing a piece to camera, it's a lot easier for me doing this than it is doing a piece to camera and I quite like standing in front of a camera. But so many people go to pieces in the presence of even a microphone, let alone video equipment. And once again, we've offered, you know, if any of our members want to come here and set up a video where I just talk to them. And then they can put that on YouTube on their video, whatever and, you know, they can either use it, here's me being interviewed by the Academy or whatever they want to call it, we don't care, we will use our resources for them. But here's something that will make you laugh as well. I just had a message sent to me that saying, while you were talking about your app, somebody sent a message in predicting that I was going to get Justin to make up an app for our members. Personally, I think it was Justin who sent that message in, thinking oh my god, here comes another job. But anyway, I don't know who it was but he may or may not do that.

### **Tone Tellefsen**

You you just need one more person to say you're gonna have to do it, Steven, aren't you?

### **Steven Bruce**

I will look into it, we'll look into it. I mean, we've, on the subject of apps, frankly, there are so many businesses where apps seem to be now the way to go. And we've just developed one for our own business. It took us many, many months to do it and get it right, or as far as right as we can. It's free. But the point of it is to make our service in the Academy as easy as possible to access for everyone. So instead of relying on getting the emails on the day of these broadcasts, the app will ping up and say, hey, there's a broadcast. If you want to watch it through the app on your phone or your iPad, it's dead easy to do. If you want to look at the recordings or look at your certificates, they're all there readily available, simple to access. I suppose I'm thinking back to some marketing advice I got many years ago from somebody, anything that makes life easier for your customers, for your patients, is going to help because we live in a very convenience driven society, don't we? And the slightest obstacle will make people think, oh, I can't be bothered. If it's hard to see your exercises that you put out, then they won't do it. Because they don't want to go and look for them. They don't want to make the effort strangely when you're doing



exercises, they don't want to make the effort to go and look for them. And so the more you can do to help them out to make life easier, the better.

**Tone Tellefsen**

I think so, and I think I just read through the manifesto from Jonathan Fields and at the end of it he talks about out where to take action and in 2013, he was talking about making it easy for people to take action. And you know, all marketers know that you've got to make it easy. And it's the same thing with the online booking now that, you know, most of us have, so people can book an appointment when they feel that they need to come.

**Steven Bruce**

Were you reluctant to do that when it first became an opportunity? We were.

**Tone Tellefsen**

Yeah, yeah.

**Steven Bruce**

We thought patients won't want to do this. But patients love it. Absolutely love it.

**Tone Tellefsen**

They do.

**Steven Bruce**

Many of them would far rather just click on a website and book themselves in then have to go through the performance of talking to a receptionist or talking to someone, strange.

**Tone Tellefsen**

They might want to do it at 10 o'clock at night, mightn't they?

**Tone Tellefsen**

It's the same thing that a patient might feel like, we're talking about an introvert extrovert, they might be an introvert, they might rather just do it online, rather than have to, like you say there's a palaver of speaking to someone.

**Tone Tellefsen**

Yeah, I know. And I love the fact that a lot of these things have that they can reschedule as well. And they can cancel. So they have that control. And we control when they can do it. Yeah, I think it's fantastic. And I think a lot of the systems now make it very easy. So yeah, definitely.

**Steven Bruce**

One thing you didn't mention earlier on, and I'm not sure if you and I spoke about it last time or whether it was with a different speaker. But it's what I think of as being a real bit of Sniper marketing, almost literally sniper marketing, is using the press and other media free of charge. So for example, whether it happens to be world back pain day, or whether there's an article in the press about the opioid crisis, if

you write a piece for your local newspaper really quickly and get it out to them quickly, they're likely to run it because their journalists are lazy like everyone else, they don't want to go and do the research. But if you can give them a piece, which explains the alternatives to opioids, they might well run it and they will credit you for that as well. And similarly, and very, very powerful. I've done this on a number of occasions in the past, you ring up your local radio station and say, well, cholesterol is a problem, heart disease is a problem, obesity, diabetes is a problem. It was in the news today. Well, we've got some answers here. And it might not be saying, it might not be treatment that we apply, but we are experts in healthcare, and so you can offer them a piece. And we've had the radio come around to visit us in our clinic to get interviews, or they'll do it over the phone. And you know, there are people sitting in cars, in the traffic jam on the local roads, who are listening to local radio, and when they hear oh, turn the Tone Tellefsen, just down the road, she might be talking about diabetes. But oh, there's a chiropractor in Milford, fantastic.

### **Tone Tellefsen**

Yeah, yeah. It's free. And I remember years ago, my colleague, Osborne and I, we went on the radio, and she had a slot on a regular basis. And I came in sometimes when she couldn't do it. And it was a long, long time ago, it was fantastic. Since then, I've been on the radio quite a lot with regards to my talks and teen mental health and charity work for teenage cancer trust, and so on. And it's really a great thing, and they're literally just begging to get content to talk about. So I think on that note, if you want to go on to radio and you want to, then it's worth keeping it the diary of what happens through the year and looking at what's relevant. And I think it's really important to, like I say, dive in when there's something really quite relevant. So, you know, like the diabetes crisis, or anything else that comes up that's relevant in the post, if you can get in quickly there on the radio, they love that. And if you've got your information and your knowledge to back it up, as well.

### **Steven Bruce**

And I would say, personally, I use The Guardians' news website, which I get on my phone and on an idle moment, I'll be scrolling through that. But another good source of things that you can comment on would be the Daily Mail because the Daily Mail writes a lot of crap about health care, and then they would love a bit of controversy. So if you were able to go in and say, well, this article has just been run in the Daily Mail saying I didn't know chocolate cures diabetes or something, then you can say, well, yes, they've based it on this piece of research, which is complete rubbish. Here's the other evidence, it doesn't work. Well, I know this because I'm an osteopath, I'm a chiropractor, and we're trained in medicine. I'm making this up as I go along, but you got to get in quick. As you rightly said there, if there's an article in today's paper about something where you feel you can have an opinion, phone them and talk about it now, and they will call you during your lunch hour or depending what the programme is, of course.

### **Tone Tellefsen**

And I think there was a year when I actually employed a PR expert. And that was that was around the time when we did the first app. And she got us in broadsheets, local papers, on the radio, we got so, so much mentions during that year. It was incredible, actually, and then I didn't really need it, because what we talked about later is when your message, when it starts getting friction, and people start to hear about you, the snowball effect of when you don't really need to do that much advertising, but that year when I did the PR, it was fantastic, really effective. And that's someone who just knows who to call and how to

ring. But going back to what I'm talking about tonight, is that the thing the content, what you want to share, because of an ethical practice is that, first of all, you have to understand what is your patient's pain? And it doesn't necessarily need to be pain as pain, but it could be, what are they unable to do? What is holding them back? And what would they like to do but they can't do, you know, get out of bed, get into the car, look after their grandchildren, that is really important that you know, as a practitioner, you know it, especially if you're new practitioner, you may not know these things, and then your message has to be, and I have to just read this, the five key structures is that you need to serve, solve. So serve your patients, solve their problems, so help them to solve the problems, support your patients with what they're going through, and guide them towards where you want them to go, and then educate them. And if you have those, he found, Jonathan Fields found that if you had these five key strategies, that is something that worked very well and very effectively, it's so important that you're authentic in what it is that you're trying to do. He talks then about that you need to have a manifesto or a creed. And so that sort of statement or very strong beliefs. And so, you know, like when you write your core values, that is sort of the same thing as your manifesto. So that would be something like, I believe that teens are worthy of feeling good. I believe that newborn babies should be able to get all the help they can to breastfeed if that's an issue. Or our value is that I believe that everyone deserves to be the best version of themselves that they can be. So if you can make that in your practice, if you can sit down, work on this material, for instance, and then work on what is your core value, so your creed, everything comes out from that, you know, because it's got to emanate from that I think.

### **Steven Bruce**

And we've got an example, your own example in the slide handout that we'll give people for what could go into your particular creed, your manifesto. Can I take you back to those five key structures of your message, though, because you mentioned guidance and education. And I'm not quite sure of the difference between guidance and education.

### **Tone Tellefsen**

Yeah, that's true. I think that guidance is when patients come in and you gently listen to what they're doing and you help them to move towards that way, education is when you're sitting down with their spine and you're saying oh, here's the pelvis, here's the lumbar vertebrae and here's how you do a core exercise. But guidance is when you continually follow and support them in my opinion. I'm sure someone would have a much better description.

### **Steven Bruce**

Yeah, well, we can always we could always buy Jonathan Fields book on this, or did he write a book on it? Or is it just a paper that he wrote?

### **Tone Tellefsen**

Yeah, it's literally just a paper. He's written lots of great books, I really like his book. But this was a very separate piece. And on the back of this, he then run a workshop for people to start to understand. And then from there, I think it's also really important that your message that you write, or you say when you talk to patients, or in your reception, it's got to have an organic fit with who you are. It's got to ring true with you. It's got to be genuine and it's got to be really relevant. And it's got to be aligned to your authentic belief and have a deep connection with your patients for instance. And that's a difficulty when you're an

associate in a practice when they told you to work in a certain way. That's very difficult because if you don't believe in the way that your principal wants you to work then there's a discord, but if you work in your own practice or if you work for someone where you have shared belief it's much easier.

### **Steven Bruce**

Got a few questions to you while you draw breath, Tone. First of all, Rachel says that we attract the patients who like what we do. And she says with a smile that hers like to talk or text. So I guess actually, there's a good point there is that if your preferred medium is chatter or text messaging, then obviously you're going to meet, you're going to attract people who like to talk back, who like to text back. But Sarah says, for someone who's just starting out, what would your top tips be?

### **Tone Tellefsen**

I would really think about what it is that you believe. I would start with why you are the practitioner you are, you know, so I would really go and read something like Simon Sinek and really work on, why did I become a chiropractor, osteopath, physiotherapist, what was it that drew me to it? And where am I now when I've finished my graduation. I would also go and shadow lots of lots of people and see how they work and get inspired by lots of other practitioners. And start with your why is your message and then obviously, write down what you do and how you do it. But you need to be patient. I think it's helpful to have an Instagram, Facebook page, follow lots of people out in the community. And then we come to that little bit later in the presentation, but we can talk about it now, it's called finding joint affiliates. And this is something that I've done, I worked in Sweden, I worked in Reigate, I worked in Milford, wherever I've been, I've created a circle of people that I refer to and that refer back to me. So I basically found, you know, a Pilates teacher, massage therapist, reflexologist, acupuncturist, people that I would myself want to refer to. And I found people and I met them, and we create a little circle. And I nurtured those circles, we met up regularly, and they got to know me, I got to know them, I then had trust to refer to them, they then had trust to refer to me. And that's a really good way to do when you're starting out. So meet the joint collaborator or joint affiliates that can work with you. But you need to nurture it, you can't just do it in one coffee or going out for a drink once, you need to do it regularly. And it's about supporting each other, getting to know them and you become friends. And through that you get the trust to know that you can refer to each other. That's a wonderful, organic way to start building your practice with referrals.

### **Steven Bruce**

Yes, I imagine there's a lot of fear in newly graduated osteopaths and chiropractors, and if they refer anyone anywhere else, they're actually giving away their patients. But of course, referral tends to be a two-way process, doesn't it? I remember years ago, I used to think if we sent a patient to the local spinal consultant, who we now know quite well, I think he was going to think what awful practitioners we were that we couldn't fix them. And of course he doesn't. He thinks, okay, you got someone you can't fix. Here's some that I don't need recommend for surgery, I'm gonna send them back to the osteopaths. And it works very, very well, indeed.

### **Tone Tellefsen**

Yeah, I think we need to have a sense of ego. But, you know, by the time I set up my practice, I had been referring out with so many practitioners that I could contact them and say, would you like to come and work with me under the same roof? And I had a group of people that I liked, and I knew who they were

and I trusted and then when they came to work with me, you know, people kind of knew about them as well. So I think it's a wonderful way to start out. I would also say get coaching. I think it's incredibly powerful to get coaching.

### **Steven Bruce**

Coaching meaning what?

### **Tone Tellefsen**

Yeah, so it could be coaching in osteopathy or coaching and chiropractic, so coaching in running your business, and learning either all the skills or communication, getting the confidence finding your voice, or coaching in, if you're having staff, how to work with staff and effective ways of managing and supporting staff and colleagues and so on. I think you are missing a trick if you don't get coaching at some point in your life and you grow from that. You really do.

### **Steven Bruce**

I had an interesting chat with an osteopath called Elizabeth Curphey recently, the show was all about setting up in practice mainly for new graduates, but it was aimed also at people who are, you know, either reestablishing a practice and it was business guidance and that sort of thing and one of the key things that came out of that, particularly for those coming new into the profession, is find mentoring. And in our clinic, the mentoring comes, or the coaching comes from the practitioners who are in the clinic. But of course, you could phone up a local practitioner or someone who doesn't feel you're a competitor and say, look, can I come and shadow you? Can you teach me what it's like to be in practice and you can learn an enormous amount from that sort of thing, can't you? And they can learn a lot as well. Because actually, we old crusty people, we've been out of college for so long, they're teaching things now that we don't know about. It might be useful to know.

### **Tone Tellefsen**

Absolutely. And in chiropractic, we have the PRT, the postgraduate training. So you work with a chiropractor, if you want to become a member of the College of Chiropractors, the Royal College of Chiropractors, you have to find a chiropractor that mentors you through that year. And I love working with new graduates, and helping them to actually work within their practice, and perhaps with their colleagues as well. It's quite helpful to find coaches and mentors that are outside your practice, because they, you know, a lot of people have barriers, and like impostor syndrome, and self-confidence issues, and so on, that chip on our shoulders, we all bring that to the table. I was interviewed recently on a podcast, and it made me really reflect on where I was before I started my practice 15 years ago and had such fear of starting a practice. And I've worked in mastermind groups in coaching, and it's been absolutely transformational for me. I don't think about that anymore. I really don't think about it. Instead, I go and get help when I have a lack with something I'm not good at.

### **Steven Bruce**

I think it's very scary for new graduates today, because I'm hearing a lot from people in the chiropractic and the osteopathic world that because of the COVID problems and other factors, they've had less exposure to patients than we got during our training and that makes them even more nervous about getting out there and doing what they want to do. Julie wants to know how much time we should spend

on this because there are so many other things to do when you're running your own business. And I have to say, I agree with that. How the hell toner, Tone, do you manage to do all this stuff that you do?

### **Tone Tellefsen**

I'm slightly bonkers. That's a very good question. Obviously, I'm trying to just share something with you for everybody to go back and maybe pick one thing or another thing to work for them. I think if you work with a business mentor, it's very, very useful because you work strategically on certain aspects of your practice, and they help you to work on your communication. And there's someone called Alexander Smiljanic in the chiropractic world, he's very good at helping chiropractors to work on strategies and so on. And that gives you something to work on. And once you've got that going, it's there. You know, it works. Once you have a team that works. At the moment, I don't work on this very much at all, because I have a machine that works, I have receptionists or front desk staff that they know what they need to do and I got therapists, we know what we're doing. And then I have some of the blogs for me, I have someone who creates my newsletters, and I do a fair amount of social media in between, but I don't spend a huge amount right now. But whenever you start a business, it's got to start somewhere. You've got to do the work. And I think that there's quite a lot of new graduates who come out to don't understand how much work you have to do. But when you do the work it's worth it.

### **Steven Bruce**

When you first set up in clinic, you've got a few more hours on your hand to do that work as well. Because if you haven't got the patients, that's why you're doing the work.

### **Tone Tellefsen**

Yeah. And I think that when you start a practice, you may have to share more strongly your why together with who you are, and so on. And when you've got the snowball effect and the tipping point that you get to a point when you get enough people to know about you and you don't have to do so much advertising, you still got to keep the message out, you still got to remind people that you're there. But you can do it with hi, how you doing or look what we've done today, or you can do it sort of more lighthearted messages as well. And that's one of the points that Jonathan speaks about is that the message that you put out can be a transactional one-off message, like your website or one event and that is there and it's always there, but it doesn't reach that many people and it's not that powerful. Or it could be something that's repeated. So it could be that you go out and do a lecture series, or you do a series on zoom on certain things that people sign up to, for me, it's obviously, I work with teens, my thread is that I work, not only, I work with all ages and people up to 80, 90 as well, but my consistency is that I work and support teens. And the consistency principle is something else that he talks about a lot that, if you want to get your message out, you need to be consistent about the content, and you need to be consistent about sharing about it. And people see you more, they get the message more and they also get more trust, because I can see that you are committed to that thing.

### **Steven Bruce**

You talked about blogs earlier on. And I was intrigued that you said you have someone writing your blogs for you because you have to, if you're going to write blogs, which are related to what you do, they've got to have a good idea of first of all, how you operate, how you think and how you speak. But also they're got to have a bit of a knowledge about health care as well. So who does your blogs?



**Tone Tellefsen**

A member of my team is a nutritional therapist. And she's been with me for 15 years. So if it was something very specifically chiropractic, I will probably write it myself. But we write about, you know, general concepts of health. So she would write it, and then she would always come back to me and I'd look at it. But we also get some of our members who are writing blogs as well. It's a little bit like drawing blood out of teeth sometimes because not everybody who likes to write blogs. It's not everybody's medium.

**Steven Bruce**

Did you say some of your members?

**Tone Tellefsen**

Yeah, some of my, my practitioners might contribute with a blog as well. But it's something that people find quite difficult to do. I think a lot of practice principles would relate to that getting your associate to write blogs, it is like getting blood out of teeth sometimes. Because they haven't got the same interest in doing it if you're working for someone.

**Steven Bruce**

No one cares about your business as much as you do.

**Tone Tellefsen**

No, no, absolutely not.

**Steven Bruce**

I was just, I was going to ask you a question a little bit earlier on, and I've now forgotten what it was. So we probably will have to go on. Oh, yes, one of the big things about blogs, I was pondering this, is that it's very easy. Lots of people say great, I'm going to write blogs, and they write two or three, and then they stop because they realise that it's hard work. And you've explained how you might ease the work in that by having other people get involved in it. But one of the things you emphasise is that you've got to keep showing up. So you've got to keep doing it. It's very disheartening when you put out a piece of marketing, I've always thought and nobody responds to it. But you have to understand that you need lots and lots and lots of it consistently, regularly, frequently, so that eventually it starts to get that traction that you spoke about earlier on.

**Tone Tellefsen**

Absolutely. I think it's very, very important that you show up in some way or another, whether it is that you show up, you know, your rugby club or, you know, the tennis court, or I remember for a period of time, I went to my daughter's netball and I showed up and I did stretches before they started. You know. So there's a consistency principle that Jonathan talks about. And same thing if you're doing a message. There's a lot of chiropractor and osteopath maybe, I don't know about osteopaths, who say, oh, yeah, I go out to schools. And they've done it once. You know, and I go out to schools every year and obviously, that was a bit thwarted during the lockdown, but I go out consistently and talk to schools about, currently, it's much more about teenagers and mental health and wellbeing. But I now started going out, in the past I talked about, you know, posture and back pain, and backpacks and so on. And I think if you find a

school, maybe I said this before, if every chiropractor and osteopath went to their local school, and talked about back pain and posture, we would educate the public. But we don't do that. But you just need to find a school and commit to it. And work with them. Come into assemblies, talk in the class, bring the spine, bring X rays, start talking to them about what makes strong bones, you know what nutrition do we need, exercises, and choose an age group that you're comfortable with and then consistently go and do it year by year. And then you can write about it on your website and then say, today I did an educational talk at this school and you can get the newspaper, you can get a photograph and get into the newspaper because they love it. And then you can say, if there are any other schools out there who would like me to come and talk to them, let me know. And suddenly you get contacts from someone here and someone there and you get invited to go to various schools and talk. And that's a way that you show up in your community and talk about what you're passionate about. I will tell you an example. I did a talk to a junior school, and this was six years ago about mental health and wellbeing with a couple of other practitioners. And last year, a patient came to me with her son, who was so, so bad mentally, he had been suicidal. And she said, I am waiting for camps and waiting for him to be evaluated by camps. I don't know what to do. I remember you treat children; you do cranial work, can you help him until we see them? And she remembered me five years later, because of the talk. That's very powerful. And I've been able to work with this individual for a year and it's been absolutely humbling to be part of that process. So yeah, and the other thing I want to talk about, which I don't know, it's about this thing of being a beacon. And so I've transposed that for us, is that in your community, you need to be a beacon of health or beacon of knowledge. So that people, are you living what you preach first of all? What you're telling your patients, are you doing it yourself? Are you mission-driven? That means are you going out to something like the rugby club or the school and repeatedly do this? And do people know what you stand for? And it's about not being bland. So a couple of years ago, I dyed my hair in blue for Teenage Cancer Trust, and then it was blue for quite a long time. But I think blandness is very boring and it doesn't stand out. So if you can think about how you can stand out and not be bland, it's really important and stand up for your beliefs. There are certain things that we can't talk about, you know, like, there are certain things within our healthcare that we might not be able to talk about publicly but stand up for what you believe. And even if someone has a different problem, they will come to you because they trust you, because you're mission driven and you have strong beliefs. Does that make sense?

### **Steven Bruce**

Yes, absolutely. I got a couple of observations that have come in here. Keith has asked what you think of local business hubs?

### **Tone Tellefsen**

Yeah. So I wonder if Keith is thinking about where people go in and they sit separately and work, or the business hubs where you have meetings where you can get to know each other? I think it's a fantastic place to go. First of all, a lot of this business hubs have talks, so I would definitely go and offer to come and do a talk about what you do. And tell your stories. And tell your story about why you became a chiropractor, osteopath. Yeah, really good.

### **Steven Bruce**

Yeah, I think he's talking about what you might call networking groups, and so on. My experience of those is that when I've been to them, most of the people going to the groups, despite the fact that they're being

told all the time, this is not an opportunity to sell to those in the room, it's an opportunity to get those people in the room to know about you so they can sell you to other people, they still go down that same route. But everything you've said, so far, is all about selling them with your why so they can remember you when someone says, I've got a an elbow problem, a neck problem, a back problem, my teenager's feeling depressed, and they think, gosh, I only listened to someone on the other day, who deals with that sort of thing and they remember you because you weren't bland, and you were passionate about what you do.

### **Tone Tellefsen**

Totally. I used to belong to a group called the Entrepreneur Circle. And we sat around the table, and we learned stuff together. I then met people through that and that's where I think for instance, mastermind groups are good. And a lot of the people from that particular groups, I'm now working with one way or another, I have used their services or something because I've got to trust them through that work. I've never gone to the other network groups, just hasn't been my thing.

### **Steven Bruce**

Well, I have to say the Entrepreneur Circle has a lot to answer for because if it wasn't for Nigel Botterill and his entire Entrepreneur Circle, I would probably never have set up the Academy, my wife would probably say would have saved us an awful lot of heartache and work and whatever else. But I am very passionate about what we do here. So it has actually, it has worked. Kim says, how do people know you've got a blog because Kim is not computer literate, and he wouldn't know how anyone would find your blog.

### **Tone Tellefsen**

Yes. So it depends on how you run your system in your clinic. So I would hope that you get emails from your patients. And we obviously use a computer system, a software where they get the booking through email. And then we have an email list. So we write a blog. It goes on the website, but really, it can be lost there. So it's what you do with that blog. So I put the blog up, we send it out as a newsletter. And then I put it, it's not so easy to put in an Instagram, you can direct people from Instagram because it has to be a picture. But you can put it on Twitter, you can put it on your Facebook. And if you have several Facebook pages, or if you're on any other social media, share it there.

### **Steven Bruce**

It certainly helps if you have an email list. But as you will know, Tone, now that I know that you have Entrepreneur Circle background, you will know very well that the key thing is you don't call it a bloody newsletter because no one wants to read a newsletter. And you have a really, really interesting subject line on your email because otherwise no one's going to open it and that's what you've got to do.

### **Tone Tellefsen**

You could do two different ones, can't you?

### **Steven Bruce**

Of course you can, yes.

**Tone Tellefsen**

The Entrepreneur Circle for me was revolutionary. I was part of that for three years. And I learned so much from those sessions.

**Steven Bruce**

Yes, yeah, there was an awful lot of material there. And in fact, if you've paid any attention to my website, Nigel has been my guest on this show on a number of occasions, so he's repaid the compliments of me attending his sessions. Kim, the same Kim, has also said don't be afraid of sending your patients to another osteopath or chiropractor obviously, if you have a problem patient, but ask if you can share it with the osteopath, because that's how you learn different techniques. And it's other ways of assessing the patient. Interesting. So it's also we're building a relationship with another practice, isn't it?

**Tone Tellefsen**

It really is. On the note of that, my my first boss in Stockholm, he said to me, your patience is like the flowers in your garden. And if you have weeds, you need to get rid of them. And instead of getting rid of them, you can move them on to somewhere else, and I think that's really helpful. If you have someone that you just don't get on with or you don't connect with, or you can't help them, I can refer them in my practice, if there's someone that helps them or somewhere else. So it's really important, it's your every day who you work with. However, on that note, I think we know that the key to become a good practitioner is to find something little bit in each person that you like, and then you work on that. And then you can carry on working with them. And I think sometimes young practitioners can be quite judgement and go, oh, I don't like them. Oh, they did this, or they did that. Okay, well, let's go back and see if you can find something little bit that you liked. So you can actually help them. And that is a skill.

**Steven Bruce**

I have to say, Tone, it sounded to me as though your gardening tip was to take your weeds and throw them over the neighbor's fence. Take your problem patients and give them to a another local practitioner. I know what you mean though, there are patients that you don't get on with yourself who might well do better under a different person. Rachel has also pointed out that it's possible to do careers talks and train up the future competition. But again, it's another way of getting yourself hurt, isn't it?

**Tone Tellefsen**

Oh, I love doing that. I did one before lockdown, to a school about chiropractic. And I've done that a few times. I love doing that. And I've also been on career stance when they have career days. So we've had to stand about chiropractic. That's harder because the teens are quite shy and so on. But I love doing a career talk and I feel very strongly about getting girls into STEM. I was a very reluctant STEM person science, technology, engineering, and medicine. But I ended up there myself. And so I'm a huge advocate to get girls to consider STEM and I think us going out and doing carrier talks is, we have to, it's a really good thing to do.

**Steven Bruce**

Yes, yeah, I'd agree with you there. One of the important things, which I know that Nigel Botterill talks about an awful lot, is when you do any form of marketing, whatever it is, measuring the results, and that probably applies, well it does apply to word of mouth as well which some people are very keen on. How

do you go about measuring how effective what you do is, that you know where to concentrate your efforts in the future?

### **Tone Tellefsen**

Okay, so. When I do a talk, in workshops, when I do a talk, I always have a feedback form. And on the notes, it's the simplest way of doing it just to give them a post it note and just say please write down three things you got out of this talk. And then you ask them to just put it up on your flip chart to something when they leave and from that you find out what it is that people drew from that, what they found helpful. And that then helps you when you do another talk to bring that in to the presentation. SurveyMonkey is something that we've used a lot. I remember in the 2008 financial crisis, we suddenly got a lot of grandparents who had back pain and I thought, oh, maybe we can write about this. So I did a Survey Monkey to our patients who are grandparents and ask them, what are you struggling with, what is difficult, and so on. And then I wrote a blog about that. So sometimes you can do questionnaires, and surveys, that you can then draw information out to write a blog, the simplest way to do it is to have a flip chart in your reception, and just say, how do you think we help you? Or put up a question each week and just get patients to write down the answer? And from that, you can draw information and content that you can write things. Testimonials is another one. You know, quite a lot of people do film testimonials, it takes time, and maybe you can have a CA who can do it and people aren't always that happy to do a film testimonial.

### **Steven Bruce**

I noticed on your website, right on the front page, and on several other pages, you've got the Google badge saying read our testimonials. So straightaway, you're building your social credibility by you know, here's what other people said about us. And it's not unreasonable if you're using a receptionist, and many of us are, if a patient comes out of a treatment, and they look really, really happy for the receptionist to say, oh, it did go well. And they say yes. And they may say, well, would you just mind standing in front of my phone while I take a film of you and just tell us what went well, then you can post that somewhere. As long as it's not breaching the advertising standards guidelines on treating Paediatrics and things like that, of course. The other thing, I think, I think, sorry, allow me to interrupt because we only got a couple of minutes left. When I said measuring feedback, I think I was talking about what Alex, I think has said here, which is, it's measuring the return on the investment, particularly if you take half a day out to go and visit a school, how do you measure whether that was productive in building your business, if you spend 2000 pounds distributing a newsletter, which it's possible to do, how do you know whether that was 2000 pounds well spent, and so on, and so on.

### **Tone Tellefsen**

So schools is very difficult, that is all about building awareness of who you are. And as I said, sometimes it can be a year later, it can be six months later, it's about awareness of who you are. However, you could, if you went out to a school, you could always do an offer or you can do a sort of 10 pounds off or something like that. With the newsletter, that would be the best thing to do that, if someone gets a newsletter in the post or you know, through the letterbox, is that there is some sort of offer there if you want to. And then they come back and you count how many people use that offer, or there's a code or there's a QR code or something. So you can do that. You can also have a specific phone number, Nigel Botterill, again, that

you have only on those newsletters. And when people ring that phone number, you can measure how many people have come in through that form of advertising.

### **Steven Bruce**

I'll tell you what I think about those, we use those for a very long time. And I think they work well, if you're selling a widget, they don't work so well for healthcare, because of all those people who get the newsletter, will always use that phone number from then on. It's the one that's in their telephone. And so every time they call you, you get another tick in the box that says someone's used the newsletter phone number. Yeah, so the statistics can be very distorting. But Tone, that's been great, as it always is with you. And I am as astonished as other people watching are that you have so much time to do all this. And, of course, now that I know that you went through Nigel's training then I can understand where some of this comes from. Thank you very much for that. And I'll put out all your details. So people can see your slides, they can see where you are, they can look at your website, they can follow what you're doing. And I'm sure you with any luck, you'll keep us up to date with the progress that you make through this. And any tips that you're prepared to share, we'd be very, very happy to put out to our wider audience, because rather, as you said, some of this stuff we do to get a return on investment, some of it we do, because, as you said, it's our passion. We want healthcare to be spread amongst the community and if that's all what happens from it, then maybe in the greater scheme of things that good will come back to us in some way.

### **Tone Tellefsen**

Yeah, I think, what I would say to people because I'm not selling anything tonight, I'm just sharing. And what I would say to people is, take the PowerPoint that I've created, go back to your clinics and work with your team on these principles and see what comes up from your team. What do they think about it? And what do you think about it and in work on these principles, and please let me know, if you find that it's helpful, please just tell me and email me or find me on social media and tell me if it's made a difference. Recently, I think after the talk I did with you last time, or it was another one I did, someone said, Tone, you helped me to realise that I needed to be more, my message that I wanted to get out was stronger than my fear of doing it. And therefore I now started a podcast. It's about helping women with pelvic girdle pain. So, yeah, share with me, I love to hear if you find this was helpful. But yeah, go back and work bit by bit and just do one thing, don't do all of it. Because this obviously, I've shared my knowledge for many, many years of working on this. I don't do this all the time. But it's an idea that maybe you can find one thing from this that can be helpful for you.

### **Steven Bruce**

Thank you, Tone. That is all we have time for. But we are very grateful for you giving up your time, with no intention on your part to get anything back from us other than our good wishes. I hope you've enjoyed that this evening, because I certainly did. And I know that an awful lot of what Tone had to say is very beneficial. A lot of that stuff, I mean, Tone's got some years with the Entrepreneurs Circle, I have spent many several more years than even Tone has with the Entrepreneurs Circle learning about marketing, because as you can imagine, I'm an ex Royal Marine. When I came into this, I knew nothing about marketing. So I learned an awful lot. If you need help with things like that, then please just let us know, give us a call here at the Academy of Physical Medicine, send us an email, we're delighted to share. We have stuff on our website about newsletters, about flyers, about all sorts of other methods of marketing. And if you've got ideas of your own, things that we might do to help you, then let us know. And we'll set



those up. But equally, if you can share things that have worked for you, we'll share those with our members as well. And that's a lot of people who could benefit from yours and my experience. Looking ahead, I've already mentioned this at the start of the show Thursday, instead of a lunchtime broadcast, which we did have scheduled to look at acromioclavicular joints, we have got an afternoon of Laurie Hartman treating patients and talking to us about why he does what he did. And if you're able to join us for that, it'll be three separate shows that nobody's committing to the whole three hours. That will be invaluable, looking at an ultimate professional doing what he does in the way he does it. A week today, the 21st we have a case-based discussion, as we always do, one week after our evening broadcasts. I don't know what the case will be at the moment. But again, they're always hugely valuable because you learn so much from other people's problems, other people's experiences, and you have the opportunity to share your own experience with them. And then we've got an extra broadcast on the Tuesday the 28th. So two weeks today, when I have managed to talk the GOsC into emerging from their shell in London and Matthew Redford, the registrar will be coming here to join me in the studio. Two of his team will be joining me via teams. And we will be talking about all sorts of things, fitness to practice how that process works, the new CPD scheme for osteopaths and so on. And I don't know how much of it will be relevant to you if you're a chiropractor, but you're more than welcome to join us for that. If you'd like me to try and get the general chiropractic Council on to the show so that you can berate them or sympathise with them or whatever it is you want to do, then I will be delighted to do that. But then looking ahead to the Fourth of July, we then have another broadcast, this is lunchtime broadcast on Monday, the Fourth of July, Christina Raven will be coming in talking about cranial issues. And just to wind up, we talked about, I talked about the APM app beforehand. Don't forget that if you haven't downloaded the APM app, it does make life a lot easier because it saves you having to hunt for our shows for your emails. Gives you a little reminder there on and it gives you an easy means to watch them if you're not going to watch on a proper sized computer, if you want to watch on a mobile device. But that's it for this evening. Great to have you with us as always. That's it for tonight. Have a good evening and see you again soon.