

Content Strategy for Podiatrists: Telling Your Story with Before & After Stories

“Write more content!” You may be tired of this advice; after all, everybody says it! Sure, content is king, content attracts website visitors, content converts. This is all well and good, but **writing content that will actually accomplish these things takes some effort**. The good news is that you probably don’t realize that you’re sitting on a mountain of GREAT content ideas!

Lately, we’ve been encouraging all of our clients to publish more “Before and After” stories (also known as “case results”) as content. Now, when we say “case results,” we don’t mean a quick sentence or two about what you did, and we don’t mean a testimonial from your client. What we’re looking for is content that will really capture people’s attention.

Why Before and After Stories About Your Patients Are So Compelling

We want you to tell a story about your patients—a story that will both showcase your expertise and tell potential patients what working with you would be like. We want to evoke emotion: sympathy, curiosity, empathy, joy at your success.

This kind of writing can be hard for some professionals, especially those who are used to talking in more technical terms. (Yes, we’re looking at you, doc!) As you write your before and after stories, keep in mind the goal: to capture people’s hearts and minds. You’re telling a story to laypeople. You’re doing marketing. Bonus: if you write about your work, you’ll naturally include keywords and phrases that the search engines will like. (So don’t forget your location!)

Before & After Interview Questions

Here are some questions to ask yourself as you’re writing. These will help you flesh out your stories. If you work with a writer, have them interview you and ask these questions – It may be easier for you to talk about the patients you handle than to write about them yourself!

Please note—you don’t have to answer every question. These are intended to get you to think about telling a story. Use the questions that inspire you to tell a compelling tale!

1. How close was this person to your ideal patient? If the client in question is not the type you’d like more of, don’t publish the story or more like them

will identify with it and contact you. Talk about the patients you enjoy working with, those that have helped your business.

2. Why did the patient choose your business? What was the “tipping point” that made this person reach out to you? Writing about this will help others in their situation relate.
3. What was the greatest obstacle or challenge that had to be overcome in their situation? An especially complicated disorder or medical condition? People love to read stories of adversity.
4. How did YOU feel working with the patient? Writing about your own feelings can help others connect to you on a human level.
5. How did your patient feel and how did they cope with why they were working with you? If you can, offer a description of what your client went through, again to help readers relate and feel emotion.
6. What kinds of issues do patients with similar issues face?
7. What lesson from this situation would be generally helpful to other patients with similar cases?
8. In what ways did your special combination of knowledge, skills, and experience—your unique selling proposition—contribute to a successful outcome for your patient? Remember, the purpose of this story is to sell how awesome you are as a podiatrist!
9. How can patients work with you for the best results in this type of case? Including this information is a great way to train potential patients on how to work with you!

Involve Your Clients in Telling Their Story

Do include a quote from your client to personalize the story if you can. Depending on the type of patient, you may also be able to include a picture—especially if you are able to do before and after pictures! These are things to think about the last time a patient is in your office. Get a testimonial for your website, get some comments about what happened for your story, and take a picture of them to personalize it.

Share Your Story!

Now that you’ve taken the time to write up such a great story about your patient’s experience, share it! Put it on your website, mention it in your newsletter (with a link back to your website), and share it on social media. Track how this type of content does in your analytics, and see if this kind of approach brings you better traffic and better patients. We bet it does!