

## 10 Effective Tips for Promoting Your Medical Transcription Business

Looking to build your existing MT business or just starting out? These marketing tips will give you some good ideas for finding new clients.

**Promotion Letter** - A very effective way of landing accounts. Send out a promotion letter to all your local medical offices describing your services. And follow it up a few days later with a personal phone call.

**Freebies and Giveaways** - Give away a certain amount of services for free, such as a free sample transcript or a discount for a certain amount of work. Tell clients about your giveaways in all your advertising material.

**Flyers** - Flyers are great for marketing a medical transcription business. Distribute them to doctor's offices, hospitals, clinics, social workers or any other targeted customers.

**Business Cards** - Carry them with you wherever you go and give them out as necessary. Use proper business card etiquette. Always ask for a business card in return and don't just stick the card in your purse or wallet. Glance at it a few seconds to show the person you are interested in them.

**Magnetic Signs** - Place a magnetic sign or bumper sticker on your car. Make it short but effective so people will remember you. Include your website address and/or contact details on it. Remember it will be easier for people to remember a catchy .com website address than a phone number. Not everyone will have pen and paper handy.

**Pens or Other Tokens** - Pens, mouse pads, mugs, t-shirts or other small tokens with your business name and details on them is an inexpensive and effective marketing tactic. Pens, mouse pads and mugs work especially well in the MT field. Your business name will be displayed in busy medical offices and hospitals for potential clients to see.

**Charitable Acts** - Support a local charity in return for exposure. Choose a medical related charity for targeted exposure, such as cancer awareness or heart charities. You'll raise funds for needy charities and feel good about yourself in the process.

**Ask for Referrals** - Don't be shy about asking for referrals from current clients. If you've provided a good service for them, they will be happy to spread the word about you in return. Ask if they would please pass out some business cards to their colleagues for you.

**Network, Network, Network** - Find other local MTs and network with them. The key to network is not to go out with a "what's in it for me" mentality. Genuinely make friends and help others wherever you can and people will do the same for you in return.

**The Phone Power Hour** - Set aside an hour every day or every few days of uninterrupted time and make this your phone power hour. Pull up a list of local potential customers and start calling them. If you're a bit nervous at first, write down what you would like to say. Follow up with potential customers you've sent letters to or potential marketing partners. Use this hour to expand your networking opportunities as well.

That's it, 10 easy, affordable and effective ways to start spreading the word about your MT business. With a little practice you'll be well on your way to finding new clients.

### About the Author

More people die each year from infections they pick up in hospitals than on. We have a clear plan of action to cut waiting times and clean up hospitals.

Source: <http://productsherbal.com>