

ANTI-MARKETING TOOLKIT FOR DOCS

THE “1 VIDEO PER WEEK” PATIENT GROWTH SYSTEM



You became a doctor to heal, not to manage marketing teams or dance on social media. But the truth is, you have to build an audience online.

This system allows you to grow your practice without compromising your identity.

By simply teaching on YouTube, you build a library of trust that attracts high-quality patients on autopilot—no ‘selling’ required.



You record one educational YouTube **video** every 1-2 weeks speaking directly to the needs of your ideal patient. With little effort, that single video turns into:

- A **blog post** on your website
- A **Google Business Profile update**
- A simple **way to grow an audience**, trust, and new patient inquiries

This avoids the reliance on agencies, ads, or complicated marketing tools. You teach once → your ideal patients come to you ready for help.

Step-by-Step Breakdown Below



ANTI-MARKETING TOOLKIT FOR DOCS

SIMPLE 4-STEP WORKFLOW

1) Make Your Video

1. Choose your topic.

* (address one core concern or question your audience has)

2. Outline your talking points.
3. Gather evidence if needed.
4. Script your video if needed.
5. Record the video.
6. Upload to YouTube.

* Use the [Clinical Clarity Worksheet](#) to define the focus of your medical practice and your YouTube channel.

2) Transcript → Blog

1. Open your video on YouTube.
2. In the description click “Show transcript.”
3. Copy the full text.
* Install [VidIQ Chrome Extension](#) to copy w/ one click
4. Open “[Video-to-Blog](#)” GPT.
5. Paste the transcript. Run the GPT.
6. Copy the title, short description, and formatted blog draft it generates.

3) Post on Website

1. In your CMS, click New Post.
2. Paste the blog content into the editor. Make final edits if needed.
3. Add a featured image (thumbnail or relevant photo).
4. Add Alt Text to the image (1 sentence describing the image).
5. Embed YT video by pasting URL at the top or use a “Video Embed” block.

4) Create GBP Post

(Google Business Profile)

1. Copy a short 2–3 sentence summary from your blog intro.
2. Go to GBP → Posts → Add Update.
3. Paste the summary.
4. Add button and link to your blog post or video using Learn More
5. Add a thumbnail or clinic photo.

ANTI-MARKETING TOOLKIT FOR DOCS

THE \$100 STUDIO SETUP



Microphone

Why: People will watch bad video, but they will not listen to bad audio.

Do not use your laptop mic.

Recommendation: Blue Yeti Nano or Fifine USB Mic (\$30-\$90). Clip on mic option: Hollyland M2

*Tip: Keep it close to your mouth (6-8 inches).



Lighting

Why: Good lighting makes you look trustworthy and professional.

Recommendation: Natural Light (Window) is free and best. Face the window directly.

Backup: A simple Ring Light (\$30) placed directly behind your camera.



Camera

Why: Looking crystal clear is still important. Modern phones are all you need.

Recommendation: Your Smartphone (Back Camera) or Logitech C920 Webcam (\$60).

*For that super professional look, I love the Sony ZV E10 with this lens



Software

Recording: QuickTime (Mac) or Camera App (Windows). (Free)

Editing CapCut (Free). It has auto-captions and is easy to learn. Backup: YouTube Studio (Simple trim).

Scheduling: Calendly (Free tier) - for booking patient calls from YT desc.

ANTI-MARKETING TOOLKIT FOR DOCS

THE 2-MINUTE BLOG POST



You might think, "I'm a doctor, not a blogger." But here is the truth: Google is still the #1 way patients find local doctors.

While YouTube builds trust with video, Google builds trust with text.

This simple workflow lets you win both. By turning your video transcript into a blog post, you create another way for patients to find you and feed the Google algorithm fresh, expert content that ranks locally.



OPTION 1: THE EASY WAY (Recommended) I built a custom AI tool just for you to turn videos into blog posts with ease.

It is pre-loaded with all the best "Anti-Marketing" instructions.

👉 [Click Here](#) to Use the 'Video-to-Blog' GPT

OPTION 2: THE MANUAL WAY Prefer to use your own AI?

Copy and paste [this prompt](#) into ChatGPT, Claude, or Gemini: