

How To Become The Best-Known Practitioner In Your Community

...Without Constantly Creating New Content

Uli Iserloh, PhD

BIG  BOOST
MARKETING GROUP



Uli Iserloh
@uliiserloh

You could argue that the healing process starts on social media...

Unless you can activate a prospective patient to decide to seek care, nothing really changes for the patient or your practice.





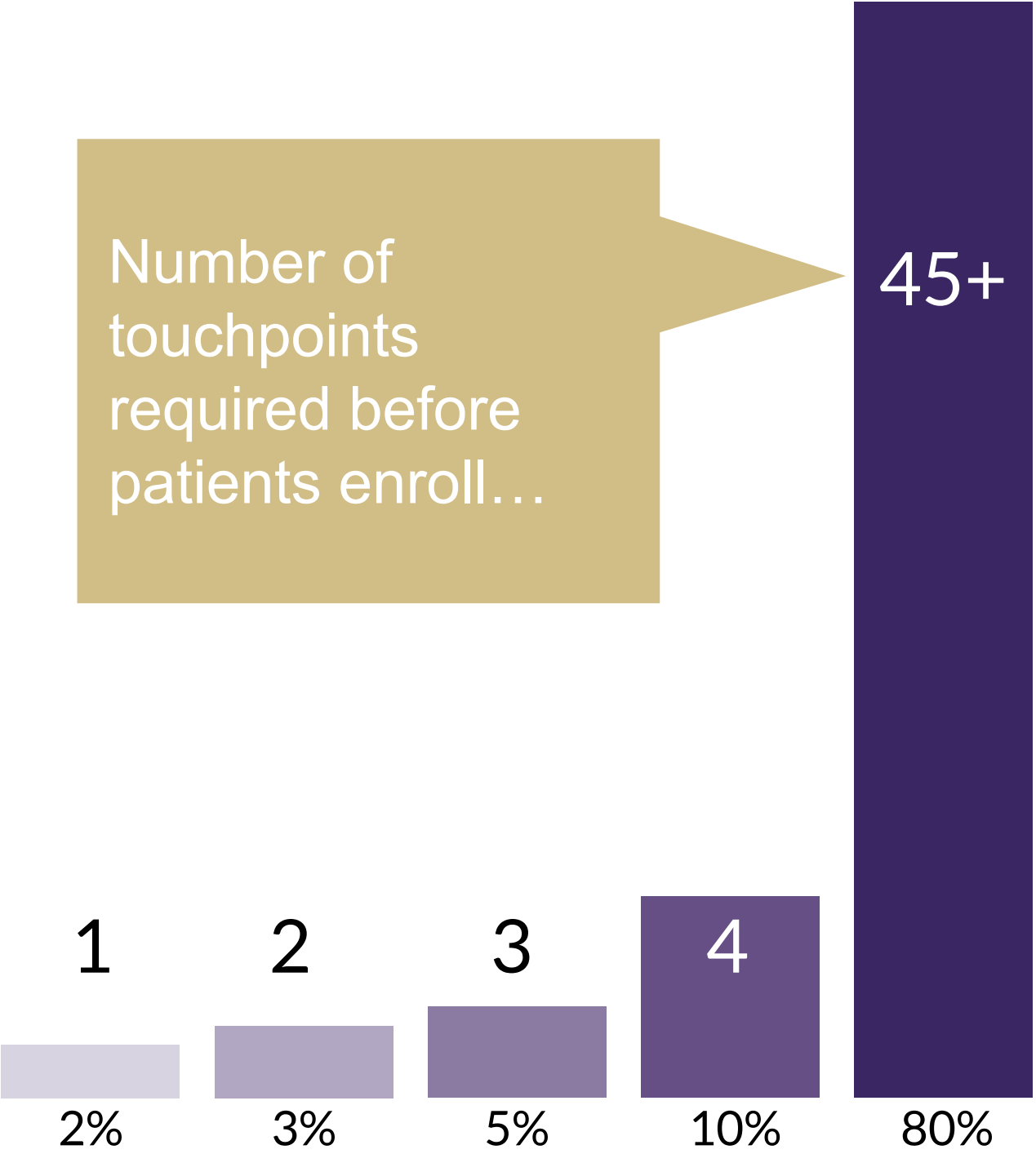
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@uliiserloh

Today's patients live in a trust recession – people either believe nothing can be done to fix their health issues...

... or they've already been burned by failed treatments & broken promises. That's why it takes so many touchpoints...



How Many Touchpoints Are Needed?





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@uliiserloh

Somehow, we got sold on the idea that **if you want your practice to grow online**, you have to keep creating new posts, new reels, new topics week after week... forever.

I think that's insane 🤪

The Big Idea

- 1** As a local clinic, you don't need to constantly create new content... you just need to define a set of core messages once (that you repost forever)
- 2** Repurpose core messages into a repeatable patient education system across social + paid ads + email + website

1

SOCIAL MEDIA ENGINE

60 POSTS + 30 SHORT VIDEOS

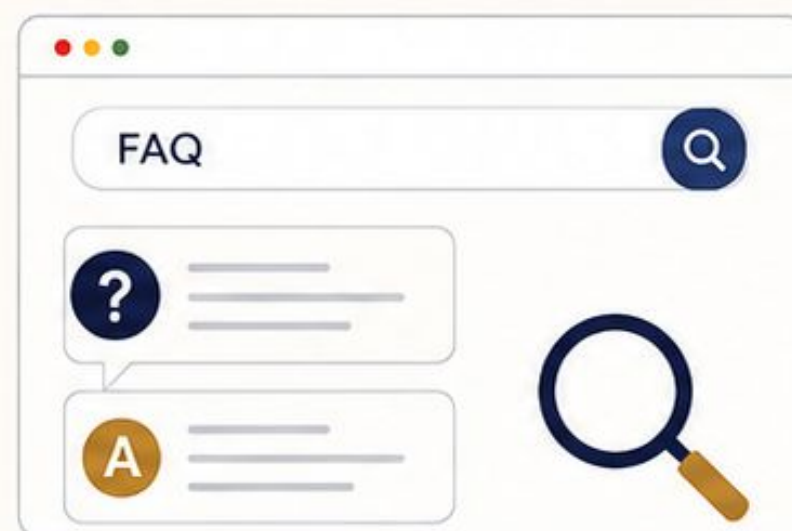
Facebook • Instagram • LinkedIn •
Google Business Profile3 posts/day across 4 platforms =
12 daily touchpoints

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FAQ + SEARCH VISIBILITY

30 FAQ POSTS

On your website + social media

Working to get you found
in Google and AI search

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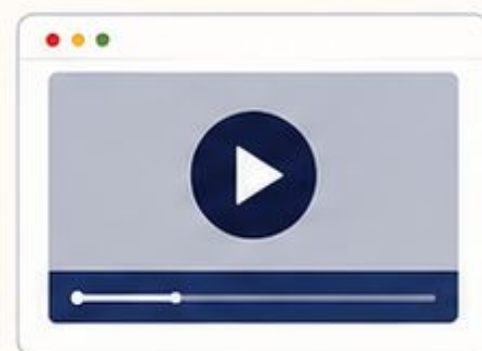
LEAD MAGNETS +
PRE-EDUCATION

4 LEAD MAGNETS

PDF Guide • Quiz • Mini-Course •
Discovery-Call FunnelPre-education that
works for you

4

WELCOME + NURTURE



1 WELCOME VIDEO 15 NURTURE EMAILS + 30 MORE OVER 6 MONTHS

Guides prospects toward
booking a discovery call

REMINDER EMAILS



5

PAID ADS AMPLIFICATION

GOOGLE + META ADS

Local service ads that put your
clinic in front of the right patients

PERIMENOPAUSE

Perimenopause Rewrites The Way Your Body Works

ON A METABOLIC LEVEL.

Hormone shifts during perimenopause can change **metabolism, mood, sleep, and results.**



METABOLISM



BRAIN



SLEEP



ENERGY

The symptoms you're experiencing aren't just **"normal aging."** They're signals your body needs **different support** now.



**WANT CLARITY?
COMMENT "GUIDE" BELOW**

*I'll send you my Guide to
Comprehensive Hormone Testing
in Perimenopause.*



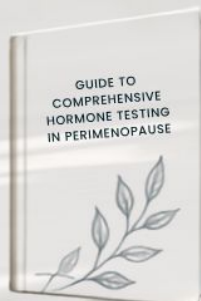
HRT REVOLUTION
RECLAIM. REBALANCE. REVIVE.

BONE HEALTH TRUTH

Everything You Were Taught About Protecting Your Bones Is Off By About Ten Years.

THE TIMING CHANGES EVERYTHING.

*Because by the time most
women think about bone density,
the window for building has
already closed.*



**WANT MY GUIDE?
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PERIMENOPAUSE TRUTH

Hormone Therapy May Slow Biological Aging— *Not Just Manage Symptoms.*

New medical studies show the right intervention can **change your biological aging trajectory**—not just manage symptoms.



RESEARCH IS CHANGING
the conversation.



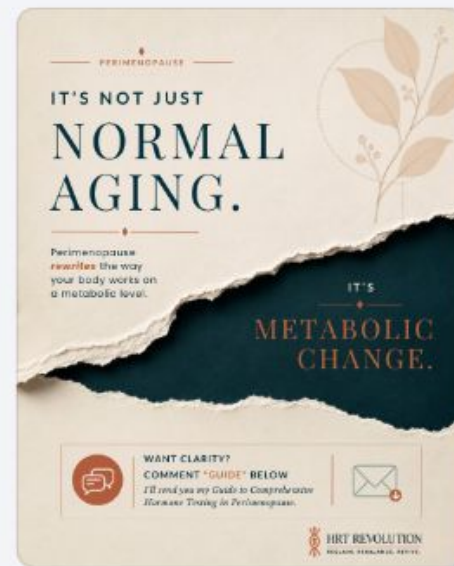
**SIMPLY CLICK OR COMMENT
"MINICOURSE" BELOW AND
I'LL SEND IT TO YOU.**



HRT REVOLUTION
RECLAIM. REBALANCE. REVIVE.



1 - Caption- 1



2 - Caption- 1



3 - Caption- 1



4 - Caption- 2



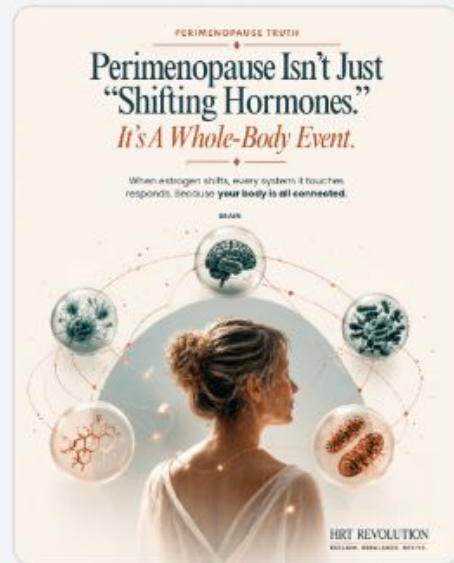
5 - Caption- 2



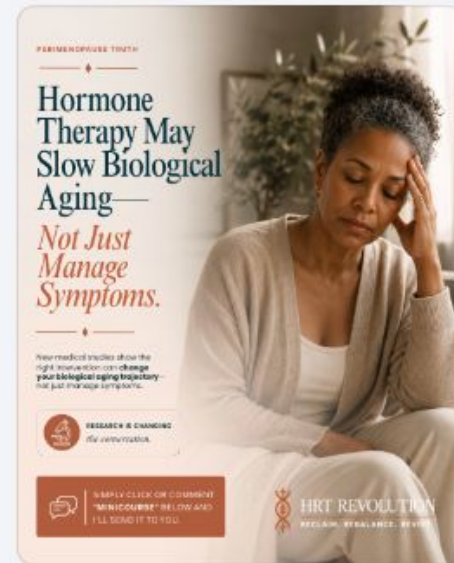
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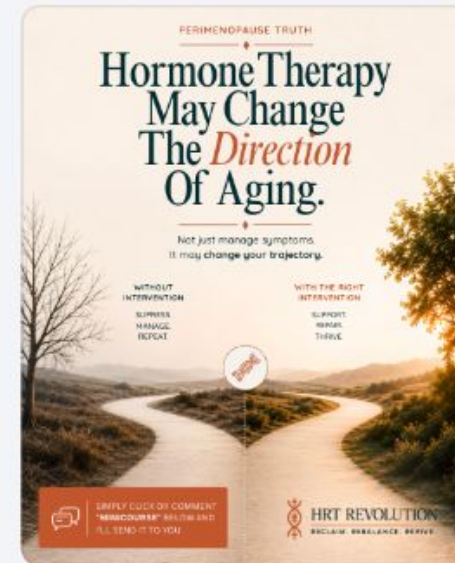
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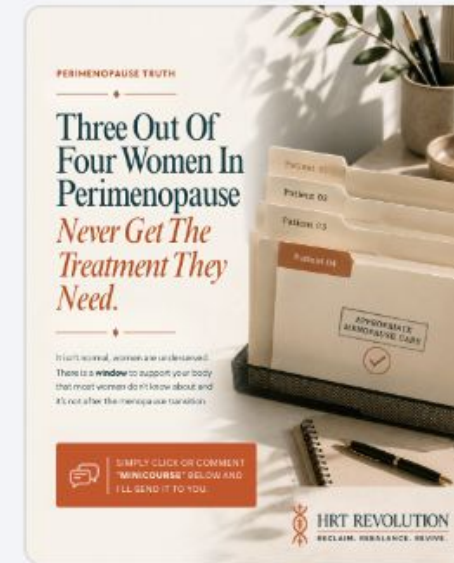
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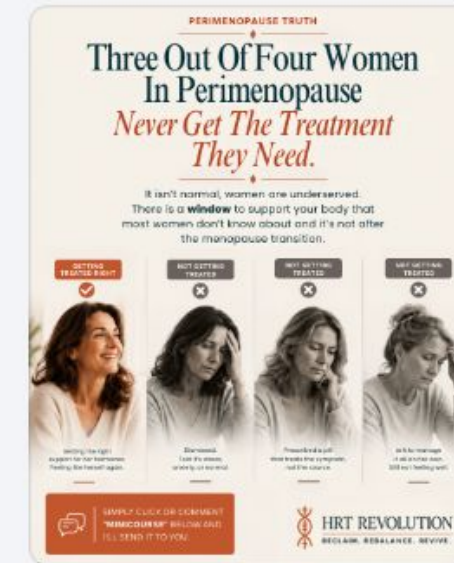
9 - Caption- 4



10 - Caption- 4



11 - Caption- 5



12 - Caption- 5



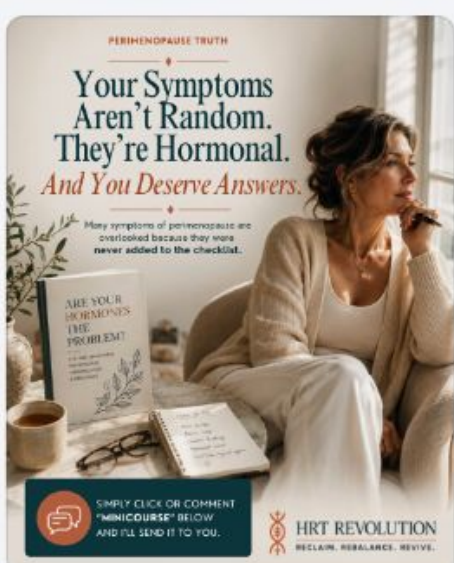
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14 - Caption- 6



15 - Caption- 7



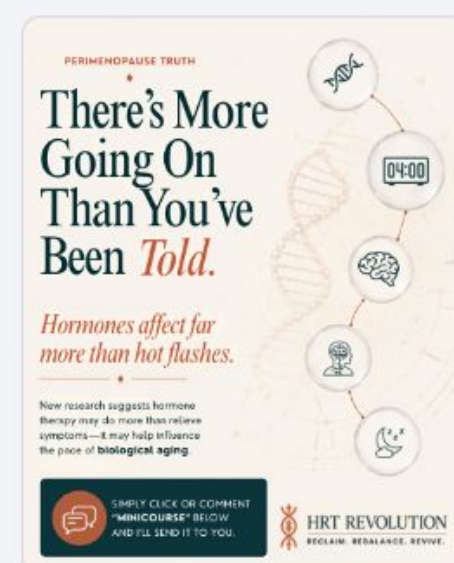
16 - Caption- 7



17 - Caption- 8



18 - Caption- 8



19 - Caption- 9



20 - Caption- 9



21 - Caption- 10

Carousel Captions

Post 1

1. <https://www.facebook.com/DrGottfried/posts/pfbid02fAH49cxYhwCi7Sb3wPF1tgiSyT3Ph1kkizk1MWcGjmBsRFGHMye2W7jx7y93uyotl>

Perimenopause rewrites the way your body works on a metabolic level.

As estrogen swings unpredictably, your whole system is recalibrating and most physicians miss the exact window where intervention still works.

The data is clear: worsening metabolic health and the fat settling around your middle are not inevitable. Neither is the brain fog, the broken sleep, or the sudden loss of desire to exercise or getting the results from exercise.

But the approach that kept you well in your 30s can suddenly stop working at 45, 50, or 55. Your body needs different support now.

Too often, women are told their symptoms are just normal aging while their labs say otherwise – fasting insulin creeping past 7, vitamin D sitting below 40, and no one bothering to look at estrogen, progesterone, testosterone, or cortisol patterns at all.

This is the window when taking action matters most – the point where your body makes it impossible to keep ignoring yourself and demands the same attention you give everyone else.

The women who move through this transition well aren't tougher than the rest. They have better data and evidence-based protocols matched to their real biology that is changing drastically.

This isn't about managing symptoms. It's about understanding – and mastering – your metabolism during the most hormonally volatile decade of your life.

If you're wondering whether your symptoms could be connected to hormonal changes during perimenopause, I put together a "Guide to Comprehensive Hormone Testing in Perimenopause."

It walks through which hormones are worth evaluating, why the timing of testing matters, and why interpreting your results means more than labeling a number normal. Simply click or comment "GUIDE" below and I'll send it to you.

PERIMENOPAUSE

Perimenopause Rewrites The Way Your Body Works

ON A METABOLIC LEVEL.

Hormone shifts during perimenopause can change **metabolism, mood, sleep, and results.**

METABOLISM

BRAIN

SLEEP

ENERGY

The symptoms you're experiencing aren't just **"normal aging."** They're signals your body needs **different support** now.

WANT CLARITY?
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RECLAIM. REBALANCE. REVIVE.

Perimenopause

REWRITES THE WAY

Your Body Works

ON A METABOLIC LEVEL.

Hormone shifts during perimenopause can change **metabolism, mood, sleep, and results.**

These changes are not inevitable—
and you're not imagining it.

WHAT IT CAN AFFECT

METABOLIC CHANGES

Slower metabolism, stubborn weight gain, especially around the middle.

BRAIN FOG & MOOD

Difficulty focusing, memory lapses, irritability, and feeling "off."

BROKEN SLEEP

Trouble falling asleep, waking often, or never feeling rested.

LOSS OF DESIRE & MOTIVATION

Low libido, less drive to exercise, and less joy in what you used to love.

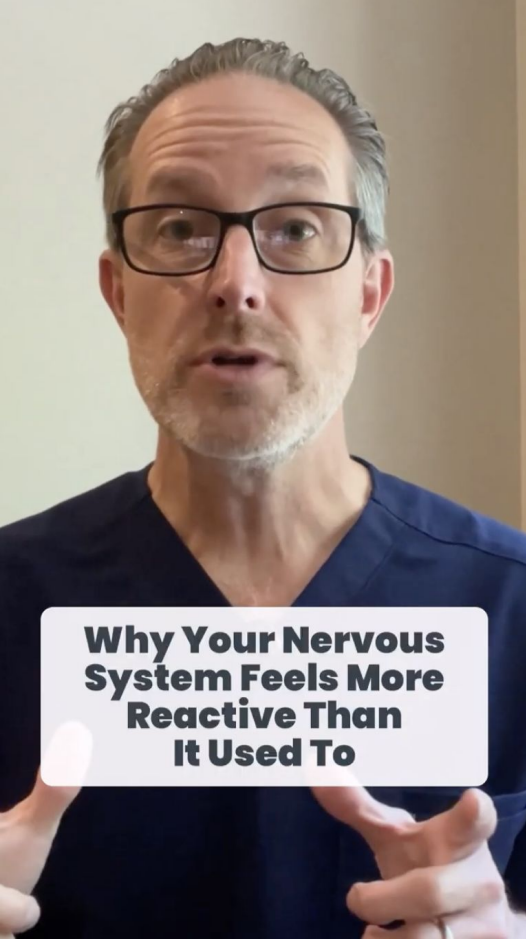
NOT GETTING RESULTS

Working hard but not seeing the same results as before.

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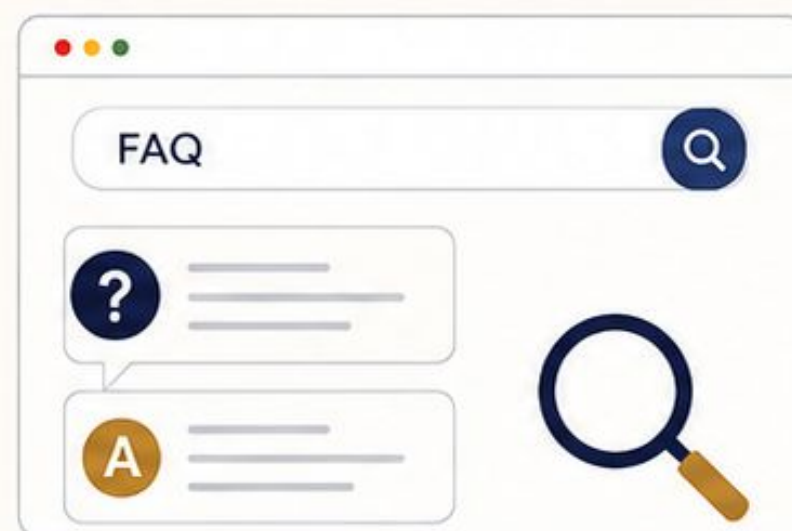
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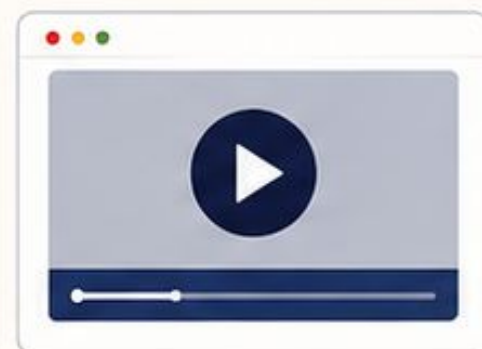
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BHRT TIMELINE

How Long Does It Take For BHRT To Work?

1

1-2 WEEKS



Early subtle shifts

Sleep · night sweats

2

3-6 WEEKS



Noticeable relief

Hot flashes · energy

3

8-12 WEEKS



More consistent changes

Mood · focus · recovery

4

3-12 MONTHS



Longer-term changes

Body composition · bone · metabolic health



Your timeline is personal.

Starting hormone levels, dose, delivery method, metabolism, lifestyle, and consistency can all influence **how quickly you notice changes.**



Wondering what BHRT could look like for you?

Learn More About Our Personalized Approach To BHRT



INFINITE WELLNESS

RESTORE. BALANCE. THRIVE.



How long does it take for BHRT to work?

Medically Reviewed By: [Dr. Francine Woods, MD, IFMCP](#)
Last Updated: July 14, 2026

A woman with long, curly brown hair is shown from the chest up, sitting and looking down at her left arm. She is applying a white cream or gel to her forearm with her right index finger. She is wearing a light pink short-sleeved shirt. The background is a softly blurred indoor setting with a bookshelf and some decorative items.

Thinking about bioidentical hormone replacement therapy (BHRT) and wondering when you'll actually feel different? At Infinite Wellness in Boston, MA, we set clear expectations up front: BHRT is effective for many women, but it isn't instant.

Your body needs time to absorb, respond, and stabilize to the new hormone levels. Below is a realistic timeline, what can speed (or slow) results, and how we fine-tune your plan along the way.

Quick Answer

Most women begin noticing early changes within 2-6 weeks (sleep, hot flashes, mood steadier).

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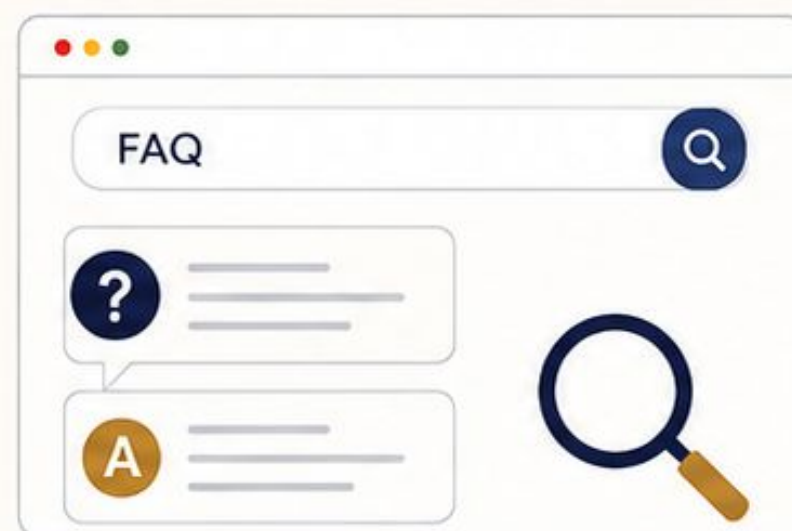
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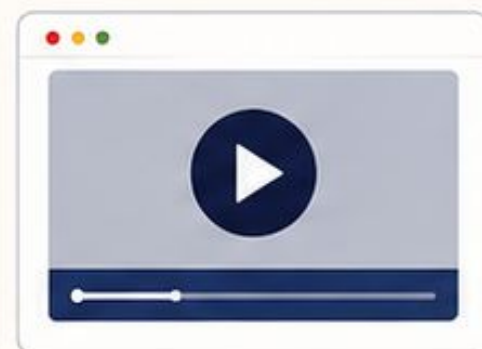
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Your Guide to Comprehensive Hormone Testing in Perimenopause



Are you struggling with stubborn weight gain, fatigue, mood swings or low libido but your doctor says your labs are "normal"?

Do you feel dismissed when you express concerns about perimenopausal symptoms, being told "it's just a part of aging" or "you're getting closer to menopause

Standard lab tests often fail to capture the full picture of your hormonal health. Relying on "normal" ranges while failing to test the full spectrum of hormones leaves critical imbalances overlooked and your symptoms ignored.

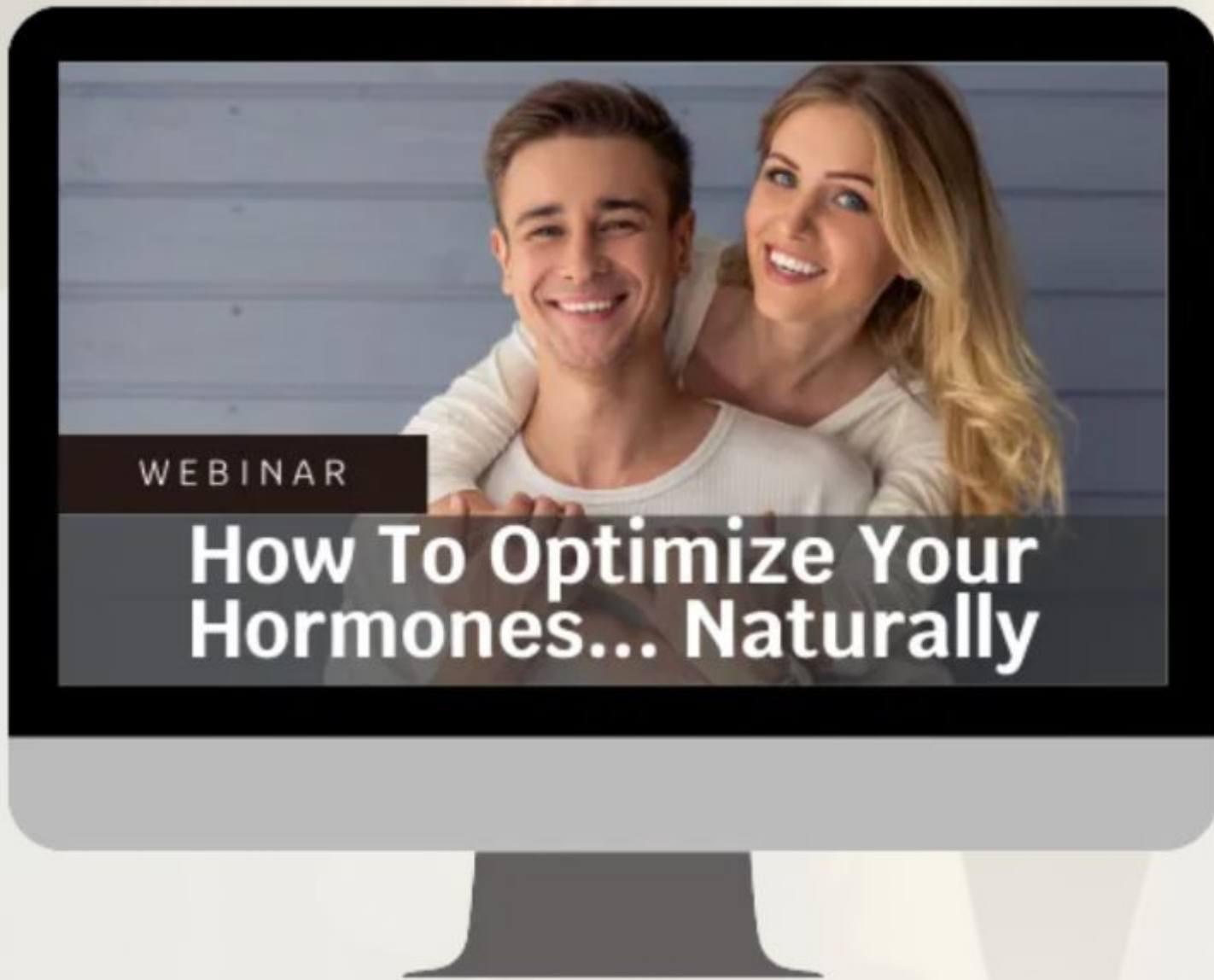
Discover what essential tests to request to finally uncover what's driving your symptoms... even if you've been told "everything looks fine".

What Lab Tests You Need

Download The Guide Now

FREE 10-PART MINI-COURSE

Are Your Hormones The Problem? Discover How To Optimize Your Health & Hormones With BHRT

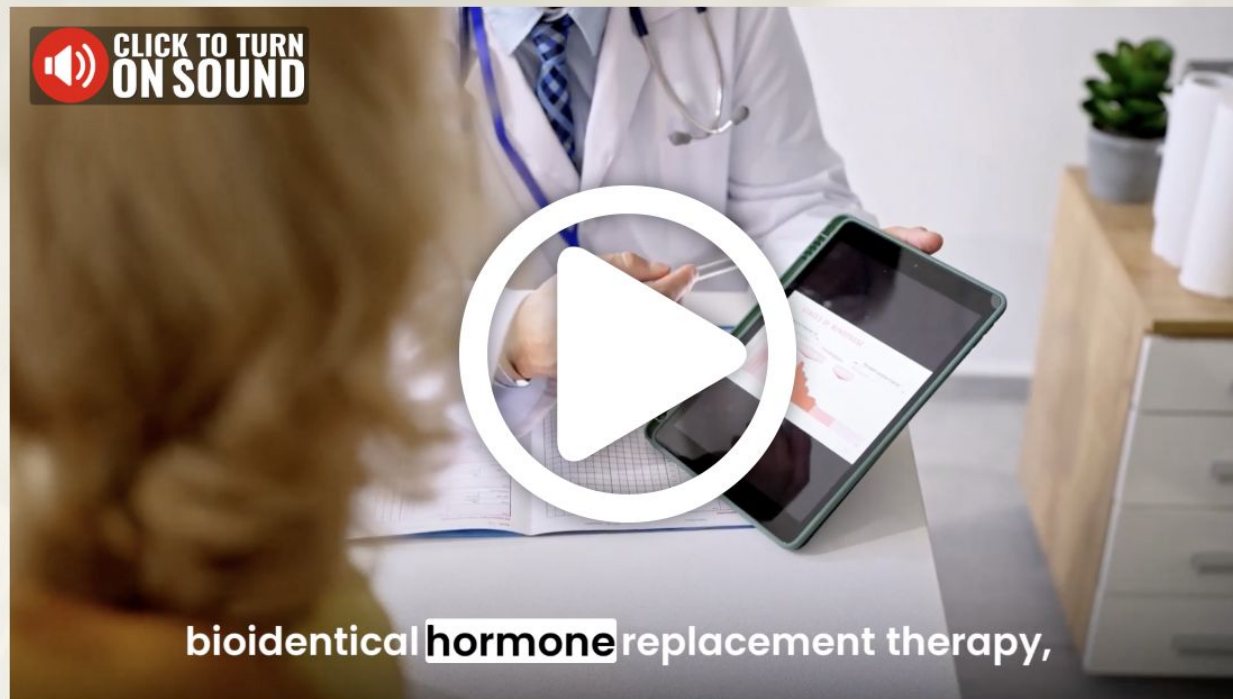


- **Why your labs might say “normal”** – but you still feel exhausted, foggy, and stuck
- **The truth about hormone therapy safety** (and why timing and method matter)
- **What most doctors miss** when it comes to testing and interpreting your hormone levels
- **Why guessing or “one-size-fits-all” approaches** often fail – and what actually works
- **How the right testing and right dosing** will help you reclaim your energy, focus, mood, and metabolism

Give Me Access Now

Everything You Need To Know About Hormone Optimization

Tired of Being Told “Everything Looks Normal”?



Watch Next Video

Why High-Performing Women Often Miss The Signs

Hormone Balance Is Personal And So Is Everything We Do Here

If you've already brought these concerns to your primary care doctor or OB-GYN, you've probably been told that your hot flashes, weight gain, mood swings, or brain fog are "just part of getting older."

Maybe you were handed vague advice like "eat better, exercise more, get more sleep." Maybe you were offered an antidepressant, or put on birth control to "regulate things."

And if you asked about hormones directly, you might have sensed some hesitation, not because your doctor doesn't want to help, but because comprehensive BHRT isn't something most primary care or OB-GYN providers are trained to dose and monitor.

The truth is, hormone optimization during perimenopause is one of the most under-taught areas in mainstream medicine. Women are left to struggle through some of the most critical years for their long-term health and well-being without proper support or guidance.



In our practice, we take a different approach – one that starts with understanding your full hormone picture and supporting your body with precision, not guesswork.

It's about testing and tailoring your plan to match your body's real-time needs, including estrogen, progesterone, testosterone, thyroid, cortisol, and more, in close partnership with your primary care provider.

If you're ready to stop guessing about what's actually going on with your hormones, book a free discovery call. We'll listen, answer your initial questions, and help you decide whether comprehensive hormone testing is the right next step. That's where real answers start.

Why High-Performing Women Often Miss The Signs



Watch Previous Video

Tired of Being Told “Everything Looks Normal”?

Watch Next Video

Perimenopause Isn't Just About Hot Flashes

Hormone Balance Is Personal And So Is Everything We Do Here

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Could BHRT Be The Key to Finally Feeling Like *Yourself* Again?

- ☀️ **Wondering whether hormone deficiencies might be behind weight gain** that doesn't respond to diet or exercise?
- ☀️ **Struggling with brain fog, forgetfulness, or mood swings** that you *know* aren't normal for you?
- ☀️ **Is a good night's sleep getting harder to come by**, leaving you wondering how you'll keep up?
- ☀️ **Are you bloated, struggling with heartburn or even nagging joint pain** that makes you feel like you're aging in fast-forward?

I'm Ready To Feel Great Again!

I'm Ready For Answers

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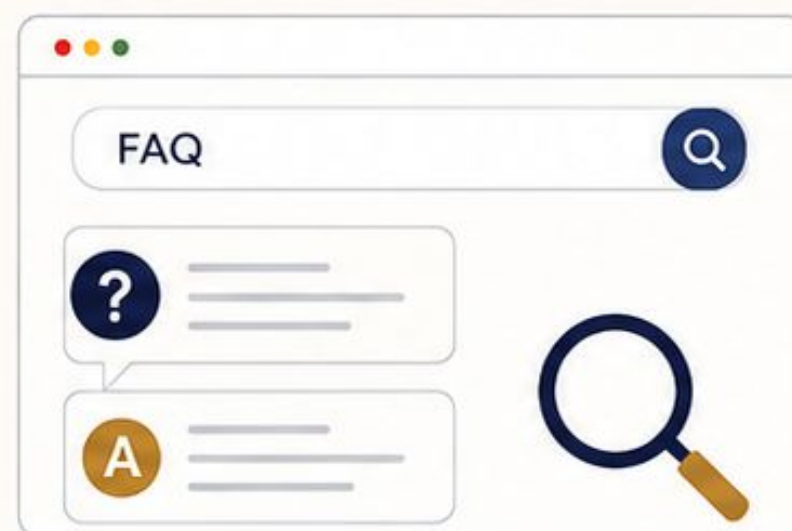
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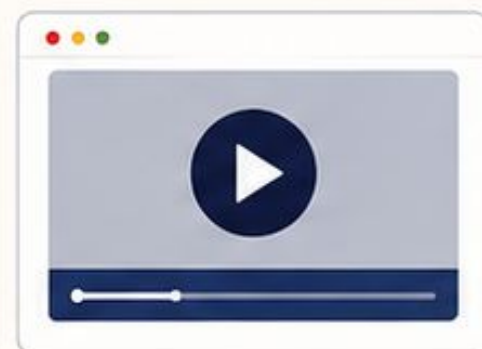
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Hi Aimee,

If your doctor has ever told you:

“Your labs are normal.”

“You’re just getting older.”

“This is what happens around menopause.”

“You’ll just have to live with it.”

...I want you to know: I hear this *every single day*. And it’s not okay.

You might be dragging yourself through the workday with no energy to spare. Or wondering why you keep snapping at your family, crying over little things, or waking up at 3 a.m. drenched in sweat.

Or maybe you’re doing everything right – eating clean, working out – and still watching the scale creep up and your brain power fade.

And yet, you’ve been told that you’re “fine.” That this is just “your new normal.”

It’s not.



Watch The Video Now

Here’s what’s really going on:

Hi {{contact.first_name}},

By now, you know that hormone imbalance can make life feel like an uphill battle.

You also know that many people try hormone therapy and walk away disappointed – not because hormones don’t work, but because they weren’t used *properly*.

So today, I want to share a few stories from women just like you – who felt frustrated, dismissed, and exhausted before they found the right answers.



Watch The Video Now

👩 **Amy, 47**

“I kept being told I was fine. But I wasn’t sleeping, I was gaining weight, and I’d cry over the smallest thing. I honestly thought I was losing my mind.”

Amy had “normal” labs, but we ran a full hormone panel and found low progesterone, elevated cortisol, and signs of early insulin resistance. With a customized BHRT plan, stress support, and gentle nutrition shifts, she now says:

Hi {{contact.first_name}},

By now you’ve learned that hormone imbalances can be a major driver behind symptoms like fatigue, brain fog, stubborn weight gain, poor sleep, and mood changes.

And yes – when your hormones are out of sync, **bioidentical hormone replacement therapy (BHRT)** can bring fast, noticeable relief.

But I want to be honest with you:

Hormone optimization is powerful...but it’s not the *only* thing that matters.

Even with the right hormone prescription, you *still* may not feel your best if there are underlying issues silently working against you.

That’s why at {{location.name}}, we don’t just focus on optimizing your hormone levels – we look at your health from a **more complete, whole-body perspective**.

Because it’s not just about replacing what’s low.

It’s about understanding *why* your body got out of balance in the first place – and what might still be holding it back.



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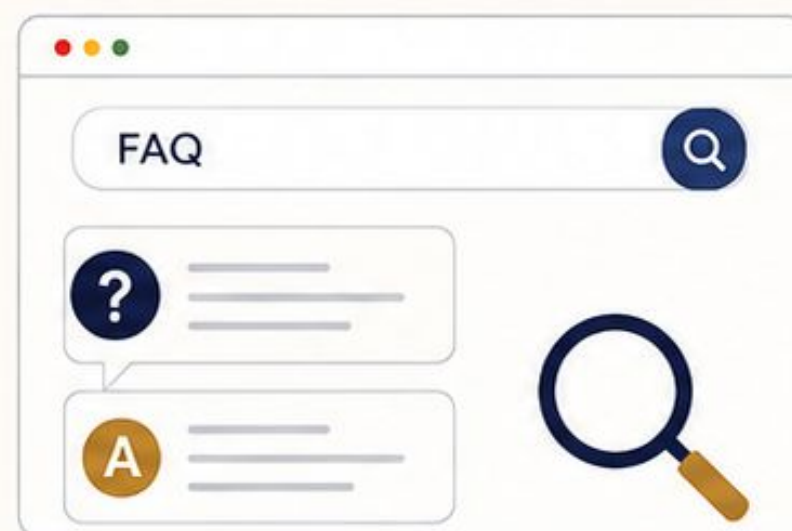
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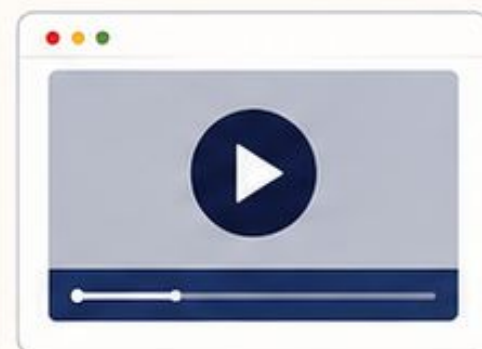
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+ Create

Duplicate

Edit

A/B test

More

Columns: Video engagement

Breakdown

Reports

Charts

	Off / On	Ad	Cost per ThruPlay	Reach	Amount spent	Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 95%	Video plays at 100%
	☒	 104	\$0.004	50	\$0.03	8	3	3	3	3
	☒	 103	\$0.01	3,971	\$63.99	6,721	6,689	6,448	2,528	2,439
	☒	 100	\$0.01	17	\$0.03	3	1	1	1	1
	☒	 102	\$0.01	2,834	\$45.40	4,829	4,782	2,375	1,487	1,447
	☒	 101	\$0.01							
Results from 5 ads			\$0.01 Per Action	Accounts Center						
										781
										4,671 Total

Video performance

See how audiences are engaging with your video creative.

Video plays

6,119

Video average play time

00:35

Hook rate

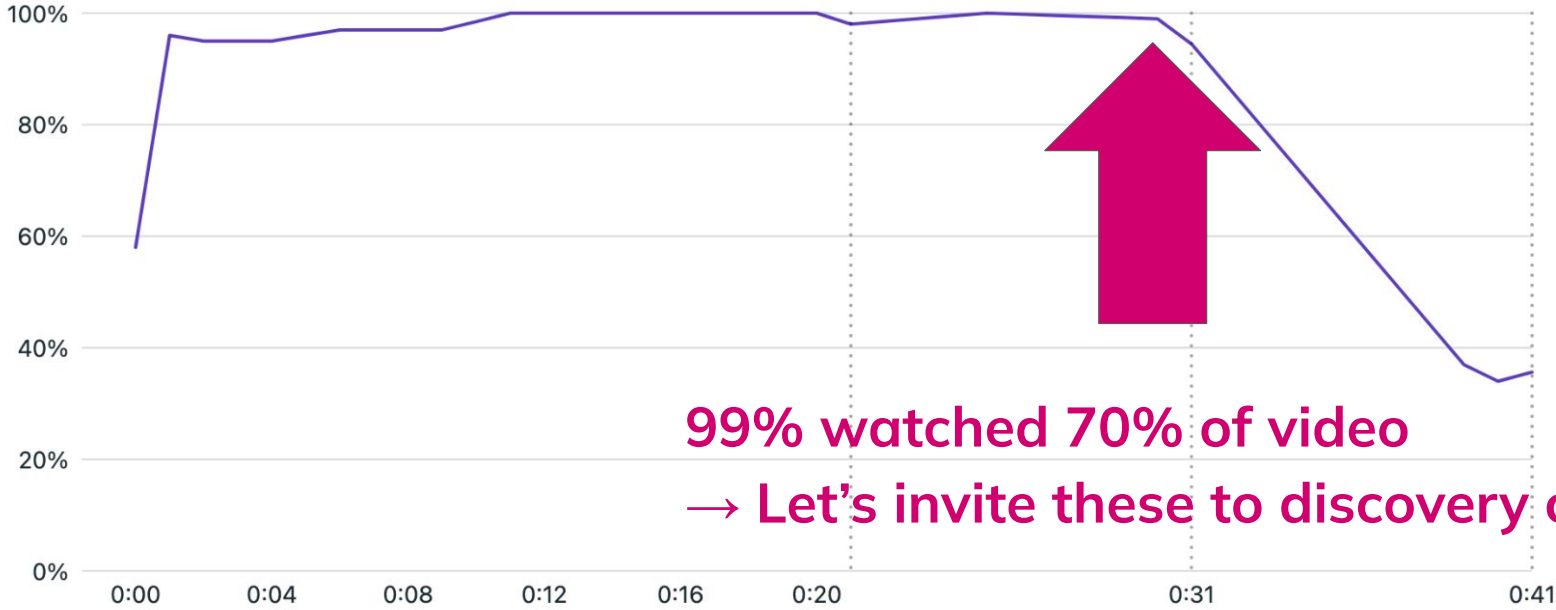
95%

Hold rate

37.5%

Time watched
Analyze your video performance by time watched to uncover creative optimization opportunities. Though a decrease in video play time is normal as the video elapses, significant drops may indicate a lack of engagement.

103
Video length: 00:41



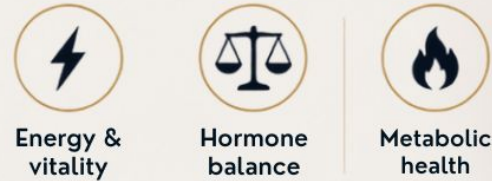
99% watched 70% of video
→ Let's invite these to discovery call!



Not Feeling Like Yourself Lately?

Tired. Foggy. Low energy. Just feeling... off?

Your hormones may be worth a closer look.



Jonathan Rehberg, MD
Board-certified physician

PERSONALIZED | PHYSICIAN-LED | MEDICALLY-GUIDED

Start With A **FREE 20-MINUTE DISCOVERY CALL**

BIRMINGHAM + SYLACAUGA 205.545.4560



You've Tried Everything. You Still Don't Feel Right.

When fatigue, brain fog, poor sleep, weight changes, and mood shifts all hit at once –and no one connects the dots – it may be time for a different kind of evaluation.



We look at the **BIG PICTURE.**

Hormones. Metabolism. Nutrition. Inflammation. Lifestyle.
So you can feel like yourself again.



Jonathan Rehberg, MD
Board-certified physician

PERSONALIZED | PHYSICIAN-LED | MEDICALLY-GUIDED

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+ Create

Duplicate

Edit

A/B test

More

Columns

Breakdown

Grouping

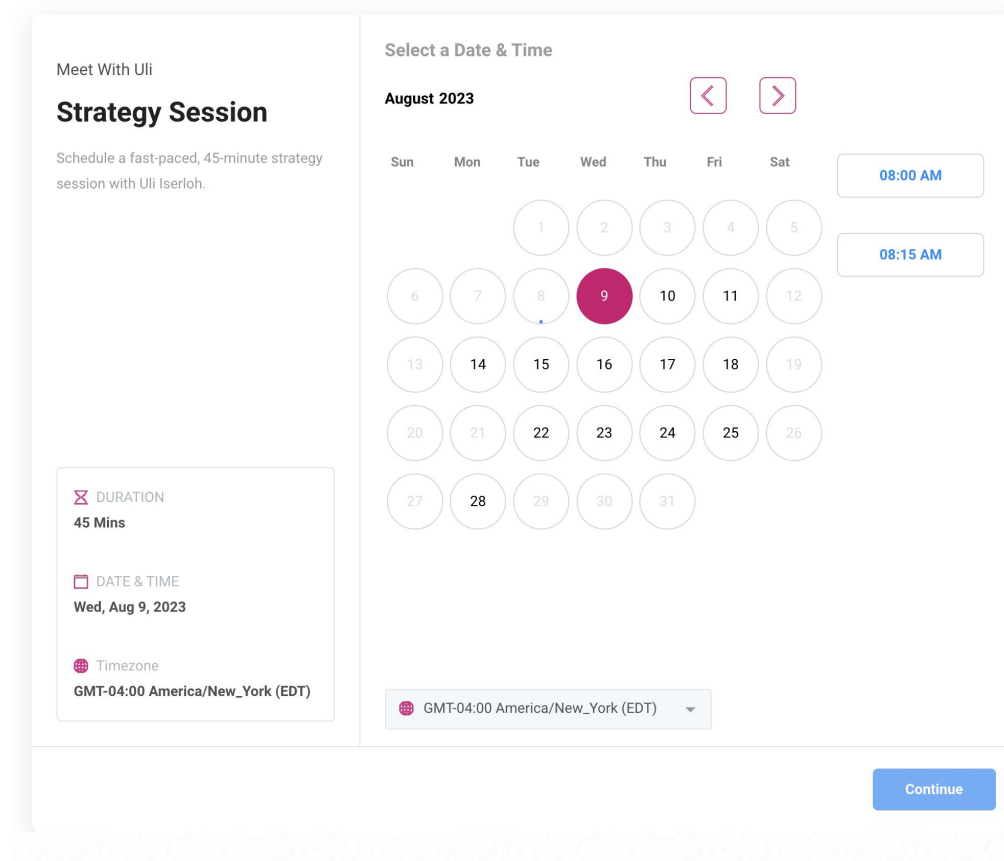
☐	Off / On ↑↓	Ad set ↑↓	Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Ends ↑↓	Schedule ↑↓
☐	☒		—	141	2.94	—	Using campa...	\$6.96	Ongoing	Jul 8, 2026 – Ongoing
☐	☒		43	5,688	2.62	\$13.76	Using campaign...	\$591.58	Ongoing	May 3, 2026 – Ongoing
			DC/Voucher Optin			Per DC/Voucher Optin				
			DC/Voucher Optin			Per DC/Voucher Optin				

The Big Idea

- 1** As a local clinic, you don't need to constantly create new content... you just need to define a set of core messages once (that you repost forever)
- 2** Repurpose core messages into a repeatable patient education system across social + paid ads + email + website

Your Success Planning Session

- Deploy your patient education system
- Improve your strategic social media approach
- Discuss how to amplify exposure (paid ads)



The screenshot shows a meeting scheduling interface. On the left, it says 'Meet With Uli' and 'Strategy Session'. Below that, it says 'Schedule a fast-paced, 45-minute strategy session with Uli Iserloh.' There are three sections: 'DURATION' set to '45 Mins', 'DATE & TIME' set to 'Wed, Aug 9, 2023', and 'Timezone' set to 'GMT-04:00 America/New_York (EDT)'. On the right, there is a calendar for August 2023. The 9th is highlighted in pink. Below the calendar, there are two time slots: '08:00 AM' and '08:15 AM'. At the bottom right, there is a 'Continue' button.



<https://bigboost.marketing/sps>



Part 2: Identifying Your Core Messages

Uli Iserloh, PhD

BIG  BOOST
MARKETING GROUP



Uli Iserloh

@uliiserloh

Here's my pet peeve...

Patients decide on emotion,
and justify with logic... yet
99% of social media posts are
about facts, protocols and
physiology...

**Patient need insights, not
information!**

The Big Idea

1

As a local clinic, you don't need to constantly create new content... you just need to define a set of core messages once (that you repost forever)

2

Repurpose core messages into a repeatable patient education system across social + paid ads + email + website

3

What does your audience need to consistently hear to...

- See you as the authority?
- Believe your signature process is what they need?
- Trust you?



Dr. Garland Glenn

4.5K followers • 37 following

Dr. Glenn practices Functional Neurology focusing on Alzheimer's and Cognitive Decline

📄 Medical & health @ [drgarlandglenn](#) 📞 (941) 350-7722



 Message

 Follow

 Search

Core Message Framework

A cognitive decline clinic might focus their Core Messages around...

- EVANTHEA Clinical Trial
- Practice's Signature Methodology
- Alzheimer's vs. Dementia
- 6 Root Causes of Cognitive Decline
- Cost of Memory Care
- Caregiver Support
- FAQs
- Lead Magnets/Resources

Core Message Framework

A BHRT clinic might focus their Core Messages around...

- Practice's Signature Methodology
- The 6 Drivers of Hormonal Chaos
- Symptoms Women Normalize But Shouldn't Ignore
- The Cost of Doing Nothing
- Relationships, Libido & Identity Support
- BHRT Safety, Myths & Objections
- FAQs
- Lead Magnets / Resources

New chat

Strategist - AIO/SEO

Strategic Social Media Syste

Projects

JS - SLUCILA

Strategist - MR/BBM

Strategist - Brain Health

Don Kim Email Nurture Se...

Strategist - BHRT/Hormon...

Show more

Chats

Core Messages - BHRT Clinic

Core Messages - Integrative Mec

MDBA Ad Images

Graphic Processing Request

Practice Dossier Intake

Newsletter Graphic Design

Change Model Instructions

Practice Dossier Setup

Slimcare Solutions

Michael Kaye - Practice Dossier

Prompt for AI thread summary

Analyze the attached practice dossier with background on our clinic and store into memory. Replay READY when you're ready for the next prompt.

Memory updated

READY.

Healing Unleashed - Practice Do...

Sources

For the next set of prompts, help me identify core messages that define our practice, differentiate our care, and should be consistently reinforced across every patient touchpoint. For starters, help me identify the buckets of core messages I might consider. Below are examples for a cognitive decline clinic and a BHRT clinic – suggest buckets for my integrative medicine clinic.
Here’s an example for a cognitive decline clinic:

- EVANTHEA Clinical Trial
- Practice's Signature Methodology
- Alzheimer's vs. Dementia

Show more

For Healing Unleashed, I would **not** organize the core-message architecture primarily around individual

What Are Core Messages™?

What makes a message worthy of becoming a Core Message?

- Core Messages are the handful of foundational ideas that define your practice, differentiate your care, and should be consistently reinforced across every patient touchpoint.
- They become the intellectual DNA of your practice.
- Everything else is simply another expression of those same ideas.

Core messages are defined by their strategic function...

It's not about information, it's about activating prospects towards care.

Strategic Function of Core Messages™

Every Core Message has one of these strategic functions to establish your authority, unique expert positioning and trust:

1. Demonstrate Your Diagnostic Thinking:

Patients rarely judge expertise by credentials. They judge it by reasoning. The way you approach a problem says much about your experience/expertise.

Strategic Function of Core Messages™

Every Core Message has one of these strategic functions to establish your authority, unique expert positioning and trust:

1. Demonstrate Your Diagnostic Thinking
2. Showcase Your Care Methodology/Signature Approach

People trust systems more than promises. A methodology demonstrates that you've solved this problem repeatedly enough to develop a structured approach.

Your methodology becomes evidence of experience.

Strategic Function of Core Messages™

Every Core Message has one of these strategic functions to establish your authority, unique expert positioning and trust:

1. Demonstrate Your Diagnostic Thinking
2. Showcase Your Care Methodology
3. Reframe the Problem

Most patients arrive with an incomplete or incorrect understanding of what's happening. Great Core Messages redefine the question.

- “Alzheimer's and dementia are not synonymous.”
- “Brain fog isn't normal aging.”
- “Chronic fatigue isn't caused by getting older.”

Strategic Function of Core Messages™

Every Core Message has one of these strategic functions to establish your authority, unique expert positioning and trust:

1. Demonstrate Your Diagnostic Thinking
2. Showcase Your Care Methodology
3. Reframe the Problem
4. Reveal Hidden Root Causes

Messages about root causes create curiosity because they suggest there is more to the story than patients previously realized.

Example: 6 subsets of root causes for cognitive decline

Strategic Function of Core Messages™

Every Core Message has one of these strategic functions to establish your authority, unique expert positioning and trust:

1. Demonstrate Your Diagnostic Thinking
2. Showcase Your Care Methodology
3. Reframe the Problem
4. Reveal Hidden Root Causes
5. Remove Emotional Barriers

Not every Core Message should teach. Some should reassure.
These messages reduce hesitation rather than increase knowledge.

Strategic Function of Core Messages™

Every Core Message has one of these strategic functions to establish your authority, unique expert positioning and trust:

1. Demonstrate Your Diagnostic Thinking
2. Showcase Your Care Methodology
3. Reframe the Problem
4. Reveal Hidden Root Causes
5. Remove Emotional Barriers
6. Differentiate Your Practice

Many practices explain medicine. Few explain why (or how) they're different.

Strategic Function of Core Messages™

Every Core Message has one of these strategic functions to establish your authority, unique expert positioning and trust:

1. Demonstrate Your Diagnostic Thinking
2. Showcase Your Care Methodology
3. Reframe the Problem
4. Reveal Hidden Root Causes
5. Remove Emotional Barriers
6. Differentiate Your Practice
7. Build Belief in the Desired Future

Patients need hope. Core Messages should help prospects imagine life after treatment.

Strategic Function of Core Messages™

Every Core Message has one of these strategic functions to establish your authority, unique expert positioning and trust:

1. Demonstrate Your Diagnostic Thinking
2. Showcase Your Care Methodology
3. Reframe the Problem
4. Reveal Hidden Root Causes
5. Remove Emotional Barriers
6. Differentiate Your Practice
7. Build Belief in the Desired Future
8. Create Trust Through Evidence

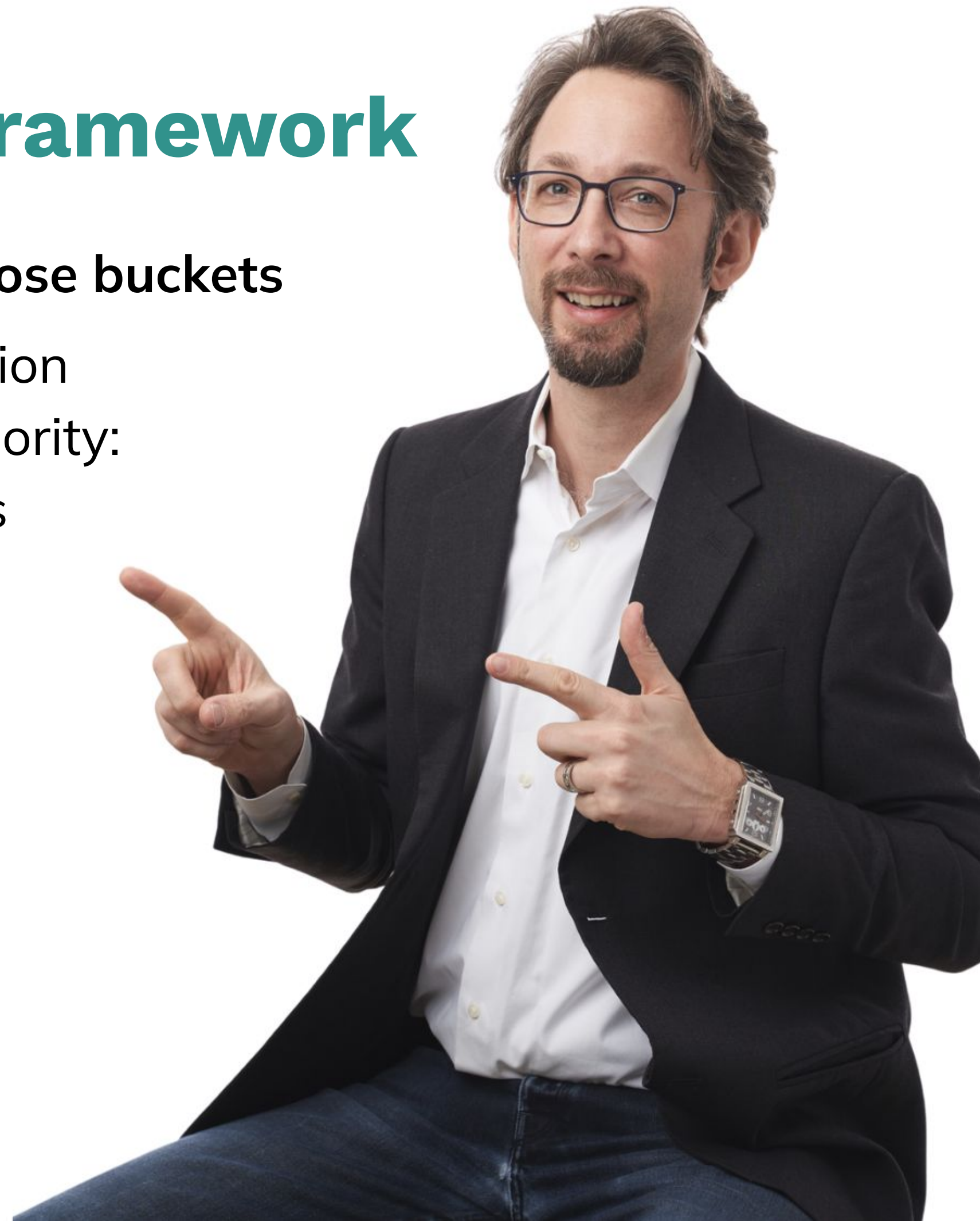
Authority isn't only built through logic. It's reinforced through proof (EVANTHEA)

The Strategic Messaging Framework

1

Identify ~30 core messages across those buckets

- Ensure they meet the strategic function
- Ensure they position you as the authority:
diagnostic thinking + proven process



The Strategic Messaging Framework

1

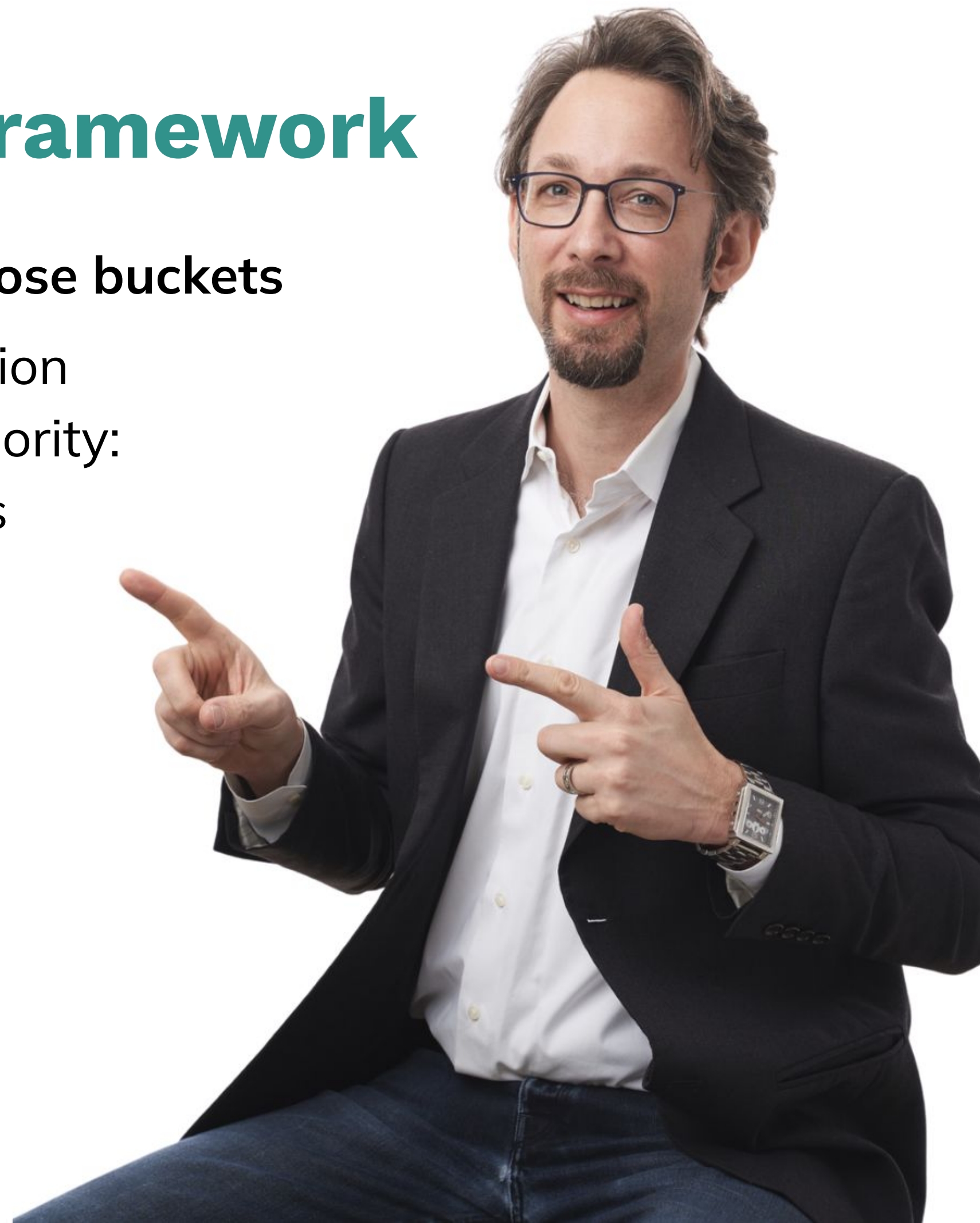
Identify ~30 core messages across those buckets

- Ensure they meet the strategic function
- Ensure they position you as the authority: diagnostic thinking + proven process

2

Format core messages ~3 ways

- (FAQ) video reel
- Carousel post
- Infographic post



Part 3: Formatting Copy Into AI-Generated Images

Uli Iserloh, PhD

BIG  BOOST
MARKETING GROUP

New chat

Strategist - AIO/SEO

Strategic Social Media Syste

Projects

JS - SLUCILA

Strategist - MR/BBM

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MDBA Ad Images

Graphic Processing Request

Practice Dossier Intake

Newsletter Graphic Design

Change Model Instructions

Practice Dossier Setup

Slimcare Solutions

Michael Kaye - Practice Dossier

Prompt for AI thread summary

Uli Iserloh

Plus

execute design



ChatGPT is AI and can make mistakes. Check important info.

+ Ask ChatGPT

Instant



The Strategic Social Media Framework

1

Identify ~30 core messages across those buckets

- Ensure they meet the strategic function
- Ensure they position you as the authority: diagnostic thinking + proven process

2

Format core messages ~3 ways

- (FAQ) video reel
- Carousel post
- Infographic post

3

Repost consistently across platforms



- Ask AI
- Launchpad
- Dashboard
- Conversations
- Calendars
- Contacts
- Opportunities
- Payments
- AI Studio Beta
- AI Agents
- Marketing
- Automation
- Sites
- Memberships
- Media Storage
- Reputation



2	3	4	5	6	7	8
	10:03 AM Most practitioners assume more we... Published 0 0 0 See 16 more	10:03 AM Before you publish your next post, a... Failed See 16 more	10:02 AM You didn't spend years mastering y... Published 0 0 0 See 16 more	10:03 AM At a conference recently, a practitio... Published 0 0 0 See 16 more	10:02 AM Most practitioners already know aut... Published 0 0 0 See 21 more	10:02 AM A brilliant post see n once does alm... Published 1 0 0 See 4 more
9	10	11	12	13	14	15
	10:31 AM Showing up in a G oogle search doe... Published 0 0 0	10:02 AM Hope isn't a marke ting strategy, an... Failed See 11 more	10:03 AM A discovery call is n't the place for ... Published 0 0 0	10:01 AM Your website has a few seconds to e... Published 0 0 0	09:21 AM Somewhere alo ng the way, we s... Published 0 0 0	

The Strategic Messaging Framework

Process for consistently posting across platforms

1. Start with 1/day - use Big Boost App (Facebook, Instagram, LinkedIn, Google Business Profile, Tiktok, Youtube)
2. Escalate to 3/day
3. Boost select posts with paid ads to local community
4. Email posts to your list
5. Add posts to your website (FAQ/blog)

The Bottom Line



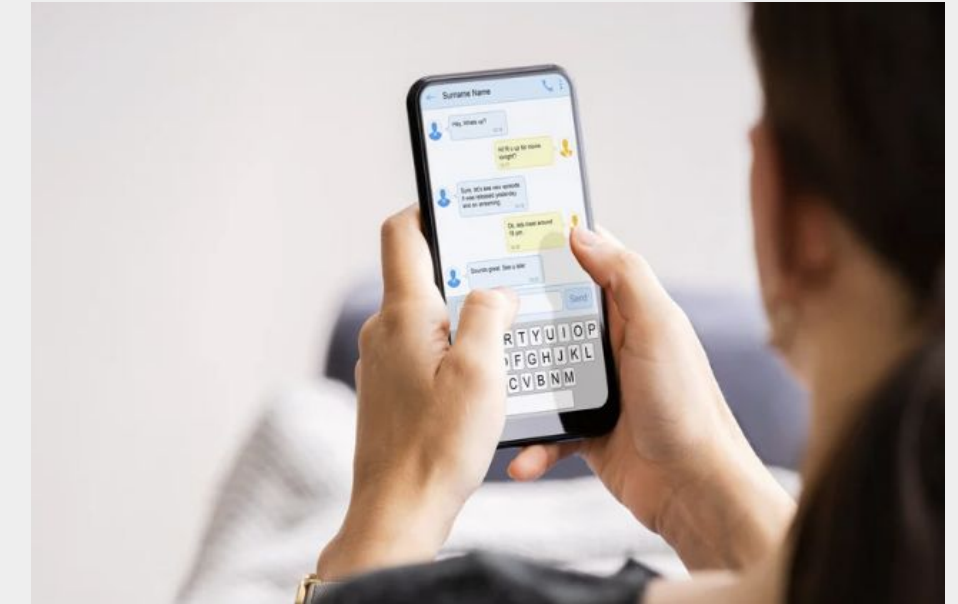
Sufficient Frequency

Trust is built by repetition, not by a single brilliant explanation. The practices patients remember are the ones they keep seeing.



Strategic Content

Patients need to see you as the authority. Demonstrate your diagnostic thinking and showcase your proven process (signature methodology).

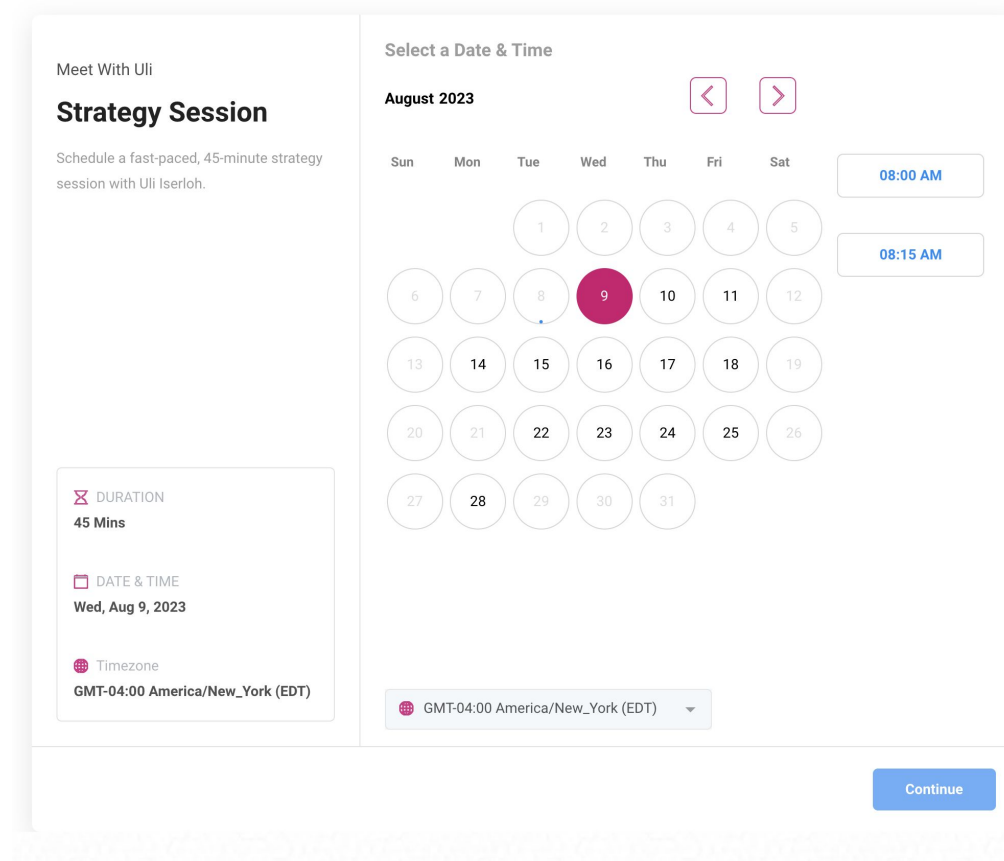


Engage With Comments

Automation carries your resonance and frequency off rented social platforms and into email and SMS, channels you own and control.

Your Success Planning Session

- Deploy your patient education system
- Improve your strategic social media approach
- Discuss how to amplify exposure (paid ads)



Meet With Uli

Strategy Session

Schedule a fast-paced, 45-minute strategy session with Uli Iserloh.

DURATION
45 Mins

DATE & TIME
Wed, Aug 9, 2023

Timezone
GMT-04:00 America/New_York (EDT)

Select a Date & Time

August 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

08:00 AM
08:15 AM

GMT-04:00 America/New_York (EDT)

Continue



<https://bigboost.marketing/sps>

