

PATIENT CONVERT PODCAST

## WHY DOCTORS SHOULD START A PODCAST (AND HOW TO)



WITH HOST KELLEY KNOTT &  
SPECIAL GUEST: DR. ERNESTO

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## Why Doctors Should Start a Podcast (and How To) w/ Dr. Ernesto #122

**This was transcribed by AI please excuse typos!**

**Justin Knott:** [00:00:10] Hi, everybody, and welcome to another episode of the Patient Convert podcast. I'm your co-host, Justin Knott, and I am very excited about our guest, Dr. Dr. E, that we have on today. Doctor, you want to introduce yourself? And before we get started, so the guests could get familiar with kind of who you are and what you do for sure.

**Dr. Ernesto:** [00:00:32] Hey, Justin. Thank you so much for having me and for everyone listening. So my name some Nestl. I am a physician. I'm a medical doctor. I grew up in Mexico City. I trained in Mexico City, then in the U.S. And my field is regional medicine.

**Dr. Ernesto:** [00:00:47] So I've been doing stem cell treatments, stem cell therapies, stem cell research. I've been involved in that for a little over a decade. And I've always been an entrepreneur. I've always liked it. And what started as a side gig, helping some

of my colleagues improve their practices and grow their businesses has now become my main gig and I'm loving it. It's been very, very rewarding to be able to help other physicians really fulfill their dreams, their financial dreams and their professional dreams and still serve their patients.

**Justin Knott:** [00:01:28] That's excellent. And why? Because I know we've talked a lot even before the podcast episode and with what you do and just alluded to. Why do you think from an entrepreneurial standpoint, why do you think as physicians that this could be kind of one of the answers to kind of what's going on in the health care crisis at the moment? Why do you think that this just theory of physicians being entrepreneurs could be part of that answer?

**Dr. Ernesto:** [00:01:54] Well, this is something that I've been thinking about for for a number of years now. And I recently just learned that doctor, Dr. Zubin in and, you know, and probably from a doctor ZDoggMD and he does a lot of parodies and a lot of videos. He's been talking about this as well, calling it Health 3.0.

**Dr. Ernesto:** [00:02:10] And basically what happened is, you know, in the 70s and maybe even a little bit before that and towards the 80s, what happened is that doctors started giving up control of the business of health care on in the name of saying, listen, I just want to be a doctor. I just want to focus on my patients.

**Dr. Ernesto:** [00:02:28] And these these business people started coming in and this administrators and the MBA started coming in and saying, listen, doctor, you focus on treating the patients and we'll focus on running the business. And these are people with good intentions, right? They're not they're not evil. These are people with good intentions. But what started happening is that the whole model started changing and we ended up getting like a fee for value and a bunch of other things and misaligned incentives. And in reality, the big, big, big problem is that doctors no longer control the business of health care and never has it been more obvious as it is right now with the current crisis that we're living through. When we're seeing that hospitals don't have enough PPE, hospitals are forcing doctors to work without the proper protective equipment, without the necessary tests, they're cutting costs where they shouldn't be cutting costs. They're cutting salaries.

**Dr. Ernesto:** [00:03:20] And when you stop and you think about that as a physician, no doctor would have made those decisions that these people are making. So my belief is, if we can if I can empower other doctors through through my company and through some of our efforts, some of the partnerships that we've that we've made over the last couple of months, if we can empower more doctors to become entrepreneurs and in really being control of their business, we will be able to regain the business of health care for the benefit of both doctors and patients because both doctors and patients. And when I say doctors, really, I'm talking about the entirety of the medical professionals. So doctors and nurses and physical therapists and then everyone who's involved in actually delivering health care, because right now we're being commodities and nobody really is benefiting from this. Patients are not. And the doctor certainly are not. So that's why I'm so passionate about educating and equipping my colleagues with the skills necessary to run their own business and be able to serve their patients better.

**Justin Knott:** [00:04:31] Yeah, that's that's a great point, actually. You brought up something that made me think about how they've kind of lost their power. We actually have one of our clients mentioned this to me. I thought it was a pretty profound moment, right, when the whole COVID kind of hit a boiling point. And it started becoming kind of a very scary societal situation. I was chatting with him and he works on staff at one of the large hospitals in Atlanta, and they have literally locked themselves, the heads, the head physicians of the hospital in a room, essentially barring the admins. And he said what they took away from this. He said this will be a lesson when we get on the other side to add means that they should not be in charge of the situation. They waited so long to react and made so many bad decisions. This is a unfortunate reality that because providers are not in charge of what you get when that happens. And it was it's so interesting that you said that because he was like I told you so.

**Dr. Ernesto:** [00:05:33] And I want to emphasize, I don't think that they're bad people. I don't think that they have bad intentions. Don't get me wrong. Sometimes people think that, you know, that we're just the conspiracy theorists and like, yes, sure, everyone's out to get Jim. I'm not thinking. I'm just saying the people who have never put a hand on a patient and don't know what it is like to deliver health care shouldn't be making these calls. They may be great at business, but they should not be making these calls. And that's why I always say and I hope I don't offend you any MBA and any business person, that it's easier and then makes more sense for a doctor to learn business and to

learn marketing, to make learn sales and to make learn all these things in order to run their practice than it is for a marketer or a business person to understand the nuances of health care and be able to run a health care business effectively and efficiently.

**Justin Knott:** [00:06:27] That makes total sense.

**Dr. Ernesto:** [00:06:28] And that kind of brings me to is a good lead in to kind of one of our really our main topic today. We actually just did a blog post about it. But I'm a huge obviously people that are listening to this right now of podcasts. And as a physician entrepreneur, you have found podcasting to be a powerful tool to help doctors create their own voice. Why do you think we're kind of shifting gears and talking about podcasting? Why do you why have you placed in your ad what you're doing for position on for such a big emphasis on podcasting us as an avenue of choice?

**Dr. Ernesto:** [00:07:04] Well, for the last couple of years, especially as Google has become this all encompassing place and all my colleagues complain about Dr. Google and how people come up with their diagnosis and people come up with their own ideas and they're following somebody else online that told them to, you know, do a juice cleanse or what not. And in reality, what I tell sometimes some of my clients is it's our fault as physicians. And the reason I say it's our fault that patients are doing that is because as physicians, we have stayed back and we have not participated in this activity. I'm not even going to call it a game. But this activity of of creating content and putting out information, valuable information out there regarding health for patients to consume, because if all the information that was out there was from qualified physicians, which some of them, some of them do. Don't get me wrong. A lot of doctors do put out good content. But the overwhelming majority of doctors are not putting this content out there. So they're not educating potential patients. They're not educating people on this. And so people are getting their information from the YouTube hour of turn right. And one of the things one of the barriers that I always saw with the previous generations of content generation of content creation really is that writing a blog is time consuming. Not everyone is a writer. Of course we can all type. But that doesn't make you a writer. So it was it was very hard for doctors to really get into that. Then we started getting I mean, although podcasting has been around for a long time, it technical, technically or technologically, it hasn't been as accessible as it has been for the last maybe 18 months, right?

**Justin Knott:** [00:08:48] Yeah, for sure. It's really exploded.

**Dr. Ernesto:** [00:08:51] Exactly. And after like in between that, we started seeing that the rights of Facebook and Instagram and YouTube and all those things require that extra level of of putting yourself out there.

**Dr. Ernesto:** [00:09:03] Right. Creating good photos and and engaging and doing all these things that most of the time most doctors are not comfortable doing. And I think that podcasting, no one is really, really good for a good medium for doctors, because we all talk every day, every day in our office. We're educating our patients.

**Justin Knott:** [00:09:22] I was about to say you're natural educators and teachers. That's kind of what the profession of the doctor is, as most doctors are natural teachers by trade.

**Dr. Ernesto:** [00:09:31] Exactly. So it's it's a very natural transition. We don't need to do our hair. We don't need fancy lights. We don't need anything other than what are our cell phones already have.

**Dr. Ernesto:** [00:09:41] Sure, you can get a nicer microphone and that's going to set you back, let's say, fifty dollars. One hundred dollars of equipment if you want to go to really, really fancy. But that's really all you need. You can record in a hotel room. You can record at home, you can record at your office. You can record pretty much like literally anywhere.

**Dr. Ernesto:** [00:09:59] And it's very easy to generate that content. Put it out there. That's on the DR side. But on the on the listener side, podcasting has one great advantage over every other medium, and it's the only kind of medium that you can consume while doing something else.

**Dr. Ernesto:** [00:10:15] It doesn't require dedicated time to it because if you want to watch video, you've got to stop doing everything that you're doing and watch the video. Otherwise, you're not watching. If you need to read something. Same thing if you need to look at a photo or anything like that. But podcasting people can take it with them

while they're driving their kids, while they're doing the laundry, while they're at the gym, while they're commuting. So it is very easy for them to consume this, right.

**Justin Knott:** [00:10:42] I could not agree more. And that's what is what is so great as it is so much of America, obviously not right now.

**Justin Knott:** [00:10:49] But even now, like you said, like most of America commutes right now, they're not commuting, but then they have more downtime and they're trying to fill that space. And it just podcasting is such an easy way to consume. And it's refreshing to hear we've been such kind of ambassadors to our clients and talking to our blue in the face because we deal with physicians mainly as as our in clientele is most of the time when they think about content creation. It's these long form blog posts. And I like I don't have the time to write fifteen hundred two thousand twenty five hundred words like a white paper almost. And that is not necessarily what the answer has to be an. I think with the with this mass growth and podcasting, it presents such a great opportunity for doctors to get very involved in the content game, address their niche, what, to a captive audience. But I think that brings up something that all too often when we do deal with clients from content marketing that they're really struggling to get started. There are kind of arrested to even get out there and get started because they can't figure out topically what they need to be doing. And even if there is an audience, a for their niche and once they do get involved in that in starting a podcast, how do they find topics to continue moving forward? And so do you have any advice within your experience for a finding, kind of your sweet spot for what you want to talk about? And then once you do have it, trying to make it as easy on yourself to start coming up with ideas?

**Dr. Ernesto:** [00:12:23] Yeah, for sure. And then that's a great observation, because you're absolutely right. A lot of people will sometimes get very pumped up and motivated about it.

**Justin Knott:** [00:12:31] And then they're like, oh, wait, now I've got to come up with ideas.

**Dr. Ernesto:** [00:12:34] Exactly. Exactly. But here's the here's the thing. Anyone who's been in practice for more than a couple of years has already more than enough material

to be creating podcasts. So when you stop, the first thing you've got to do when you're when you're planning a podcast.

**Dr. Ernesto:** [00:12:53] And I'm sure you've recommended this as well to your to your clients when, you know, when they're redoing their Web site or when they're starting their first Web site or where they are starting a blog or a YouTube channel. It's figure out who do you want to talk to on this medium, on this channel. All right.

**Dr. Ernesto:** [00:13:09] So once you figure out what kind of information you get put out, because I have doctors who make podcasts for other doctors, I have doctors who harder for medical students. I have the doctors who make podcasts for patients.

**Dr. Ernesto:** [00:13:22] I have doctors who make podcasts for in regards to health for people who would never be their patient. So, yeah, it's very important to figure that one out. And once you figure that one out, then if it's for one of your patients or for for somebody who could be your patient, then just just think about one of the most common questions that I get. And that alone will give you fifteen episodes right there, if not all of it.

**Justin Knott:** [00:13:46] FAQs, I'm such a big believer, what you just said is everyone is like, how do I come up with blog posts or even for SEO. It's how we talk about how you strengthen pages is doctors get asked a thousand questions a month from their patients. If you just take the time to write that down. That's such a great idea.

**Dr. Ernesto:** [00:14:05] And now here's the second one. And this one is even better because nowadays we know that a lot of our doctors. I mean, it doesn't really apply for this for direct primary care and all those kind of doctors who do have the time to spend with patients. But most doctors nowadays don't have a lot of time to spend with the patients. So what you need to do right then and there and what I normally recommend they do is just talk to your staff, ask them if you have a Physician liaison, ask, listen, what are what are patients concerned about these patients that you're referring to me or these patients that that are coming from from from this one source or when they call you one of the questions that they have? I work a lot, obviously, because of my background. I consult a lot with with physicians who are offering stem cell treatments. So the easiest

way for them to get information in order to to address on a podcast is just sit down with whoever answers the phone or your clinic. And other than price.

**Dr. Ernesto:** [00:14:59] Ask them, what are the most common questions that you get asked when somebody calls you? What would what do they want to know? And then you'll you'll be able to start gauging. OK. So people are interested in finding out what is a down time for this kind of procedure? What is a recovery time? What is what are the expected results? What are the limitations? What are the side effects? And that alone will give you more than enough mature because you don't need to speak for an hour. 15 minutes is way more than enough for a lot of cases.

**Justin Knott:** [00:15:28] I totally agree. And that's that's what's great about a podcast and what's great about video. That's what's great is that there yes, there are blue prints and there's statistical analysis and data you can look up from like the fact that webinars that are 60 minutes long historically performed better than ones that are 30 minutes long and two minute video is better.

**Justin Knott:** [00:15:48] It honestly is if you create consistency and you create value, you really need to make it yours. And that's what's different. Like Kelley just interviewed a girl named Shay Rowbottom, who is massive on LinkedIn right now and just crushing it. And she's created a type of video content that's become really a signature that you see across the board on LinkedIn. And there was no path paved with that. And I agree you can make it. There's people that make tons of podcasts that are 10 minutes and that's their stick, is the fact that you can get in and out of their podcasts really quickly. And so I literally can be whatever you want it to be. And I think another thing that I like to tell doctors is. There is an audience just like there's a Facebook group for everything. There's an audience for everything. And I always bring up this one physician who is a close friend of Kelley and I's. And so he came to our wedding and everything. He's been. He's been a friend of ours for over a decade. He's an infectious disease doctor in Atlanta. He has tens of thousands of people coming to his Web site and people flying in from all over the United States and even inquiries across the world because of what he blogs about, about immuno deficiencies and a unique way that he approaches addressing chronic sinusitis. If he can do it and have a hyper engaged audience, anybody can always see that.



**Dr. Ernesto:** [00:17:18] And you know what? If you're putting content out there, you are showcasing your expertise and it's not lying. It's not making stuff up. And there's one example that I always give doctors and I love giving it because you've worked with doctors, you will understand right away.

**Dr. Ernesto:** [00:17:34] So I tell them, I said, listen, you know, who's America's doctor? And they immediately rolled their eyes and they say, Yeah, yeah, yeah, Dr. Oz. And I said, yes, you're absolutely right. I said, if Dr. Oz was to start giving out and offering consultations on health and wellness, do you think he'd be able to charge three or four times as much as you're charging for your services? And they say, well, yes, of course. I said, do you think he'd be able to do that because he's ten times better than you?

**Dr. Ernesto:** [00:18:00] Of course not. But you know what? He has created a brand for himself by putting out content because people recognize and. And as much as it hurts us as doctors to know this, patients don't go to the best doctor. They go to the one they perceive as the best.

**Justin Knott:** [00:18:21] It's also social proof and thought leadership. That's exactly.

**Dr. Ernesto:** [00:18:24] Exactly. And the way you can do that is by putting your content out there. Now, there is some risk behind it. And I'm gonna tell you what the risk is and what most doctors are afraid of. What are my peers going to think about this? Because if I start talking about things that are fluffy and and things that aren't super scientific and I don't put out the exact reference of the article and this and that, which is the other mistake, they try to make it super scientific and it's not for scientific people.

**Dr. Ernesto:** [00:18:50] And here's the real answer. Your peers are never going to listen to your pockets, just like they will never read your article and they will never watch your YouTube video because it's not for them, it's for potential patients correctly.

**Justin Knott:** [00:19:00] That's a great point. That's a really great point.

**Justin Knott:** [00:19:03] One of the other kind of, I think things and even it was something that we ran into when we started our podcast a while ago, is that can that can kind of be in the back of your mind, especially now you've kind of as a doctor,

you've come up with the idea, you've written down your FAQs use or you've talked to your staff. You've got the questions and the topics you do your first couple. But obviously you're going to hit a point where it just like I'm interviewing you now, you want to have guests on. Do you have any advice? Because that can be a great way, especially early on, is to piggyback off of other well-established podcasters or people with that have already carved their own space out as other physicians, as well as just simply connect with your colleagues in the field. What are you doing to help your your clients? Are people starting podcasts to kind of get out there and find guests to have on outside of what they're doing individually?

**Dr. Ernesto:** [00:20:00] Exactly. That is, in fact, one of the suggestions that we give them is like, listen, you don't even have to come up with all of your content yourself. You can start getting guests to come up. Because once once they define who their ideal listener is. They also need to understand and one thing that I tell him, like, listen, your friends, your buddies or your people who know you and they know you're a doctor, right? Yeah, of course they know like and they know you're like a north, those surgeon. Correct. And they say, yes, sure. Sure. They know that I'm a north of a surgeon. But when they see you at a cocktail party and they have a question about it, you know, menstrual disorders, about fertility, about infectious diseases, do they ask you?

**Dr. Ernesto:** [00:20:45] And they say, yeah, of course. OK. So that means that people have that curiosity and they trust you because you're a doctor.

**Dr. Ernesto:** [00:20:53] So you because you're a professional, you don't want to get into those fields. You don't want to say, I'm just going to do a podcast, I'm going to riff on an infectious disease. But, you know, other doctors, you can bring them on and have them share their expertise in their experience with your guests. And you can also contribute your own knowledge and your own background as to how that ties together. And then it's building you up as the expert because you're bringing them to your show.

**Dr. Ernesto:** [00:21:17] You're you're giving that space to them and you're introducing your listeners to them. Second great advantage is that that is. And I know that we're gonna touch upon this and it is marketing your podcast. There is no easy your way to market your podcast then to have somebody else market it for you. Right now, I'm here on your podcast. And once this goes live, I will share it with my audience because I

know it's of value to them. It's a different perspective to what they normally listen from me. And they will want to listen to that. So it serves you and it serves me right. So it's it's a great it's a great way to to create that synergy and to give you a wider range of topics. Just to give me an example. I have my own podcast and my own pocket is Dr. E The Stem Cell Guy. And it's the Highway to Health Show.

**Dr. Ernesto:** [00:22:03] And I figured out, well, there's only so much I can talk about stem cells that is of value to these people. But I have a background in regional medicine. I have background in anti aging. And there are certain areas I have mental and physical and emotional. And I bring in experts in those fields. And they're not they're not all of her physicians. Sometimes we talk about meditation. Sometimes we talk about sleep. Sometimes we talk about child development. Why those topics? Because those are topics that are of interest to my ideal listener.

**Justin Knott:** [00:22:33] I totally agree. There are so many positives about bringing guests on because they just there's so many different perspectives you can gain out of it.

**Justin Knott:** [00:22:41] It's such a larger audience that you can reach, as you alluded to. And it just gives. It's just something fresh to listen to, too. I just think that that's a great way. What do you think from an actionable standpoint? What have you found some of the most effective ways of connecting? Is it just like using your colleagues email, using leaves, then all of the above? What have you found have been good ways to reach out to people that you'd like to have in podcast?

**Dr. Ernesto:** [00:23:11] Well, pretty much any way that you can and where they are active. I think the biggest mistake is trying to reach somebody in a way that only you are using and you assume that they need to use. For instance, if somebody wants to have me on their podcast and they sent me an email, I'm probably not going to reply and probably not even in a timely fashion because I check my email like once every two weeks. But if somebody sends me a message on LinkedIn where I'm active there, they're more likely to get, you know, to engage in a conversation with me and we might hit it off. The easiest way and the best way is to just figure something out about that person. Connect with them and don't make it sound like, listen, I know you have a lot of followers and I would love to have you in my pocket so that I can get some of your

audience, because that's you're not giving them value. The best way is to figure out, OK, what does this person talk about? How is that going to benefit my audience and how is that going to benefit them? And here's a big trick. And this is part of our secret sauce. Your you know, you know, avatars, obviously, and I'm sure you work with your clients on this and you have an ideal listener have a target. But I also have an ideal guest avatar and the number one person that we try to satisfy and to keep happy and to really wow our guests. So so we you know, we we give them the white glove treatment. Why? Because we want them to say yes, number one.

**Dr. Ernesto:** [00:24:35] And number two, we want them to enjoy the interview. So you prepare for the interview. You make sure that you have questions that they're interested in and that they know how to address you, send them up to hit home runs all throughout the interview so that by the time it comes alive, you can say, listen, it's gonna be great. Can you help me share this? And they're gonna be more than happy to share it and give you referrals. Once you start getting a couple of these guests to be on your show, then it's very easy because they will recommend somebody else and they will they will tell their buddies we will have buddies in the same field. If if you ask me to, they like this, who else should I have on the podcast? I'm going to give you a couple of referrals of people that are, you know, that I know are going to come here and do a good job. So it's the same thing once you start. Getting some good quality park guests and the other thing is agencies.

**Dr. Ernesto:** [00:25:20] Once you start, once you start treating them really well. Agencies, because a lot of these people, they want to be in park as they hire an agency.

**Dr. Ernesto:** [00:25:27] So once you start treating these guests, well, the agencies will be we'll be begging you to get their clients on. Right now, I have a waitlist and I don't even have to solicit clients. I have a list of of two or three agencies that are causally submitting guests for us to interview.

**Justin Knott:** [00:25:40] That's that. That is a that's a really great point. Well, all of that is really effective.

**Justin Knott:** [00:25:45] I think when you're especially if you're seeking someone larger, what we found and we've even got interviews from some larger digital marketing

strategists and CEOs that will be coming out in the coming weeks. And that's what I noticed is, is it really comes down to, I think, a genuineness in your outreach as far as like I do enjoy your content. And this is how I see you being able to provide a different perspective to our our listeners. And if you're willing to spend a little extra time versus just something templated fashion. Most people are even even people with very, very large audiences are very happy to come on and join if they know that you've had a genuine interest in the outreach attempt.

**Dr. Ernesto:** [00:26:32] Yeah. And I think I think that's that's the keyword there. A genuine interest in what they have to share. And not because you realize that they have 30000 followers because they can smell. They get pitched those people. Right now, they're getting pitched every single day. And that's the other thing I was gonna say. Don't think that you need to bring in these super big influence. Let's say I can get I have a business podcast and I can get Gary V on it. He's not really going to push that one episode as much as some other guy who only has that one episode coming up. And that's his content strategy for that week. And you and you help them. You save this bacon by creating content for him that he's going to push it with everything he's got.

**Justin Knott:** [00:27:14] Yep. Yeah, that's that is that's a really great point there.

**Justin Knott:** [00:27:18] There are tradeoffs and the larger that they get, unless you're very large, especially if you're in your infancy, there definitely is an unlikeliness that they are going to be incentivized to share, share, share, share, share your material. And that can be a little deflating, too, if you get somebody big and and then it ends up not being really reciprocated. So I do think it is finding that right balance. And kind of as you grow, you grow your interviewer. But if you find people to interview that fit your audience well and are very hungry to grow their social network to, they see the value. And that's another piece of content. Like you said, you're gonna get a lot more out of those in the long run.

**Dr. Ernesto:** [00:27:54] And then again, it might not even be as valuable for your audience. So, for instance, in my in my field. So health and wellness space like the biggest park as you think about, they've asked bringing you think about Ben Greenfield and you think about all these like superintends, you know, health freaks and what happened that I noticed. And although I listen to those episodes and I follow most these

guys and I think many of them are really, really good. The truth of the matter is, most of the listeners that I wanted to target, who are the parents of, who were my former patients and children with autism and things like this, and I wanted to target them. They are not connected enough to these people. These these super intense freak people are too far off for them. And I wanted to create a show that was kind of like bridging the gap between the bio hackers and the couch potatoes, almost. So if I bring in Dave Asbury, they probably will not listen to it as much as if I bring in somebody that they can empathize with a little bit more. Right. So so those are also things that don't get don't get fixated that you need to have, you know, ten thousand downloads a month and you need to have all those huge numbers.

**Dr. Ernesto:** [00:29:03] You can you can do some very, very good with just a couple hundred downloads a month for your podcast. And you're serving your audience and you're building your brand and you're creating your tribe.

**Dr. Ernesto:** [00:29:14] So as we're kind of going through, we've talked about kind of why it's important how to find your niche and your topics, how to get guests on your podcasts.

**Justin Knott:** [00:29:25] How do you once you kind of get cranked up, you get going. What have you seen historically? How long does it usually take to I guess and I mean, everybody's got a different point of success. Like you said, whether it's downloads or more patients or X, Y and Z visibility or social growth. But what do you see typically from a traction standpoint that it usually takes to start to get move in and get in a good groove with podcasts?

**Dr. Ernesto:** [00:29:53] So the magic number is eight. We know that most podcasts never make it past eight episodes. So I always said it's a goal. Listen, let's make sure let's make sure that we we put 10 episodes out there and then we can start talking and we can start thinking about something else. And then most of time, like Prince is when I started my pockets, I said, okay, I'm going to. Weekly podcast. And I'm gonna do a weekly podcast weekend. We go out for one year. So fifty two episodes. And then I'll figure out if I want to continue. By episode 20 something, I decided. Yeah, this is going to be an ongoing thing. But in reality, traction, it depends on how you define it. And this comes also with gauge and expectations. We see all the time we see these courses

online about how to start a podcast. And they walk you through all the basics and all the technology and how to sign up and how to set up an account or all those things. But they don't necessarily tell you what you should be looking for and how to define success. And people are expecting for somebody to come to them and say, I'll sponsor you on. I'll pay you six thousand dollars a month to be on, you know, for you to mention my product or my service or whatever it is.

**Dr. Ernesto:** [00:31:03] And that's that's not the right metric to be looking at. Now, somebody else might say, well, I want to have X amount of patients. A lot of times it's also not even a good metric, because let's say that, you know, your listenership is all throughout the US and you're expecting people to come visit you to your office in Oklahoma City. So that's not going to be very likely. What I think is that if you give it about 10 episodes and you're consistent about it and you have a backend strategy to start gathering these people's information, to start collecting their emails, start targeting them, somehow start delivering value to them so that you can grow your tribe, then you're doing exactly that. You are growing a tribe. You're starting a movement, you're creating a personal brand. And it doesn't necessarily mean that you're going to just once you get to a fast, you're going to start selling them stuff, but you are going to continue to nurture them and they alone will give you further exposure and further exposure.

**Dr. Ernesto:** [00:31:59] So then when the time comes, like right now, we're seeing a lot of our clients, yours and mine, have been stopped from practicing right now because they do a lot of procedures. Right. But if they had a brand, they could continue serving these people. They could continue serving their tribe and maybe right now pivot into, OK, let's create an online course for how to maintain your immunity throughout covered so that you know, and they're serving them. And people will be happy to pay them 50 dollars or one hundred dollars for that course and they would be able to start generating some revenue.

**Dr. Ernesto:** [00:32:32] Right now, this is the kind of thing that that you plan for. It's kind of like putting deposits in the back. And that's what I that's that's why I say it's more important about being consistent than to be looking at metrics and saying, OK, yeah, it's working or it's not working. Just be consistent for 10 episodes and then engage.

**Justin Knott:** [00:32:48] That's that's a great point. I think that you just brought up because I actually had a couple episodes back.

**Justin Knott:** [00:32:55] We had John Wall on which if you're in the marketing world, he has a marketing podcast from Marketing over coffee. That's one of the bigger ones. But he is a firm believer. And I think you just brought up a good point that you touched on, is creating your own content and thought leadership foundation and why it's so important because you can control so many unknown variables when you do that. Like you just mentioned, if your practice gets shut down or say you're driving business through Google ads or your Facebook page or Facebook ads, and what if one of those closes or they triple in cost? But if you have this engaged community, whether it's a Facebook group or a large email audience or a forum that you've built, that's yours to keep. And it's and it's and no one can take that away from you. And I think that's what's really powerful long term. It gives you if you invest in that, it gives you so much more control versus being tethered to Facebook ads or whatever else. That may be that if you make it yours, it's your content and your audience, then you can do you can do whatever you need to inside of that in that space.

**Dr. Ernesto:** [00:34:10] So every every regenerative medicine practice or every stem cell practice physician in the U. S.

**Dr. Ernesto:** [00:34:15] We just heard you say that right now, immediately thought about last September when Google from, you know, from like overnight announced that they were stopping all ads for what they called unproven therapies, which included stem cell therapy. So overnight they shut down all their ads. And some of these people, they had been they had just hired some of these companies. They pay them 20, 30 thousand dollars to cradle a funnel and to do all sorts of things based on I'm going to get leads from Google ads.

**Dr. Ernesto:** [00:34:48] And suddenly Google says, like, yeah, no. Well, that's over. Not allowing that anymore.

**Justin Knott:** [00:34:52] But you saw it. I mean, you saw unfortunately saw it with Facebook when their IPO happened and they went public. And if you look at a trends graph, there has been an indirect or an inverse relationship between their stock price,



increasing take of it out of, say, look at twenty nineteen. And historically, with their stock price increase and their organic reach decrease. And unfortunately, lots of businesses were shuttered overnight. When they went from about a million likes on their business Facebook page and crushed it as an e-commerce business or a medical spa, whatever it was. And then all of a sudden their reach went from 90 percent when they posted down to one percent and they had to leverage Facebook ads. And then overnight, everything was close.

**Dr. Ernesto:** [00:35:33] And even then, here you are posting ads. And if you don't have the ability to follow up with these people except through Facebook, Facebook, still gonna charge you that task to reach them. So it's always it's always important. That's what I always tell people, like, listen, there's nothing challenging about grabbing your phone and speaking to it and uploading it to Ankara. It's going to take you 50 minutes. And you've got a podcast. You can now tell the world that you've got a podcast. The problem is or the challenge comes and what's your purpose behind it? And you need to have an overall plan and strategy because there's nothing more disappointing to see somebody spend the time. And I'm sure you've seen this with blogs and you've seen this with YouTube channels. When doctors finally decide to bite the bullet and say, OK, I'm going to do this. But they forget that it's not. You build it, they will come. Now, you need to market it and really marketing it. The podcast is 90 percent of the battle. It makes no sense to have the most amazing podcast if nobody listens to it.

**Justin Knott:** [00:36:29] Yeah, I totally agree. And what you what you just said is so true. Gary V mentioned it on his podcast. You mentioned him earlier.

**Justin Knott:** [00:36:36] But I, I firmly believe the technology that exists in my iPhone eleven, it was literally worth hundreds of thousands of dollars, even even ten or fifteen years ago. I mean, think of the level of mass communication, an audience that you can reach and the level of of of people that would have taken back in the day in the 90s or the early 2000s to accomplish that. I mean, it was really only like USA Today and The New York Times they were spending hundreds of thousands and millions of dollars to put things together that you can literally in 30 seconds create on your phone and post on something like Anchor or Libsyn and post it out to forty five different platforms. And that's just it's amazing. It's it's all right in your fit. Right.

**Dr. Ernesto:** [00:37:21] Your pocket and all over the world.

**Justin Knott:** [00:37:24] All over the world. I mean, a global broadcast network that can reach potentially millions of people creating content and distribution channels that I mean there's like I've mentioned back in the 90s, I mean, you would have invested tens of millions of dollars to get that kind of reach.

**Dr. Ernesto:** [00:37:41] Exactly. Exactly. And then and now we'll have it. But it's it's a matter of really figuring out how are we going to make sure that now people can listen to us, because the problem is that because we have it, most of the world has it. So generating content is no longer the barrier of entry. Anyone can generate a lot of content. Now, how do we figure out how do we get people to actually consume it and be interested in it? And that's what we have to start thinking, like marketers. So my mentor, Darren Hardy, says that every business does two things. They build stuff and they sell stuff and they market stuff. Most businesses suck at number two, yet big. Just focus on on product. This is my product. I'm enamored with it. I am going to make it better than the competitors. I'm going to add all these things and blah, blah, blah. But then then we all suck at selling and marketing it.

**Justin Knott:** [00:38:31] Yep. What I do, I totally agree with that. As an entrepreneur, I could not agree with that more. What are your.

**Justin Knott:** [00:38:41] Because I mean, the theory is out there and even if you look at the really good, the guys that are doing it really good and have established high levels of thought leadership and tons of different verticals, it's really that kind of adage of you spend 10 times more time marketing something than you do actually creating it. So what are your biggest tips? Once you get you got your podcasts flow down, you create an episode or you create a season and whatever it is. What are your biggest tips for the listeners out there getting that that one hundredth download or thousandth download and starting to gain? Once you do get kind of traction, you're talking about what's your biggest marketing tips that they should be aware of?

**Dr. Ernesto:** [00:39:21] So marketing a podcast is just like marketing a blog or a YouTube channel. It's all based on SEO. And I know you're going to love this because that's that's your thing. Speaking of which, for sure. Exactly. Exactly. And you're going to

totally recognize it's a matter of fact, I saw a video or an article that you posted recently talking about MCO for your YouTube channel. What what were you saying? Do you remember what what you mentioned about description?

**Justin Knott:** [00:39:45] Yeah, absolutely. So there's there's it's very similar, as you said, podcast fall in. The category that videos do is if you think of bout it like a blog post and the way that Google's algorithm works, things start should be structured very similarly from keyword front loading, the keyword in the title tags, transcribing your video so you can get that full description inside of there. And then. Leaking it back to whatever focal point back on your Web site. But it's a very similar process that you should go through and video as you do your blog. And I'm sure podcasts you would say probably pretty similar.

**Dr. Ernesto:** [00:40:25] Exactly. And that's that's the one thing that I wanted to touch upon, because that is the one thing that most people neglect. People neglect. So much so much more than when you look at all those YouTube videos and the descriptions, literally one sentence instead of taking advantage of the fifteen hundred characters that that YouTube allows you to actually probably even more like two thousand, right.

**Justin Knott:** [00:40:48] Well yeah. It's like twenty five hundred a five thousand something along those lines.

**Dr. Ernesto:** [00:40:51] So here's the trick in the podcasts in the, in the podcast itself. So in your pockets host, you can add both the summary and the description. On top of that when you encode the MP3 file.

**Dr. Ernesto:** [00:41:03] You can add a summary and a description there so that people are finding it one way or another. You're going to remember all of this is stored in computers and they're they're speaking for all these different keywords. So once you identified the keywords, that's another big one. I'm sorry. Actually, before that is, we need to figure out what's of interest to our our ideal audience. And then we figure out what are the keywords so that you can think about. And if you know that, you're going to bring in an expert in, let's say, stem cell therapy. And you know that some of the common keywords around that is stem cell therapy for autism, the stem cell therapy for

this and umbilical cord stem cells. You want to make sure that you mentioned those keywords throughout the interview. Right.

**Dr. Ernesto:** [00:41:44] And then you that you say them, they'll make it robotic, but make sure that you do mentioned those. And then there's the other thing that a lot of people neglect, which are the show notes. Imagine if you could do a YouTube description with absolutely no limitations as to what kind of markup you can put in there, which means that you can put links to two other sites. You can put videos. You can put links to more of your stuff. You can put the entire transcript. You can put links to the to the guests page and Web site. And they can link back to you. You can literally do that. And you should be doing that for every single one of your episodes. And I do believe that's probably one of the biggest things that we do for clients, which is we create these super rich show notes because for most podcasters, that takes a lot of time and that's almost an afterthought.

**Dr. Ernesto:** [00:42:39] So I'll just put episode 14. I interviewed so-and-so and here's the links to his page. That's a waste. That's a waste of marketing opportunity. Now, the good news is that you can go back to your shows and retroactively optimize them for SEO so that you will be you will be found and definitely add a transcript.

**Justin Knott:** [00:42:58] Yeah, I totally agree. It's an opportunity sitting right in front of you to create a blog post out of your show notes. And then because one of the biggest ranking factors for search is you've got this kind of the show notes that you've turned into a blog post. You put the podcast at the top and then what you just talked about. You can even elaborate further if you really want to get into it and create a video or two. Imagine how long you can keep somebody. If you have a 30 minute podcast episode, you post out the link on, say, your LinkedIn. Then going back to your blog post, has your show notes about it. They click on it. They come and there will sit on that blog post listening to that episode potentially for 30 minutes. If they stand the show notes and then watch a video or two, you can have them other than on page time. Forty five. Fifty minutes an hour. And that is a massive, massive on page time for your Web site. That is going to help the over arching SEO of your site as a whole.

**Dr. Ernesto:** [00:44:06] Exactly. And that's another that's another thing to consider. A lot of the podcast hosts are now offering. So the podcast hosting platform are offering

show notes, pages. So they will have a show notes page for your for your episode. I strongly encourage people to not use those ones because once again, they're being very limited, just like just resorting to the default description that you can have just posted on your Web site and and make sure that you're the rest of your Web site is getting some of that juice that you're going to be generating from that super rich SEO.

**Dr. Ernesto:** [00:44:45] And and you have the ability to put as much stuff as you want. And there you can link to other similar episodes. So you categorize them in that way they automatically are linked to the other episodes. They're rich. And here's the second part. You make it all about the guests. If you visit any of the show notes, for instance, of my show, I don't wanna be talking about our clients because I haven't asked them if that's OK, which I'm sure it probably is. But but if you visit my Web site for it for the podcast and you look at the show. No. It's all about the gas.

**Dr. Ernesto:** [00:45:16] We actually just recently added a guest page so that if somebody has been in more than one episode, they can they can see them there and they're in love with that part. And they send their traffic over there and they like it. And then they will they will link to it, because if it's not about them, they might not share the link to your episode. They'll share the link to the player.

**Dr. Ernesto:** [00:45:36] They'll share the link so that people can download the episode on their app. And remember, your goal is to get people on your Web site, because that's when they're likely to join your newsletter, your email list. That's when they're. That's when you'll be able to pixel them and retarget them. And that's where you'll be able to do all those things. So if you make it all about the guest, the guest will be happy to share that information with their tribe.

**Justin Knott:** [00:45:59] Yeah, I completely agree. I think that's one of the big and what's great, too, is from a transcription standpoint, as are so many different services out there that can do it from obviously actually manually having somebody do it.

**Justin Knott:** [00:46:13] Sonic, Otter, those are A.I. technologies that are out there. Google Transcribe. There's so many different technologies out there from three to four.

**Dr. Ernesto:** [00:46:25] There's one. There's one. I really like that. It's called a AUPHONIC. And what they do is they do sound leveling and they do a bunch of other things. They encode your MP three files and then that's how I encode my MP3 files.

**Dr. Ernesto:** [00:46:39] So I record, I send that to my sound editor. He sends it back. And because I like doing this stuff, I do this for myself. But we also my team does this for clients. So they send me back the wave file and I encoded an audible. You put in a custom graphics, you put custom graphics to each episode. That's also very important because if the custom graphic of the episode with the guest has his picture, he's more likely to share it than if it has the generic podcast graphic. So we make sure that we have his picture and we have his name right there in big letters, big bold letters. So we encode the file there. And the great thing about a funny because that you can connect it to, for instance, I have connected to my Google Transcribe and to my Dropbox and to my YouTube channel so it can create an autograph that goes directly into YouTube. It can create a it can encode everything and put it in Dropbox so that it syncs automatically to my to our to our producers computer. And she can upload and create the show notes and all those things and it transcribes it automatically. So you literally just log in there and it uploads and process the whole thing and they charge you. It is eleven, eleven dollars a month because it's ten year old 10 year a month and you get ten hours of credit and it's free for two hours a month. So they give you two free hours every month.

**Justin Knott:** [00:47:57] You just told me something new too.

**Dr. Ernesto:** [00:48:00] It's not that it's not very well known. It's it's it's the German site. And I don't know how I even stumbled upon it. And then to I I've actually told it like said, listen, don't for me, but you should totally charge more for what you're doing because this is not me. Yeah, exactly. Don't do this to me. But but you could totally get away with charging more for this.

**Justin Knott:** [00:48:21] Wow. Yeah. That's. That is really fantastic. That's a feeling. With anything today. That's a great tip from from a fellow chronic podcast or we've found great success using podcasting.

**Justin Knott:** [00:48:32] That was a very valuable tip because I didn't even know about that. And that is one thing. You can be a little pain from getting transcription, especially accuracy. But taking that and then getting that kind of the next steps in the process taking place can be a chore. So that's.

**Dr. Ernesto:** [00:48:46] Yeah. Yeah. Just just to be clear, Auphonic doesn't transcribe, but it does connect through to Google's translate. OK, we'll transcribe API so you get the Google the Google translated file which started some tweaking. Yeah. But it's pretty good.

**Justin Knott:** [00:49:03] Now that's, that's, that's great. So before we wrap up now, we've talked about all of these success side of podcasting as people go through this and they hit some of these roadblocks and hurdles, what are some of the most common mistakes that listeners that are going to hopefully they had a light bulb moment and start their own podcast. What are things that from a foresight perspective that you could help them hopefully avoid?

**Dr. Ernesto:** [00:49:31] So the number one is to be overwhelmed when when you decide to start doing this and you start looking at what you're going to need and how to do it. And I just said, listen, it's not about just creating, but you also have to market and you have to do this. Don't get overwhelmed. The most important thing is to take the first step. And if your first four episodes nobody listens to, that's fine. If they're if they suck, you can even go back and delete them. The most important thing is to really get started, because what I see that most people struggle with is starting putting it out there. Yeah. And what happens if you put in put out six episodes and you hate doing it and it's not your thing. You delete it and that's it. That's the end of it. Nobody's gonna come over and criticize you. Nothing. That's going to happen. Listen, I tried it didn't work. Shut it down. That's it. So the number one is overwhelm. There there is a learning curve for sure. But, you know, most of our clients are doctors. You've already gone through medical school. That's when I tell you, listen, it's not brain surgery. You're already a brain surgeon. You've done the hard part. You can learn how to podcast. And we're standing by. If you need if you need some help, maybe you've already started your podcast and you want to optimize that. We're also available if you'd like to talk to us right now with this.

**Dr. Ernesto:** [00:50:45] With this whole COVID thing, we've been forced to transition a little bit our business, because we realize that a lot of our clients, we're not going to be able to serve and to see a lot of their patients. So it's a great opportunity for them to start this. So really, we're making our services super affordable if you just want to chat and get some ideas. Honestly, just visit the website and book a time. We'll be happy to talk to you. I'll be happy to talk to you if I have time on my schedule and answer a couple of questions to help you get started. Because like I said in the beginning, my mission, why I started doing this is because I need we all need more physician entrepreneurship, because I have a two year old boy and he's going to grow up and I want him to grow up in a world where doctors and where the health care system is not broken. And in order for that to happen, we need to have more doctors who are entrepreneurs. And I think that podcasting is a great way to do it. So if I can help you get started, please do let us know. But in order to overcome this, literally the number one mistake, the number one hurdle that I see is overwhelmed. It's not as hard as you think it is.

**Justin Knott:** [00:51:48] I think that is the most simple yet profound statement. And it's been part of my personal journey watching Kelley.

**Justin Knott:** [00:51:59] If you listen back, as you know, Kelley is watching her journey is it took us a long time, both of us and our own, I think, personal journeys of getting in front of the camera, doing podcasting, even writing very in-depth, very analytical level marketing blogs, because there's a there's obviously a rawness and an openness. You have to put yourself out there that it can be tough to get over, as well as just the overwhelming feeling of getting started and what this could potentially mean. And to see it really that is really the most important step is literally just doing it. And more than likely, you're going to hate, like looking back. We get a kick out of, like, the first stuff that we ever put together and we will get a kick out of what we're doing now five years from now, when hopefully it's elevated to the tenth degree. But we got started and now we went from, like, being afraid to do video to where we literally have a video and podcasting studio setup in our house. So we're like all but. Yeah. And so it's. It is. And same with you. I mean, sure. When you started and now we've done video chats and you got your own studio set up and it's like you'll get there. But the big thing is starting and you probably will get a kick out of the stuff when you look back. But you're going to get so much better over time if you if it's forever. It is something that you enjoy and you



like to do. You're gonna get so much better over time and provide so much more value and becomes so much more streamlined. But you just got to get started.

**Dr. Ernesto:** [00:53:28] That's that's what it was. And say you're gonna get better and you're gonna get better really, really fast. You're so fast that you're even going to forget how bad you were at first. And it's happened to me right now.

**Dr. Ernesto:** [00:53:39] One of the things that we started doing is we didn't start doing we recorded and zoom both video and audio. And at first we didn't release the video. We just released the the audio and we created audio grammes, which are those videos, which is just a graphic. And you see some tapes moving in the background with the episodes that we could have on YouTube as the episodes have been turning one year old. We've been going back and because we have the originals and recordings, we've been going back and creating the videos just like we created for it for for newer episodes. And just looking at what the first couple of episodes were like, it's kind of like, oh, my God, it was awful. It's normal. It's it's expected. And you can only learn. You can you can only learn how to swim by jumping in the pool. Yep. So you've got to do it.

**Justin Knott:** [00:54:26] Yeah. Yeah. You just got to because it's when you get one year, five years, ten years down the road, you'll have so much more skill set. But you will if you don't get started.

**Dr. Ernesto:** [00:54:35] Yeah.

**Justin Knott:** [00:54:37] All right. So, I mean, I learned a bunch I just learned about the phonic, which was excellent. I'm so glad the listeners learned a bunch. I really appreciate you, doctor, you for coming on. But before we do wrap up, I know you alluded to it and mentioned that in the beginning of the show, but how can people get connected to you if they do want to learn about starting a podcast or just get connected with you on LinkedIn? Tell us some ways the listeners can get connected with you.

**Dr. Ernesto:** [00:55:02] Yeah, so. So we've actually put together a new site. Like I said, because we saw the need for this. And we're also helping some other entrepreneurs

other than just physicians. And so we created a standalone side at [podcastinabox.co](http://podcastinabox.co) so you can just go to [podcastinabox.co](http://podcastinabox.co).

**Dr. Ernesto:** [00:55:18] And you're going to see all the options there. And you're going to see, well, what we're about and what we can help you. There are some freebies. There are some opt outs now for all of our listeners right now. What what what if I put together for you and this is something that we normally charge for, but I'm going to give it to you for free in exchange of making you jump through a little hoop. And that little hoop is not gonna cost you anything. All you need to do is go to your pockets to have wherever you're listen to this and find the pockets, convert, podcast's the patient, convert pockets and write a review for it.

**Dr. Ernesto:** [00:55:49] It can be positive or negative. It's probably going to be positive and take a screenshot of that. And then go to [podcastinabox.co/patientconvert](http://podcastinabox.co/patientconvert). And you're going to see a form you can uploaded. You can upload the screenshot there so that I know that you actually went ahead and did it.

[00:56:08] And I'm going to give you a full strategy call. It's a one hour strategy call so that we can strategize from start to finish what you're going to need for your part, because you're going to walk away with with your ideal listener avatar, the type of show that you should be doing. Some ideas for a title and a bunch of other things just for you to really decide when you're going to start doing that.

[00:56:28] I appreciate that, Doctor. Well, just let me know if they do leave bad or VW costumes.

[00:56:34] Yeah, well, well, well, cancel that call.

[00:56:36] But I'd appreciate Danielle deftly. Make sure you can. I can. Only dense. You obviously have everything in the show notes but he's super active on. Done. We do a lot of sharing back and forth on Lincoln too. So if you do go to his post you're probably gonna see both Kelly and I interacting and commenting and sharing a lot of his size material. So, yeah, make sure that you all connect. And thank you again for listening. And Dr. Thank you so much for coming on the show today and sharing a little bit of your

your wisdom and helping doctors become better entrepreneurs and look forward to hopefully having you on again.

[00:57:10] Yeah, for sure. You'll let me know. Justin, I had a great time. I'll be happy to come back.

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