**EPISODE 193**

**With guest Dr. Una**

**SEE THE SHOW NOTES AT:** [***www.doctorscrossing.com/episode193***](http://www.doctorscrossing.com/episode193)

[0:0:00]

DU: “For everything we do, there's somebody looking for just that. They just have no idea we exist. Every physician is already an entrepreneur. Every physician already has a business. That first business we all have in common is our personal brand.”

HF: Welcome to The Doctor's Crossing Carpe Diem podcast. If you're questioning your career in medicine, you've come to the right place. I'm Heather Fork, a former dermatologist and founder of The Doctor's Crossing. As a master certified coach, I've helped hundreds of physicians find greater happiness in their career, whether in medicine, a nonclinical job, or something else. I started this podcast to help you discover the career path that's best for you and give you some resources and encouragement to make it happen. You don't need to get stuck at the white coat crossroads. So, pull up a chair, my friend, and let's carpe that diem.

Hey there, and welcome back to the Doctor's Crossing Carpe Diem podcast. I'm your host, Heather Fork, and you're listening to episode number 193. Today, we have a very special returning guest, Dr. Nneka Unachukwu, known fondly to many, including ChatGPT, as Dr. Una.

Dr. Una is a pediatrician, bestselling author, podcaster, speaker, serial entrepreneur, and founder of the EntreMD Business School, where she helps physicians build profitable businesses so that they can live life and practice medicine on their own terms. Dr. Una joins me to discuss the importance of visibility for physicians.

As physicians, we may be more comfortable keeping our heads down and focusing on our work, maintaining a low profile. While there's nothing wrong with this approach, there are times when it's crucial for us to be more visible and to be seen and heard. This might mean being more visible in meetings at work and not being afraid to share your opinion or perspective. This could mean enhancing your presence on LinkedIn so recruiters and colleagues can find you, or it might entail being on Instagram, having a podcast, or starting a YouTube channel so the people you most want to help know about the great things that you offer.

It takes getting uncomfortable to become more visible, and it is easy to stay under the radar and under that rock. Therefore, we often need help and encouragement, concrete steps, and a little bit of tough love. Dr. Una is here to do just that for us.

I'm very excited to have her back on the podcast to share with us key insights and teachings from her latest great book, The Visibility Formula: Taking Your Business From Best Kept Secret to Household Name. Without further ado, let me welcome Dr. Una back to the podcast. Well, hey, Dr. Una, welcome.

DU: Oh my goodness. Thank you so much for having me. I'm glad to be back on the show. And that intro is everything. I think I'm going to take a recording of it and go transcribe it. It's so good.

HF: Well, thank you. You deserve it. I really wanted to frame up this topic because the book title, which is wonderful, is speaking to business owners. But a lot of physicians don't want to start a new business or they may not have their own practice or want to, but we can all benefit from being able to be authentically who we are and who we need to be to serve us well.

DU: Yeah, that's absolutely something we need. And Dr. Heather, there's something really interesting about the way we look at entrepreneurship in the EntreMD world, which is that every physician is already an entrepreneur. Every physician already has a business.

That first business we all have in common is our personal brand. If you think about it, it's Dr. Una Incorporated, Dr. Heather Fork Incorporated. That brand already exists. That's what takes you to work. If you build it out, that is a brand that people are like, “Okay, that's the person you want to promote. That's the person for that opportunity. That's the person who needs to speak on that stage.” So, we already have that. A lot of times it is unintentional and it's a random brand, but we can actually build it out. We can learn how to represent it. We can create the online reputation for it, the impersonal reputation for it, and it changes everything.

I would really love it for us as physicians to really think like, “I am the CEO of Dr. Me Incorporated.” And then if you then have a private practice or you have a speaking, coaching, consulting type of company and all that, that's your second business, if you will, but we all have a personal brand.

HF: I totally love that you say this and I use it and I quote you too with my clients. I say, “You are the CEO of your own business, no matter what you're doing.” And they love that because it helps them see themselves in a new light. So, thank you for phrasing it that way. Because it's really helpful.

DU: Happy to hear it because it changes everything. Just think of yourself as a CEO immediately. You sit up different, you think different, you choose to speak different, it's very different. And especially in the healthcare space we find ourselves in, if we can have physicians thinking that way, that makes a very big shift.

And the other thing is that everybody knows that we have businesses that are brands like they know. So when a recruiter reaches out and says, “Oh, we have this job opportunity.” You may not want it, but tell all your friends, what are they trying to do? Tap into our network, network that belongs to our business. Because they know that, right?

When a pharmaceutical company says, “Oh, come speak about our, our medication, our drug on this stage.” What are they leveraging? Our brand. The people in the healthcare ecosystem, they're very aware of our brands and how powerful they are and how they can be monetized and all of that. I think for the most part, we're the ones who haven't been as aware, but that's changing.

HF: Yes. And I want to dive in in a minute to sort of how we're thought to think of ourselves and act as physicians, which doesn't really serve us. We need to go in a phone booth and put on a new outfit in a way and turn around and come out more empowered. So I want to get to that in a minute, but before that, for people who aren't familiar with you, would you like to share a little bit of your story?

DU: Yeah. I'm Dr. Nneka Unachukwu, people call me Dr. Una, including my sister. It's the funniest thing. I went to medical school at the University of Nigeria. And it's a fun fact because while I was there, people were like, “What are you going to do when you're done?” I was like, I do not know, but I know that I do not want to be a pediatrician. So the joke is on me because I am a pediatrician. Initially my plan, I wanted to be an OB-GYN and all of that. After medical school, I moved to New Jersey. At the time, the lifestyle of OB-GYN, I was like, I just can't do that. I know I'm not going to have night life. So, doing overnights for the rest of my life is not something that would work.

And so, I went on to pediatrics because I could still find the mommies there and I did my training. I had no idea I would be on the path I'm on now. I got my first attending job out of residency. So moved to Georgia for that. And the interruption happened when I saw my first patient and I walked into the room, saw the patient, did my script, did all of that. I was like, I'm the big attending now. And then it was so anticlimactic. I still remember it. I was like, I'm going to do this 20 times a day for the next 30 years? Like what?

And so, I remember thinking there has to be more, I don't know what more is, but there has to be. And after I'd been at the practice for a number of months, I signed a one-year contract. And so, my boss was like, “Here's a five-year contract. I really like working with you.” And I'm like, “I'm thinking.” I've been married for three years. I just finished a three-year residency. My definition of forever is three years. Five years, I was like, “What?” And so, I was like, “I can't do that, but I was moving anyway.” I was like “I'm moving, so I won't stay.” And he says, “So, start your own practice.” I'm like, “That's not the way this works.”

People don't come out of residency, work for, for eight months and then start a practice. And in case you missed this ginormous bump, I'm pregnant. This is not the time. And he said, “Nah, you're doing most of the things you'll need to do there. If you need help, just ask me, I'll help you.”

And I will say that ignorance is bliss because I believed him and I started my practice and my philosophy was, I will hang the shingle and they will come. And I hung the shingle and they did not come. And so, here I was with the lease, with contracts, with all of these things. I know patience. And I was an introvert. I am an introvert, but socially, painfully shy, socially awkward introvert. And I remember thinking, “What am I going to do?” I felt like a deer caught in headlights. I wish I could escape, but I read a book. It's a really good book. I highly recommend it. It's Eat That Frog by Brian Tracy.

HF: Oh my gosh. That's one of my favorites.

DU: It's one of your favorites? It's such a good book.

HF: I love that book.

DU: He said, all business skills are learnable. I still remember that one line because that's the line that changed everything. I was like, all business skills are learnable. And I said, if I don't have the skills and I think I don't know anything about entrepreneurship and all these people are doing so much better than me. And I thought this was just my lot in life. But I was like, if there's anything I know how to do, I know how to learn. So business skills are learnable. I'm in luck.

And that's when I fell in love with learning to market, learning to promote my services, learning to hire, learning to build company culture, just realizing that everything is a learning project. I can learn it. And the practice went on to thrive. We did really well financially. I got a doc who wanted to work a day a week. I had a long weekend every weekend and everything was good.

And then in 2016, I remember just thinking, not thinking, because it wasn't an idea I had, but let's call it intuition. It just occurred to me that healthcare as we knew it was gone. And if the only thing I knew how to do was doctor, I'd be out of luck. The healthcare space has changed fundamentally. So it's my job to retool myself and adapt so I can thrive in the new version that's coming. And now it makes sense.

This was eight years ago. It made no sense. But then I started thinking, I didn't even know coaching was a thing. And that's why I have so much respect for the work you do, because you started doing this a long time ago when it wasn't really a thing. And I said, okay, well, I'm running a successful practice. Maybe I can teach people to do that. That's a skill I could develop. I could speak on stage. Doctors, we have some of the most fantastic stories and expertise. And I started piecing all that together and then started chasing after it, started learning to retool myself.

But I remember thinking, but I'm not the only one who's going to be out of luck. There are a million physicians. We're all going to be out of luck. And that's how EntreMD was born. Well, it's like, okay, let's all learn how to build profitable businesses. So we're back in control and we have the freedom to live life, and practice medicine on our terms. And that was 2018. And since then we've had podcasts, multiple bestselling books, the business school, but most importantly, thousands and thousands of doctors' lives that have been changed, whether their business is their personal brand or their business is a coaching business or a private practice, it's been quite the ride. So, yeah, that's my journey.

HF: I got this image when you were talking about this hit of intuition, like you were sitting up high on some rock on a mountain and you're hit by a lightning bolt or something like that. But back at you, thank you for your kind words. But I am very inspired by you. And I just know from the stories and your books and people I talk with, how many lives that you have changed and are changing. And one of the things I love that you say is the cavalry aren't coming. We are the cavalry. We have to help ourselves. And you're very much about empowerment.

That's what we talked about on your first podcast, how to go from a victim mentality to being empowered. And I think that's the pivotal point of, yes, the system is really difficult. We can't change it. We can't move the Titanic. But who we are as physicians is something and I don't mean to fluff ourselves up here. But what we went through is proof that we can do hard things. So we did what we did to get here. So now we just take those skills and we repurpose them.

Going back to this question I wanted to talk about was how we get this mindset around being a physician that doesn't service. And specifically what I often hear from doctors is that, “Well, I'm a private person.” I hear that a lot and I shouldn't go on social media and I'm not going to be talking about my patients. We're all about being confidential and preserving confidentiality. And so we often feel selfish, narcissistic that we're tooting our horn if we even say anything about what we do, that sounds complimentary in some way. I feel like there's a lot of rethinking that we have to do about who we are and what's really appropriate to even start to get out of this position of not being that visible.

DU: Yeah, it's a narrative around it. It's the story that's been told. The first thing is we were put in a container where the philosophy was you just stay in your lane and you see the patients and we will take care of everything else. And what that has done is that it has made us think that we can take care of patients or whatever it is that we do, if you're nonclinical, whatever the service is. So we think we can do that and the other things will magically fall into place. It doesn't work that way.

If you think about a physician going to work, they get to work, they grab their coffee, they go to their office, the medical assistant comes to say, “Okay, your patients are ready.” They go see the patients, then they go back to their office and they go home and then magically dollar bills show up in their banking accounts.

And so, we have this feeling that we can do that, forgetting that somebody did the marketing, somebody's whole job is PR to go and tell other people that you're there, forgetting that somebody else is responsible for the money, somebody is responsible for the billing, somebody is responsible for collections. And we walk away thinking we can hang shingles and they will come or we walk away feeling like I will just do this one thing and everything else will fall into place. It doesn't work that way. It doesn't work that way at all.

When we think, for instance, we're talking about the way we feel if we need to go promote ourselves, we're not actually promoting ourselves. We're promoting what we do. And if we believe in what we do is our obligation to tell people about it. If you think about this, Dr. Fork, for instance, right now, there is something in your life that is a pain point that you wish you could find somebody who can solve it and you will happily pay them.

HF: Like my eyebrows started falling.

DU: Yeah, that's And there's somebody who does that, who feels like if they tell you about it, they're bothering you or they tell you about it, they're promoting themselves or they tell you about it, they're being narcissistic. But the truth of the matter is you have a problem. You're looking for a solution and you just wish that you could find this person. When you see that person, you will not say this person is bothering me. You will almost hug him. Say here, how much do I need to pay you? And that's it. And you tell them thank you afterwards because they solved the problem.

In the same way somebody listening might be looking for a new position, but somebody else who is an employer is looking for someone just like them. But if they will not be visible, the employer won't find them. The employer is actively looking. I will be excited if they can just find them. So it's the same thing. Someone may be looking for a job. Someone may be looking for a promotion. The employer is thinking, “My goodness, if I could find somebody with this skill set.” But there's somebody right there with the skill set wishing that somebody will acknowledge their skill set. But the person cannot because the person doesn't know.

The biggest problem we have is obscurity. For everything we do, there's somebody looking for just that. They just have no idea we exist. None. And so, if we can shift away and kind of get ourselves out of the equation and put the people we help in the equation, then we can stop like I'm being narcissistic or I'm being selfish or whatever, because it's not about that. It's about solving problems.

And so, there are organizations that are doing without great people because they don't know the great people exist. If you believe you have a great skill set, you can help in a different way. You can be the difference maker in this organization. It's your moral responsibility to make your voice heard, to make it obvious what you can do, what your skill set is so that the organization can find you and say yes.

And even when people say I'm a private person, the truth of the matter is many physicians are private. I'm a very, very private person, even though it seem like I'm everywhere, but I'm very private. And the way I think of it is this. I don't have to put my family on blast. And there's nothing wrong with that. Some people want to do that. I don't want to. I don't have to put my deep aspirations and all of those things on blast. Some people do. I don't want to.

But because I have a service that is very valuable, that can change thousands of lives, it is my responsibility to put that out there. So my business persona is out there. My persona is the person who can help physicians build profitable businesses out there. My persona as the advocate for physicians is out there. I'm still a very private person, even though I live a very public life.

If we think about ourselves as we have a service to give, we have gifts to give the world, we have things that would change whole organizations, then we can confidently put that out there without feeling embarrassed or shame or like I'm being selfish. But we owe it to put it out there. It's a debt we owe.

HF: Yeah, you made a lot of great points here, and I think you're the one that I first heard this from who said “It's not selling, it's being of service. So, don't think of it as you're selling something or you're selling yourself, but you're being of service and people need to find you.” And also like this point that you made about how if we stop thinking about ourselves so much and this is whether even we're interviewing or we're reaching out for an informational interview, if we really think about the person we're trying to help and the need we're trying to meet, it takes that lens off of us, which makes us super self-conscious. I know that helps me, too, to think about who am I helping and why do they need me?

One thing I wanted to see if you could help us with. Could you give us a compare and contrast example of somebody selling something where it does feel a little sleazy or schmoozy and what physicians would have an issue with? And then say, how would I reframe this to be still getting the message across, but have it feel more acceptable?

DU: Yeah, I think a lot of that starts internally. I think the yuckiness starts from a place where you can't see it. Let me say somebody is interviewing for a C-Suite position. Let me use that. That might be a little more relevant to your audience. Now, if I show up and my motive is I just want to get this job because I want to get six figures and I want to work the least amount of time and I want to go on all these vacations and all of those things, it is self-serving.

There's not completely wrong with that. It's just that that can be the leader. We want to create win-win situations. So I'm going in and going, “I want to work the least, make the most, take advantage of everything. I don't care about the organization's goals and all of those kind of things. I'm just here for myself.” It gives you that yucky feeling because it's almost parasitic. You're creating a win for yourself, but not a win for the organization. That's where that yucky feeling starts from.

And so you'll say what you need to say to get the position. All your questions will be around, “What will my salary be? How much time will I have off? What are the perks I'm going to get?” And questions that, that sound like, “How do I work the least? What kind of support do I have?” All of that. They're all valid questions, but because of where they come from and the fact that they're unbalanced, they're sleazy. So that's an example. And I'll give you another one with a proper selling example.

But on the other hand, I'm like, “Okay, I'm coming to this organization because this is what I can bring to the table. I know what this is, what their vision is, and this is what I can contribute to the vision. Now, I also want to be appropriately compensated for what I do. I'm also going to negotiate for the salary that I want. I'm going to negotiate for the perks that I want.” But you see, in that conversation, you're creating a win-win situation. You start asking questions like, “Let's say I took this job and six months later you were telling somebody else this was the absolute best person for this opportunity. Why would you say that?” And right then the person is like, “My goodness, who is this?” Because people are looking for one win, win for me. It's about me, what I'm worth, all that stuff. But once you start doing the win-win, it takes away all the yuckiness, all of it.

And so, when you're negotiating for what you want, they're more likely to give it to you because they're like, “This person is giving me what I want. I'll give them what I want. This is a match made in heaven.” You see what I'm saying?

It's the same thing with, let's say that I came to meet you and I said, “Hey, Dr. Fork, I'm a business coach and all of these things. I'm a business coach. You need to grow your business in this kind of way. And these are all the issues that I see. I looked at your website. These are all the issues with your business and all of that.” You're like, “Go away.” Because that's yucky. That's putting you down. That's one-sided.

But I could come and I could say “Hey, Dr. Heather. I see that you're working on this business. I see what you've done for physicians over the years and all of these things. And I see that for 2024, these are the kind of goals that you're looking for. It might be something that you're considering. I just wanted to give you some pointers here. This is what we do. We help people, you're a physician.”

You don't want to be sleazy and slimy with selling, but you do need to get your message across. “We have built frameworks where we can show you how to 10X your visibility, how to sell professionally, how to become a magnet so the clients you want can come to you, show you how to build a team so you can buy your time back. Because we're seeing that doctors, they're building businesses because they're going away from burnout. Employed physicians, now they're burnt out as entrepreneurs and all of that stuff. Is that something you're interested in having a conversation about it? We would really love to support you to hit your 2024 goals.” You see how that's very different.

HF: No, I love that you're giving these concrete examples. And as you're talking, I was imagining a bridge, whether we're interviewing with someone or we're wanting to offer our service, we're building a bridge from us to them, us to them, otherwise, like you framed it up so well, it's all about us. It's what's in it for me versus helping them see what's in it for them and showing them I'm caring about what's in it for them and I'm building that bridge of how I can help. That was a beautiful example. I want to dive into some more because you're a genius at this. So Dr. Una, I have a few examples I want to get your help on. Is that all right?

DU: Let's do it. Yeah, let's do it.

HF: I had mentioned in the intro about a physician who doesn't speak up in meetings. And I hear this a lot. And so, what kind of advice would you offer a physician like this?

DU: Yeah. That was me again, socially awkward introverted introvert. And so, the starting point for it really, like we've alluded to earlier is focusing more on the when you can give others, focusing more on the results you can create, focusing more on the “pain”, if you will, of the organization that you can solve.

And then realizing that you're the person for the job. A lot of times you'll notice the things that you notice, other people didn't notice them because you're wired for that. You're unique, you're uniquely able to solve those problems. And so, leaning more into, if I do not speak up, this could cost the organization and accreditation or cost them this amount of dollars or cost them this critical team member that they have and all these things. So, leaning more into that will move you to be more vocal. That's the first thing.

The second thing is to really realize again, like you're the one wired for it. And a lot of times you'll find like, if you don't speak up, everybody's cool with it, but you can see the problem that is being created. So, you want to see, you're not an option. You're the one. You're the one. And if things are going to move forward is because you did what you needed to do.

And I think the third thing is we built the muscle of not speaking up for so long that it is going to be uncomfortable. If we wait for the discomfort to go away, we're never going to do it. But if you can embrace the discomfort of it and just, whatever, like “Just over the next 10 meetings, I'm going to have something to say. I'm going to raise my hand. I'm going to say something.”

What is that? It's building a muscle. It will feel unnatural because what is natural is keeping quiet because we've done it for so long. But once we start putting in the reps over time, it becomes so much easier to make your voice heard. And opportunities find people who are seen. We have to be seen. We're so loaded with so much potential expertise on experience that it's a disservice to the hard work we did to be silent. It's a big disservice.

Dr. Heather, let's think about it. Over the last four years, if you pick one thing, I have a podcast with 700,000 downloads. What if I was quiet? The opportunity cost of being quiet is pretty high. It's very high, but we'll never know till we start exploring. So, no matter how you feel about it, I would say, start exploring, start practicing, start putting up your hand, create a challenge for yourself. The next 30 meetings I'm in, I will raise my hand every single time because they're trying to build a new muscle.

HF: Exactly. And ask yourself that question, “Why is what other people say more important than what I have to say? Am I putting them on a pedestal? And why?” Then maybe we might get a little angry. Like, “Wait, I have valid points.”

There's another thing that I see, and I just spoke with a physician the other day where this was an issue where they create great content. They have wonderful ideas. They're doing different things. They might be speaking at organizations. They might've written a book. They might be doing some coaching, but they're really not making much money at it. And they might be like, “Well, my husband or my wife make a good income, so I don't have to, or I'm helping underserved people.” And you speak to this in your book and you do it beautifully. And you say business versus charity. So, what advice would you give the physician who's doing things and spending time, but they're really not getting the value in return for what they're offering.

DU: Yeah. I have so many thoughts about that. So, let's see how we do this. The starting point is if you are going to create something you created because you wanted it to help somebody. If we did a book or we did a podcast where we're speaking on all of those kinds of things. And if we will not put visibility behind it, it will not help anybody.

Before we even get into the financial rewards and all that, it will not help anybody. So think about taking six months, nine months, a year, two years to write a book. And then we're okay with not putting it out there. Then what was the point? It's almost if you're not going to promote, you're not going to market, you're not going to talk about what you're creating. It's almost like, don't create it. I say this with love, imagine virtual hugs. But don't create it because it's not going to help anybody.

Even though we want to get a financial reward on it, we're physicians, most of the times we're led by helping people, but that's the thing. The business systems help you help more people. Plain and simple.

Now, when it comes to “I'm writing books, I'm doing all of these things as part as a business, but I'm okay if I don't make money”, most people are not because then they get mad when they don't make money, but I digress. But the thing to remember is there are businesses and business has business rules. Business rules, it's a game, it's like basketball, it's like soccer. If you kick a basketball, and it goes into the basket, it doesn't count because it didn't go according to the rules.

And so, in the world of business, we have to remember it's an economic sport. It's an economic sport. Money has a part to play. We have to figure out how to make this thing profitable. We have to be comfortable talking about money. We have to be comfortable promoting the products or the services that we have. And sometimes people say, “Well, I only want to charge a little bit because I want to serve people who are underserved.” And I'm like, okay, but that means it's a mass product. So if you're going to do it a little bit, that means you're going to need to sell a lot. And they're like, no, but I only want to sell it to a little number of people. I'm like, okay, the math has to math. If I have something that is a low ticket and I sell a few of them, I create a few dollars and it's going to be a few dollars that cannot support a business. It cannot reward you for the time you spent. It can't help you build a team that will help you get your message. It can't do anything. That's a business that will fail. Like it's not a prophecy of doom, like it will fail.

The law is if I charge a little, I sell to a lot of people. If I charge a lot, I can sell to fewer people. But these are equations. So one plus one is equal to two. You can't say, “But I want one plus zero to be equal to two.” That's not the way it works. The math has to math. And so, if you decide, “Well, I want to sell a little, I just want to serve only underserved people and I don't want to sell to a bunch of people”, that's a completely different model.

“I'm doing this to help people. I don't care about the money.” Then that's a charity model. That's a completely different model. But guess what? With a charity model, you have to raise money though. If you don't, it still doesn't work.

And so, if anybody's considering a business, I think the best thing I can tell you is one, business is an economic sport. It is a money sport. You have to understand the rules of money. Two, your business model has to work. You either charge a lot and help a few people. If you want to help a few people, you charge a lot. If you want to charge a little, you help a lot of people. You can't pick. The equation is the equation. And then three, marketing, selling, all of these things are a part of business. Some people say, “I run my business. I hate marketing.” I'm like, “You need a job.”

HF: I hear that all the time. I'm the creative type. I like to do the ideas, but I don't want to do marketing or sales or anything.

DU: You need a job. And that's me saying that out of love because that's too much pain and suffering. To not have any reward. Marketing, selling, all of those things, you can't separate them from business. They're part of business. But this is the thing. We learned how to replace hearts. We learned how to replace knees. We learned how to intubate little babies. We can do eye surgery. We can take someone's eye and operate on it. We can figure out marketing and sales.

There's a professional way to do it. There is an ethical way to do it, but it must be done. And that line of thinking has destroyed so many businesses, so many businesses because a good service does not equate to a profitable business. It does not. There's a best-selling book and a best written book. The books that are best sellers were sold best, period. Period.

HF: Oh my gosh. There's so much great content in here. And you have such a wonderful way of phrasing things that make them sound doable. Now, we're getting close to time here, but I wondered if you had an example of someone who really was, and I know you said you were super shy and introverted and all that, but do you have maybe a student that you can share in a brief way who maybe you even thought when you saw them like, “Oh, wow, this is going to be a bit challenging” and how they overcame that resistance. Maybe making a YouTube video or going on Instagram and you saw how they changed.

And what I'm really curious about Dr. Una is what was the shift they had to make in their mindset to be able to do that? Because the nuts and bolts, we can learn that, but it's really some kind of internal shift that happens.

DU: I've served a lot of clients who have done that. I think the one that comes to mind almost immediately, she does a cash-based clinic. That was her first business at the time. And she wouldn't promote it. She's like, “It grows by word of mouth.” I'm like, “Yeah, but I'm looking at your numbers. It's not growing like you think it is.” And we started talking about the people who found her, found her on social media. And I'm like, “Okay, so let's leverage what's working. Let's leverage social media. Let's also do videos and all that stuff because people love faces. People are attracted to faces.” And she's like, “No, we're not going to do videos.”

HF: What social media did they find her on?

DU: Facebook.

HF: On Facebook?

DU: Yeah. For her it was Facebook.

HF: Okay.

DU: Yeah. And she's like, I'm not going to do it. We did a lot of the mindset work and she's still like, “This is not happening.” And I don't know that she had a shift before she shifted. And this is really, really important for everybody to get because at some point she was like, fine. Because I was working with her one-on-one. She's like, I'm paying this coach and it seems like this is the way to go. So fine. I'll just do it. I think it was more of that. I'm going to do it. And then what she found is she'll do the videos. She'll get a ton more patients. She'll do another video. She'll get a ton more patients. She'll do another video. And so, it's working.

She's like, “Wait a minute.” And then as a result of her videos, then someone reaches out to her and says, “Oh, I want you to speak on my stage.” She starts speaking on stage. She has a new vertical that grows as a paid speaker. Someone reaches out to her and says, “I think you should do a Ted talk.” And so she starts prepping and then she does a Ted talk.

What happened was the more uncomfortable action she took, the more results she saw. The more results she saw, the more she was like “There is something about that.” And that's what I really want to challenge everyone because sometimes we wait. And any people have a turn, something that happens, but more often than not, what I've seen working with thousands of doctors at this point is they're like, let me try this. You see that mindset of “I'm curious, what could happen if I did this? Let me try. Let me try. Let me try.”

It doesn't mean the second you try something will change. But if you say for the next 30 days, let me try this, see what will happen. We had a doc come into the school. She's not even been to the business school for four months and she didn't have any social media presence. She had to Google, “How do you comment on a Facebook post?” I kid you not. She had to Google that.

She did that and she came in and here we are talking about videos for someone who's not on social media at all. And she knew her personal brand was the business she was building. And she was like, “I need to build that out. I need to do this.” She decided “I'm going to do a video a day. I'm going to do a 30-day challenge, a video a day.”

What was the point of that? Is doing it long enough so you can see something, you can experience a different version of yourself. You can see what you have the potential to become. And then your mind goes, “Wait a minute, if I could do this, if that could happen.” She started that. I think she's on day 190 something. She hasn't stopped. And she's like, “I cannot believe the person I am. I cannot.” She spoke on stage during EntreMD live. She said, “I cannot believe that I'm doing this.”

I would invite everyone, there could be a turning point, but you can be the turning point. You can decide, your decision can be the turning point. Like “I'm going to explore, I'm going to be curious and see what happens if I do this.”

HF: Exactly. It's just like the cardiac surgeon doesn't start by cutting open someone's chest and fixing their heart. We all start with maybe a little inguinal hernia where we get to soak the final layer. And we just have to have that mindset of we just start with the first thing and then we can evaluate whether we want to do another one. I love that. I think that helps with putting too much of a target and a mountain in front of us. This can just be a little hill and we can all do these little things. Those are fantastic stories. I know there are folks who would be interested in getting in touch with you. Could you tell us a little bit more about what you're offering and how people can find you, Dr. Una?

DU: Yeah, all the finding will be on my website is entremd.com. But I'll tell you the way we serve physicians. We have the EntreMD podcast. We are a podcast platform now. You can just search EntreMD. We call that The Free MBA. We talk shop all day, every day there. We talk about marketing, selling, the mindset drama that shows up with those things, pricing, what you do, negotiations, all of that. We have over 400 episodes. It's not fluff. People have literally said, “Why do you not charge for this? How do you put all of that on a podcast?” So it's a really good podcast. It's our Free MBA. You can immerse yourself in it all day, every day.

We have a number of books. We have The Visibility Formula, we have Made for More. We have The EntreMD Method. They're really good books. Again, we don't do any fluff. There are people who have read our books, started private practices, read our books, built very profitable brands. Read our books, changed to careers that they really enjoy. And so, we call that The $15 MBA. And so, you can get any book, you get it for $15.

HF: And they are awesome. And you can read these pretty fast, but they're chock full of content. There is no fluff, like you say.

DU: Thank you. Thank you. That's a $15 MBA. Now, for some people, they're like “Dr. Una, I'm all in. I'm committed. I want to build a profitable six, seven, multiple seven figure brand. I want to be in a community with a unicorn level, rock star physician, entrepreneurs and all of that.”

Then we have our full on year long MBA, which is the EntreMD business school. And for that, you may be wondering, “Is that something that would be a great next step for me?” You can always get on a phone call with my team on EntreMD.com/call and they'll be happy. We don't do any high pressure, yucky, slimy sales, anything. We'll just help you see what we have to offer, what's going on with you and what you want. And so we can help you get to that decision where you're like, absolutely or absolutely not. That's what we do. But we're all about supporting physicians at any level. We have something for everybody.

HF: I am a big fan of yours and we'll have all those links in the show notes because you offer incredible service and you do a lot of teachings that go over numbers of days that are on the weekend. And that's all free. People get a lot of value out of that. So please feel free if you're called to check out Dr. Una. And thank you so much for coming on the podcast. This has been wonderful.

DU: Thank you so much.

HF: All right. Well, thank you again. And as always, my dear listeners, don't forget to carpe that diem and I'll see in the next episode. Bye for now.

You've been listening to the Doctor's Crossing Carpe Diem podcast. If you've enjoyed what you've heard, I'd love it if you'd take a moment to rate and review this podcast and hit the subscribe button below you don't miss an episode. If you'd like some additional resources, head on over to my website at doctorscrossing.com and check out the free resources tab. You can also go to doctorscrossing.com/free-resources. And if you want to find more podcast episodes, you can also find them on the website under the podcast tab. And I hope to see you back in the next episode. Bye for now.

[00:42:37]

Podcast details

END OF TRANSCRIPT