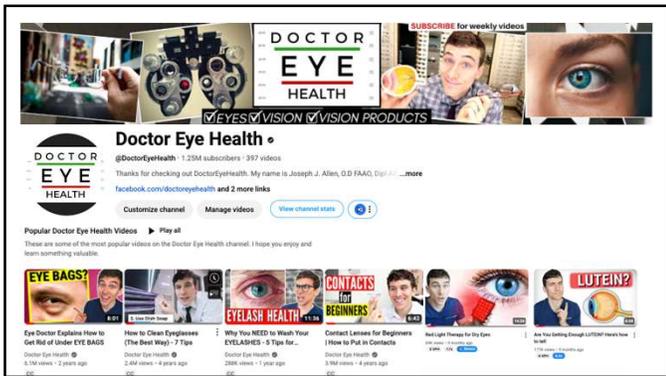




1



2



3



4



5



6



7

Your BRAND is Your Reputation

Expertise

Experience

Actions

Definition of Personal Brand:

“The widely-held perception of an individual based on their experience, expertise, competencies, actions, and achievements within a community, industry, and the marketplace at large.”

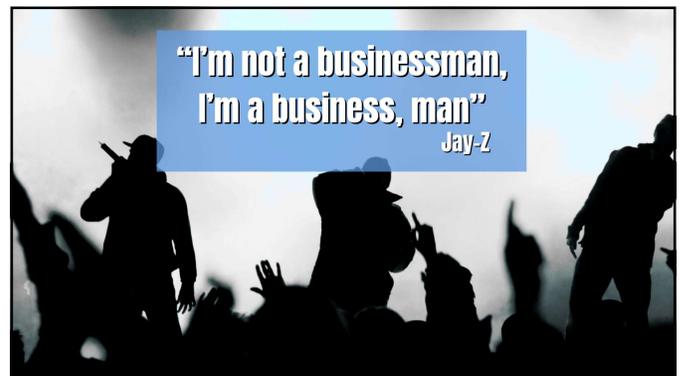
8

Personal Branding

YOUR
BRAND

VS

9



10

A Business Plan for Your Brand

 A central diagram titled "BUSINESS PLAN" with various business-related terms and icons connected by arrows. Terms include: SUCCESS (with a bar chart), SWOT, GOAL (with a person running), MANAGEMENT, ACTION, MARKET (with a search icon), ANALYSIS (with a gear icon), TEAM, MISSION, LEADER, and TIMELINE (with a clock icon).

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Step 1 to Building Your Brand

Get Clarity

- What do you want out of your career?
- What do you want out of your business?
- What type of reputation do you want?
- What type of words will people use to describe you and your business?

"Begin with the end in mind"

-Stephen R. Covey

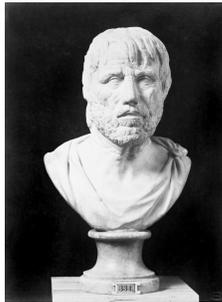
12

Step 1 to Building Your Brand **Get Clarity**

Why are you investing time & resources into social media?

- Sell a Product or Service?**
- Opportunity?**
- Start a Community or Cause?**
- Fun & Enjoyment**
- Secretly depressed, self-absorbed, need the approval of others to give yourself value**

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If a man knows not to which port he sails, no wind is favorable
~Seneca

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Step 2

Identify your niche

- What do you offer?
- What do you value?
- What makes you unique?

Eg.

- Dry Eye
- VT
- Pediatrics
- Myopia
- Neuro
- Glaucoma
- Refractive Surgery

How do you do it DIFFERENTLY?




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Step 3

Identify who you are talking to

- How old are they?
- Where do they live?
- What do these people value?
- What problems do they have?
- What products do they shop for?
- How much income do they have?
- What is their sense of humor?
- What type of questions will they type into a search bar?



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Step 4 to Building Your Brand

How can you help?

With a Product? <ul style="list-style-type: none"> • Glasses, Contact Lenses • Dry Eye Treatments • Vision Therapy • Etc Deeper issues? <ul style="list-style-type: none"> • Performance • Quality of Life • Safety 	With a Service? <ul style="list-style-type: none"> • Medical Services • Examinations • Counseling
	With an Experience? <ul style="list-style-type: none"> • First Class Vs Economy
	With Entertainment? <ul style="list-style-type: none"> • Memes / Comical Posts

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Quick Review

- **Step 1**
 - Clarity on what you want
- **Step 2**
 - Identify your niche
- **Step 3**
 - Clarity on who you are talking to (target market)
- **Step 4**
 - Identify how you can help them (What problems do they have and how do you solve them)



Step 5
Pick (1) Platform

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Step 5 to Building Your Brand

Pick a Platform

f Multimedia posting, great for community building

- advertising capabilities are some of the most powerful and targeted for reaching specific audiences

i Great for sharing images, short videos, and daily stories

- High engagement rates, especially through Stories, Reels, and direct messages.

in Best for building credibility, authority, and professional relationships in your field.

- Ideal for business professionals, consultants, and entrepreneurs looking to connect with other industry leaders or potential clients

Y Ideal for detailed, educational, and informative content.

- Second-largest search engine (after Google), videos can continue gaining views long after they're posted.

TikTok Short, entertaining videos can go viral quickly, enabling rapid brand growth

- High levels of engagement, especially among younger audiences, make it ideal for trend-driven brands

T Excellent for participating in trending topics, news, and live conversations.

- Forces you to be clear and direct, which can help refine your brand messaging.

X

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The Power of LinkedIn for Eye Care Professionals



Dr. Joseph Allen, OD FAAO, Diplo ABO
(Private)
 Founder, Doctor Eye Health · Doctor of Optometry · Innovator · International Public Speaker · Adjunct Clinical Professor · Consultant · Author

United States · Contact info

Website

Open to Add profile section Enhance profile More

- Link where you work
- Use Hashtags & Keywords in profile page and in posts
- Can rank in Google Search

- LinkedIn is a powerful tool to build your **professional network**, share your expertise, and attract potential patients or collaborators
- **Attract Patients and Referrals:** A well-optimized LinkedIn profile helps patients or referring doctors find you more easily when searching for specialists in the field.
- **Connect with Industry Leaders:** Engage with other professionals in eye care, pharmaceuticals, and optical technology, expanding opportunities for **collaboration and education.**

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Step 6 to Building Your Brand

Build a SYSTEM for Content Creation



Schedule Time for Content Creation

- Writing content
- Shooting Content
- Editing Videos / Photos
- Posting
- Planning***



Antoine de Saint-Exupery

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Step 6 to Building Your Brand

Build a SYSTEM for Content Creation

Hire People to Do It For You

- SEO Research
- Creating Infographics
- Respond to Comments
- Scheduling Posts
- Edit Videos/Photos



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Step 6 to Building Your Brand

Build a SYSTEM for Content Creation

Us Ai Tools!

- ChatGPT
- Google Gemini
- Perplexity

- Write Your Content Strategy
- Write Posts for You
- Outline Video Ideas
- Create Images

*Great for outlining strategy and writing copy
 **but edit to make your own



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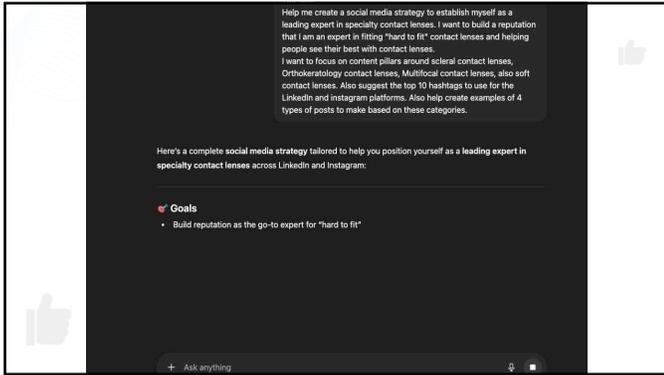
ChatGPT 5

What's on the agenda today?

Help me create a social media strategy to establish myself as a leading expert in specialty contact lenses. I want to build a reputation that I am an expert in fitting "hard to fit" contact lenses and helping people see their best with contact lenses.

I want to focus on content pillars around scleral contact lenses, Orthokeratology contact lenses, Multifocal contact lenses, also soft contact lenses. Also suggest the top 10 hashtags to use for the LinkedIn and Instagram platforms. Also help create examples of 4 types of posts to make based on these categories.

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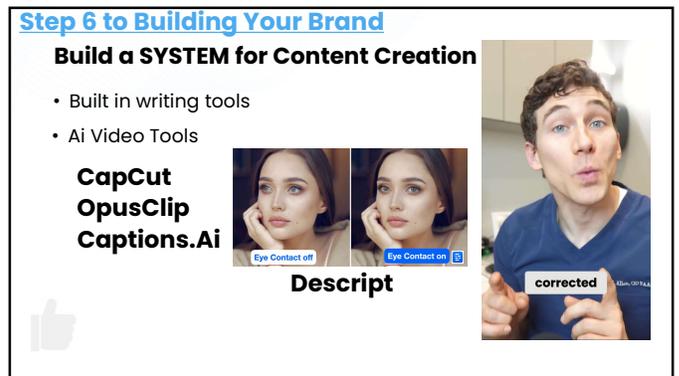
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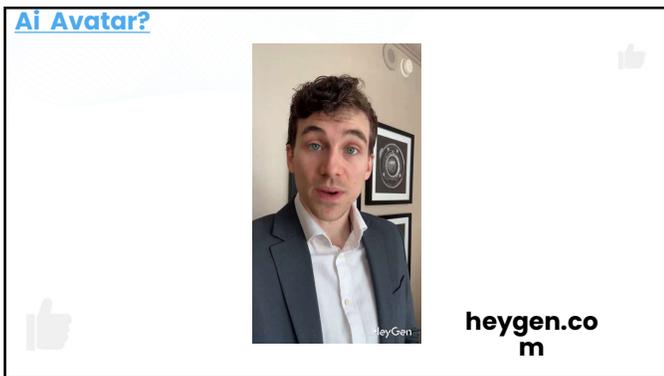
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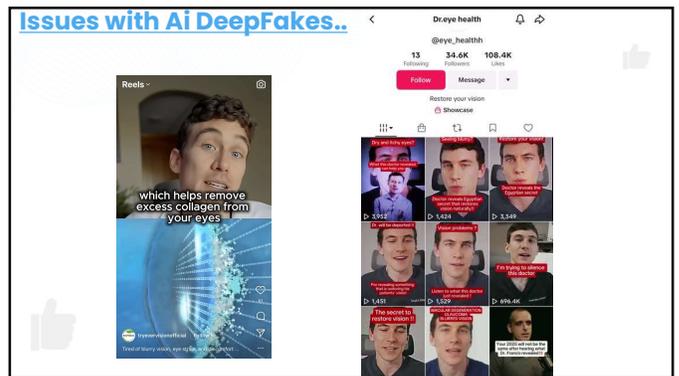
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Step 6 to Building Your Brand

Build a SYSTEM for Content Creation

Schedule Your Posts to Run Automatically

- Scheduling platforms



WEEKLY AGENDA

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

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This is AMAZING!...
but what content do I make?
And how do I make it?

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Step 7 to Building Your Brand

Choose your "Pillars of Content"




- 3-4 Topics you want to be KNOWN as an expert in
- Focus on "Evergreen" content
 - Can improve organic growth

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1



Not all contact lenses are created equal!

- Scleral lenses are larger specialty lenses that vault over the cornea and rest on the white part of the eye.
- They create a smooth optical surface and a fluid-filled cushion that protects the eye.

Great for people with:

- Keratoconus
- Severe dry eye
- Post-surgical corneas
- "Hard-as-flet" eyes that don't do well in regular contacts

Scleral lenses can restore clear, comfortable vision when other options fall short.

Ask your eye doctor if scleral lenses could be right for you.

2



Did you know you can correct vision while you sleep?

- Orthokeratology (Ortho-K) uses specially designed contact lenses worn overnight.
- They gently reshape the cornea so you wake up with clear vision—no glasses or daytime contacts needed!

Great for:

- Children needing myopia control
- Isolates progression of nearsightedness
- Adults who want freedom from glasses or contacts during the day
- Active lifestyles (sports, swimming, outdoor work)

Ask your eye doctor if Ortho-K could be the right fit for you or your child.

#orthok #myopiamanagement

3



Caption:

- Quick Tip for Contact Lens Wearers: Your lens case can be a hidden source of germs! 🦠
- Always empty old solution after each use
- Rinse the case with fresh contact lens solution (never water)
- Let it air dry, face down, on a clean tissue
- Replace your case every 1-3 months
- Keep it clean → keep your eyes safe & healthy! 🧼

#ContactLensTips #EyeCare #ContactLensSafety #OptometryLife #HealthyVision

4

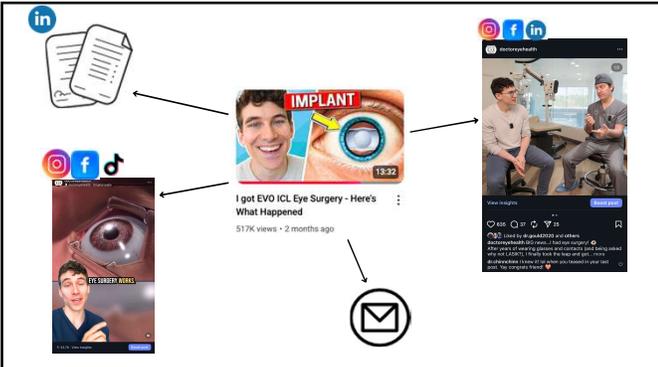


Not all contact lenses are safe—especially if bought online without a proper fitting.

- Recent patient ordered lenses from an online site.
- The lens arrived dry, didn't fit properly, and caused discomfort.
- Poor fit = risk of corneal scratches, infections, and long-term damage.
- Contact lenses are medical devices, not "one-size-fits-all."
- Always get fit and prescribed by an eye care professional. Your eyes deserve safe, healthy vision.

#ContactLensSafety #OptometryLife

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Step 8 Make Content

Types of posts that frequently work

- Images / memes
- Polls
- Reactions
- Behind the Scenes
- Testimonials
- Curiosity Facts

Answer Questions!

Get inspiration!

Watch other peoples content!

take note of

- WHAT you liked about their content
- WHY you liked it
- try to imitate it with your own twist/style

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Step 8 Make Content

Consistent Quality Content

Viral Authority Content

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Step 8 Make Content

Tips:

- Video is prioritized on social channels
 - Better reach, easier to catch attention
- Start with your smart phone
 - Better quality with “back camera”
- Speak like you are talking to your best friend
 - Or a patient you remember
 - (People are attracted to human emotion)
- SMILE!
 - (people are attracted to smiling faces)
- Try to make it SHARABLE!
- When starting out...
 - set a time limit for yourself
 - YOUR CONTENT WILL NEVER BE PERFECT!

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Step 9 Post Your Content & Share

Post Your Content!

- To each site (if you can)
- Share on other sites
- Share on your website
- In emails

HASHTAG

- Every social channel uses hashtags differently
- What would you use a hashtag to search for?
- Fewer is often better (no more than 3 is a good rule of thumb)
- Research trending hashtags and popularity

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Step 9 Post Your Content & Share

Tip

- Post / upload content directly to each platform

Linking out to another site hurts your reach!

457 impressions

2,135 impressions

40

Step 10 Engage Authentically

“In a world driven by Ai - human interaction become invaluable”

Essential for building a community

- shows you are invested and care

- Like comments
- Respond to comments
- Answer Questions
 - Ask questions too!

41

Final Step: Analyze and Repeat

After 3 months

- Assess what worked and what didn't
- Double down on what worked
 - or pivot to a different angle
- try to get 1% better

10 years of evaluated experience **VS** 1 year of experience, repeated 10 times

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BUILD DIGITAL REAL ESTATE

Grow Off of Social Channels

- > You do not OWN social media platforms
 - Build a Website
 - Grow an E-mail List
 - Start a Newsletter

43

Use Keywords/Key Phrases

Search Engine Optimization (SEO)



- know which words or phrases are frequently searched in your niche
- Use in your social media profiles and in your posts
- Learn best practices around hashtags for each platform



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Liability & Risk

Legal Risk
Always consult an attorney

Medical Advice Disclaimer

- In description
- on screen?
- both?

Insurance?

- Malpractice Insurance (ask about policy)
- Media Liability?
- Umbrella?




45

Liability & Risk

Commenting

- Can shut off if you want
- but, it Helps grow community
 - engagement
- You WILL get questions

"It is best to consult a local eye care professional for a diagnosis and treatment"



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Thank You!!




www.DoctorEyeHealth.com

Hello@DoctorEyeHealth.com



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