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The 10 Commandments of Advertising for Vision Correction Clinics

Rules to help you create campaigns that drive results and grow your practice

Rod Solar | 10/29/2024 | 4 min read | Opinion

In 20 years, I've learned what works in advertising for vision correction clinics. My team and I have spent over $10,000,000 across my clients' accounts, testing countless tactics. We've seen the good, the bad, and the ugly, and now I want to share the key lessons we've learned. If you're starting or scaling, these 10 advertising rules will help guide you in creating campaigns that drive results and grow your practice.

1. Thou shalt say what only you can say

Rod Solar

Your practice's story is unique. For example, "We've helped 10,000 people reach 20/20 vision without glasses and contact lenses." Mine: "Our average client's practice grew by 213 percent within three years." This is your proof of expertise. No one can copy it.

2. Thou shalt evoke emotions

Stock photos and formal, technical writing kills emotion. Show actual patients, real results, and the human side of your clinic. Highlight their journey from fear to freedom. Your advertising needs to make people feel, not just see.

3. Thou shalt collect testimonials

Every time a patient says something positive, make it a testimonial – video if possible. User-generated content (UGC) builds trust. Patients are more likely to connect with a real person's story than a polished advertisement.

4. Thou shalt focus on one message per ad

Clarity beats cleverness. Choose one messaging bucket per ad: proof, dream transformation, results, or a direct pitch. Each ad should focus on a single idea. Trying to do too much confuses your audience.

5. Thou shalt always have a reason why

Every offer should explain its reason. "We're offering free consultations to make vision correction more accessible." The "why" humanizes your business and adds credibility to the offer.

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6. Thou shalt own your flaws

Admit a minor flaw, then pivot to something better. For example, say, "We're not the cheapest, but we deliver results that last a lifetime." This builds trust by showing honesty.

7. Thou shalt spend 80 percent of your time on your headline and hook

The headline and first line of your ad need to hook your audience. Use the Value Equation: create irresistible value in the first few seconds. For example,"Get clear vision in under 20 minutes – with zero downtime."

8. Thou shalt have an irresistible offer

Your offer should make it impossible to say no. Guarantee results or a risk-free trial: "Book a consultation. If we can't help, we'll refund you."

9. Thou shalt write at a third-grade reading level

Simplicity wins. Your prospects don't want to think; they want answers. Write as you speak. Use short sentences and simple words. Tools like **Hemingway** can help you keep it simple.

10. Thou shalt have congruence through the entire funnel

From the ad to the landing page, to the consultation, everything should match. If your messaging shifts halfway, you lose trust. Keep the tone, offer, and experience consistent from start to finish.

*The free LiveseySolar practice marketing assessment is available **here**.*

This article **first appeared** in The New Optometrist.

About the Author

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