

# **WIFI INFORMATION**

**WIFI name: NWC**

**Password: natwine00**

**March 23–24, 2023**  
National Wine Centre Adelaide

**PRACTICE**   
**ACCELERATION**  
RAPID PRACTICE GROWTH

*Adelaide*  
**INTENSIVE**  
**2023**

**March 23-24, 2023**  
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# Movement





**HIIT**

**WORKOUT**









**PRACTICE**   
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*Adelaide*  
**INTENSIVE**  
**2023**

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National Wine Centre Adelaide



# CELEBRATE

[practiceacceleration.com](https://practiceacceleration.com)  
[practiceacceleration.com](https://practiceacceleration.com)

LIVE INTENSIVE **ADLAIDE**  
LIVE INTENSIVE **ADELAIDE**















# #ACCELERATORSRULE

# What it means to be a **Practice Accelerator**



# The Agenda

# DAY 2

# THE FACEBOOK APPOINTMENT ENGINE

Attract leads, fill your pipeline & launch your asset



# AUTOMATING YOUR MARKETING MACHINE

with Tristan Bond



# PSYCHOLOGICAL HACKS TO TURN YOU INTO A MASSIVE ACTION TAKER

with Ben Elliot



# PRACTICE TRANSFORMATION Finals



# THE NEW PRACTICE ACCELERATION GAMEPLAN

with Dave Macdonald



**READY.....**



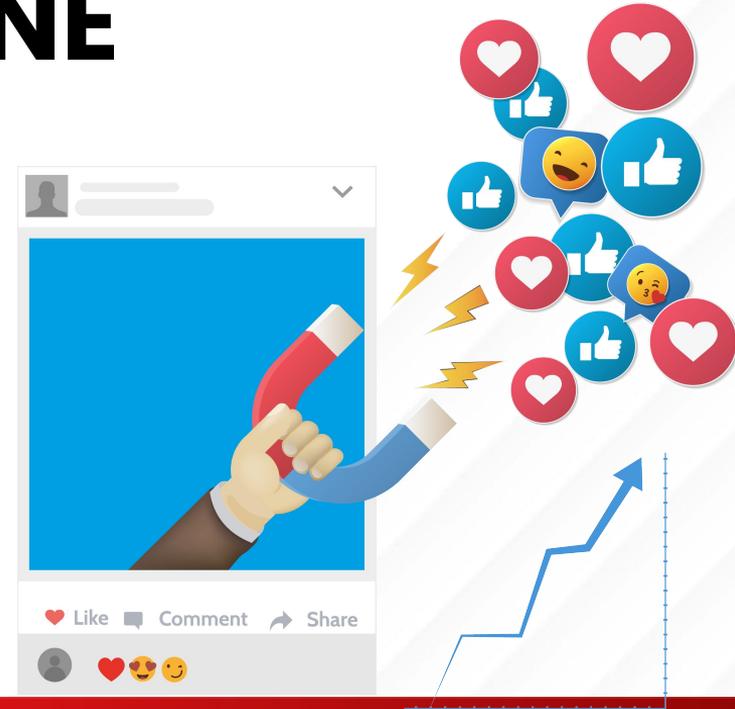
**PRACTICE**   
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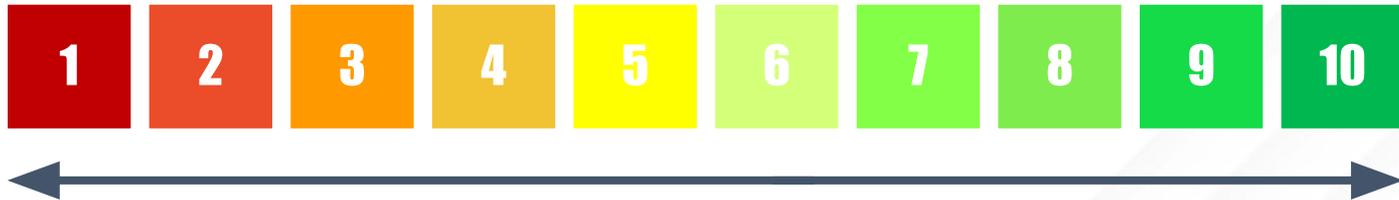
# THE FACEBOOK APPOINTMENT ENGINE

Attract leads, fill your pipeline  
& launch your asset



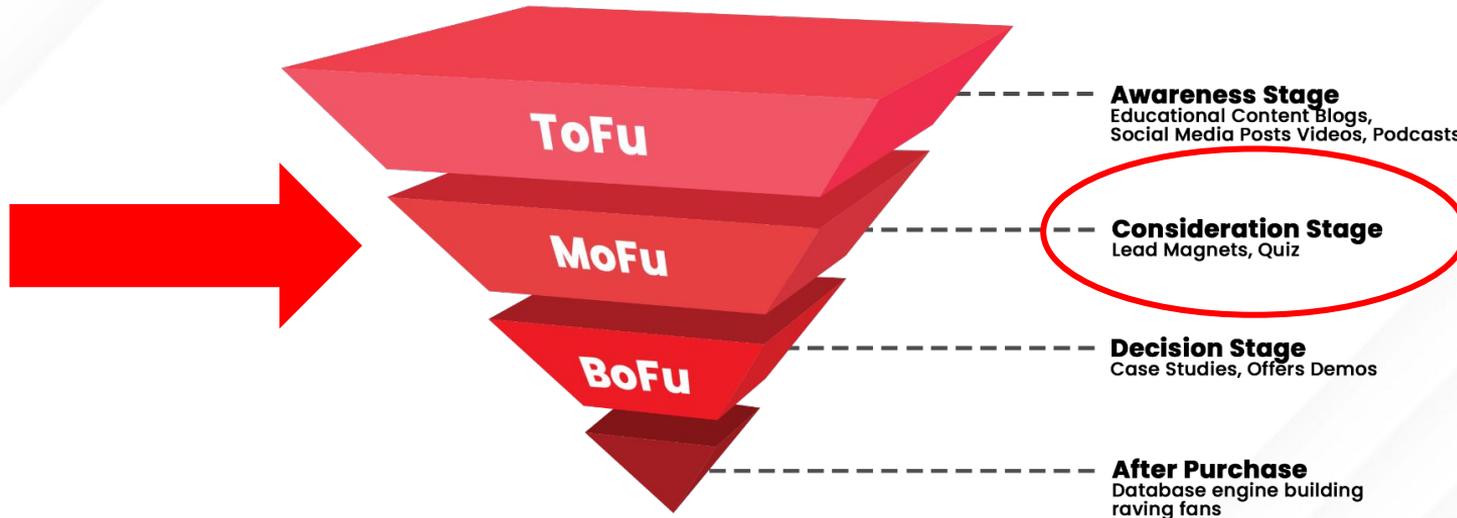
# How **confident** are you at running Ads?

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# The Content Lifecycle

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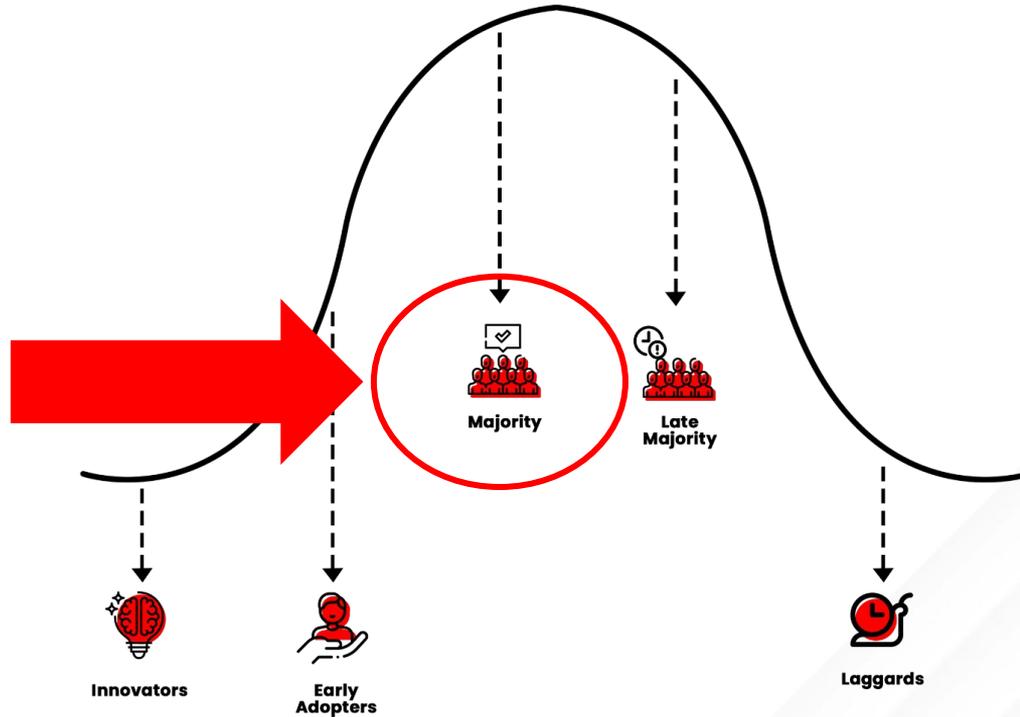
# The FB marketing landscape has changed..

1. More competition
2. Costs are increasing
3. IOS.14.5



# The Evolution of **FB Marketing**

---



# Problem

A man in a white shirt and dark pants stands in a large, complex maze, holding his head in his hands, symbolizing a problem or confusion. The maze is made of light-colored concrete walls and is set against a dark background. A red horizontal bar is visible at the top of the image.

# Don't know where to start



# No clear strategy



# Spend too much

A woman with long brown hair, wearing a dark blue top with white trim, is looking down at a black wallet she is holding. She has a concerned expression. The background is a plain grey wall, and numerous US dollar bills of various denominations (including \$5, \$20, and \$50) are falling through the air around her, creating a sense of financial loss or overspending. A red diagonal bar is visible at the top right of the image.

# No new patients





# What's your biggest challenge with **FB ADS**?

# Opportunity

A man in a dark suit is seen from behind, walking up a long, wide staircase. The staircase is flanked by glass railings and leads to a bright, sunlit cityscape visible through the glass walls. The scene is set in a modern, high-rise building with a grid-like facade. The lighting is dramatic, with a strong orange glow from the sun in the background, creating a sense of hope and aspiration. A red horizontal bar is at the top of the image.

# Know exactly what to do



# ROI



# Simple strategies



# Patients on demand





# **What difference could that make for you?**

# **In this session we'll cover:**

1. Strategy & campaign walkthrough
2. What you need to get the campaign set up
3. Implementation - targeting, ad copy, ad creative, set up & automation



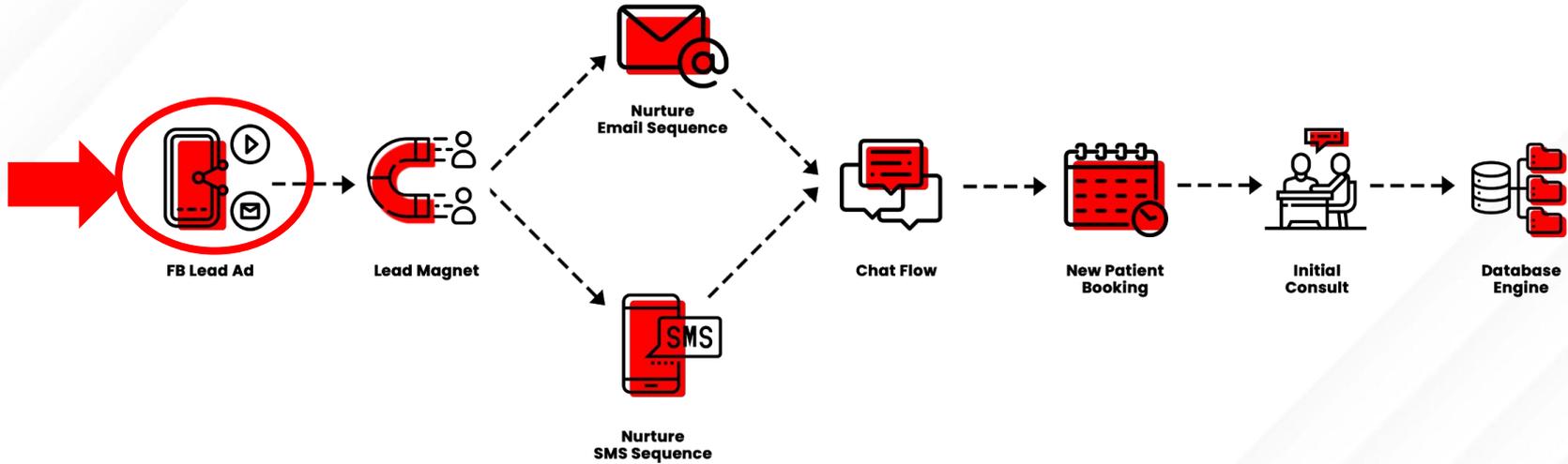
**#1**

# **Strategy Overview**

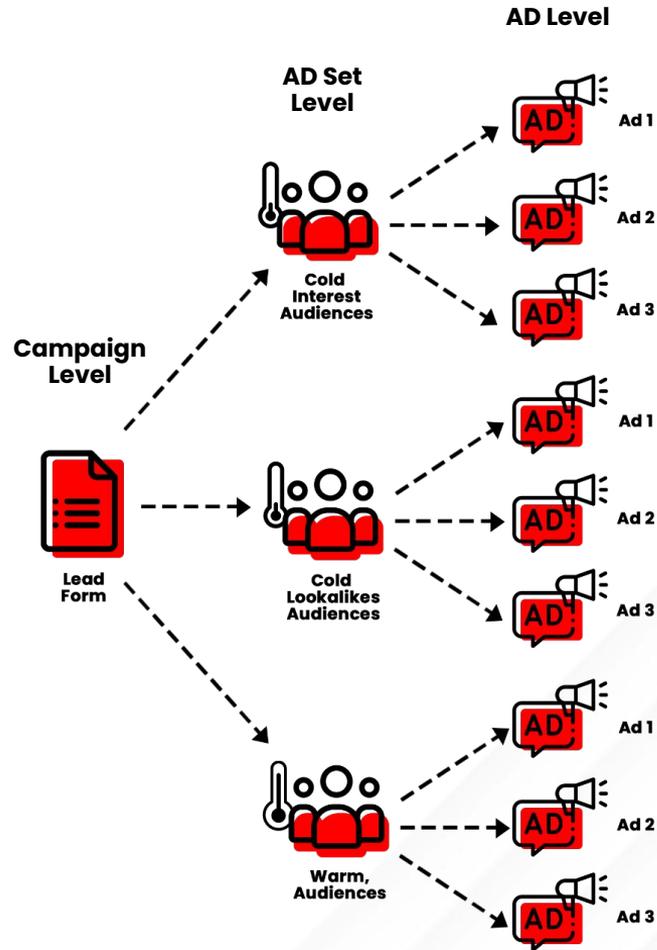
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# The New Patient **Attraction Accelerator**

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# The Facebook Appointment Engine





# **Why is the lead ad approach so important?**

<input type="checkbox"/>	Off/On	Campaign	Impressions	CPM (cost per 1,000 impressions)	I
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MID01   Instagram Funnel - LEAD ADS	207,560	\$35.33	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	MID02   Instagram Funnel - Conversion Camp...	139,471	\$91.51	

# Results

● Off			⋮
	New Leads Campaign		
<b>31</b>	<b>CA\$2.33</b>	<b>CA\$72.15</b>	
On-Facebook Leads	Cost per On-Facebook Lead	Spent	
● Off			⋮
	ARC Physio Complimentary Physiotherapy Voucher		
<b>27</b>	<b>CA\$4.71</b>	<b>CA\$127.06</b>	
On-Facebook Leads	Cost per On-Facebook Lead	Spent	

# Results

 **Andrew Romano**  
25 January · 🌐

Late, but biggest win from last week was rocking OGBEAST [Oscar C. Guerrero](#) Quick Grab campaign inspired by [Anouska Scarfe](#) 🙏🙏  
Converted 24 highly qualified leads with this campaign last week.  
24 leads = \$25k when SS executed 🔥 ROI = HOT 😮  
Another big part of the win was that this is the first campaign that I had nothing to do with conversions—simply set up the ad and delegated to admin 🙌  
Pumped to continue the same this week! 🚀

• Off

 **Quick Grabs Campaign**

<b>92</b>	<b>A\$7.00</b>	<b>A\$643.65</b>
On-Facebook Leads	Cost per On-Facebook Lead	Spent

[View insights](#) 120 post reach >

# Let's unveil the Facebook ad...

# Facebook Ad

Hook



Do you ever wonder how people on Insta have such bright, straight teeth?

It's not genetics... it's cosmetic dentistry! 🦷

The truth is anyone can get a bright, Hollywood-worthy smile...

...faster, easier, and for less than you might think!

Benefits



Our Ultimate Smile Makeover Guide shows you procedures that fix -

- ✔ Crooked teeth
- ✔ Stained teeth
- ✔ Gummy teeth
- ✔ Missing teeth
- ✔ And more!

We've included a recovery time indicator 🕒 and a price guide too.

So you know how long it will take, and how much it will cost, to get the smile you want 😊

If you want to stop hiding your teeth in photos, in meetings, and on dates...

And start LOVING your gorgeous new smile...

CTA



Download your Smile Makeover Guide now 📄

And find out how to get the smile you've always wanted!

Ad creative



# Facebook Ad

**REVEALED:  
THE SECRETS OF A  
HOLLYWOOD SMILE**

**FREE**

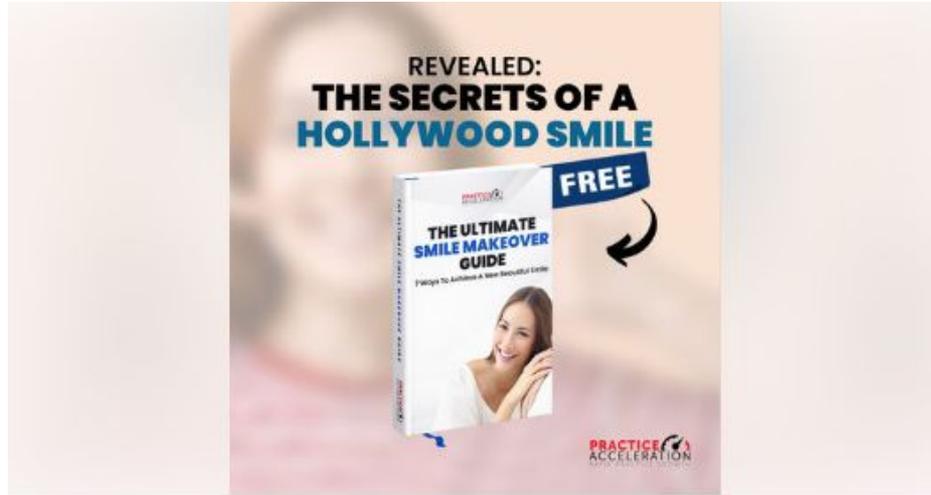
**THE ULTIMATE  
SMILE MAKEOVER  
GUIDE**  
7 Ways To Achieve A New Beautiful Smile

**PRACTICE  
ACCELERATION**

FORM ON FACEBOOK  
**Revealed: The Secrets Of  
A Hollywood Smile** [Download](#)

Like Comment Share

# Leadform



Please enter your details below and we'll send the download to your inbox!

Full name

Email for Tristan Bond

Phone number for  
Tristan Bond

AU +61 ▼

Cancel

Next

# Privacy Policy



Terms and Conditions for Tristan Bond

By clicking Submit, you agree to send your info to Tristan Bond who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Meta Privacy Policy](#). [Tristan Bond](#)

Back

Cancel

Submit

## PRIVACY POLICY FOR WEBSITE

[companywebsite.com](http://companywebsite.com)

**Effective Date: 21st August 2020**

This privacy policy (hereinafter "Privacy Policy") deals with the protection of your privacy while you use our website which is hereinafter referred to as "the website" and which is located at: [companywebsite.com](http://companywebsite.com). The website is owned and operated by: [ABC Company Inc.](#) (ACN [XX XXX XXXX XXX](#)) (trading as [ABC COMPANY](#)) (hereinafter "we" or "us")

We are committed to the protection of your privacy while you use the website. We take your privacy very seriously so we urge you to read this policy very carefully because it contains important information about:

- who we are
- how and why we collect, store, use and share personal information
- your rights in relation to your personal information, and
- how to contact us and supervisory authorities in the event that you have a complaint.

### **(1) INTERPRETATION**

(a) In this Privacy Policy, unless the context otherwise requires, the following rules of interpretation shall apply:

(I) Words referring to one gender include every other gender.

(II) Words referring to a singular number include the plural, and words referring to a plural include the singular.

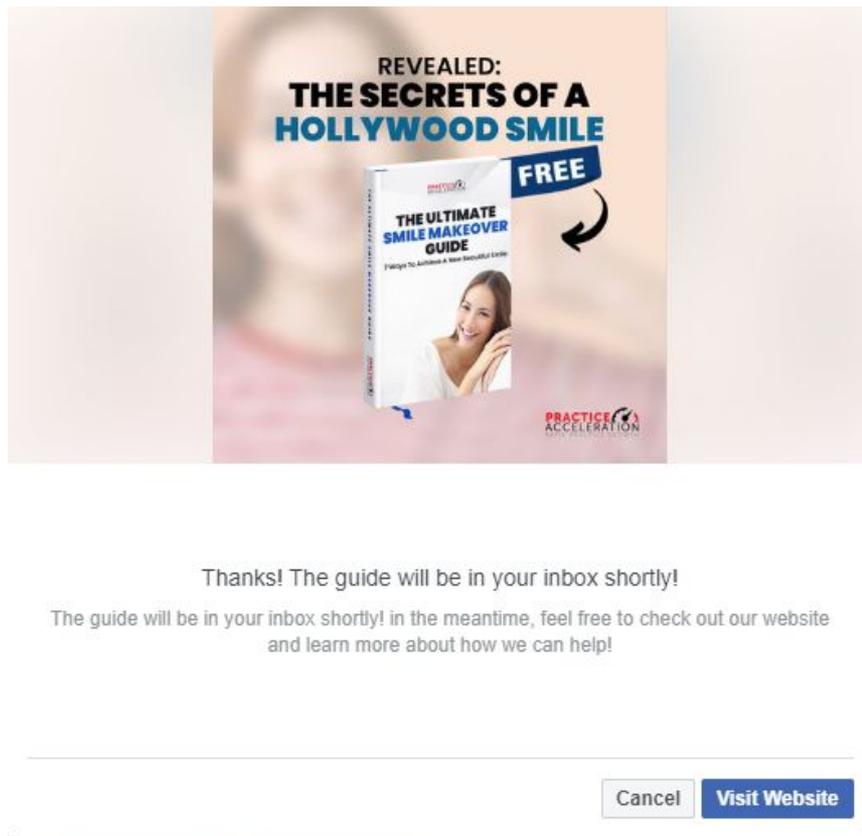
(III) Words referring to a person or persons include companies, firms, corporations, organisations and vice versa.

(IV) Headings and titles are included in this Privacy Policy for convenience only and shall not affect the interpretation of this Privacy Policy.

(V) Each Party must, at its own expense, take all reasonable steps and do all that is reasonably necessary to give full effect to this Privacy Policy and the events contemplated by it.

[https://docs.google.com/document/d/1V0-fr0onLPx8smamI6\\_vW6rgibAfnI9aVF\\_LdfzadmtM/edit](https://docs.google.com/document/d/1V0-fr0onLPx8smamI6_vW6rgibAfnI9aVF_LdfzadmtM/edit)

# Confirmation Step



REVEALED:  
**THE SECRETS OF A  
HOLLYWOOD SMILE**

**FREE**

**THE ULTIMATE  
SMILE MAKEOVER  
GUIDE**  
7 Ways To Achieve A More Beautiful Smile

**PRACTICE  
ACCELERATION**

Thanks! The guide will be in your inbox shortly!

The guide will be in your inbox shortly! in the meantime, feel free to check out our website and learn more about how we can help!

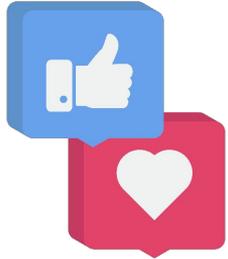
[Cancel](#) [Visit Website](#)



# **What do you love about this Facebook ad?**

## #2 What You Need

---



**Facebook  
Page**



**Facebook Business  
Manager**



**Our templates**



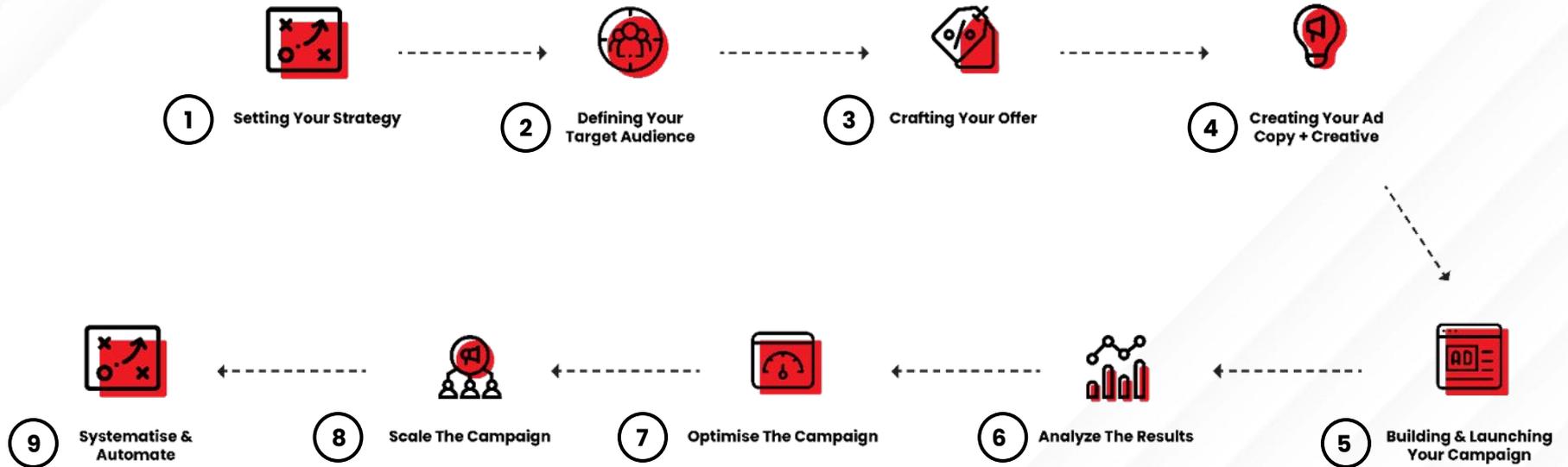
**Marketing CRM**

# #3 Implementation

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# 9 Step Facebook Ad System For Practice Owners





# #1 Define your Target Audience

---

# Cold Audiences



## Detailed Targeting

Include people who match ⓘ

[Demographics](#) > [Parents](#) > [All Parents](#)

Parents with preschoolers (03-05 years)

Parents with preteens (09-12 years)

Parents with toddlers (01-02 years)

🔍 Add demographics, interests or behaviors

[Suggestions](#) [Browse](#)

Exclude

Narrow Audience

Detailed Targeting Expansion ⓘ

Reach people beyond your detailed targeting selections when it's likely to improve performance.

# Warm Audiences



A close-up photograph of two identical men in profile, facing each other. The image is split vertically, with the left side being a darker, slightly desaturated version of the right side. A red horizontal bar is at the top. The text 'Lookalike Audiences' is overlaid in the center.

# Lookalike Audiences



# Let's do this!



# #2 Ad Copy

---

# Facebook Ad

Hook



Do you ever wonder how people on Insta have such bright, straight teeth?

It's not genetics... it's cosmetic dentistry! 🦷

The truth is anyone can get a bright, Hollywood-worthy smile...

...faster, easier, and for less than you might think!

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Our Ultimate Smile Makeover Guide shows you procedures that fix -

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- ✔ And more!

We've included a recovery time indicator 🕒 and a price guide too.

So you know how long it will take, and how much it will cost, to get the smile you want 😊

If you want to stop hiding your teeth in photos, in meetings, and on dates...

And start LOVING your gorgeous new smile...

CTA



Download your Smile Makeover Guide now 📄

And find out how to get the smile you've always wanted!

**PRACTICE**   
**ACCELERATION**  
RAPID PRACTICE GROWTH

# **THE NEW PATIENT ATTRACTION ACCELERATOR**

**BUILD AND LAUNCH A FULL  
PATIENT MARKETING FUNNEL IN 1 DAY**



**Ad #1**

[Their problem] taking over?

It's time to take back control!

Our [Lead Magnet Name] reveals -

- ☑ [enticing point 1]
- ☑ [enticing point 2]
- ☑ [enticing point 3]
- ☑ [enticing point 4]
- ☑ And more!

We've also included [if you included worksheets or other tools include that here].

It's time to say goodbye to [their problem]...

And start getting back to [their ultimate solution]!

Download your FREE [Lead Magnet Name] now 📄

And find out how to [how their ultimate outcome will make them feel!]

-----

Headline: Revealed: The Truth About [their problem]

## Ad #2

My [their problem] used to [how it affects their life]!

Until I found out how to finally [resolve the problem] in this [Lead Magnet Name].

It has all you need to know about -

- [Lure them in with something they would be interested in knowing],
- [Lure them in again with another point], and
- What other [resolving their problem] options are available (without [a common objection!])

Plus there are included worksheets to create your own [outcome-focused plan].

So you can break the [problem] cycle and get back to [their ultimate outcome]!

The [Lead Magnet Name] is FREE... so get it now! 📌

Just hit the download button

Or drop the comment GUIDE below, and I'll send it right over!

Headline: A [their goal] without [their problem]? Try this!

\*\*\*\* This ad can be altered to fit specific problems that people with chronic pain face.

Eg: Want to get back on the tennis court without pain?

A full night's sleep without pain?

Want [goal] without [problem or objection]?

Create different angles to test with different audience segments.

### Ad #3

Do you ever wonder how [people they secretly envy] have [the ultimate example of what they want]]?

It's not [commonly believed assumption], it's [your specialty care]! 🤖

The truth is that getting [their ultimate outcome] can happen faster, easier, and for less than you might think!

Our [Lead Magnet Name] shows you how to fix -

- ☑ [Type of problem]
- ☑ And more!

We've included [checklist/worksheet] and a [checklist/worksheet] too.

So you know [common FAQ 1], and [common FAQ 2], to get the [outcome] you want



If you want to stop [how their problem is affecting them emotionally]...

And start [getting the thing they want to have/do]...

Download your [Lead Magnet Name] now 📄

And find out how to get the [their ultimate outcome]!

-----

Headline: Revealed: The Secrets Of [Their Ultimate Outcome]



# Let's do this!



DESIGN

#3

# Ad Creative

Ad creative



# Facebook Ad

**REVEALED:  
THE SECRETS OF A  
HOLLYWOOD SMILE**

**FREE**

**THE ULTIMATE  
SMILE MAKEOVER  
GUIDE**  
7 Ways To Achieve A New Beautiful Smile

**PRACTICE  
ACCELERATION**

FORM ON FACEBOOK  
**Revealed: The Secrets Of  
A Hollywood Smile** [Download](#)

Like Comment Share

# 3 Different Creatives

Image of the guide

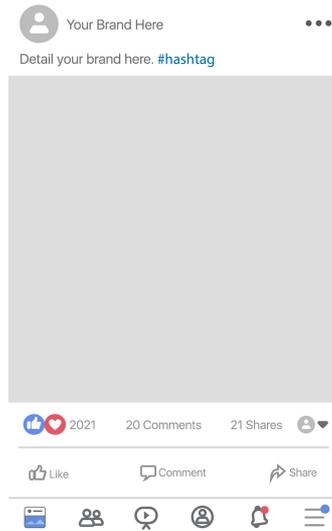
Static image

Video Ad

# Ad Placements **Dimensions**

## FB Feed

1080 x 1080 pixels



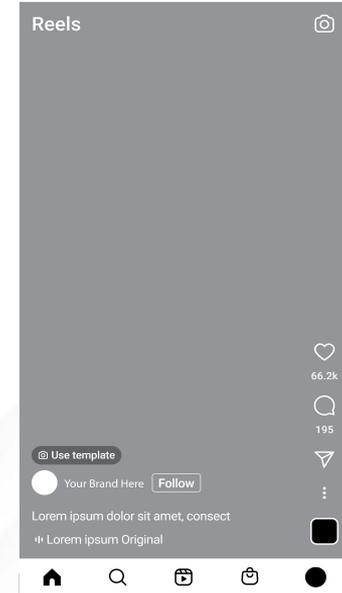
## IG Stories

1080 x 1920 pixels



## IG Reels

1080 x 1920 pixels



# Bonus

A template created by  
clientservices was shared with  
you, start designing now



1200px x 1200px

[Use template](#)

Designed with [Canva](#)

# Video script

## Ad #1

[Their problem] taking over?

It's time to take back control!

Our [Lead Magnet Name] reveals -

- ☑ [enticing point 1]
- ☑ [enticing point 2]
- ☑ [enticing point 3]
- ☑ [enticing point 4]
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It's time to say goodbye to [their problem]...

And start getting back to [their ultimate solution]!

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And find out how to [how their ultimate outcome will make them feel!]

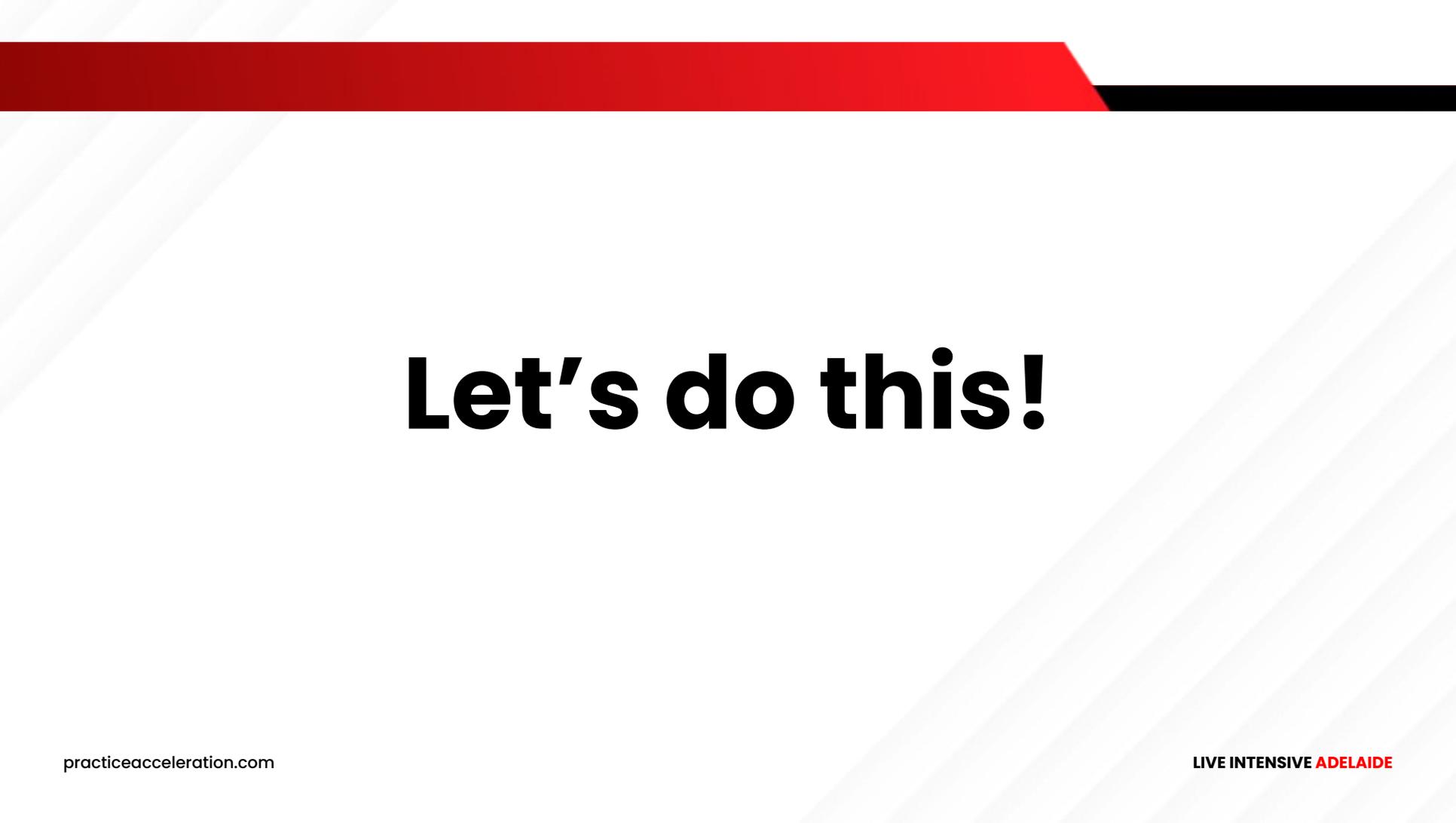
-----

Headline: Revealed: The Truth About [their problem]

# Prize

# **Action Steps**

- 1. Write script or bullet points**
- 2. Choose your buddy**
- 3. Record your video**
- 4. Upload in the Facebook Group**

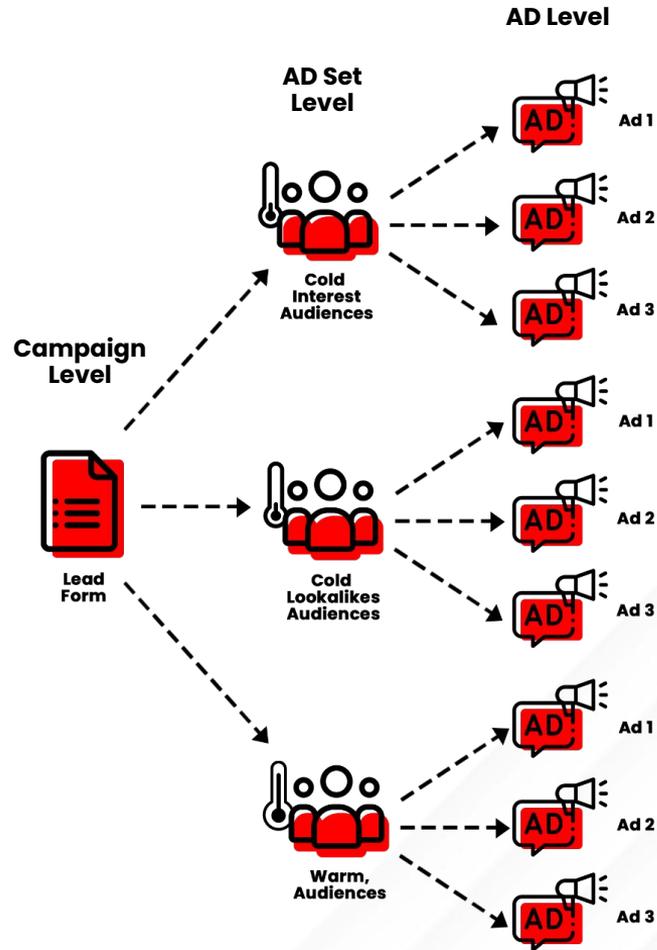


# Let's do this!

A person is seen from behind, sitting at a desk. On the desk is a computer monitor, a keyboard, a mouse, and a vase with dried flowers. The monitor displays a slide titled 'CAMPAIGN' with the text '#what #where #when' and '#why #who #how'. The slide also features a colorful graphic with a lightbulb and a gear. A red horizontal bar is at the top of the image, and another red horizontal bar is below the main title.

# #4 Campaign Set Up

# The Facebook Appointment Engine



## Facebook Campaign Setup

Ad: (IMAGE | TEXT)

Creative:

Funnel link/ Form Links:

Pixels:

@practiceacceleration

PR  
AC

## Facebook Campaign Setup

Ad Account Name:

Campaign name: (Name | Campaign Type | Date)

Campaign objective: (Conversion, lead ad, traffic, video views, engagement etc)

Ad set audiences: (Name | Country | Audience eg AUS-COLD)

Exclude audiences:

Budget (CBO/ABO)

Placements (eg: FB newsfeed, instagram etc)

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**PRACTICE**  
**ACCELERATION**  
FOR PRACTITIONERS

practiceacceleration.com

# Budget

\$10-\$20 a day





# KC - Complete Tutorial on Using Lead Ads for Lead Magnet Campaign

Mario Paguio · 3 months ago

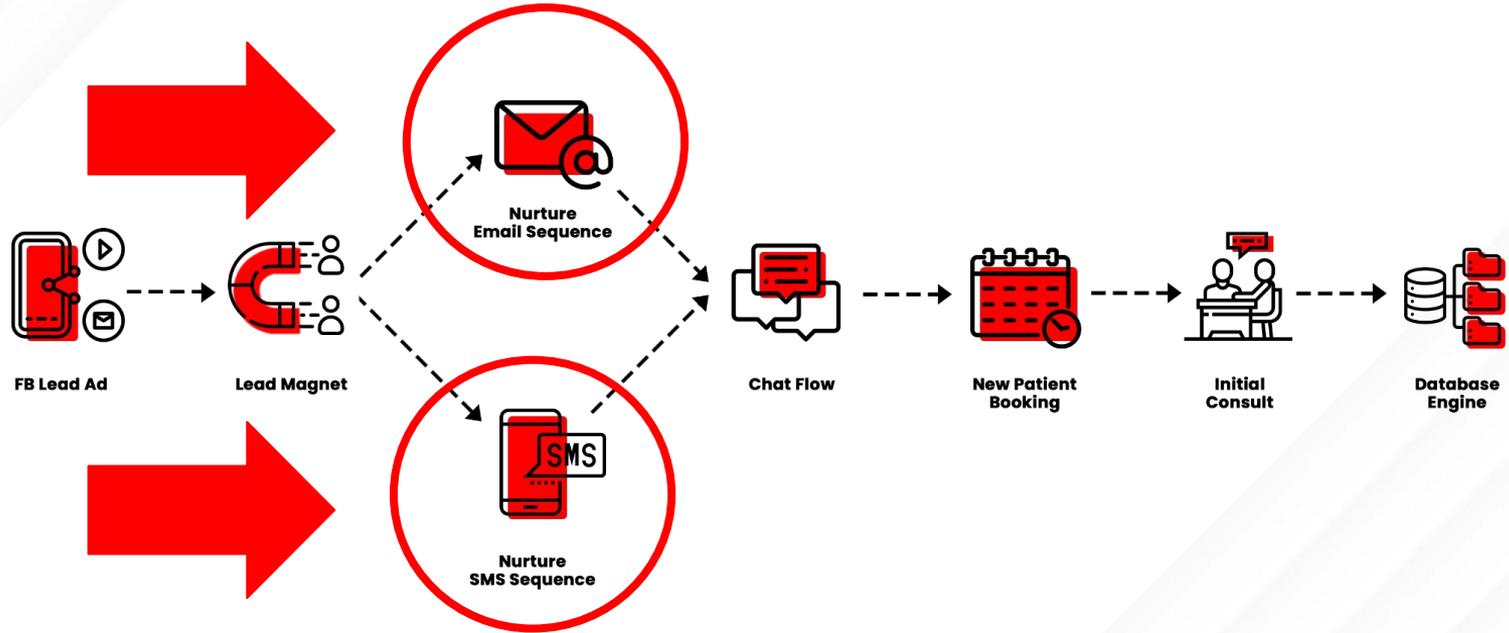




# #5 Follow up Sequences

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# The New Patient **Attraction Accelerator**



The background features several grey gears of various sizes arranged in a circular pattern. Several hands are visible, some pointing at or touching the gears, suggesting a process of assembly or adjustment. A red horizontal bar is at the top, and a red horizontal line is positioned below the main title.

**#6**

# **Integrations**

Add New Workflow Trigger



New Lead Stage



Internal Notification



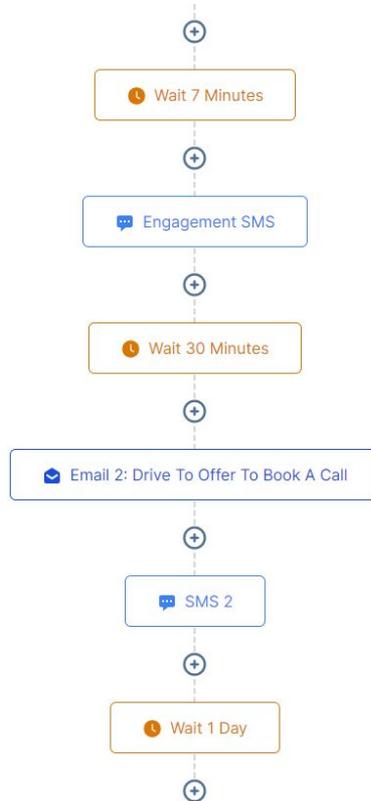
Tag - Lead



Email 1: Send Immediately



Confirmation SMS 1



✉ Email 3: Who We Are



💬 SMS 3



🕒 Wait 1 Day



✉ Email 4: Before And After Pics Are Ok With AHPRA



🕒 Wait 1 Day



✉ Email 5: FAQs



 Wait 1 Day



 Email 6: Final Nudge



 Wait 7 Days



 Email 7: Send A Week Later



The screenshot shows the 'Automation' section of the Patients on Demand software, specifically the 'Workflows' page. The interface includes a sidebar with navigation options like Dashboard, Conversations, and Marketing. The main content area displays a list of workflows with columns for Name, Total Enrolled, Active Enrolled, Last Updated, Created, and Actions. A yellow banner at the top prompts the user to 'Get a phone number to start texting & calling'. A video player interface is visible at the bottom of the screenshot.

NAME	TOTAL ENROLLED	ACTIVE ENROLLED	LAST UPDATED	CREATED	ACTIONS
AI Appointment Getting - Reminder Sequence			March 10th 2023	March 10th 2023	[Copy] [Trash]
AI Appointment Getting Outbound Sequences For New Leads			March 10th 2023	March 10th 2023	[Actions] [Copy] [Trash]
AI Appointment Getting Pipeline Automation			March 10th 2023	March 10th 2023	[Copy] [Trash]
AI Appointment Getting SMS - For Existing Database			March 10th 2023	March 10th 2023	[Copy] [Trash]
AI Appointment Rescheduling Campaigns			March 10th 2023	March 10th 2023	[Copy] [Trash]
New Patient Accelerator			March 13th 2023	March 13th 2023	[Copy] [Trash]

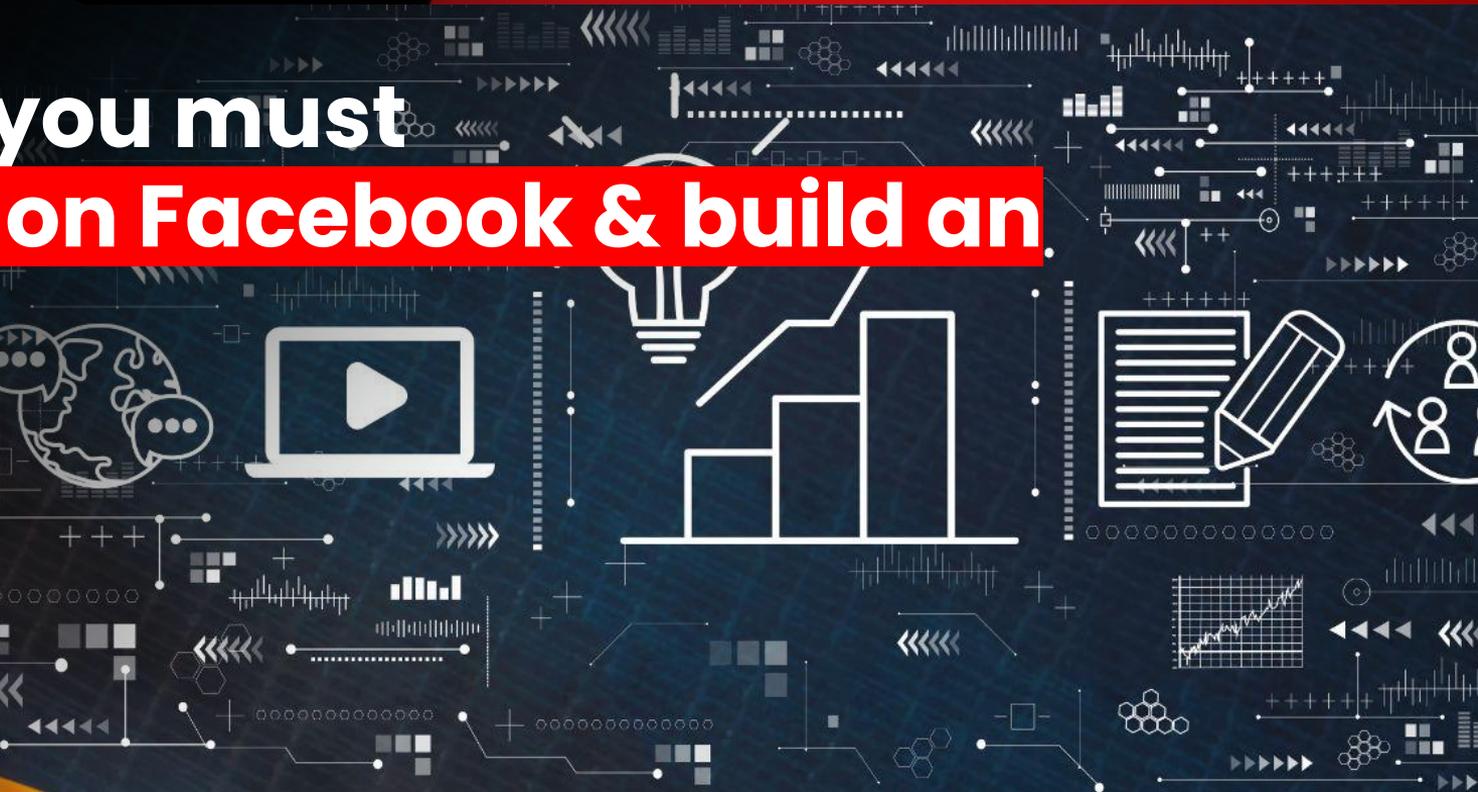
<https://www.loom.com/share/e9547c79195c4ac69b39144810ddab55>



**#7**  
**Go LIVE!**

---

# In 2023 you must market on Facebook & build an asset





# THE FACEBOOK APPOINTMENT ENGINE

*Accountability*

I just attended The  
Facebook Appointment Engine Training

What I loved most about it was...

I will finalise my campaign on (insert day, date, time).

Let's dominate your market!

**Next...**



**Next...**



# AUTOMATING YOUR MARKETING MACHINE

with Tristan Bond

