

PRACTICE 
ACCELERATION
RAPID PRACTICE GROWTH

Adelaide
INTENSIVE
2023

March 23-24, 2023
National Wine Centre Adelaide

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RAPID PRACTICE GROWTH

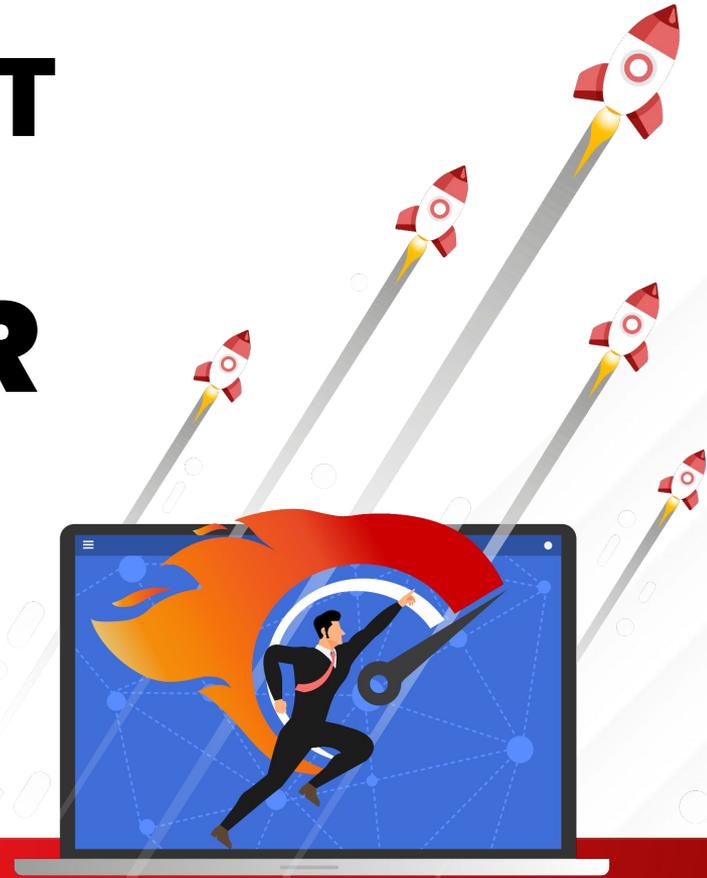
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THE NEW PATIENT ATTRACTION ACCELERATOR

with Tristan Bond

PRACTICE
ACCELERATION
RAPID PRACTICE GROWTH



THE PATIENT LEAD MAGNET

with Tristan Bond



A rockstar is shown from the side, playing an electric guitar on a stage. He is wearing a grey long-sleeved shirt, blue jeans, and dark shoes. The stage is lit with blue and yellow spotlights. In the background, a large crowd of people is visible, illuminated by red and white lights. The overall atmosphere is that of a live concert.

“

**ADVERTISING IS TELLING THE
WORLD YOU'RE A ROCKSTAR.**

**CONTENT MARKETING IS SHOWING
THE WORLD YOU ARE ONE.**

A hand is shown holding a red ribbon with a white lightning bolt symbol. The ribbon is positioned above a group of white human figures arranged in a pyramid shape on a wooden surface. The background is a dark, textured wooden surface. A red horizontal bar is at the top of the image.

A **lead magnet** is the ultimate content marketing piece

The problem with most
advertising is...



A person with dark hair, wearing a white long-sleeved shirt, is shown from the chest up, sitting at a wooden table. Their head is buried in their hands, which are resting on the table. The background is a plain, light-colored wall. A red horizontal bar is at the top of the image. The text 'You miss 80% of your audience.' is overlaid on the left side of the image. The word 'miss' is highlighted in a red box.

You **miss 80%**
of your audience.



You get lost in the crowd.



No new appointments or \$\$\$

You're the **best kept secret.**

Top
Secret

A hand holding a red horseshoe magnet over a wooden surface. Several white paper cutouts of human figures are arranged in a line, appearing to be pulled towards the magnet. The word 'benefits' in the main title is highlighted in a red box.

The **benefits** of a lead magnet..



You **reach 80% more** of
your market.

A man in a grey suit with his arms crossed stands in the center of the frame. He is looking directly at the camera with a serious expression. The background is dark, featuring several silhouettes of people in business attire, suggesting a crowd or a professional event. A prominent red horizontal bar is positioned at the top of the image, and another red bar highlights the words "stand out" in the main text.

You stand out from the crowd



**Book high quality appointments
and bank \$\$\$**

A man in a red blazer and blue trousers stands with his back to the camera, addressing a group of business professionals in a modern office lobby. The group consists of men and women in various business attire, including suits, blouses, and dresses. They are standing in a semi-circle, listening attentively. The lobby has large windows and a polished floor. A red banner is overlaid on the image, containing the text "You become the market authority".

You become the market authority

You build a **long term asset**

6,795.75 09:30 09:55 10:08 10:30 11:15 11:48 12:06



What you'll learn in this **session:**

- 1. What a lead magnet is**
- 2. What a lead magnet does**
- 3. Why it's a game changer for practice owners**
- 4. How to create your lead magnet**

A photograph of a business meeting. Two men in dark suits are shaking hands over a wooden conference table. The table is cluttered with various documents, including one with a bar chart and another with the word 'INSURANCE' repeated. A tablet is also visible on the table. The background is slightly blurred, showing other people at the table. A red banner is at the top of the image.

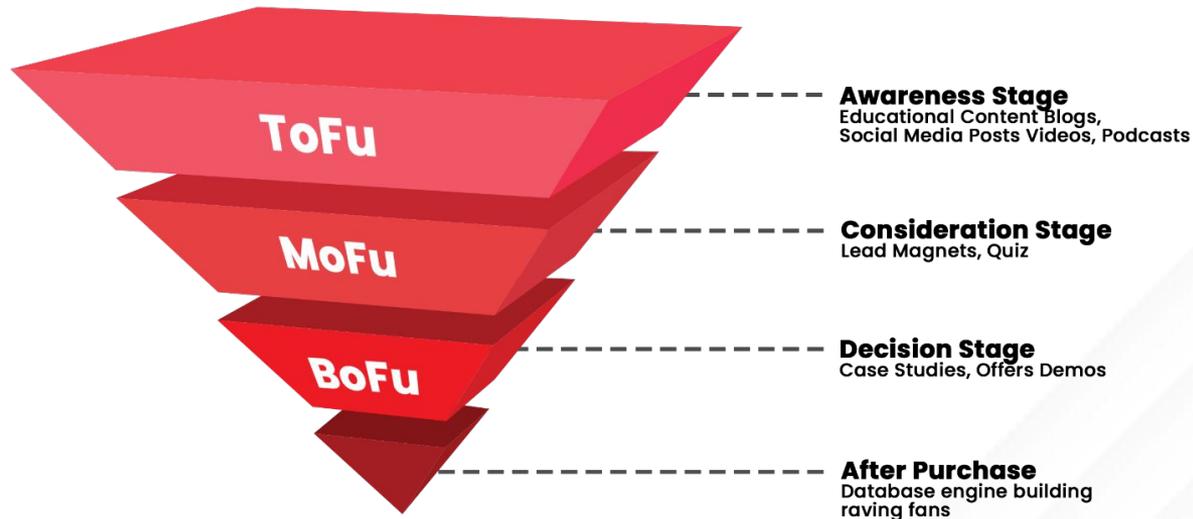
“
The role of your marketing is
NOT to only create leads.”



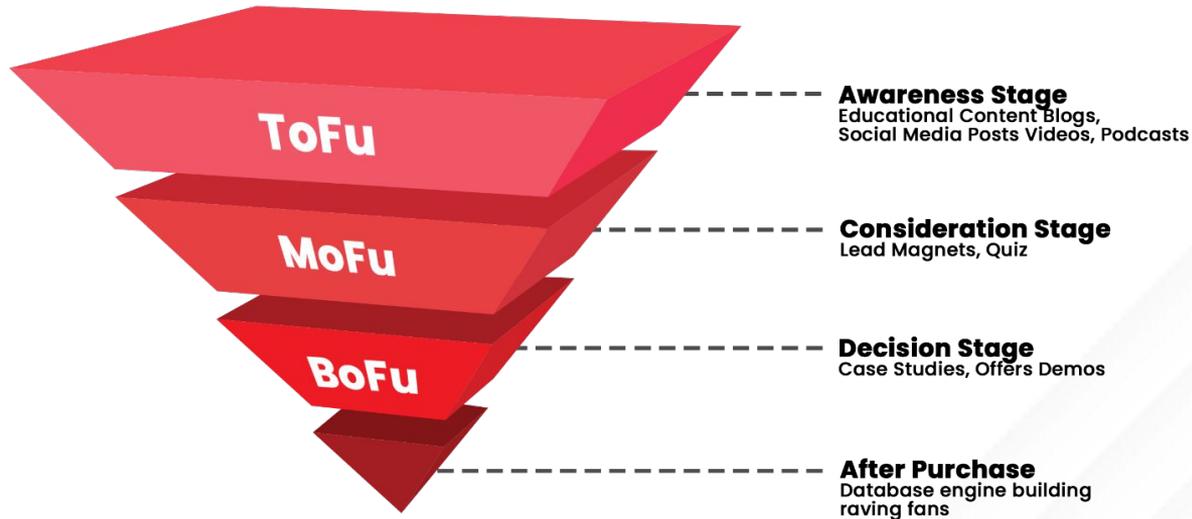
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It's to educate and improve the lives of everyone who consumes it and turn them into **future leads and fans.**

The Content Lifecycle



The Content Lifecycle





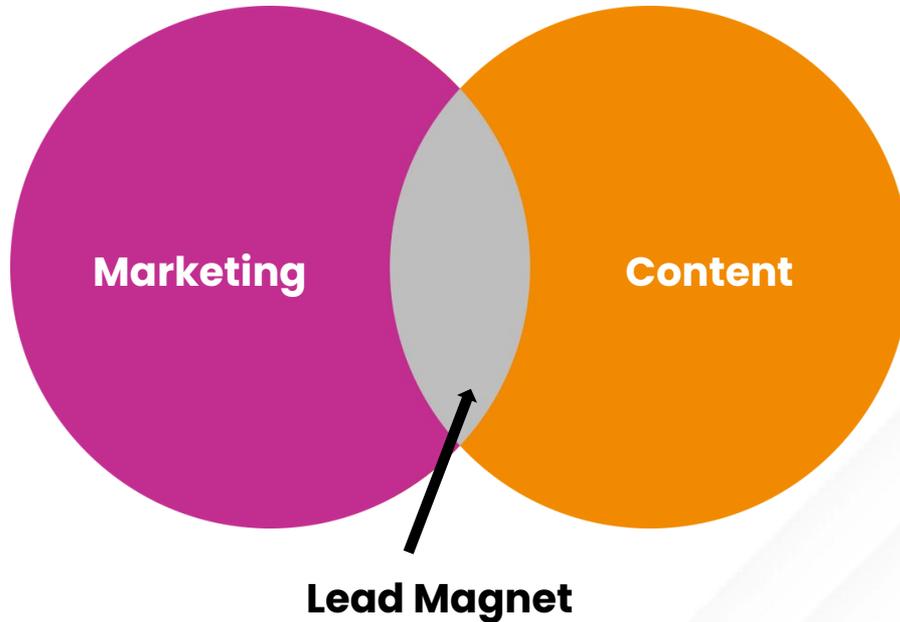
A Lead Magnet amplifies opportunity

#1

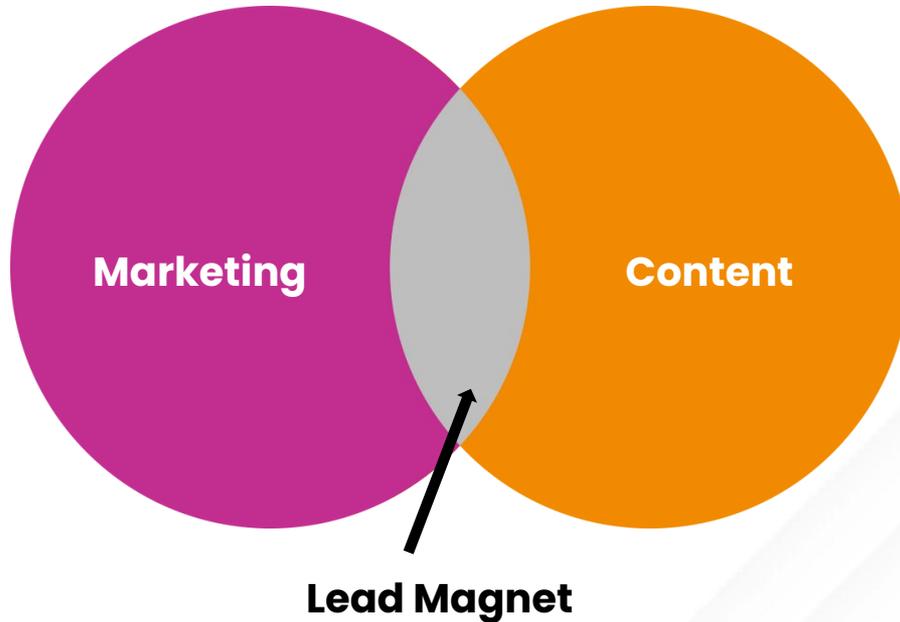
What a lead magnet is.



It's "Conversion Content"



It's "Conversion Content"

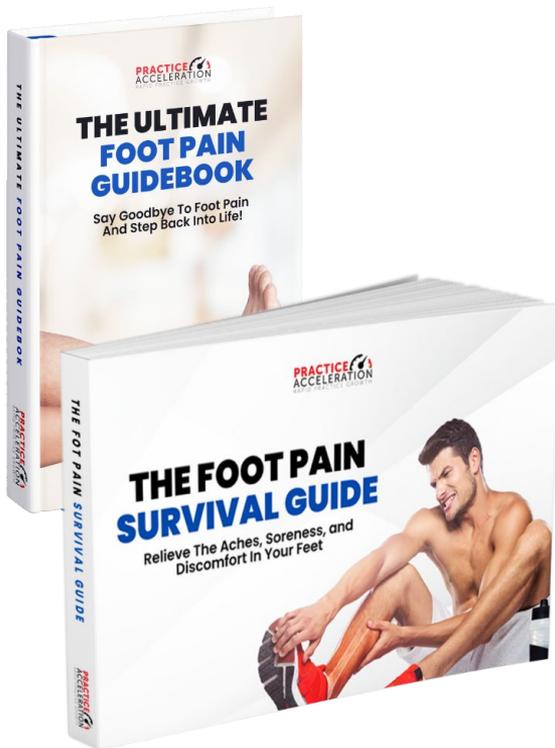


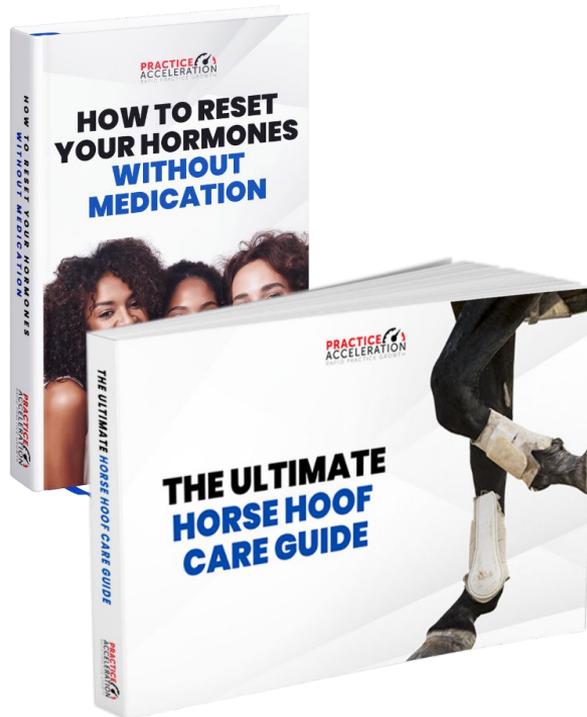
A pair of hands is shown holding a small, wrapped gift box. The box is white with a pink ribbon tied around it. The hands are positioned as if presenting the gift. The background is a soft, out-of-focus light color. A red horizontal bar is at the top of the image.

Delivered in a bite sized package.

- a checklist
- a guide









It's purpose is to
build your database

That is THE Goal.

#2

What a lead magnet does



A person's profile is shown in silhouette on the left side of the image. The background is dark with numerous 3D letters and numbers floating around, creating a sense of motion and language. A prominent red banner is positioned at the top right and another red banner is behind the main text. The main text is in white, bold, sans-serif font.

“A lead magnet speaks your audience’s language”

A young boy with blonde hair, wearing a blue and yellow plaid shirt, is shown from the side, holding a black dog whistle in his right hand. The whistle is attached to a black strap. In the background, a black dog is sitting on a paved surface, looking towards the boy. The background is blurred, suggesting an outdoor setting. A red banner is at the top of the image, and a red box highlights the words 'dog whistle' in the main text.

It's like a **dog whistle**

“

When you can articulate your audience's problems better than they can, they'll attribute you as **having the solution”**

A person is shown from the chest up, sitting at a wooden table. They are wearing a grey sweater and have a wide, open-mouthed smile, suggesting they are hungry. In their right hand, they hold a knife, and in their left hand, they hold a fork. On the table in front of them is an empty, dark-colored octagonal plate. The background is a solid blue color. A red horizontal bar is positioned at the top of the image, partially overlapping the person's head and the text below.

It provides a “taste” but leaves
them **“hungry”** for more



It makes **taking the next step**
with you logical and desirable

#3

Why it's so effective for practice owners



A black and white mouse is shown in profile, eating a large, rectangular piece of yellow cheese. The mouse is positioned on a wooden surface, surrounded by several dry, brown leaves and some small, dark, round objects that appear to be nuts or seeds. The background is dark and out of focus. A red banner is at the top of the image, and a red box highlights the word 'cheese' in the main text.

More cheese less whiskers



Think of a set of **traffic lights...**

**It's a shift from...
YES or NO
To**

YES now or YES Later

It builds an asset for you



Why do you need a **lead magnet**?

To build your authority?
To grow your database?
To build an asset?



#4

Creating your lead magnet

Get inside your audience's heads



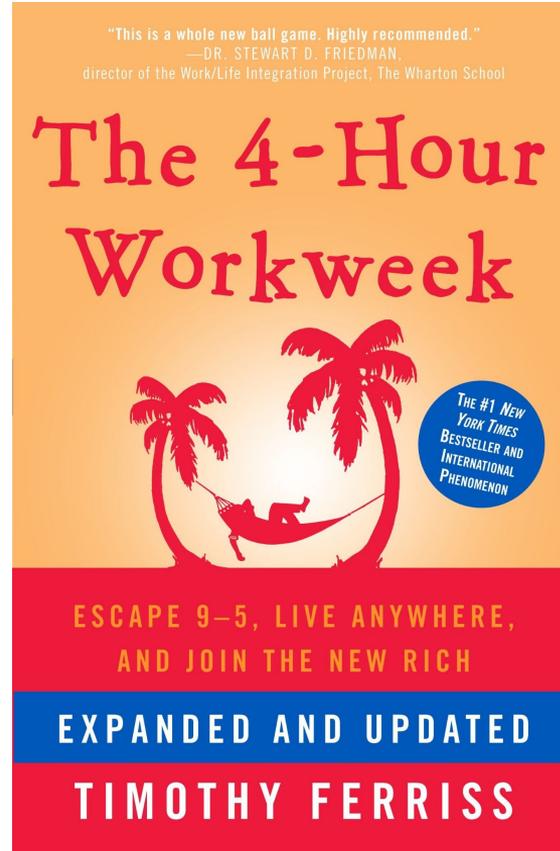


Away from problem...
or **towards goal motivated...**

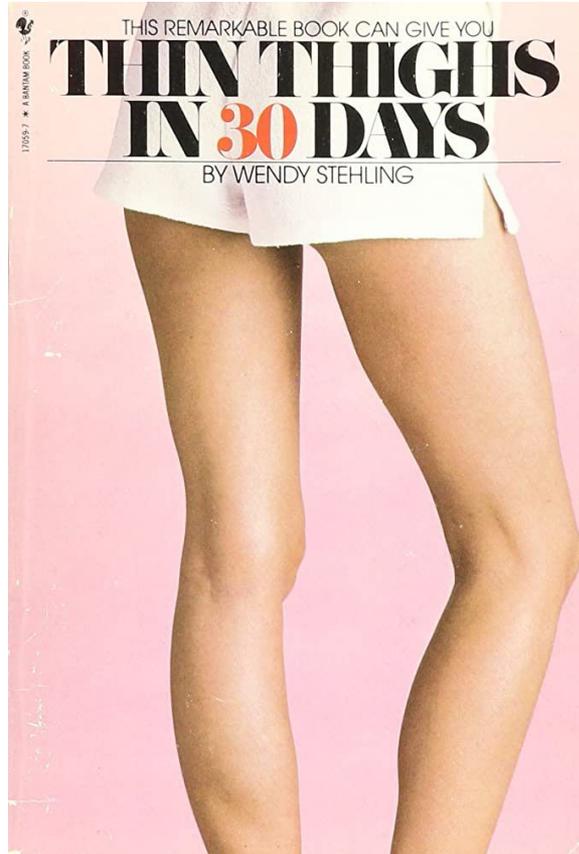
The image features several wooden blocks on a light-colored surface. Four blocks in the foreground are arranged to spell out the word "NAME" in large, bold, black capital letters. In the background, several other wooden blocks are scattered, some standing upright and some tilted. A red horizontal bar is positioned at the top of the image, partially overlapping the text below. The overall background is a soft, out-of-focus grey.

**Give it a name that relates to
your audience's desire.**

THE 4-HOUR WORKWEEK



THIN THIGHS IN 30 DAYS



A person in a dark suit is shown from the chest up, holding a glowing lightbulb in their open palm. The lightbulb is surrounded by a faint, glowing network of lines and dots, suggesting technology or innovation. The background is dark and slightly blurred. A red horizontal bar is at the top of the image.

The (away from problem) guide or **The (towards solution) guide**

Exercise

GET INSIDE YOUR PROSPECT'S HEAD



Stop thinking like a practitioner. Start thinking like a prospect. When you can speak to your prospect's motivations, you capture their attention like a dog whistle and create instant connection.

What are the top three problems that you help solve for your patients?

What do they really want to avoid or stop experiencing? (away from motivation)
e.g. neck pain, back pain, headaches, stained teeth, crooked teeth, chipped teeth, reading problems, visual problems etc

What are the top three goals that you help your patients achieve?

Towards motivation.
e.g. beautiful white smile, powerful core, bikini body etc

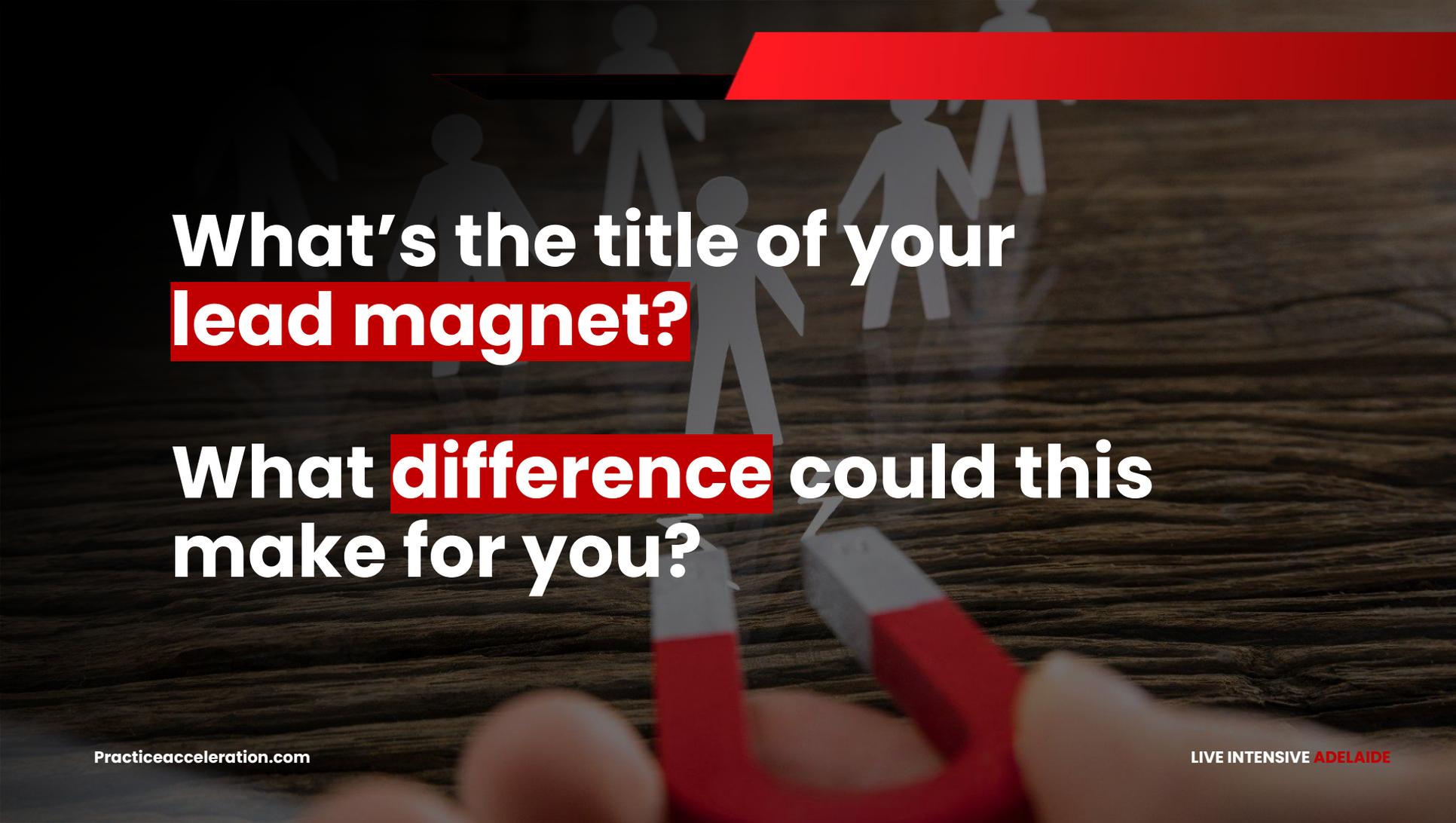
Choose a problem from your top three that is profitable, easy and fun for you to treat.

GET INSIDE YOUR PROSPECT'S HEAD



Now it's time to put a name to your lead magnet to attract this person to you and your practice.

Simply name your lead magnet "The (insert the problem you've chosen) guide"



What's the title of your
lead magnet?

What **difference** could this
make for you?

A man with glasses is sitting at a desk, writing in a notebook with a blue pen. A laptop is open to his right, and a smartphone is on the desk in front of it. The background shows a window with a grid pattern. The text 'Writing your lead magnet content' is overlaid on the image, with 'Writing your' in white and 'lead magnet content' in white on a red background.

Writing your **lead magnet content**

A person in a dark suit is shown from the chest up, holding a glowing lightbulb in their open palm. The lightbulb is surrounded by a faint, glowing network of lines and dots, suggesting a digital or technological theme. The background is dark and slightly blurred. A red horizontal bar is at the top of the image.

The (away from problem) guide or **The (towards solution) guide**

How-to Headline Formula:

How to [get desired outcome] without [objection]

Example:

How to Reset Your Hormones Without Medication

Checklist Headline Formulas:

[number of] [things] You Must Do To [Desired Outcome]
The [X] Step Checklist For [Doing A Difficult Thing]

Examples:

13 Exercises You Must Do To Ease Back Pain
The 6 Step Checklist For Overcoming Plantar Fasciitis

Guide Headline Formula:

The [Impact Word] [Desired Outcome] Guide

Example:

The Ultimate Horse Hoof Care Guide

The **Ultimate Smile** Makeover Guide

7 ways to Achieve a Beautiful Smile

The **Chronic Pain** Guidebook

Stop **Your Pain from
Getting in the Way
of Your Life**

The **Foot Pain** Survival Guide

Relieve The Aches, Soreness, and Discomfort In Your Feet

BODY CONTENT

1. State their problem so it's clear to them that you understand their issue.
2. Touch on how this problem is affecting them (physically, emotionally etc).
Be sympathetic yet still authoritative.
3. Throw in a supporting statistic if you can - it builds credibility.
4. Make them feel that there is hope for solving their problem.
5. Let them know that your lead magnet will present the solution.
6. Tell them to keep reading to discover it for themselves.

CALL TO ACTION

Book your “Outcome based/Towards solution” Consult now

Total value: X

Mention this to get it for: Y

You save Z

Book your “Away from problem” Consult now

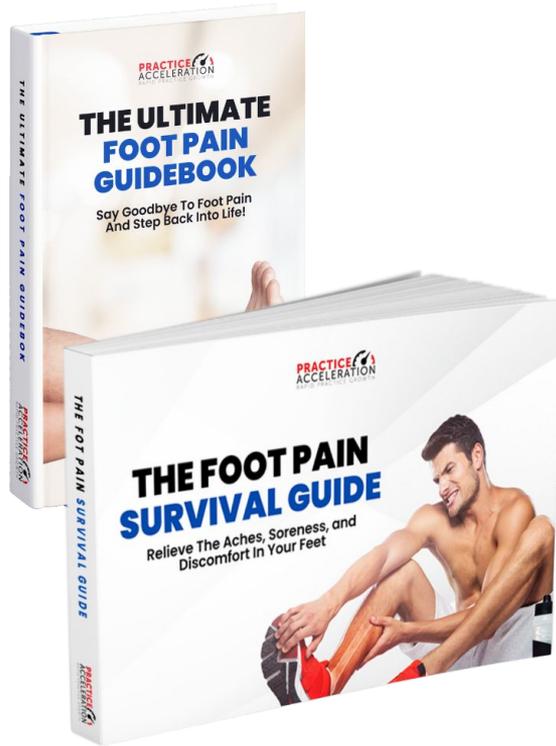
Total value: X

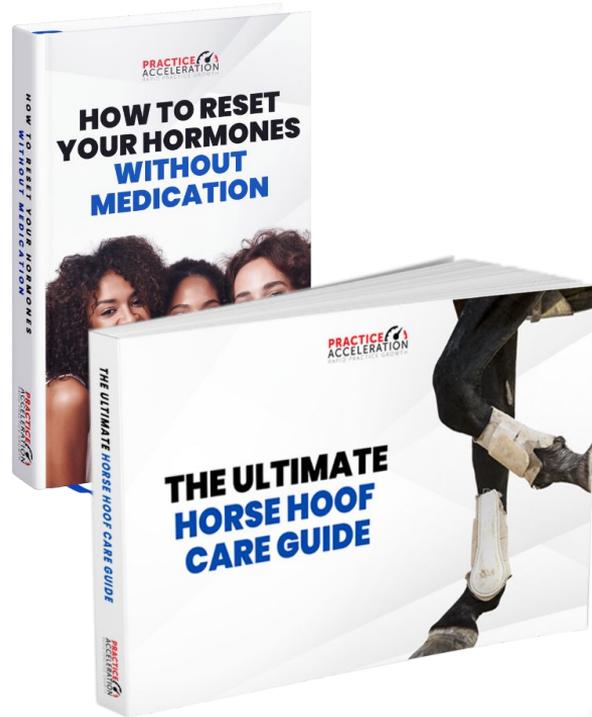
Mention this to get it for: Y

You save Z

DESIGN IT







The background of the slide features a silhouette of a man in a muscular physique, seen from behind with his right arm raised in a fist. In front of him, a smaller silhouette of a person is also celebrating with both arms raised. They are positioned on a dark, rocky outcrop. The scene is set against a bright, hazy sunset sky with soft clouds, and a city skyline is faintly visible in the distance. A red horizontal bar is positioned behind the main text.

Transformation over information

OVERDELIVER



BONUS



BODY CONTENT

1. State their problem so it's clear to them that you understand their issue.
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A rockstar is captured in a dynamic pose on a stage, playing an electric guitar. He is wearing a grey long-sleeved shirt and blue jeans. The stage is lit with vibrant blue and red lights, and the background is filled with a large, glowing crowd of spectators. The overall atmosphere is energetic and high-stakes.

“

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WORLD YOU'RE A ROCKSTAR.**

**CONTENT MARKETING IS SHOWING
THE WORLD YOU ARE ONE.**

A hand is shown holding a red ribbon with a white lightning bolt symbol. The ribbon is positioned above a group of white human figures arranged in a pyramid shape on a wooden surface. The background is a dark, textured wooden surface. A red horizontal bar is at the top of the image.

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THE PATIENT LEAD MAGNET

Accountability

I just attended The Patient Lead Magnet Session
What I most loved about it was...
My lead magnet title is....
Long term play baby 🔥🔥🔥



Next...



NEXT...

Assembling Your Lead Magnet