

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

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

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



# Welcome Back!



# Movement



# The Automated Patient Follow Up

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Turn leads into appointments and fill your team's calendar



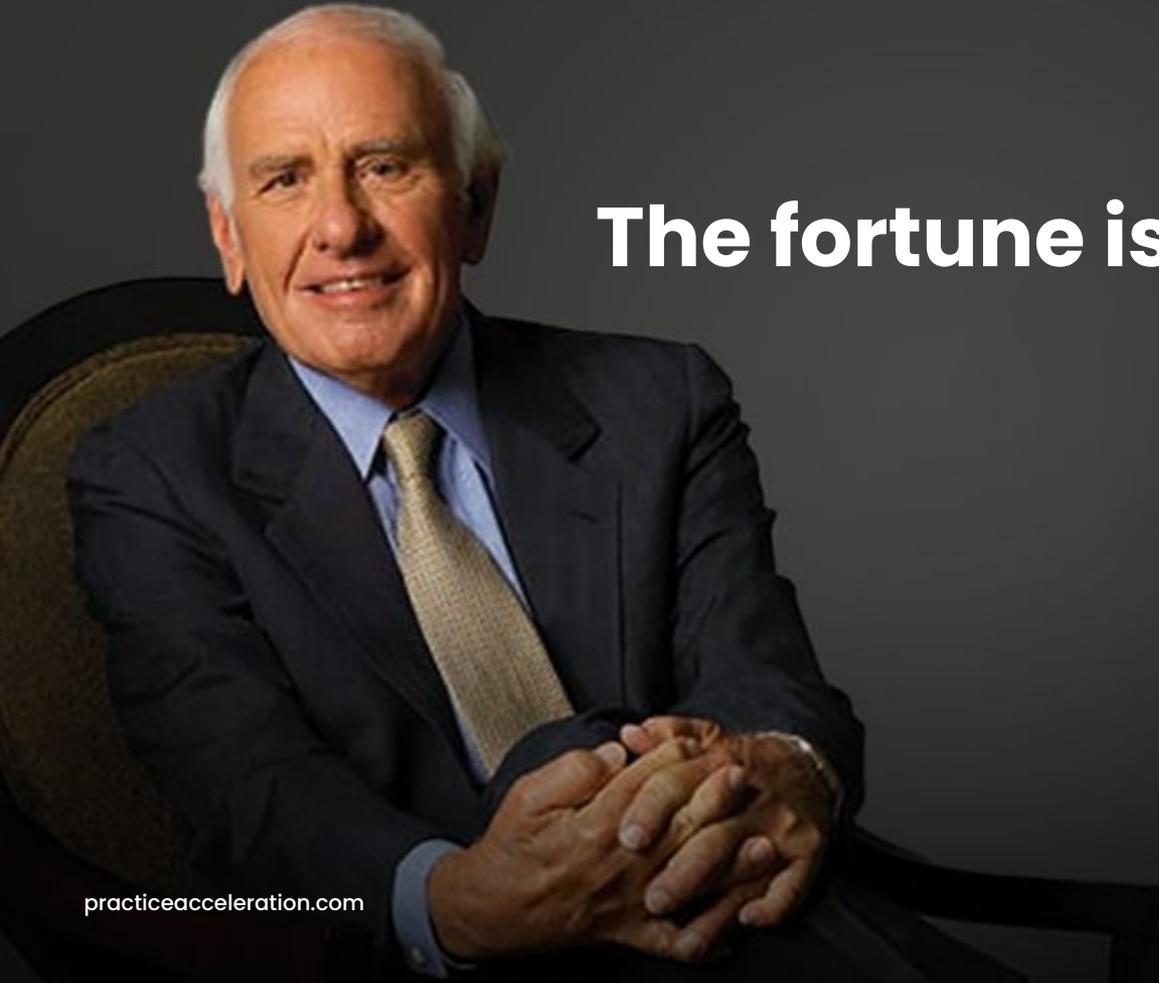
**On average, only 2% of sales are made during the first point of contact. That means if you don't follow up, even with a simple follow-up email, you're missing out on potentially 98% of your sales.**

## **At any given time, only...**

10% of your market is actively buying

80% in the middle

10% will never buy from you



**The fortune is in the follow up**

- **Jim Rohn**

# 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 grey concrete walls and is illuminated by a bright light from above, creating a strong shadow on the floor. A red horizontal bar is visible at the top of the image.

# No Follow Up Process



The background of the slide features a person's hands typing on a laptop keyboard. Overlaid on this is a complex digital interface consisting of a grid of glowing blue lines. Various icons, including folders and document pages, are scattered across the grid, connected by thin lines, suggesting a digital file management system or a workflow process. A solid red horizontal bar is positioned at the top of the image.

# Manual **follow up**



# Fear of Rejection

# Leaving Money On the Table





**What impact is that  
having on you?**

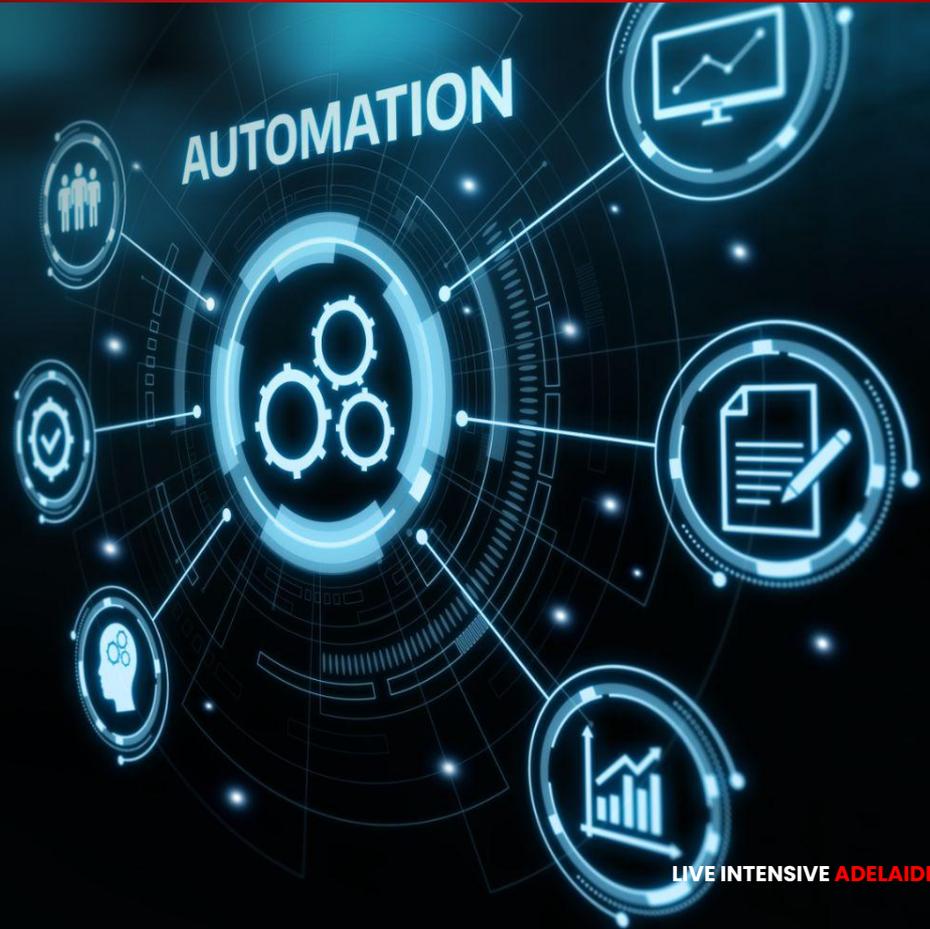
# Opportunity

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 at the top. The scene is set in a modern building with glass facades. A red horizontal bar is at the top of the image.

# Step by Step Process



# Automation



# Confidence



# Maximise Leads





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

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

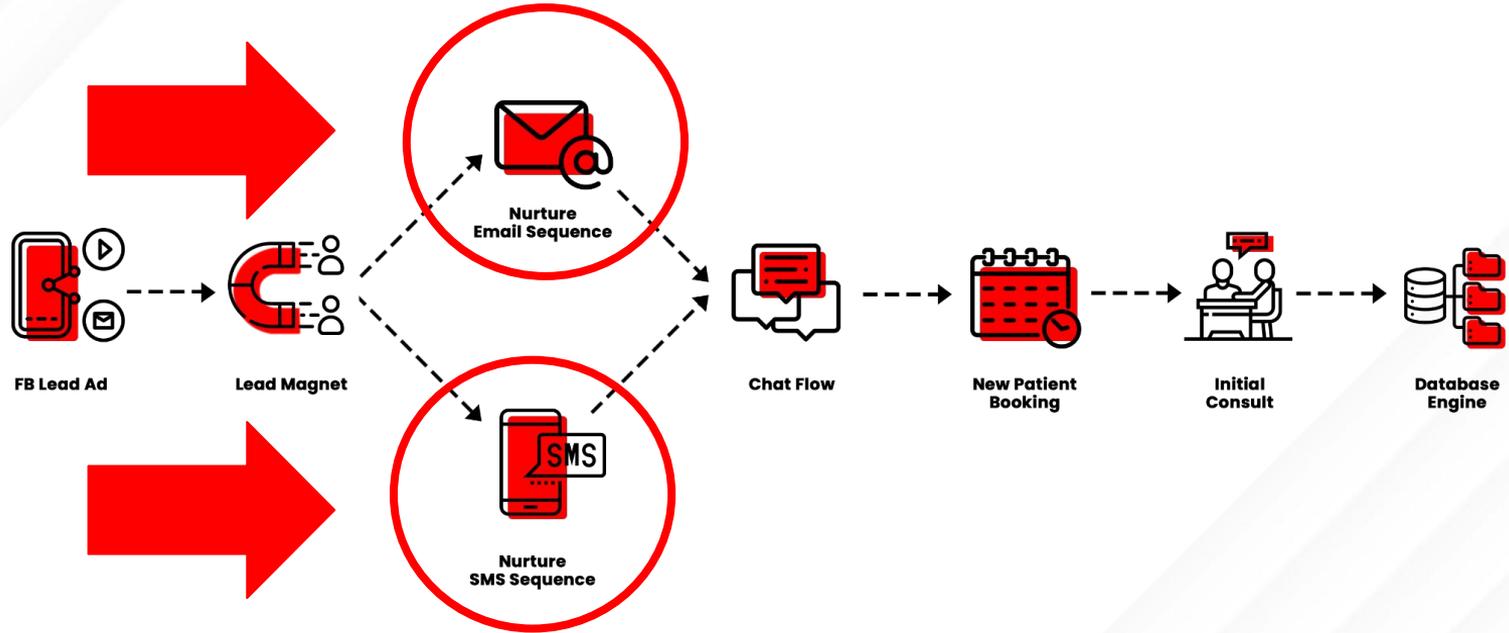
1. Strategy overview of the automated patient follow up
2. Email follow up sequences
3. SMS follow up sequences
4. Chat flow
5. Automation & pipeline management



**#1**

# Strategy Overview of the automated patient follow up

# The New Patient **Attraction Accelerator**



# #2 Email follow up sequences

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# Nurturing Email Sequence

A person in a dark suit with a light blue shirt cuff is shown from the chest down, holding a glowing white email icon in their right hand. The icon is surrounded by a network of white nodes connected by thin lines, with several other smaller email icons floating around. The background is a dark teal color with a red horizontal bar at the top.



# **Nurture Email Sequence**

**Educate them along their path to purchase**

**Handle any objections they have along the way**

**Establish your authority and credibility in the industry**

**Keep you top-of-mind until they're ready to buy**



# **Key Elements Of A Successful Email**

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**Timing**

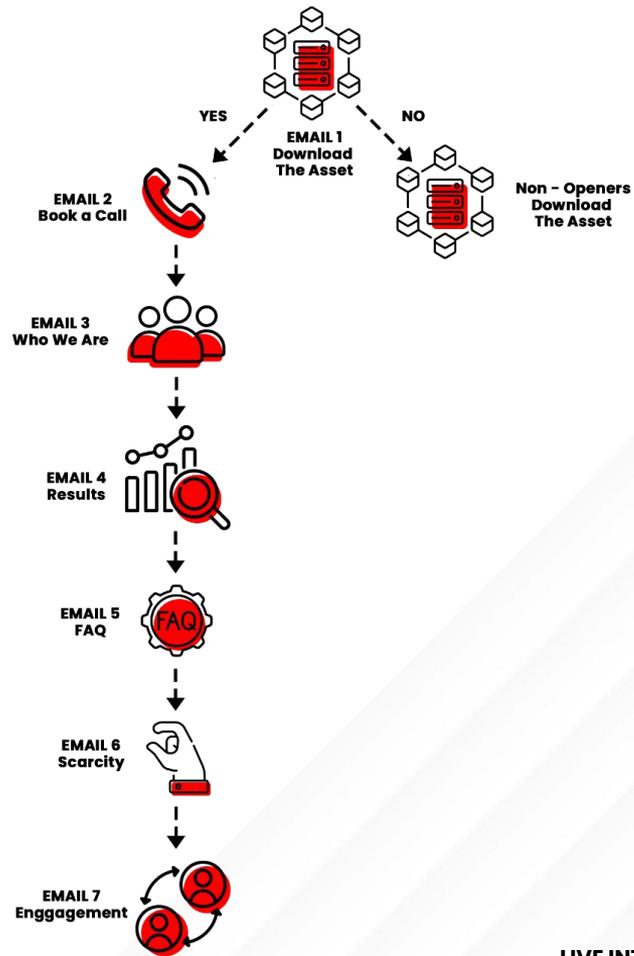
**From Name**

**Subject Line**

**Body Copy**

**CTA**

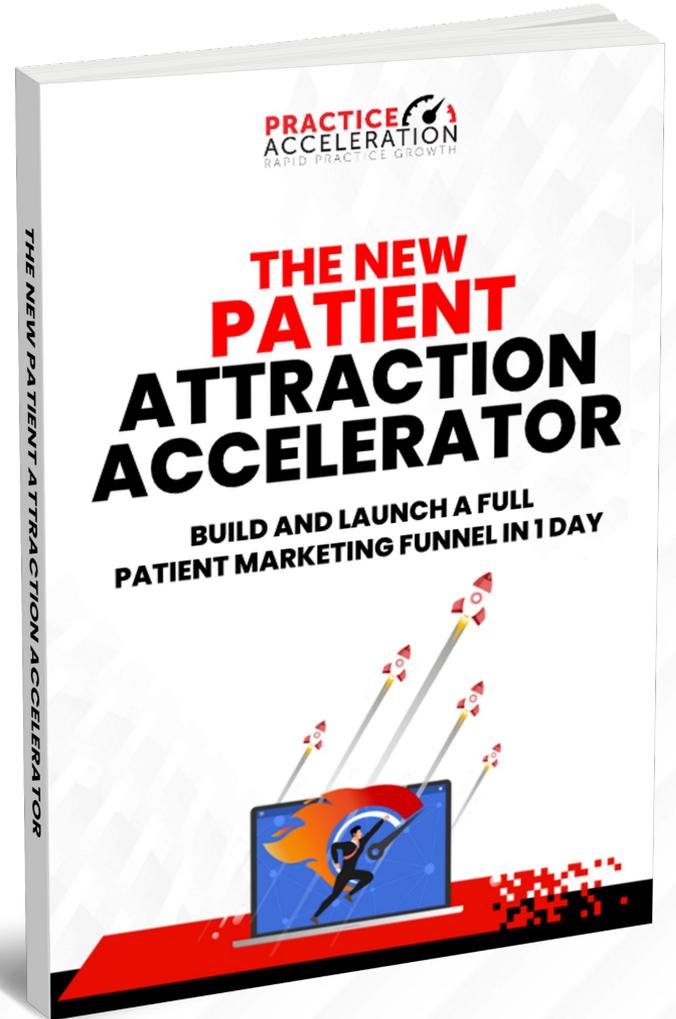
# Nurture Email Sequence





# THE NEW PATIENT ATTRACTION ACCELERATOR

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



EMAIL #1

# Download the Asset



Timing



Subject



CTA



Body Copy



## Email 1: Send immediately

Subject: Here's your copy of [lead magnet name]!

Hey [FIRST NAME],

We're so happy you asked for a copy of our [lead magnet name].

You can download your copy here

But before you start reading, a quick question -

Do you ever feel that [what worries keep them up at night about their problem]?

If so, you're not alone!

[The problem] can be a [how it affects their life] experience.

But by downloading this guide, you've taken the first step towards positive change, and that's fantastic!

Our team at [Clinic Name] are passionate about helping people like you to [their goal], and get back to [their ultimate outcome - how their life will look when their issue has resolved].

We wanted people to know that even though it might seem that [their big worries about their problem], there are many things that [your clinical speciality] can offer to help [get the result they want].

And you may not believe it now, but these things can really make a significant difference!

The great news is, a [problem-free] future might not be as far away as you might think!

That's why we created [lead magnet name].

We're excited to share it and help you get back to your 'old self'.

Please remember we're here to answer any questions you have about how to [get rid of their problem].

Just hit reply to this email, or give us a buzz on [clinic phone number]

Congratulations again for taking the first step towards taking back control!

Talk soon,

EMAIL #2

# Conversion Email



Timing



Subject



Body Copy



CTA



**Email 2: Drive to offer to book a call – 30 mins after first one**

Subject: Customised [consultation name] Plan for you

Hey [FIRST NAME],

So it's been about an hour since you downloaded our free resource:

[Lead Magnet Name]

I wanted to pop in and let you know that help may be closer than you think!

This month we're offering a discounted '[Consultation Name] Plan' to a select number of new patients.

It's a 25 minute consultation where our highly experienced [clinical specialty] create a customised plan for addressing [their problem], and [help them get the resolution they want].

(If you have private healthcare, the plan is FREE.)

Here's the catch!

We're offering it to 10 new patients only.

That's why I wanted to email you quickly to let you know.

I don't want you to miss out!

So if you're interested in getting a custom [Consultation Name] Plan that's suited to your situation... I'll hook you up ;)

Just hit reply and type the word YES, and let's tee up a convenient time to visit us at the clinic.

(It's in [street or local area], near the [familiar landmark]. Not too far from you I am sure!

Talk soon,

[Name]

[Clinic Name]

[Clinic contact details]



**EMAIL #3**

# Who We Are

Timing



Subject



Body copy



CTA



**Email 3: who we are**

Subject: You have a message from [team member] at [practice name]

Hey [FIRST NAME],

I was just talking to my colleague [name] about you (we do a little celebration dance for everyone that downloads our [Lead Magnet Name], because that's one more person we might be able to help!)

But then it occurred to me - we haven't actually met in person!

So you have no idea who I am, or more importantly, who we are as a clinic.

Let this be your introduction to our amazing clinic, [clinic name].

[insert a photo of the team, something fun is preferable]

Ta daa!

At [clinic name], we're [put USP in here].

We understand how [the emotional effect of their problem] that [their problem] can be. We know how it can make you feel [what keeps them up at night worrying], unable to [how is their problem affecting their daily life].

That's why we are so passionate about [clinical speciality] care. Our team is dedicated to helping our patients [resolve their problem], and [get back to the state they want to live in].

Our [clinical speciality] are trained in the fields of [area of specialisation] and have a special interest in [their problem] management. We use a range of techniques and treatments to help reduce [the effects of their problem] and improve [how their problem affects them].

Simply put... we love helping people [their ultimate goal]!

Talk soon,  
[Name]  
[Clinic Name]  
[Clinic contact details]

P.S. If you're ready to take back control and start [getting their ultimate goal].

[Click here](#) to book your 25 minute [Consultation Name] Plan.

EMAIL #4

# Results



Timing



Subject



Body Copy



CTA



**Email 4:**

Subject: Have you seen what they're saying about us?

Hey [FIRST NAME],

I understand that getting [clinical specialty] treatment to help with your [problem] can be a big step.

So today I thought that hearing about the experiences of other patients might help.

[Check out our \[number of\] 5-star Google reviews here](#)

We are so grateful that our patients are so happy with our care. Truly!

And if after reading our reviews, you're ready to find out how we can help [overcome their problem], I have great news for you!

For the month of [current month] we're offering a discounted [Consultation Name] Plan for the first 10 new patients that book.

There are still some spots left - so make sure you claim yours now!

Booking is easy.

Just follow this link to our booking page, select a convenient time, and voila!

We are looking forward to seeing you in the clinic very soon.

Talk soon,  
[Name]  
[Clinic Name]  
[Clinic contact details]

EMAIL #5

# FAQ



Timing



Subject



### Email 5: FAQs

Subject: re: your [Consultation Name] plan

Hey [FIRST NAME],

A few people have emailed me back saying they were on the fence about their [Consultation Name] Plan.

So I thought I'd shoot you a quick email to answer some FAQs : )

#### Will my [clinical specialty] treatment be expensive?

We understand that cost is an important consideration for many people. That's why we offer a range of treatment options to fit different budgets.

We're happy to provide you with a detailed breakdown of the costs and financing options | available for your specific treatment plan. We also work with most health insurance plans to help you get the most out of your coverage.

#### How much time might my treatment take?

The length of the procedure will depend on the specific treatment you need, but we'll work with you to create a treatment plan that fits your schedule and goals. Our clinic offers various appointment times to fit the schedules of our patients, including early morning, evening, and weekend appointments.

Ultimately, we will work with you to develop a treatment plan that fits your schedule and lifestyle, and to ensure that you feel supported in your journey to [the outcome they want].

#### What happens in my [Consultation Name] Plan appointment?

The appointment lasts for 25 minutes and involves -

- A comprehensive subjective and objective exam to assess any underlying causes of [their problem] (value \$xx)
- [Assessment value point 2] (value \$xx)
- Appropriate personalised treatment plan if required (value \$xx)

That is \$xxx worth of value for no out of pocket expense if you have private health insurance!

Body Copy



CTA



EMAIL #6

# Scarcity



**Timing**



**Subject**



**Body Copy**



**CTA**



### Email 6: final nudge

Subject: last chance to claim your [Consultation Name] Plan

Hey [FIRST NAME],

There is a popular saying -

"The best time to plant a tree was 30 years ago. The second best time is now."

If you've been suffering from [their problem], you cannot get that time back.

But you CAN do something about it now.

So you spend your future years enjoying [their ultimate outcome]!

Time to take the first step?

**Book your [Consultation Name] now.**

Talk soon,

[Name]

[Clinic Name]

[Clinic contact details]

EMAIL #7

# Engagement Email



**Timing**



**Subject**



**Body Copy**



**CTA**



**Email 7: send a week later**

Subject: re: [their problem] (eg: your pain / your dog / your feet)

Hey [FIRST NAME],

Are you still interested in addressing your [problem]?

Best,  
[Name]  
[Clinic Name]  
[Clinic contact details]

**What did you notice?  
What did you love?  
What are you most excited  
about?**



# # 3 - SMS Follow-up Sequences

**98% OPEN RATE FOR SMS**



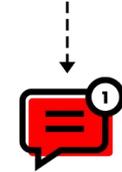
**80% OF CUSTOMERS  
READ TEXTS WITHIN  
1-5 MINUTES AFTER  
RECEIVING THEM**



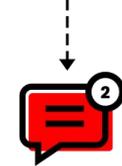
# OVERVIEW OF SMS FLOW



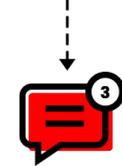
Nurture  
SMS Sequence



SMS 1



SMS 2



SMS 3



SMS 4

# SMS #1

## SMS 1- Send Immediately after download

Hey [Name]! 😊

[Practice Owner Name] here from [Clinic Name].

Just wanted to reach out and welcome you to the [Clinic Name] family.

Thanks for downloading our [Lead Magnet Name]!

You can access it here: (link to lead magnet).

Let me know if you have any questions :)

[Practice Owner Name]

## SMS #2

### SMS 2- 24 hours later

Hi [Name]!

It's [Name] from [Practice name] here.

I noticed that you just downloaded our [Chronic Pain Management Guide].

I just wanted to check in and see how you're getting along with [insert problem]?

## SMS #3

### SMS 3- 24 hours later

Hey [NAME].

It's been a few days since you downloaded our [insert name of guide].

I wanted to pop in and let you know that help may be closer than you think!

This month we're offering 10 free initial consultations (valued at XYZ).

Just reply YES, and I'll organise the rest!.

[Practice Owner Name]

# SMS #4

## SMS 4- 1 week later

Hey [NAME].

Are you still looking for help with your [insert problem]?

[Practice Owner Name]

**What did you notice?  
What did you love?  
What are you most excited  
about?**

# # 4 - Chat Flow



### Message 1:

Hi there! It's [Name] from [Practice name] here. I noticed that you just downloaded our [Chronic Pain Management Guide].

I just wanted to check in and see how you're getting along with [insert problem]?

(Patient: Hi, I'm in a lot of pain and hoping the guide can help.)

### Message 2:

I'm sorry to hear that. It must be really hard [repeat their problem to them empathising with how it must make them feel]. How long has this been going on for?

(Patient: about a year now.)

### Message 3:

Hmm that's definitely far too long. We've actually been seeing a lot of situations like yours lately at the clinic. Would you like some help with it?

Our guide is a great starting point, but working with a [physio/chiro/osteo] can help. Would you like us to develop a personalised treatment plan for you?

(Patient: Yes that would be good)

#### Message 4:

That's great. I can get you in for a Pain Assessment appointment on [date and time option 1] or [date and time option 2]. Which works best for you?

(Patient: Can we do [option 2]?)

#### Message 5:

Absolutely. I'll book you in right now. (pause)

Ok all booked in. I've let [practitioner name] know, and they're excited to meet you.

You'll receive a confirmation email and text in the next 5-10 minutes. The email has some info on what to expect at your appointment, how to claim it on Health Insurance, and other handy stuff like that.

Thanks so much [NAME]. I'm really looking forward to seeing you on [appointment time and date.] If you have any questions in the meantime, feel free to get in touch. Either ping me here or give us a buzz on [phone number].

Take care.

**Hot Tips!**



# Speed of Reply



**If you follow up within **5 mins**  
you're 9X more likely  
to convert them**



**What did you notice?  
What did you love?  
What are you most excited  
about?**

# # 4 - Automating Your Sequences

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# Who loves automation **but hates tech?**

Add New Workflow Trigger



New Lead Stage



Internal Notification



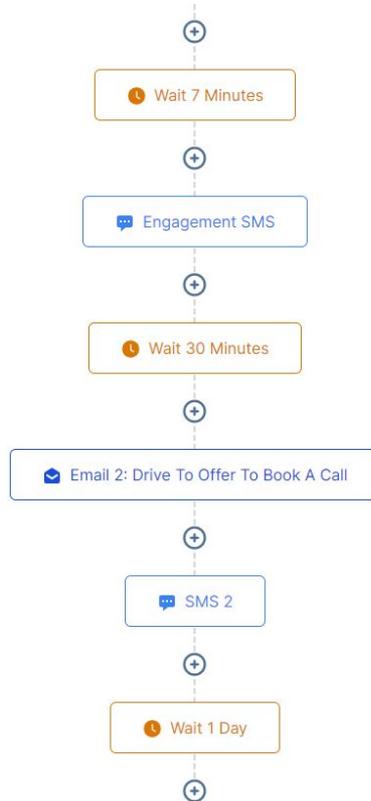
Tag - Lead



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



Automation Workflows Campaigns Triggers

Get a phone number to start texting & calling Ignore Reactivate

Workflows  Create folder + Create workflow

All Workflows	NAME	TOTAL ENROLLED	ACTIVE ENROLLED	LAST UPDATED	CREATED	ACTIONS
<input checked="" type="checkbox"/> Draft	AI Appointment Getting - Reminder Sequence			March 10th 2023	March 10th 2023	
<input checked="" type="checkbox"/> Published	AI Appointment Getting Outbound Sequences For New Leads <span>Actions</span>			March 10th 2023	March 10th 2023	
	AI Appointment Getting Pipeline Automation			March 10th 2023	March 10th 2023	
	AI Appointment Getting SMS - For Existing Database			March 10th 2023	March 10th 2023	
	AI Appointment Rescheduling Campaigns			March 10th 2023	March 10th 2023	
	New Patient Accelerator			March 13th 2023	March 13th 2023	

Showing 1 - 6 out of 6 workflows Previous Next

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



# **What are you most excited about?**

# # 5 - Pipeline Management

# POD PIPELINE



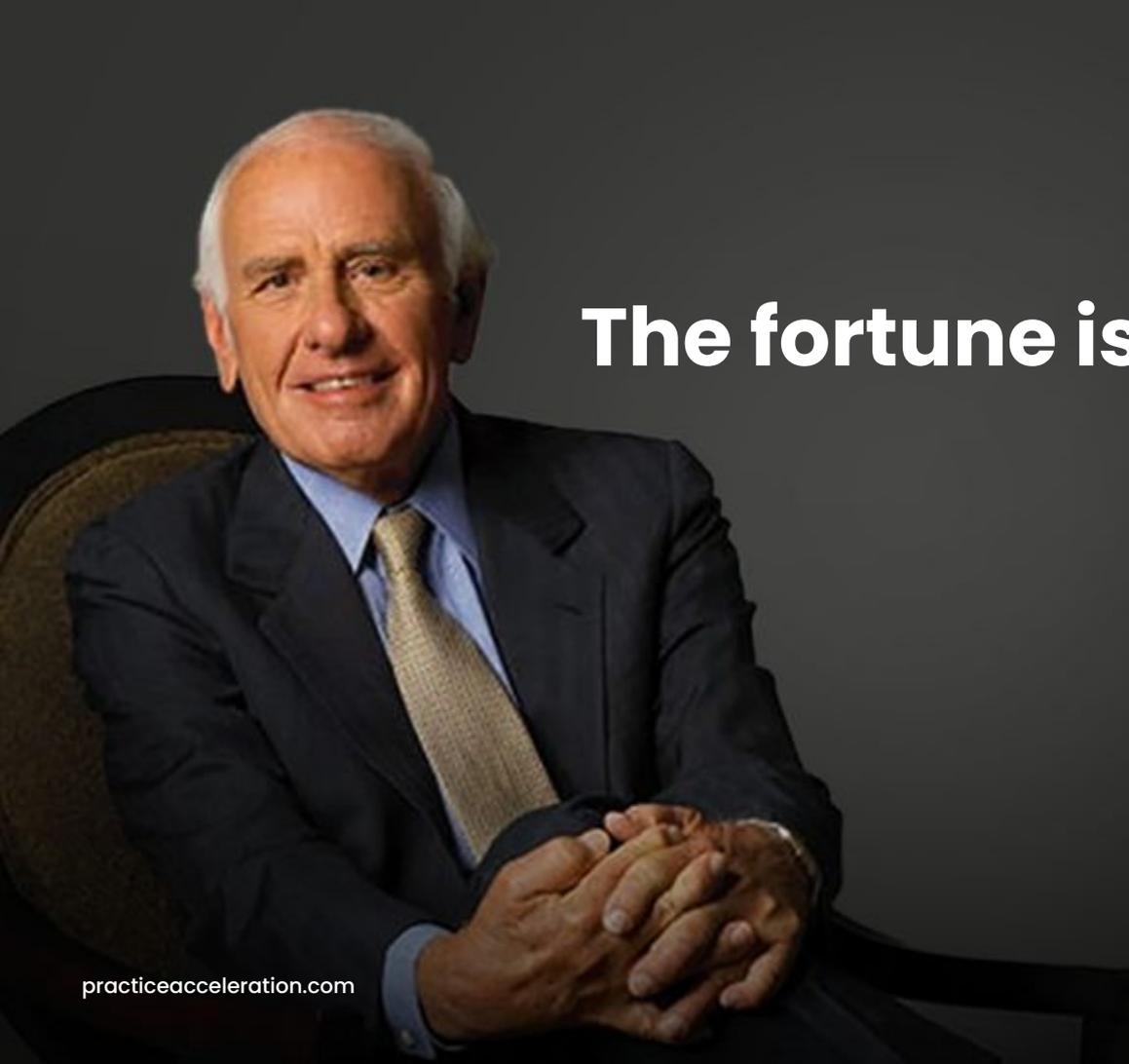
TEMPLATE SUBACCOUNT...

- Dashboard
- Conversations
- Calendars
- Contacts
- Opportunities**
- Payments
- Marketing
- Automation
- Sites
- Reputation
- Reporting
- Settings

Opportunities **Opportunities** Pipelines

Start Date → End Date + New Leads Pipeli... All All Open Q Search

New Lead 4 Leads A\$3,000.00	In Conversation 7 Leads A\$5,250.00	Booked in 7 Leads A\$5,250.00	Follow Up 7 Leads A\$5,250.00	No Show 9 Leads A\$6,750.00	Canceled 7 Leads A\$5,250.00	Shown 9 Leads A\$6,750.00
Rutger Strouthers — 21/3/2023 A\$750.00	Mattias Tring — 21/3/2023 A\$750.00	Stacy Cusworth — 21/3/2023 A\$750.00	Zita Fancet — 21/3/2023 A\$750.00	Carlyne Neighbour — 21/3/2023 A\$750.00	Seka Steuhlmeier — 21/3/2023 A\$750.00	Jammal Sidry — 21/3/2023 A\$750.00
Goldie Haesler — 21/3/2023 A\$750.00	Wildon Schreurs — 21/3/2023 A\$750.00	Harri Windaybank — 21/3/2023 A\$750.00	Pooh Ivashechkin — 21/3/2023 A\$750.00	Lorri Bowich — 21/3/2023 A\$750.00	Jaymee Storach — 21/3/2023 A\$750.00	Marena Githerow — 21/3/2023 A\$750.00
Alexei Browncey — 21/3/2023 A\$750.00	Reilly Ellum — 21/3/2023 A\$750.00	Beverie Moyers — 21/3/2023 A\$750.00	Gaston Carnie — 21/3/2023 A\$750.00	Doy Raddenbury — 21/3/2023 A\$750.00	Mumfro Forsaith — 21/3/2023 A\$750.00	Giovanna Flarity — 21/3/2023 A\$750.00
Dermot Sutcliff — 21/3/2023 A\$750.00	Jordanna Beddo — 21/3/2023 A\$750.00	Ruy Wardel — 21/3/2023 A\$750.00	Agnes Maven — 21/3/2023 A\$750.00	Sheffia Saunders — 21/3/2023 A\$750.00	Phelia Suthren — 21/3/2023 A\$750.00	Keven Nicholls — 21/3/2023 A\$750.00
Noby Bony — 21/3/2023 A\$750.00	Merell Bourrel — 21/3/2023 A\$750.00	Rosie Dunnett — 21/3/2023 A\$750.00	Xymenes Kenealy — 21/3/2023 A\$750.00	Saree Martina — 21/3/2023 A\$750.00	Georgeta Bhatia — 21/3/2023 A\$750.00	
Retha Spirritt — 21/3/2023 A\$750.00	Jacqueline Fishburn — 21/3/2023 A\$750.00	Myriam Sterland — 21/3/2023 A\$750.00	Francisca Hogueat — 21/3/2023 A\$750.00	Gunilla Sinnat — 21/3/2023 A\$750.00	Stormy Spours — 21/3/2023 A\$750.00	
Jaquelyn Guerner — 21/3/2023 A\$750.00	Ricky Prop — 21/3/2023 A\$750.00	Opaline Wellbeloved — 21/3/2023 A\$750.00	Liza Grasset — 21/3/2023 A\$750.00	Sim Lusty — 21/3/2023 A\$750.00	Fred Dufore — 21/3/2023 A\$750.00	
			Leslie Guille — 21/3/2023 A\$750.00		Jackelyn Carabet — 21/3/2023 A\$750.00	
			Kirbee Cumpsty — 21/3/2023		Adena O' Cloney — 21/3/2023	



**The fortune is in the follow up**

- **Jim Rohn**



PRACTICE  
ACCELERATION  
RAPID PRACTICE GROWTH



## THE AUTOMATED PATIENT FOLLOW UP *Accountability*

I just attended the  
Automated Patient Follow Up Training

What I loved most about it was...

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

Let's automate your machine!

**Next...**



**Next...**



**Next...**



**Next...**

