

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.

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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"