

# KNOWING YOUR PIPELINE VALUE



## Knowing Your Pipeline Value

Prior to running any marketing campaign it's important that you know your **Pipeline Value**.

When you know how much opportunity is sitting in your pipeline, you approach lead attraction and conversion with a totally different mindset.

e.g "You have 7 potential patients in your pipeline to convert" vs "You have \$5,600 of business to convert"

Use this worksheet to calculate how much you can earn from each marketing campaign/exercise.

Let's do the numbers...

The first thing to establish is your per-patient revenue. When a patient follows their treatment plan and keeps all their appointments, how much does your practice make? On average, our private coaching clients make anywhere from \$700 on the lower end and many thousands on the higher-end. Write your numbers down right now.

For appointment based services: My average patient fee is \$

My average number of appointments recommended is

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My earning potential is \$\$\$ for EACH patient

For product/procedural based businesses : My average case/procedural recommendation is:

My earning potential is \$\$\$ for EACH patient

Pretty exciting right?

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## Notes

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