



NEW PATIENT HOLIDAY CAMPAIGN

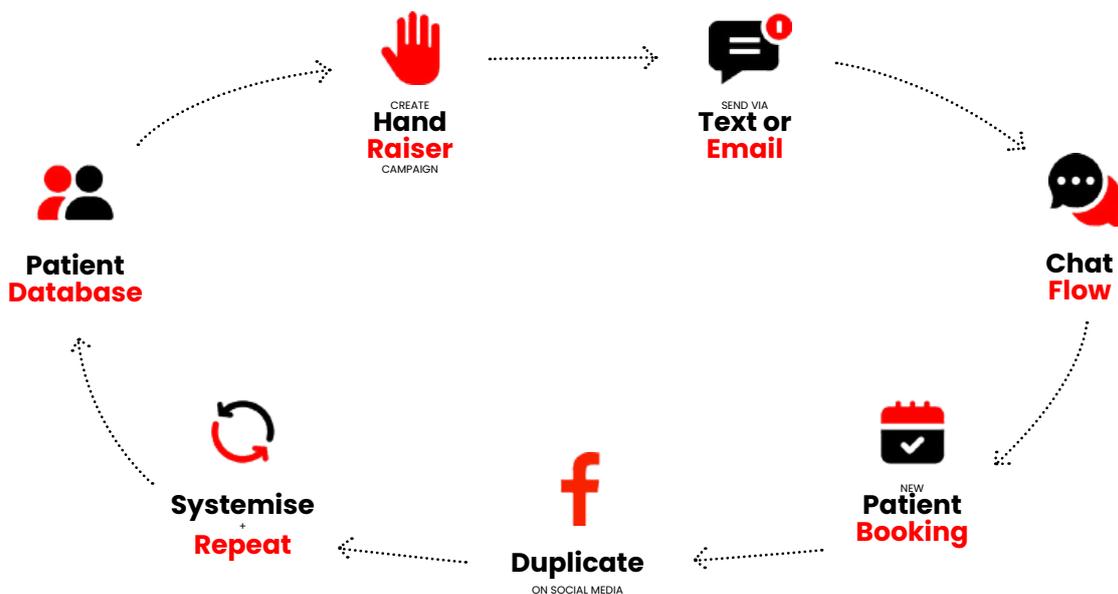


BIG PICTURE & LAYING YOUR FOUNDATION

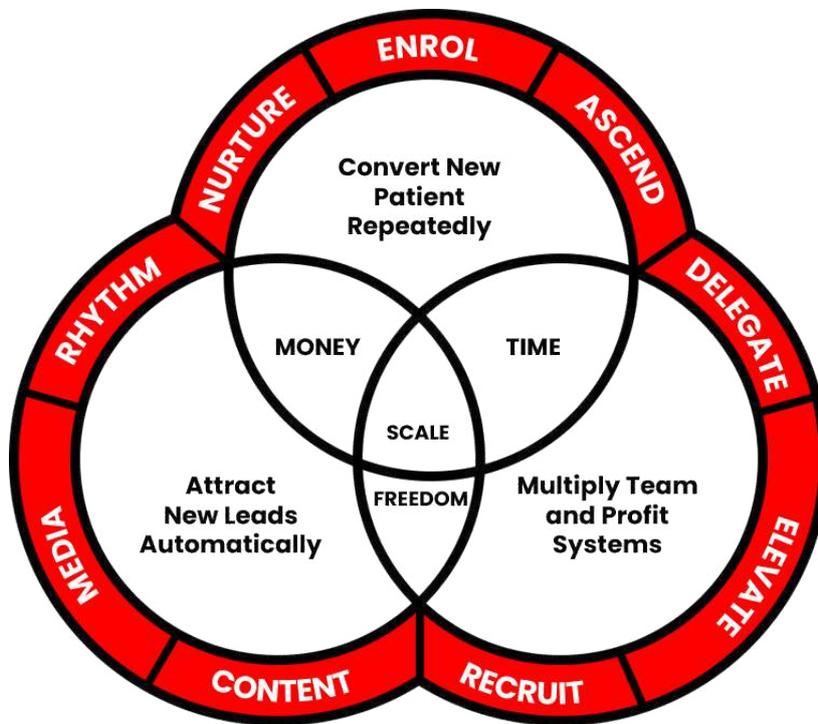
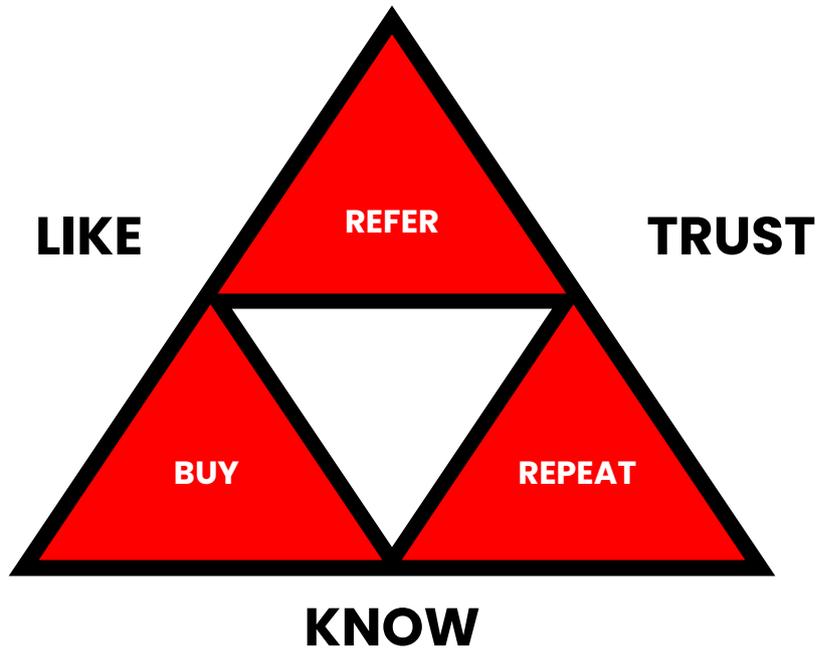
It's important to understand the overall strategy to generate new patients over the holidays. The big picture overview will allow you to fully understand all elements of the New Patient Holiday System.

NEW PATIENT HOLIDAY CAMPAIGN

Send 20 To 30 Patients Your Way From Christmas Into The New Year
Without Spending Money On Advertising



1. Patient Database
2. Create Hand Raiser Campaign
3. Send Via Text or Email
4. Chat Flow
5. New Patient Booking
6. Duplicate on Social Media
7. Systemise + Repeat



Choosing Your **Target Audience**

Stop thinking like a practitioner. Stop thinking like a marketer. Start thinking like your patient. This process will get you inside your patient's head, and allow you to influence them more effortlessly than ever before. Your patients will feel an instant bond, and respond to perfectly matched messages.

How many inactive patients do you have on your database?

How many followers do you have on Facebook?

How many followers do you have on Instagram?

Who is your ideal customer?

Which target audience will you target with your Christmas Campaign?

Which platforms will you run your campaign on (text, email, facebook)?

Knowing **Your Numbers**

Prior to running any marketing campaign it's important that you have a water tight retention system. There is no point pouring in more new patients into a broken system. Use this worksheet to calculate how much you can earn from the holiday campaign.

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.

My average patient fee is \$

My average number of appointments recommended is

My earning potential is \$ for EACH patient

Now multiply that by 20x patients.

Monthly earning potential using the New Patient Holiday System is \$

Pretty exciting right?

CONGRATULATIONS ON DOWNLOADING THE THE 5 DAY NEW PATIENT HOLIDAY TEXT CAMPAIGN

This campaign is designed as a text campaign that will be sent out to your database of past patients. All you need is to have a list of at least 50+ previous phone numbers to run this campaign. This campaign is like rocket fuel so get ready to explode your business.

Check out some of the amazing wins other Practice Owners have achieved by running this campaign.



GERARD IRELAND - PHYSICAL THERAPIST

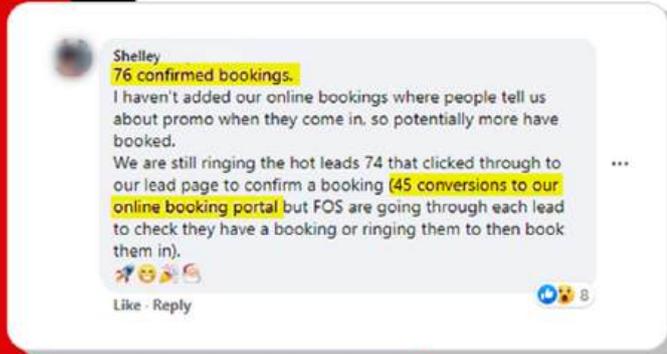
Got **90+ replies**. **42 booked**
in appointments

-  Gerard
Sent out the text to 270 people. Got 90+ replies. 42 booked in appointments, with the rest wishing us a Very Happy Christmas and saying that they didn't need any treatment at this time. 5 clients want call back in the new year as year end work commitments meant that they will need a little TLC in the new year.
Like · Reply · 1d 6
-  Tristan Bond Author
This is HUGE!! Do you have anymore from yesterday?
Like · Reply · 27m
-  Gerard
Tristan just 1 more.
Like · Reply · 1m



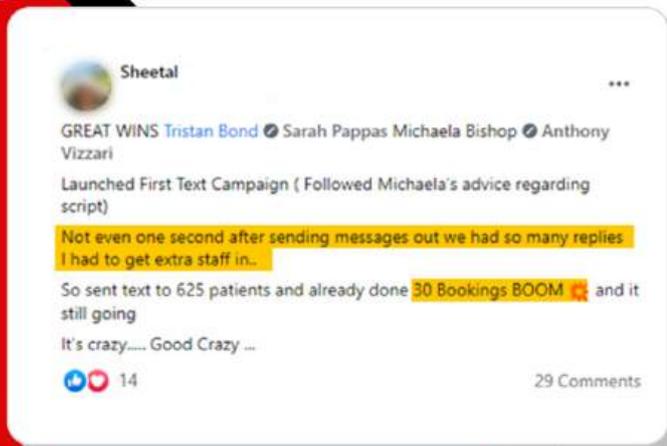
SHELLEY AUS - PHYSICAL THERAPIST

76 confirmed bookings.



SHEETAL AUS - DENTIST

30 Bookings BOOM 🌟 and
it still going



The Text Campaign:

Day 1: 12pm in your local time zone

Hey (name),

It's (name) from (insert practice).

Christmas is on it's way and I wanted to make sure that I got in early to give you an amazing gift to say a big thank you for being an awesome patient of ours!

We're giving away (insert offer value at x).

Just reply "yes" and we'll organise the rest.

(name)

Day 2: 12pm in your local time zone

Hey (name),

Did you miss this?

FAQ'S THE TEXT CAMPAIGN

1. Does this campaign comply with my regulations?

We always recommend that you check to make sure that you comply with your professional guidelines. In some countries you may have to give them the option to reply STOP to opt out.

Please check with your regulator.

2. How many patients should we send it out to?

This depends on the size of your list, but you can send it to anyone who hasn't booked in within the last 3-6 months or they aren't booked in currently.

Then segment the list and send to a % of your total list as the response in rate is high. The % you send to will depend on the answers to the following two questions:

- How many phone numbers do you have that fit the above criteria?
- How many new patient bookings do you need (i.e. your diary has room for them)?

3. Can I edit the copy?

No. Do not change the copy. The copy is proven and tested to get results. Just copy, paste and send :)

4. Can it come from the practice instead of my name?

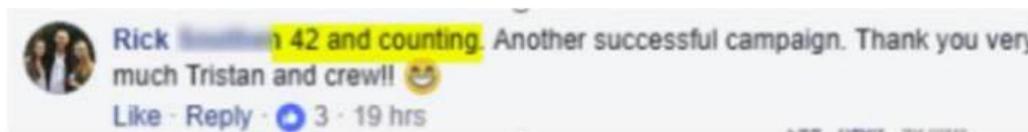
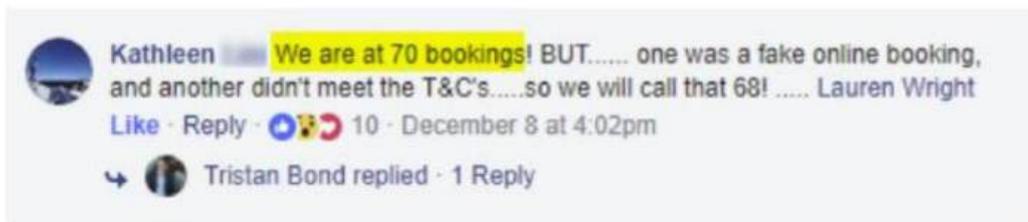
The reason these text campaigns work so well is that they look personal. It should come from you as the face of the business

THE NEW PATIENT HOLIDAY EMAIL CAMPAIGN

Congratulations on downloading the New Patient Holiday Email Campaign

This campaign is designed as a 2-day email sequence that will be sent out to your database. All you need is to have a list of at least 50 previous email addresses to run this campaign. This campaign is like rocket fuel so get ready to explode your business.

Check out some of the amazing wins other Practice Owners have achieved by running this campaign in December and January.



The Email Campaign:

Day 1: 12pm in your local time zone

Hey (name),

It's (name) from (insert practice).

Christmas is on it's way and I wanted to make sure that I got in early to give you an amazing gift to say a big thank you for being an awesome patient of ours!

We're giving away (insert offer value at x).

Just reply "yes" and we'll organise the rest.

(name)

Day 2: 12pm in your local time zone

Hey (name),

Super quick email.

Yesterday I sent you a really important message about a Christmas gift.

I've added the email from yesterday beneath here in case you missed it yesterday (I know how many emails we all get daily and totally understand that you may have missed it).

Hey (name),

It's (name) from (insert practice).

Christmas is on it's way and I wanted to make sure that I got in early to give you an amazing gift to say a big thank you for being an awesome patient of ours!

We're giving away (insert offer value at x).

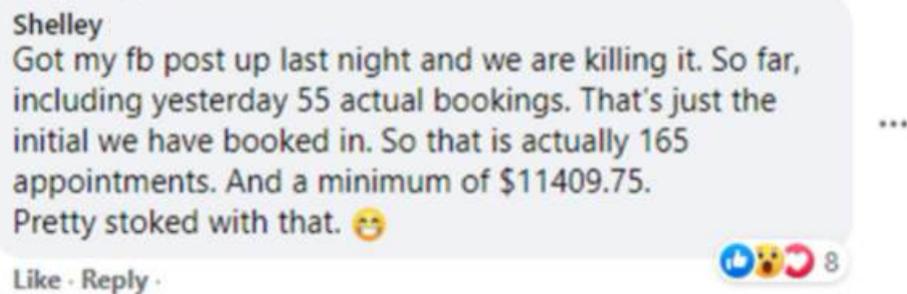
Just reply "yes" and we'll organise the rest.

(name)

THE NEW PATIENT HOLIDAY FACEBOOK CAMPAIGN

Congratulations on downloading the New Patient Holiday Facebook Campaign

This campaign is designed as a Facebook Ad that you post to your followers on Facebook. Check out some of the amazing wins other Practice Owners have achieved by running this campaign in December and January.



 **Miami Physiotherapy** ...

Christmas is on it's way and I wanted to make sure that I got in early to give you an awesome gift to say a big "Thank you" for being an awesome follower of ours. 🎄 🧑🏻‍🦱

So, I've been thinking about the best way that I can help you and your friends and family for the festive season, and then it hit me...

It's time to make sure that you utilise your health benefits before they expire at the end of the year. We are offering yourself and a valued friend the following:

1. A comprehensive physiotherapy exam to assess and treat current injuries or any niggles BEFORE they become injuries [Valued at \$82]
2. A Vi-Move Computerised Spinal Assessment and Report to identify potential causes of injury and reduced performance [Valued at \$127.45]
3. Follow-up physiotherapy treatment or personalised exercise program, designed to bulletproof you and supercharge your performance! [Valued at up to \$76]

TOTAL VALUE OF \$285.45

No Private Health Fund? No worries, you just pay \$80 for all of the above.

Terms and Conditions:

- This offer is available to new and current patients who have not attended the clinic for 3 months or more
- This offer is only available for bookings made by 31/01/2019
- A limit of 1 booking per person applies
- Please provide 24hrs notice if you need to cancel your booking. This offer cannot be re-offered where patients miss their appointment without notice.



Miami Physiotherapy
Physical therapist

[Learn More](#)

The Facebook Ad

This campaign can also be run of Facebook with the following ad copy. I recommend running this ad to your database custom audience on Facebook so that it becomes omni present and they see you on Facebook & Email.

The Ad Copy

Christmas is on it's way and I wanted to make sure that I got in early to give you an awesome gift to say a big "Thank you" for being an awesome follower of ours.

So, I've been thinking about the best way that I can help you and your friends and family for the festive season, and then it hit me...

It's time to make sure that you utilise your health benefits before they expire at the end of the year.

We are offering yourself and a valued friend the following:

- ✓ A comprehensive subjective and objective exam to assess any underlying causes of current injury (valued at X)
- ✓ Hands on Treatment based on detailed physiotherapy tests Including Radial ShockWave Therapy If Suitable (Valued at X)
- ✓ A personalised written plan to show you exactly how you are going to achieve your personal health goals for this Christmas. (Valued at XXX)

TOTAL VALUE OF \$XXXX

No Private Health Fund? No worries, you just pay \$XX for all of the above.
Click below to claim your gap free assessment now:

(Choose your own image for the ad here)

[SANTA IS HERE] A gift just for you 📄

Learn more

(drive the ad to your landing page)

[your logo here]

Do You Want To Be Pain Free This Christmas?

Christmas is on its way and I wanted to make sure that I got in early to give you an awesome gift to say a big "Thank you" for being an awesome patient of ours.

[CLICK HERE TO BOOK ONLINE NOW](#)

[PRACTICE NAME] would like to help you get the New Year off to a great start by offering you the following:

- ✓ A comprehensive physiotherapy exam to assess and treat current injuries or any niggles BEFORE they become injuries [Valued at \$XXX]
- ✓ A Head-to-toe biomechanical screening to identify potential causes of injury and reduced performance [Valued at \$XXX]
- ✓ Follow-up physiotherapy treatment or personalised gym program [Valued at \$XXX]

<https://my.leadpages.net/shared/3WJbBvNdsucMR8r73yzeZJ/yXgeRdkBMkzDP4ds9siY22/>

Thank You For Requesting Your Appointment.

We will be in contact with you within the next 24 hours to organise your appointment time. Alternatively you can contact us on XXXX and mention this offer and we will organise a time for you.

<https://my.leadpages.net/shared/3WJbBvNdsucMR8r73yzeZJ/PxSBSxoTuDrytuStw68w2F/>

Crafting Your Irresistible Offer

Why you need an offer

- ✓ It lowers the barrier to entry for the person
- ✓ We are programmed to take action when there are sales
- ✓ It allows us to take action as we believe there is a finite period to take action
- ✓ Your offer needs to be irresistible for people to take action 10%, 20% off won't move the needle

How to craft The Perfect Offer

Go through this checklist to come up with your truly irresistible offer. It really comes down to 6 main components

#1 PRE-FRAME

What frame of mind is your customer going to be in when they see your marketing message. What are they thinking about? What do they know about you already?

You want them to be in a positive frame of mind where they're already thinking good things about you and they're excited to learn more about what you offer.

Educational content and social proof positioning during the marketing phase play a huge role in this. If you don't already have education marketing content or testimonials in all your marketing—get some!

#2 PRICE ANCHOR

Before you reveal a price to someone, you want to mention a higher price for that or a similar offer. That anchors the higher price in the customer's mind and allows for a higher perceived value for the offer.

You might say "we normally sell this appointment for \$98.95". Then you can bring in a lower price and the customer feels like they're getting a deal. Infomercials have been doing this for decades, and it still works. Even when we know we're being price anchored—it still works.

#3 SPLINTER STACK

This is one of the most brilliant pieces of this checklist. Let's say that with your gym membership you let people attend cardio and boot camp classes, you give them one shake a month for nutrition, you give them an accountability check-in every month and you have a monthly grocery list, too. You could just include all of those things in your basic membership. OR you could offer a boot camp membership, and all the other components are bonuses that they get for free.

You're breaking out all the components of your offer, like splinters, and stacking them up so people see how much value you're really giving them. When customers see those items broken out in a list they think wow, I didn't even think about that, but I totally need it!

#4- 5 SCARCITY AND URGENCY

Scarcity is how many of an asset or unit you have left. For example, we only have ten spots in this program or we only have three widgets left.

Urgency is related to time. The customer has to sign up by a certain day or they miss the boat. For example, the offer ends Sunday at midnight.

These two work even better when combined. For example, the offer ends at midnight on Sunday. And I'm giving away free initial appointments for the first 10 people who sign up. Holy crap—where's that credit card?

#6 FREE BRIBE

When you're selling an ongoing (continuity) membership, it's a great idea to give away a high-value product as a free bribe. An example would be, "You get our \$2,000 nutrition program free today when you become a member."

There are lots of different businesses that use this strategy, especially in the medical space

Samples of Best Performing Authors

 Like Page

Summer Bodies are made in Spring! It's time to finally take advantage of your overpriced health insurance and claim your GAP FREE Physiotherapy Assessment and get back to exercising this spring! 🏃‍♀️ 🏋️‍♀️

SPRING is the season for rebooting your systems. BUT pain could put a stop to your plans. Let us help you get rid of pain this spring so that you can enjoy exercising again.

We would like to help you get the most out of your health insurance benefits so that you can GET BACK TO EXERCISING FAST!

We are offering yourself and a valued friend the following:

- ✔️ A comprehensive subjective and objective exam to assess any underlying causes of current injury (valued at \$51)
- ✔️ Hands on Treatment based on detailed physiotherapy tests including Radial ShockWave Therapy if Suitable (Valued at \$52)
- ✔️ A personalised written plan to show you exactly how you are going to achieve your personal health goals for this Winter. (Value Priceless!)

TOTAL VALUE SAVED: \$103
(limited to 3 people per week)

No Private Health Fund? No worries, you just pay \$59 for all of the above. Click below to claim your gap free assessment now:

<https://www.myfavouritephysio.com.au/>



WWW.MYFAVOURITEPHYSIO.COM.AU/
Gap Free Physiotherapy
No private health insurance? No problem, pay only \$59 for...

Learn More

How Would You Like A New Natural Smile?

Get your Free Expert Denture Assessment (Limited: Only 5 a Week)

Your Denture Assessment Includes:

- ✔️ Initial Consultation (valued at \$81.95)
- ✔️ Free Chair-side Denture Adjustment (valued at \$59.95)
- ✔️ Free Denture Adhesive & Clenser to Take Home

Normally Valued at \$141.90 But Get It For FREE Today!

 AC Podiatry
19 hrs · 🌐

👍 👍 👍

Spring is here and with it brings longer days, warmer weather and the desire to get back into exercise so we can get back into shape and ready for summer. ☀️

Unfortunately, this sudden spike in activity after a period of time off often results in foot and leg injuries which stop our progress and prevent people from reaching their health goals. 😞

As a group we understand how important keeping moving is, not only so patients can reach their goals and stay healthy, but because of the role exercise plays in keeping people feeling happy, energised and generally good about themselves. 😊 🏃‍♀️

To help people keep on the track to reaching their health goals and to celebrate the coming of spring, we have developed our 40 minute GAP Free Spring into Spring Assessment.

Spring into Spring Assessment Includes:

- 👉 Initial Consultation including Comprehensive Subjective and Objective Assessments (valued at \$87)
- 👉 Footwear Assessment (valued at \$72)
- 👉 Video Gait Analysis to Examine Biomechanics (valued at \$87)

Normally valued at \$246 we're providing this with no out of pocket expense if people have Private Health Insurance with Podiatry Cover.

No insurance...no problem. We'll do it for \$63.

In essence a 40 minute assessment designed to work out what is causing the foot and leg problem and how to fix it or, if not injured, what the injury risk may be and how best to reduce this risk. And we're giving this with no out of pocket expense if people have Private Health Insurance with Podiatry Cover.

For those who want to know how to fix their issue or how to keep themselves on track to reaching their goal, click below and we'll be in touch to set up a Spring into Spring Assessment. 📱 📞

It's time to begin living the life you want and deserve. free from injury and discomfort. 🏃‍♀️ 🏋️‍♀️

<https://acpodiatrylpages.co/spring-campaign-metro-copy/>



GAP FREE Spring into Spring Assessment
Normally valued at \$246 we are offering this assessment with no out of pocket expense for those who have Private Health insurance with Podiatry Cover

ACPODIATRYLPAGES.CO [Learn More](#)

👍 Like 💬 Comment ➦ Share 📱

You, Erin Coffey, Sarah Pappas and 6 others

1 Share

 Write a comment... 🧐 📷 📧 📧

PROVEN & TESTED OFFERS: Physio/Chiro/Osteo/Pods

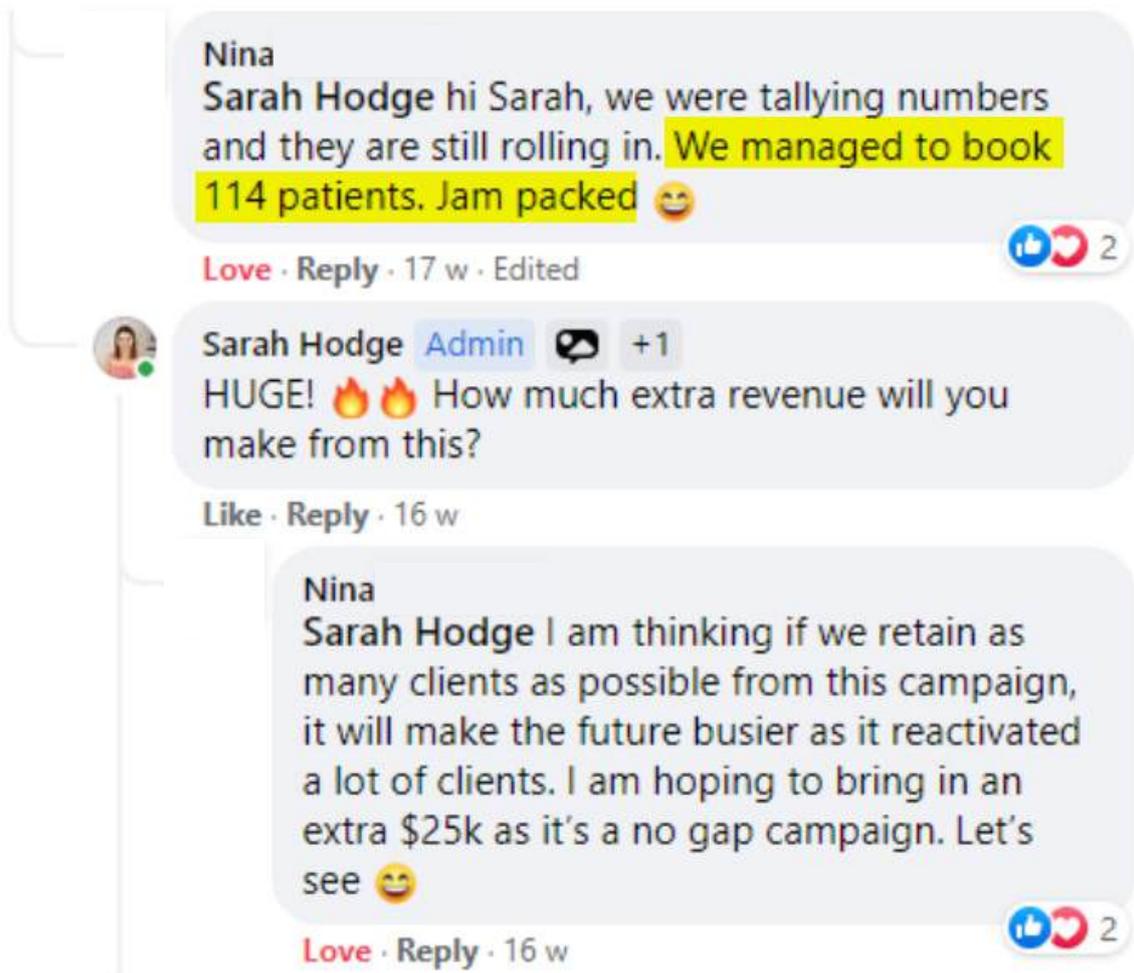
- #1** Australia - Gap free initial consult (valued at XXX)
- #2** Free initial consult (valued at XXX)
- #3** 50% off your next consult (save XXX)
- #4** Free health check value 2-for-1 deal when you and a friend book in for a consultation or whitening treatment (valued at XXX) before (insert date at XXX time)
- #5** Half price Physiotherapy consultation, usually (valued at XXX)
- #6** 5 no gap Physio treatment plans including;
1 x Initial Assessment (valued at XXX)
2 x Follow Up Sessions (valued at XXX)
TOTAL VALUE = XXX
- #7** Gap-Free initial consult or 50% off for the first 5 people to respond with 'YES', and we'll organise the rest.

Real Life Results

Nina a Podiatrist from Melbourne Aus ran **'Our Mothers day text'** and had 114 patient bookings. She will make an extra \$25,000 from this campaign.

Nina ran a no gap offer for this campaign.

Check out her results below:



Real Life Results

Geoff an Exercise Physiologist ran 'Our New Year Campaign'

He sent the offer to 1,607 past patients

It cost him \$112.49 to send this out

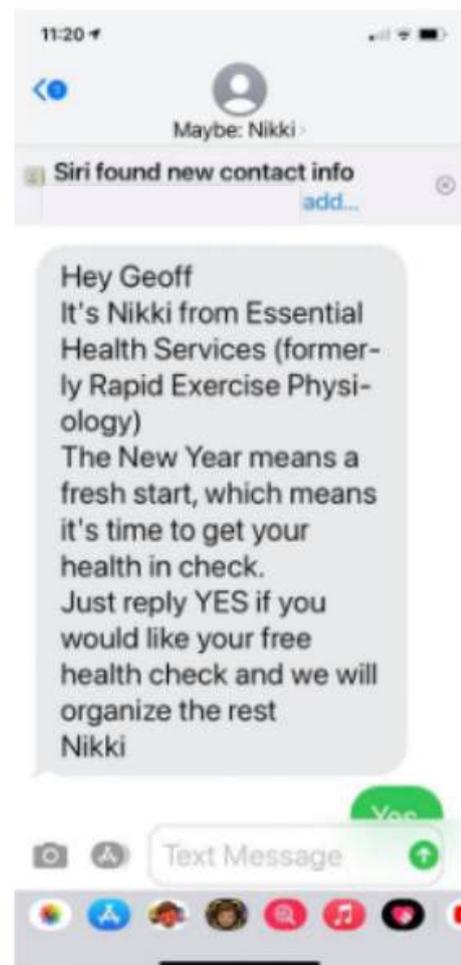
He had 174 replies interested in his offer and had booked in 79 patients so far.

Geoff is projected to make \$51,350 from this one campaign alone.

The offer: A free health check

Check out her results below:

Geoff
Ok still going but I'm posting where we're at currently.
Sent = 1,607
Cost = \$112.49
Replies so far = 174
Bookings so far = 79
Revenue so far = \$51,350
Second sms saying - hi (name), did you get my last message? to go out Wednesday next week which will increase all above figures. Happy Friday!



PROVEN & TESTED OFFERS: Dental Offers

- #1** Australia - Gap free initial consult (valued at XXX)
- #2** Free consult plus 2 free bitewing x-rays (if required) valued at XXX.

Gap free if you have private health but also free to non healthfund patients.
- #3** Gap free check up clean x rays fluoride (valued at XXX)
- #4** 5 Gap free exam and cleans (valued at XXX)
- #5** Free take home whitening kit valued at XXX when you book in for your exam & clean
- #6** 2-for-1 deal when you and a family or friend book in for a consultation or whitening treatment (XXX)

Real Life Results

Shanthini, a dentist from Melbourne, ran 'Our New Year Offer' and had 22 people say yes to her offer

Shanthini

1 text campaign is easy and most effective
2 stick to script
3 send text campaign monthly once.
4 will run it on tuesday 12 pm
5 Hey (name),
Hi name its Sha from Bridgerdental
The New Year means a fresh start, which means it's time to get your health in check.
We're giving Gap free check up clean xrays fluoride
Just reply "yes" and we'll organise the rest

Like · Reply · 33 w



Shanthini

Hi Lucy
I launched my campaign and got 22 people saying YES to free dental checkup so far
7 booked

I didn't change the format. sent it as it was in Sarah Hodges template.

My clinic telephone line has become faulty suddenly and iam spending hours on phone with telstra

Still problem not solved. iam still at the clinic talking to telstra

Sorry I forgot to update my campaign details

Like · Reply · 17 w



Real Life Results

John & Deb Cobley Dentists from WA

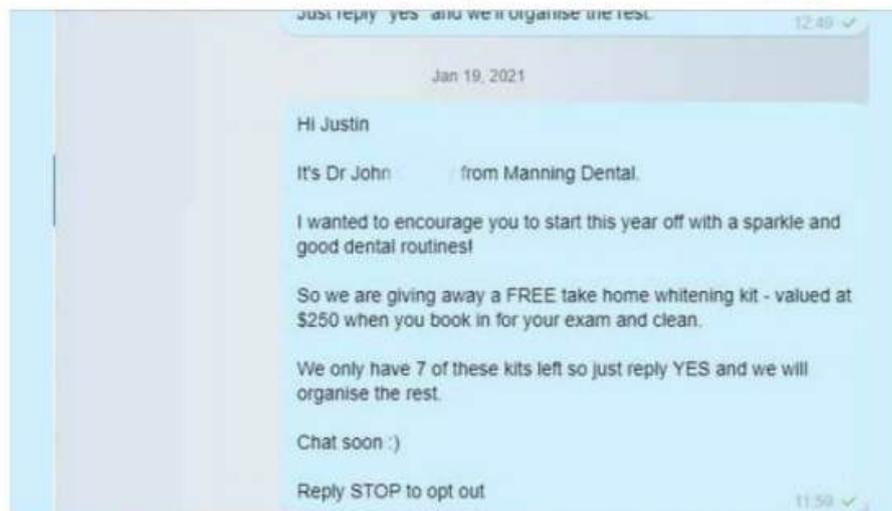
Ran **"Our New Year Offer"**

Had a reply within 30 seconds of sending the campaign.

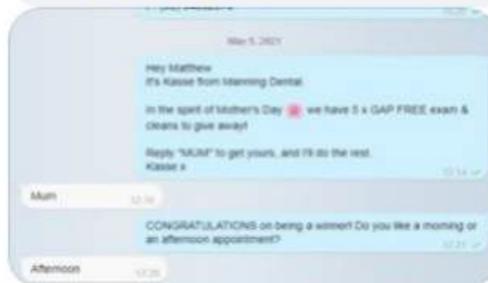
Within 24 hours she had 8 bookings and they were growing quickly from a list size of just 100 past patients.

Deb's offer was a free take home whitening kit valued at XXX when you book in for your exam & clean

New Year challenge. SMS sent via text magic. And just like magic ... an immediate reply 🌟



Deb
we launched at 12.14 due to a couple of issues - it only took 30 seconds for the fist one to come through, although it shows as a minute difference. So far we have had a **8 bookings and growing from 100 text magic sms** sent. This re activated patients who had not been in for 12mths or more.



Like · Reply · 17 w · Edited



Real Life Results

Sarah, a dentist from Adelaide, ran our **'Reason Why Bribe Text Campaign'** to reactivate past patients who haven't been in to the clinic for 6-18 months and had a total of 139 patient bookings. She is projected to make \$33,816 from this one campaign.

Sarah's offer was a free consult plus 2 free bitewing x-rays (if required) valued at \$155. It was a gap free offer if the patient had a health fund but also free to patients who didn't.

Check out Sarah's result below.

Sarah's post

Practice Profit Machine
Sarah

Hi I'm Sarah from YES Dentistry [Your Every Smile] 😊 We sent out the Reason Why Bribe text campaign to reactivate past patients (6-18 months) and got a great response. 🙌

🦷 The offer was a free consult plus 2 free bitewing x-rays (if required) valued at \$155. (It was gap-free if in a health fund but also free to non health fund patients).

We received a total of 139 patients wanting to make a booking.

So far we have seen 31 patients and have billed \$3,620 with a total of \$33,816 in planned treatments. We have more patients booked in so results a fluid.

Stats from campaign 📊

1. 17% (total number of patients who responded)
2. 9% said YES to offer
3. 3% asked who are you/requested more information
4. 5% said NO to offer

Takeaway - follow the script, have a good offer and

Write a comment...

News Feed Watch Profile Groups Notifications Menu

Real Life Results

Dyan from Napanee, Canada ran our Mothers Day campaign and had 17 bookings which should equate to \$10,200 in the next month.

Dyan
Sarah Hodge. I sent out to 129 people. 17 booking.
Should equal about \$10200 in this next month. Woohoo!!
Love · Reply · 17 w   5

Dyan offered a free assessment for Laser Therapy (valued at \$70).

It's Dyan and Anita from Live Well Massage and Laser Therapy.

In the spirit of Mother's Day we are running a competition at our clinic and we just drew names from a hat!

... And guess what?

You've just won an Assessment for Laser Therapy and a small tube of Fisiocrem (valued at \$70)

Simply reply LASER to claim your Mother's Day Gift!
Dyan & Anita

12:32 pm ✓

Hey Matthew
It's Kasse from Manning Dental.

In the spirit of Mother's Day 🌸 we have 5 x GAP FREE exam & cleans to give away!

Reply "MUM" to get yours, and I'll do the rest.
Kasse x

12:14 ✓

Now it's time to craft your irresistible offer:

What offer will you run for your Holiday Campaign?

What is the value of your offer? (eg: valued at \$98.95)

Complete your message here using the following template:

Hey (name),

It's (name) from (insert practice).

Christmas is on it's way and I wanted to make sure that I got in early to give you an amazing gift to say a big thank you for being an awesome patient of ours!

We're giving away (insert offer valued at x) .

Just reply "yes" and we'll organise the rest.

(name)

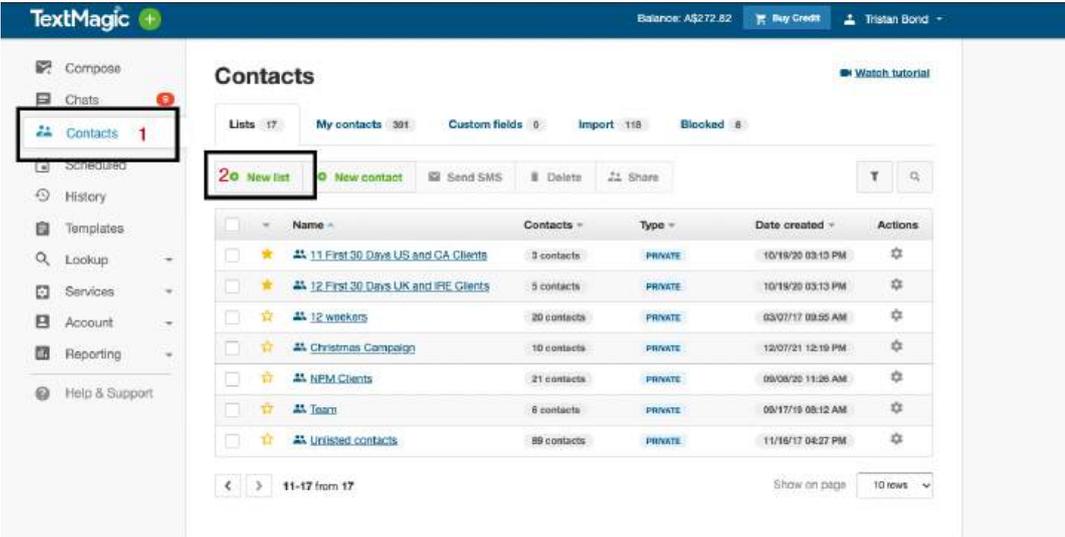
BUILD AND LAUNCH YOUR HOLIDAY CAMPAIGN

Let's get started with building your text campaign.

- Step 1:** Make sure you have watched the Facebook lives in the challenge group. If you haven't go back and watch that first before you proceed with the campaign.
- Step 2:** Collate a list of your past patients in a spreadsheet. Simply download a CSV file of your patient's name & phone number into an excel spreadsheet from your front desk software.
- Step 3:** Set up your TextMagic account. We recommend TextMagic as the preferred provider because you are able to respond to them really quickly and it looks like a personal text when it comes through. The other great thing about TextMagic is it's really easy to use and has an app so that you can respond to leads on the go. You can access it here: <https://my.textmagic.com/>

In New Zealand we recommend Txt Stream. You can access it here: <https://www.txtstream.co.nz/>

- Step 4:** Load in your list of patients into text magic Now that you have your exported CSV file, simply upload the list to TextMagic so that you can send bulk sms to them.

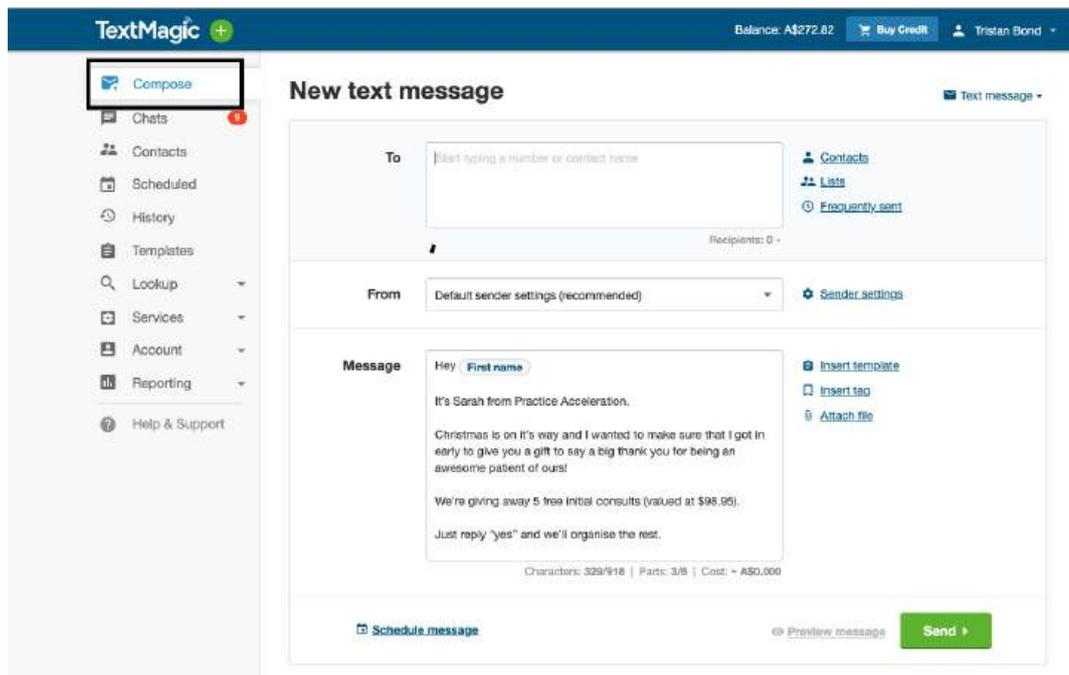


The screenshot shows the TextMagic web interface. The top navigation bar includes the TextMagic logo, a balance of A\$272.82, a 'Pay Credit' button, and the user name 'Tristan Bond'. The left sidebar contains navigation options: Compose, Chats (with a red notification badge), Contacts (with a red notification badge and a red box around it), Scheduled, History, Templates, Lookup, Services, Account, Reporting, and Help & Support. The main content area is titled 'Contacts' and shows a summary of 17 lists, 391 my contacts, 0 custom fields, 118 imports, and 8 blocked contacts. Below this is a 'New list' button (highlighted with a red box), a 'New contact' button, and buttons for 'Send SMS', 'Delete', and 'Share'. A table lists existing contact lists with columns for Name, Contacts, Type, and Date created. The table contains the following data:

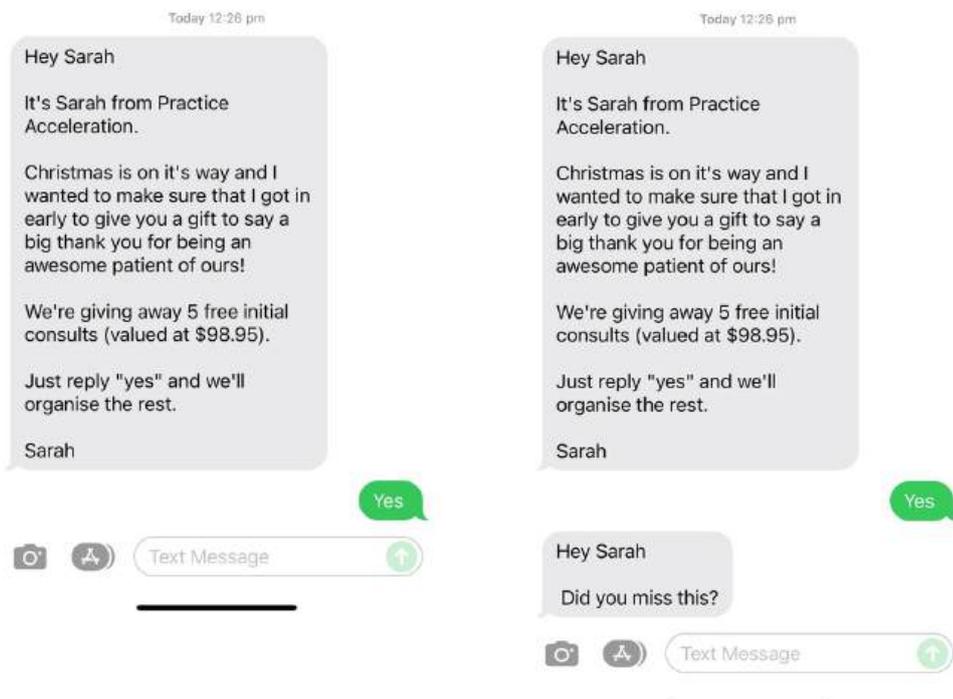
Name	Contacts	Type	Date created
11 First 30 Days US and CA Clients	3 contacts	PRIVATE	10/19/20 03:10 PM
12 First 30 Days UK and IRE Clients	5 contacts	PRIVATE	10/19/20 03:13 PM
12 weeks	30 contacts	PRIVATE	03/07/17 09:56 AM
Christmas Campaign	10 contacts	PRIVATE	12/07/21 12:19 PM
NPM Clients	21 contacts	PRIVATE	05/08/20 11:26 AM
Team	6 contacts	PRIVATE	05/17/19 08:12 AM
Unlisted contacts	89 contacts	PRIVATE	11/16/17 08:27 PM

At the bottom of the table, there are navigation arrows, a page indicator '11-17 from 17', and a 'Show on page' dropdown set to '10 rows'.

Step 5: Load in your text template into text magic You are almost there!



Step 6: Test and launch your campaign



Before you go live it's time to test your campaign as if you were the person receiving it – send yourself the text first to make sure it looks right. Once it looks good to go, you are set to be able to schedule this text to go out to your full list!

Let's get started with building your **email campaign**.

- Step 1:** Make sure you have watched the Facebook live in the challenge group. If you haven't go back and watch that first before you proceed with the campaign.
- Step 2:** Collate a list of your past patients in a spreadsheet. Simply download a CSV file of your patient's name & phone number into an excel spreadsheet from your front desk software.
- Step 3:** Set up your Active campaign account We recommend active campaign as the preferred email provider because you only pay for the contacts that you have. Some platforms charge you per email which can add up when you have a big list size. The other great thing about active campaign is it's really easy to use but also provides you with advanced automation.
- Step 4:** Load in your list of patients into active campaign. Now that you have your exported CSV file, simply upload the list to Active Campaign so that you can send bulk emails to your list.

See resource here:

<https://help.activecampaign.com/hc/en-us/articles/221467787-How-to-import-contacts-into-ActiveCampaign-from-a-CSV-file>

- Step 5:** Load in your email templates into active campaign. You are almost there!

See resource here:

<https://help.activecampaign.com/hc/en-us/articles/220341728-Walkthrough-of-creating-and-sending-an-email-campaign>

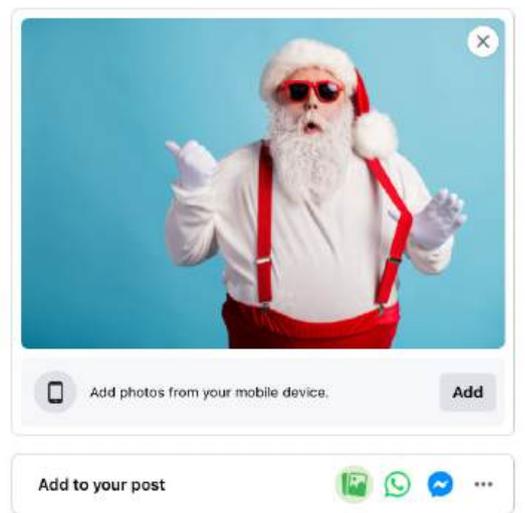
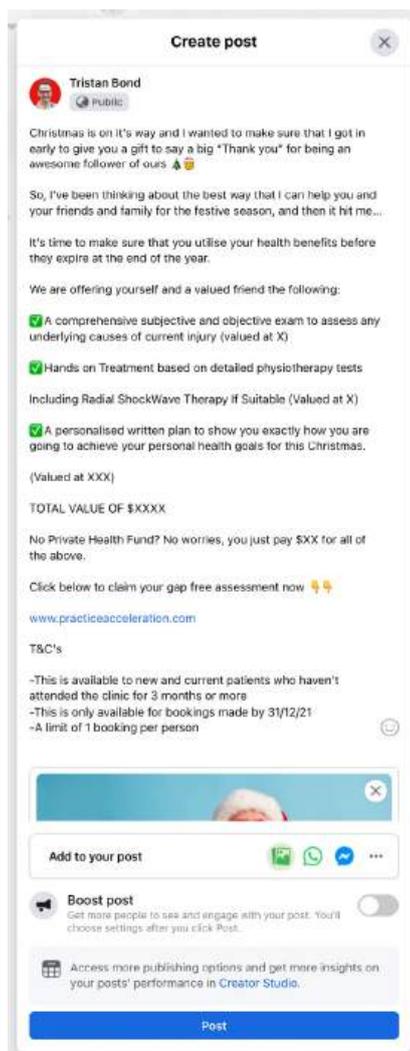
- Step 6:** Test and launch your campaign

Before you go live it's time to test your campaign as if you were the person receiving it – send yourself the text first to make sure it looks right.

Once it looks good to go, you are set to be able to schedule this text to go out to your full list!

Let's get started with building your **facebook** campaign.

- Step 1:** Log into Facebook and go to your Facebook Page. You can use either the web interface or the Facebook app on your mobile device.
- Step 2:** Take 3 simple pictures in different locations around your clinic or download one from [shutterstock.com](https://www.shutterstock.com)
- Step 3:** Edit your ad copy using our template
- Step 4:** Upload your Facebook post to your page. Add your image and your ad copy and click publish.



Step 5: Scroll to the post you want to promote and click the blue Boost Post button below the post.

 **Tristan Bond**
Published by Sarah Pappas · 2m · 🌐

Christmas is on it's way and I wanted to make sure that I got in early to give you a gift to say a big "Thank you" for being an awesome follower of ours 🎄👍

So, I've been thinking about the best way that I can help you and your friends and family for the festive season, and then it hit me...

It's time to make sure that you utilise your health benefits before they expire at the end of the year.

We are offering yourself and a valued friend the following:

- ✅ A comprehensive subjective and objective exam to assess any underlying causes of current injury (valued at X)
- ✅ Hands on Treatment based on detailed physiotherapy tests
Including Radial ShockWave Therapy If Suitable (Valued at X)
- ✅ A personalised written plan to show you exactly how you are going to achieve your personal health goals for this Christmas.
(Valued at XXX)

TOTAL VALUE OF \$XXXX

No Private Health Fund? No worries, you just pay \$XX for all of the above.

Click below to claim your gap free assessment now 📌📌

www.practiceacceleration.com

T&C's

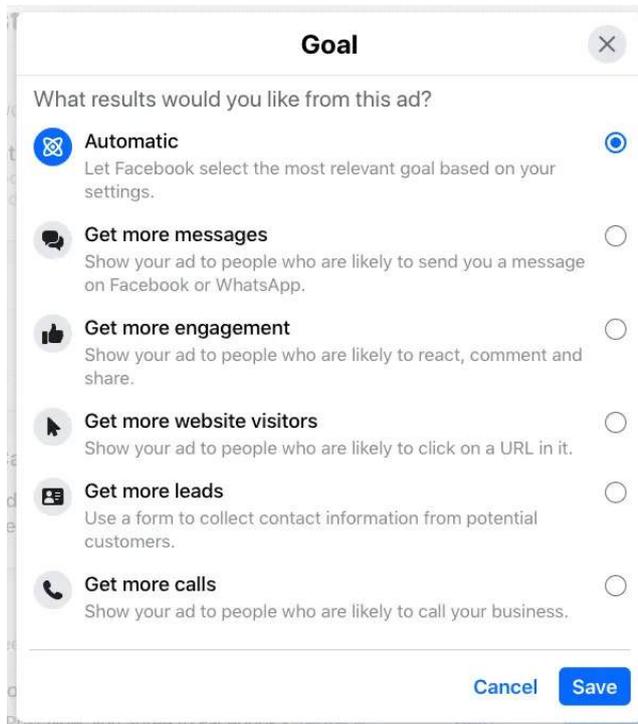
- This is available to new and current patients who haven't attended the clinic for 3 months or more
- This is only available for bookings made by 31/12/21
- A limit of 1 booking per person



0 People reached 0 Engagements - Distribution score [Boost post](#)

👍 Like 💬 Comment

Step 6: Select the goal for your boosted post....



Goal [X]

What results would you like from this ad?

- Automatic**
Let Facebook select the most relevant goal based on your settings.
- Get more messages**
Show your ad to people who are likely to send you a message on Facebook or WhatsApp.
- Get more engagement**
Show your ad to people who are likely to react, comment and share.
- Get more website visitors**
Show your ad to people who are likely to click on a URL in it.
- Get more leads**
Use a form to collect contact information from potential customers.
- Get more calls**
Show your ad to people who are likely to call your business.

Cancel Save

Step 7: Select the learn more call-to-action button

Step 8: Select your audience. Select create new and add your location plus a 10-20km radius or if you have a custom audience loaded in you can target your email database + people who like your page and their friends + all website visitors

Step 9: Set a daily budget of \$10-\$20 a day for as long as you want to run the campaign

Step 10: Click Boost Post Now

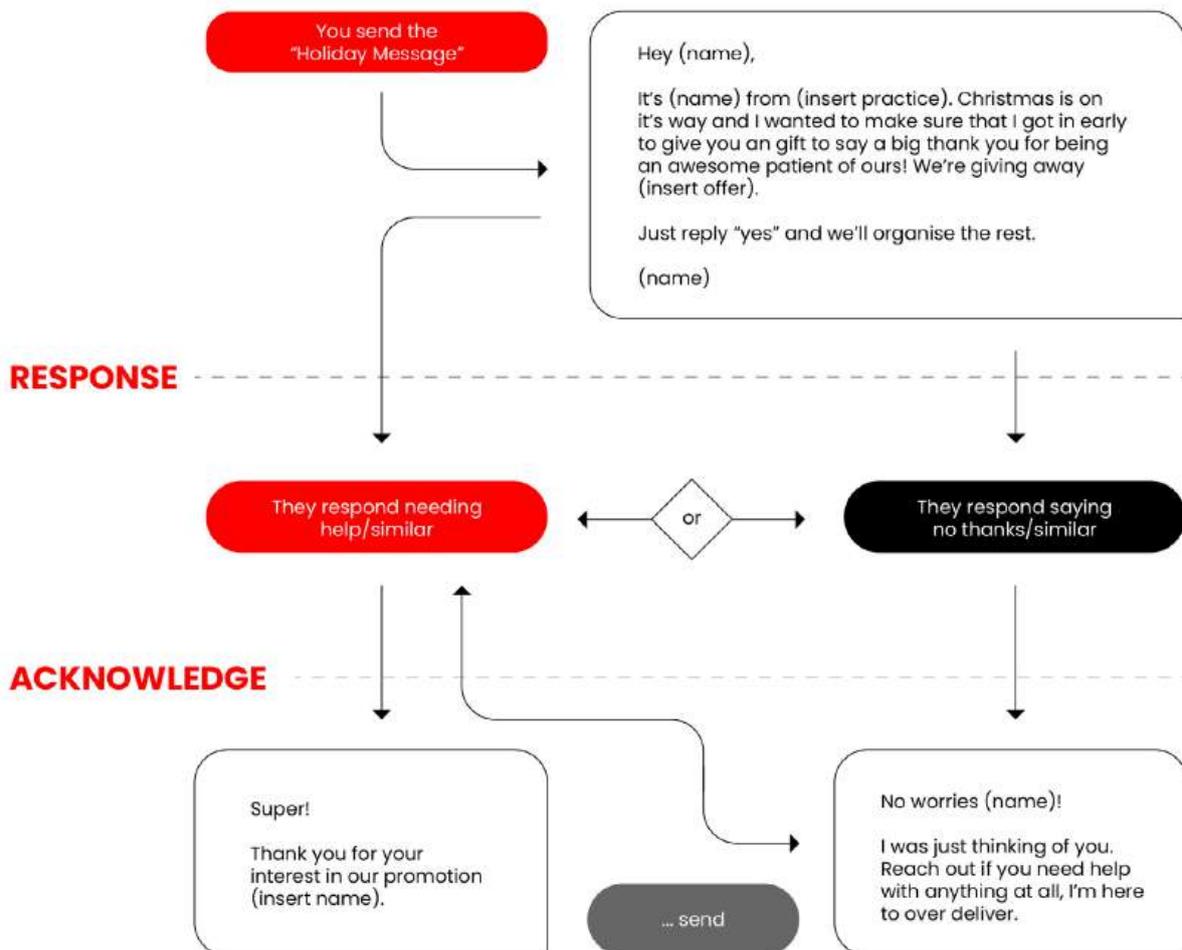
Step 11: Book in new patients like crazy

THE FOLLOW UP CHAT STRATEGY

Look at the left column marked in red, and you'll notice that this strategy is designed to take your prospect through very specific stages throughout the conversation. These are stages within a buyer's journey. The Chat Strategy is natural, it's relevant, and it flows easily. People really feel that you're trying to help them (because you are!). The beauty of this strategy is that it's 100% ethical.

The CHAT STRATEGY Think about it - by replying to your initial message, your new patient has put up their hand asking for YOU to help THEM. They are interested in talking to you. All you have to do is guide them through this conversation structure to book them in and help them ease their pain!

TRIGGER



GET THE BOOKING

I can get you in to see (insert name of practitioner)
he/she has availability on Wednesday or Thursday.

What day suits you best?

Great. He/she has availability at (insert morning time)
or (insert afternoon time).

Which time suits best?

Immediately send
next message

...wait for response

Perfect. All locked in on (insert, day, date, time).

Can't wait to see you then :)

BONUS

Just so I can let (insert practitioner name) know, what
problem are you having right now that we can help
you with?

...wait for response

Fantastic (insert practitioner name) get's great results
with (insert problem).

EXCITEMENT

I've just let (insert practitioner name) know and (he/she)
is excited to help you on (insert day).

Have a great day :)

Follow up messages if the chat dies off

Hey (name),
Did you miss this?

(name)?

The Holiday Retention **Script**

SCRIPT: THE RE-BOOKING CONVERSION

This script must be used to guarantee your patients treatment continues and they re-book for their next appointment.

"John, the holidays are here, but your condition doesn't go on holiday. So that you can continue your progress, and not relapse, it's important that we organise your future appointments. I'm going to organise X. Let's do that now."

SCRIPT: FOR PRACTITIONER WHO IS GOING AWAY

This script must be used to ensure your patients are booked in and receive continuity of care while you are away.

John, I'm going to organise for another expert in our team to look after you because it's important your treatment continues while I am away.

James is a gun with (insert their condition), he is totally across what I've been doing, and he will progress your treatment for us. He will be seeing you (x by x, recommendation) and I will see you on X for your review to organise next steps.

You then proceed to book it all in.

SCRIPT: RECEIVING PRACTITIONER

This script must be used to make the patients comfortable while you are looking after them until their primary practitioner returns.

"Hi John, I'm James and I'm looking forward to helping you and progressing your treatment while Tim is away."

"I am completely across what we need to do, and will continue to progress you in the treatment that Tim has set up for you. Let's get you started."

