

The Practice Money Map

Apply a clinical reasoning approach to your acquisition strategy.

Marketing and sales can no longer work in silos. They are both part of your acquisition strategy.

You need a clear money map that you can predictably rely on from the point of lead attraction right through to money collected and apply week in week out.

Use the below 30,000 foot overview to assess your money map so that you can create and optimise yours.

Rate yourself on the below by circling either green, orange, or red for each part of your acquisition strategy.

Green: working predictably and achieving your goals

Orange: working okay but needs work

Red: not working well at all.

When you have green in each area, then you have a reliable acquisition strategy.

With any orange or red in the map, that needs to be solved in order to create your money map.

Let's GO!

How confident are you with attracting a new lead from FB :

Green **Orange** **Red**

How strong is your lead conversion process

Green **Orange** **Red**

How happy are you with the amount of income you
Make per client/patient?

Green **Orange** **Red**

How systemised/automated is your strategy
So that you can use this strategy weekly ongoing?

Green **Orange** **Red**