

THE ACCELERATOR

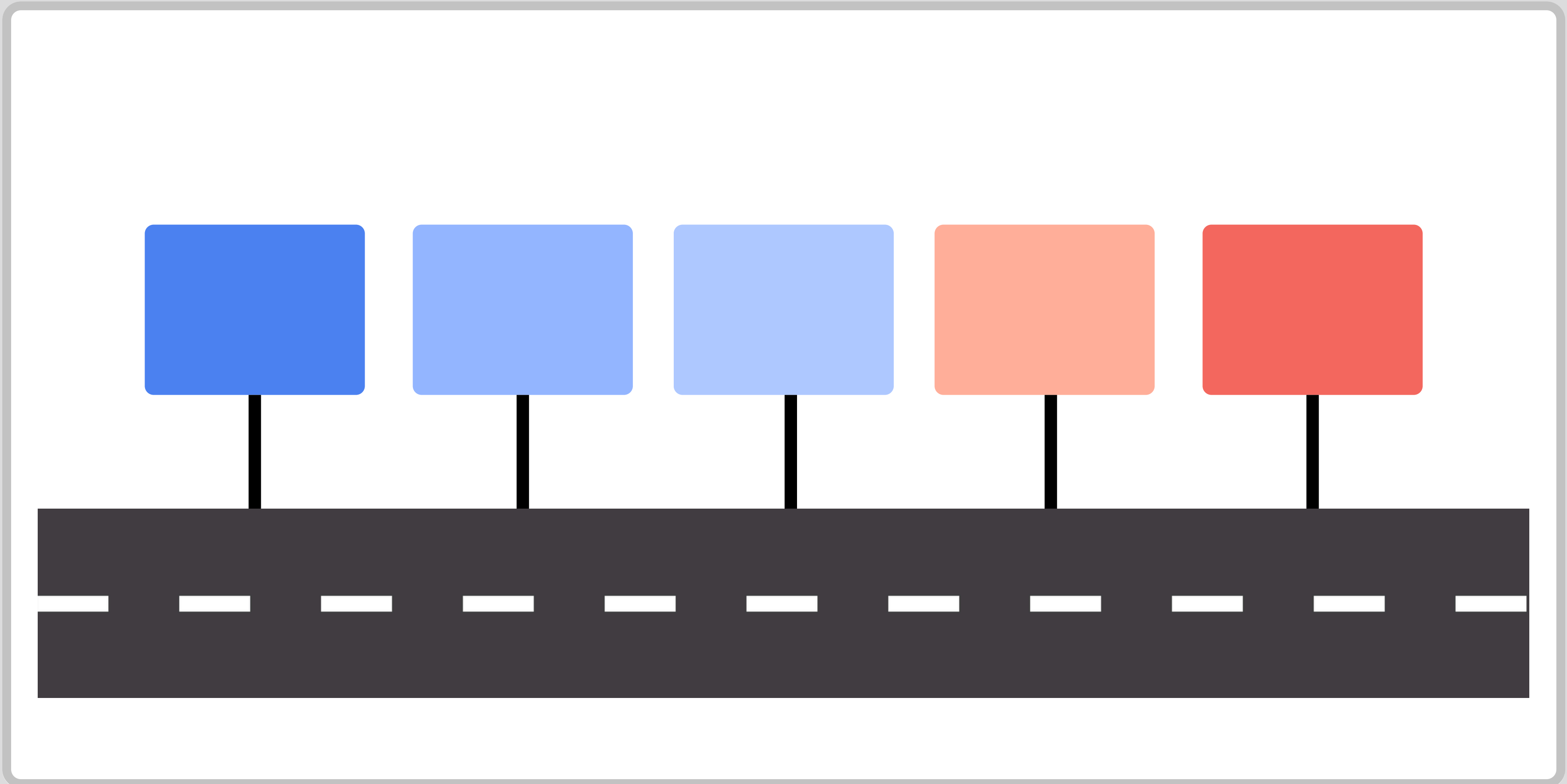
# The Quarterly Flight Plan

Your 90 Day Game Plan

# 3 Year Roadmap

	<b>YEAR 1</b> Build Your Foundations	<b>YEAR 2</b> Systemise & Grow	<b>YEAR 3</b> Scale with Freedom & Wealth
<b>ATTRACT</b>	Patient Reactivation Blueprint	The Content Machine	Paid Ads to Profit Pipeline
	100M+ FB Ads System	The Instagram Engine	AI Marketing Multiplier
	1-Page Marketing Plan	Google Growth Formula	The Automated Patient Engine
<b>RETAIN</b>	100M+ Conversion Consult	The Upfront Maximiser	Retention Automation Engine
	Retention Dashboard Pro	Profitable Practitioner Playbook	The Ascension System
	Profit Through Pricing	The Signature Patient Experience	Service Expansion Blueprint
<b>TEAM</b>	The High Performance Hiring System	Weekly Meeting System	The Leadership Team Builder
	5 Minute Momentum Huddle	Scalable Org Chart Model	Leadership Meeting Mastery
	The Ultimate Onboarding Blueprint	Performance Accelerator Framework	The Executive Ownership Model
<b>SCALE</b>	Quarterly Flight Plan	Weekly Growth Meeting System	100-Day Holiday System
	CEO Scoreboard	A-Z Operations Blueprint	Profit-to-Wealth Playbook
	Task Audit System	The Genius Filter	Founder Mojo

# The 5 Step Flight Plan Formula™



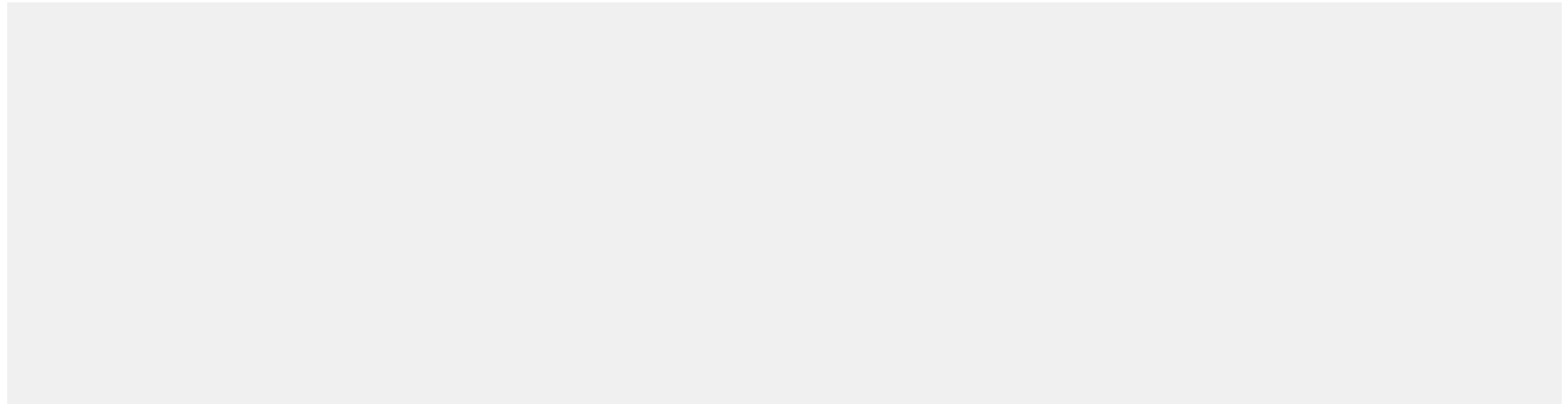
## *Step 1: Reflect*

### **WINS**

#### **What went well this past quarter?**

- What results are you most proud of?
- What systems, habits, or campaigns worked?

#### **Write 3–5 key wins:**

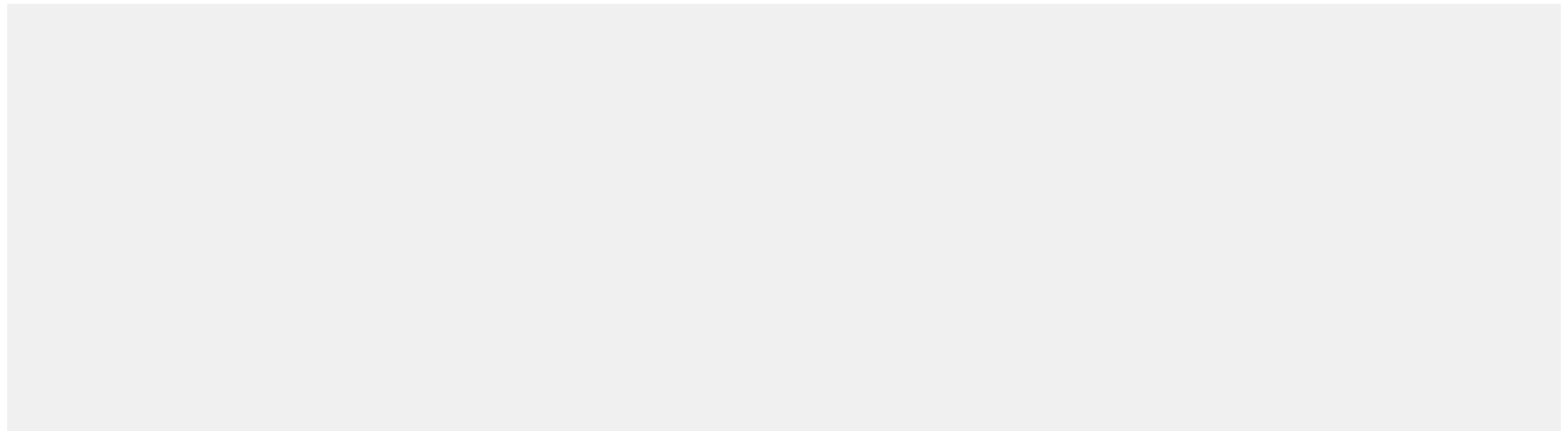


## LESSONS

### What didn't go to plan and what did it teach you?

- What challenges or frustrations did you face?
- What would you do differently?

### Write 2–3 lessons learned:



## PROJECT COMPLETION

Did you complete the projects you set last quarter?

**Project Name**

**Status** (✓/✗/⌚)

**Notes**

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## NUMBERS SNAPSHOT

**Area**

**Goal**

**Results**

New Patients Booked

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Revenue Growth

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Team Performance

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Patient Retention Rate

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Clinical Hours

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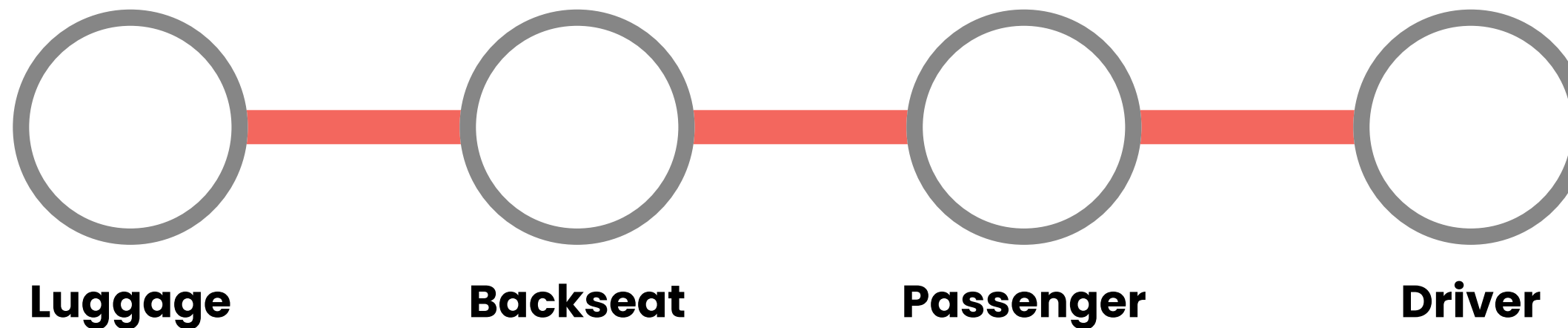
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## HOW HAVE YOU BEEN SHOWING UP?

**Be honest: how have you been showing up as a leader and owner?**

- Have you been focused or distracted?
- Proactive or reactive?
- Committed or coasting?

**Feedback |** How hard am I playing the game?



**How do I need to show up differently to achieve my goals?**

**OVERALL QUARTER SCORE**

Give yourself a score from 0 to 10 and explain why.

**My Score:**    /10

**Why I chose this score:**

# Self Evaluation: 20k – 40K per month



Rate yourself using traffic light system

ATTRACT	I can consistently generate bookings from past patients through a structured, trackable reactivation system that runs monthly with minimal effort.	_____	A1
	Our Facebook ads bring in leads predictably at a profitable cost, with follow-up systems that convert them into paying patients efficiently.	_____	A2
	We follow a simple, weekly marketing plan that keeps us consistent, aligned with targets, and responsive to performance insights.	_____	A3
RETAIN	Our pricing reflects our value, supports our margin goals, and is delivered confidently by the team without fear, apology, or confusion.	_____	B1
	I have clear, weekly visibility on patient retention and rebookings, and we actively use this data to improve care and reduce drop-offs.	_____	B2
	We use a proven consult script that confidently converts new patients into care plans, and our team consistently exceeds a 70% conversion rate.	_____	B3
TEAM	We hire only when there's a clear need and fit, using a structured system that gives me confidence we're bringing in the right people.	_____	C1
	We start every day with a fast, energised huddle that gets the team aligned, focused, and accountable in under 7 minutes.	_____	C2
	Every new hire is fully onboarded within 30 days using a structured checklist that sets them—and the business—up for success.	_____	C3
SCALE	I lead with clarity because we plan each quarter with focused goals, aligned projects, and weekly reviews that keep us on track.	_____	D1
	I track all key business metrics in one place, review them weekly, and use this data to lead the business with confidence and precision	_____	D2
	I've identified, delegated, or eliminated low-value work so I spend more time in my zone of genius and less time on draining tasks.	_____	D3

# Self Evaluation: 40K-80k per month



Rate yourself using traffic light system

ATTRACT	We create and publish weekly content that speaks to our ideal patients' objections and goals, building trust and bookings across platforms.	_____	A4
	Our Instagram presence drives daily engagement, leads, and bookings through consistent reels, stories, and DM conversations that convert.	_____	A5
	Our Google profile is fully optimized and ranks top locally, bringing in consistent new patients through reviews, SEO, and visibility..	_____	A6
RETAIN	At least half of our patients commit to treatment upfront because our team confidently presents high-value plans with strong ROI and clarity.	_____	B4
	Each practitioner is hitting their revenue benchmarks, supported by clear metrics, proactive coaching, and accountability systems.	_____	B5
	Patients experience exceptional care from day one, with touchpoints that create trust, value, and monthly referrals we can measure.	_____	B6
TEAM	We meet weekly to track team performance, celebrate wins, and provide coaching—creating a culture of growth and ownership.	_____	C4
	Every team member knows their role and reporting line, and we use a living org chart to guide all hiring, promotions, and team changes.	_____	C5
	We measure and reward individual and team performance using clear KPIs, proactive coaching, and outcome-based recognition.	_____	C6
SCALE	We run weekly team meetings with clear metrics, project updates, and issue-solving that drive accountability and real progress.	_____	D4
	Our key systems across marketing, admin, and clinical care are fully documented, used daily, and continuously improved for consistency.	_____	D5
	I stay focused on high-impact work by regularly filtering out distractions, delegating low-value tasks, and protecting time for strategy.	_____	D6

# Self Evaluation: 80K+ per month



Rate yourself using traffic light system

ATTRACT	Our lead generation, nurture, and booking systems are fully automated—bringing in new patients without manual input or follow-up fatigue.	_____	A7
	We use AI tools like ChatGPT to produce and schedule marketing content that saves hours weekly and keeps our brand highly visible.	_____	A8
	Our paid advertising consistently delivers ROI, with clear tracking on cost per lead, click-throughs, and conversions from ad to booking.	_____	A9
RETAIN	Our retention systems are automated and proactive, re-engaging lapsed patients and reducing no-shows without needing team reminders.	_____	B7
	Every patient has a mapped journey with clear next steps, upsells, and wellness offers, leading to longer stays and higher lifetime value.	_____	B8
	We've added new services that are high-margin and low-effort, backed by launch plans and tracked for uptake and profitability.	_____	B9
TEAM	Each key area is owned by an A-player leader who takes full responsibility and drives outcomes, not just completes tasks.	_____	C7
	Our leadership meetings solve real problems with structured agendas, scorecards, and follow-through that moves the business forward.	_____	C8
	My leadership team sets and owns their goals, hits KPIs, and grows the business without needing my daily involvement or micromanagement.	_____	C9
SCALE	I extract profits monthly and invest in personal wealth strategies, ensuring the business rewards me long-term, not just with a bigger salary.	_____	D7
	My business runs and grows without me—I could step away for 100 days and return to a stronger, more profitable company.	_____	D8
	I work 80%+ in my zone of genius, follow a designed ideal week, and feel energised, inspired, and creatively fulfilled as the business leader.	_____	D9

# Practice Accelerator Roadmap

	ATTRACT	RETAIN	TEAM	SCALE
\$80K+/mth Scale	A9 - Paid Ads to Profit Pipeline	B9 - Service Expansion Blueprint	C9 - The Executive Ownership Model	D9 - Founder Mojo
	A8 - AI Marketing Multiplier	B8 - The Ascension System	C8 - Leadership Meeting Mastery	D8 - The 100-Day Holiday System
	A7 - The Automated Patient Engine	B7 - Retention Automation Engine	C7 - The Leadership Team Builder	D7 - The Profit-to-Wealth Playbook
\$40K-\$80K/mth Grow	A6 - Google Growth Formula	B6 - The Signature Patient Experience	C6 - The Performance Accelerator Framework	D6 - The Genius Filter
	A5 - The Instagram Engine	B5 - Profitable Practitioner Playbook	C5 - The Scalable Org Chart Model	D5 - The A-Z Operations Blueprint
	A4 - The Content Machine	B4 - The Upfront Maximiser	C4 - The Weekly Performance Meeting System	D4 - The Weekly Growth Meeting System
\$20K-\$40K/mth Foundations	A3 - The 1-Page Marketing Plan	B3 - 100M+ Conversion Consult	C3 - The Ultimate Onboarding Blueprint	D3 - The Task Audit System
	A2 - The 100M+ FB Ads System	B2 - Retention Dashboard Pro	C2 - The 5-Minute Momentum Huddle	D2 - The CEO Scoreboard
	A1 - Patient Reactivation Blueprint	B1 - Profit Through Pricing	C1 - The High-Performance Hiring System	D1 - The Quarterly Flight Plan

# 90 Day Flight Plan

## NUMBERS

### NOW

Revenue/mth

Patients/wk

Clinical hours/wk

### TARGET

Revenue/mth

Patients/wk

Clinical hours/wk

### PROJECT 1

### PROJECT 2

### PROJECT 3

### WISHLIST

## MARKETING CAMPAIGNS

## ACCOUNTABILITY

1

2

3

Accelerate coaching call to attend:

Weekly strategy meeting: