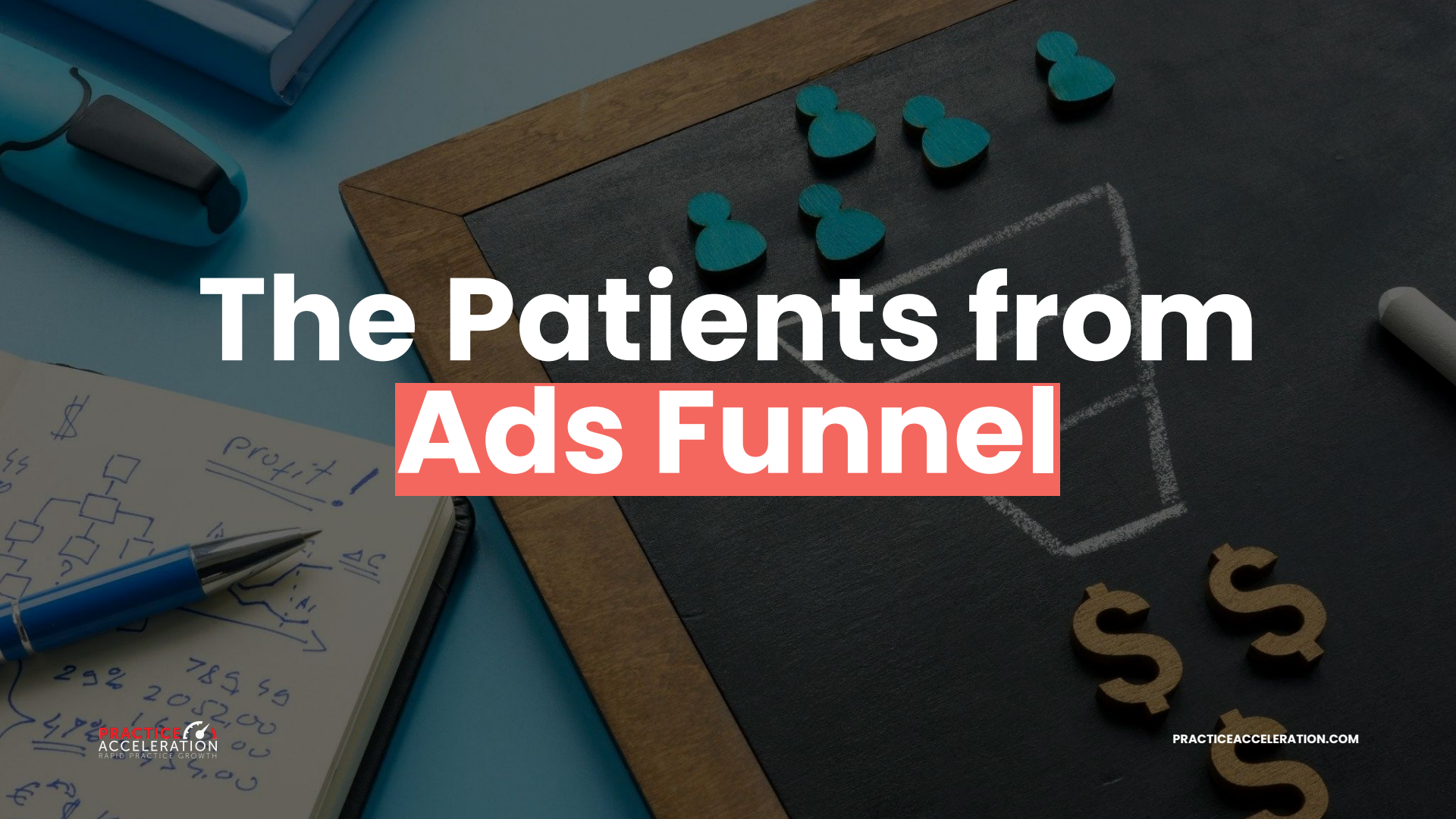
PATIENTS FROM ADS WORKSHOP

Get Your Next 100+ New Patients Using a **$5/Day Facebook Funnel**

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH



The Patients from Ads Funnel

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

PRACTICEACCELERATION.COM



PERSONA TARGETED ADS



LANDING PAGE



CAPTURE DETAILS



ONLINE BOOKING



FOLLOW-UP

Facebook Ad

Tristan Bond
Ad ·

For people in Adelaide dealing with ongoing back pain from sitting all day...

Does your back flare up after a long workday? You rest it... it settles... then it comes back. And you're not sure what to do next.

You're not broken, and it's rarely just "bad posture" or "getting older."

Honestly, most desk-related back pain sticks around because no one has properly looked at how your body is handling hours of sitting.

That's why we offer a **Back Pain Reset Session** for people dealing with desk-related back pain.

This is a one-on-one session to assess how sitting is affecting your back, explain what's going on, and provide a treatment plan to get you back to your best.

The session includes:
- One-on-one back pain consultation
- Posture & movement assessment
- First treatment (if appropriate)

This is for people who want clarity and a plan, not quick fixes.

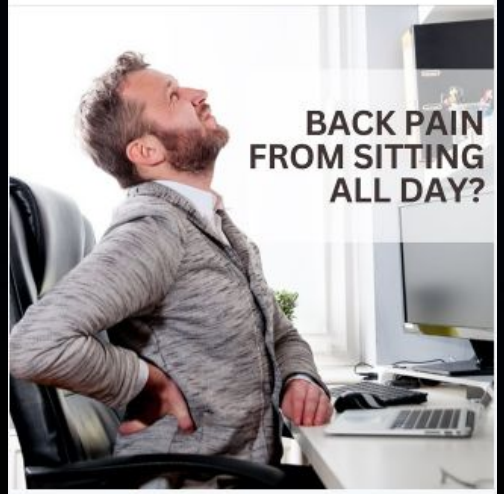
If you're looking for a miracle or overnight solution, this probably isn't the right fit.

Here's how to book your Back Pain Reset Session:
1. Fill out the form on this page
2. Choose a time that suits you best
3. Our team will reach out to confirm your appointment

5 spots available this week.

Valid for new clients only.

Terms and conditions are available on our website.



app.patientsondemand.com
Back pain from sitting all day?
Learn more

Like Comment Share

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

.COM

Logoipsum

BACK PAIN SLOWING YOU DOWN? LET'S FIND OUT WHAT'S REALLY GOING ON

If your back pain keeps coming back, or never fully goes away then a proper assessment can help you understand what's causing it and what to do next.



BOOK YOUR BACK PAIN APPOINTMENT NOW

5 Appointments available this week

AS SEEN ON

Logoipsum Logoipsum Logoipsum Logoipsum Logoipsum Logoipsum Logoipsum Logoipsum

Logoipsum

BOOK YOUR BACK PAIN APPOINTMENT NOW

Full Name *

Full Name

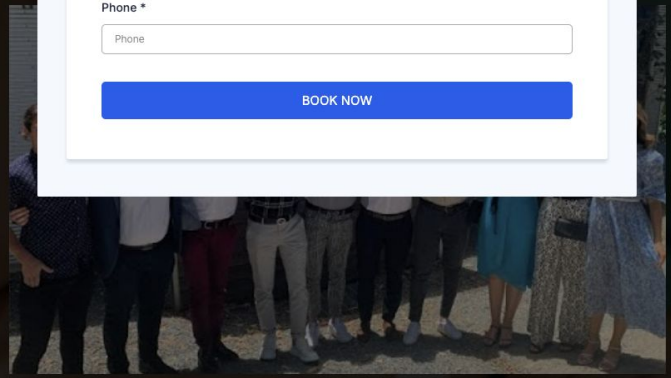
Email *

Email

Phone *

Phone

BOOK NOW



BOOK YOUR BACK PAIN APPOINTMENT NOW

5 Appointments available this week

AS SEEN ON

Select a time with Jacob Johnson



< May 2019

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

15th May, 2019

Morning Afternoon Evening

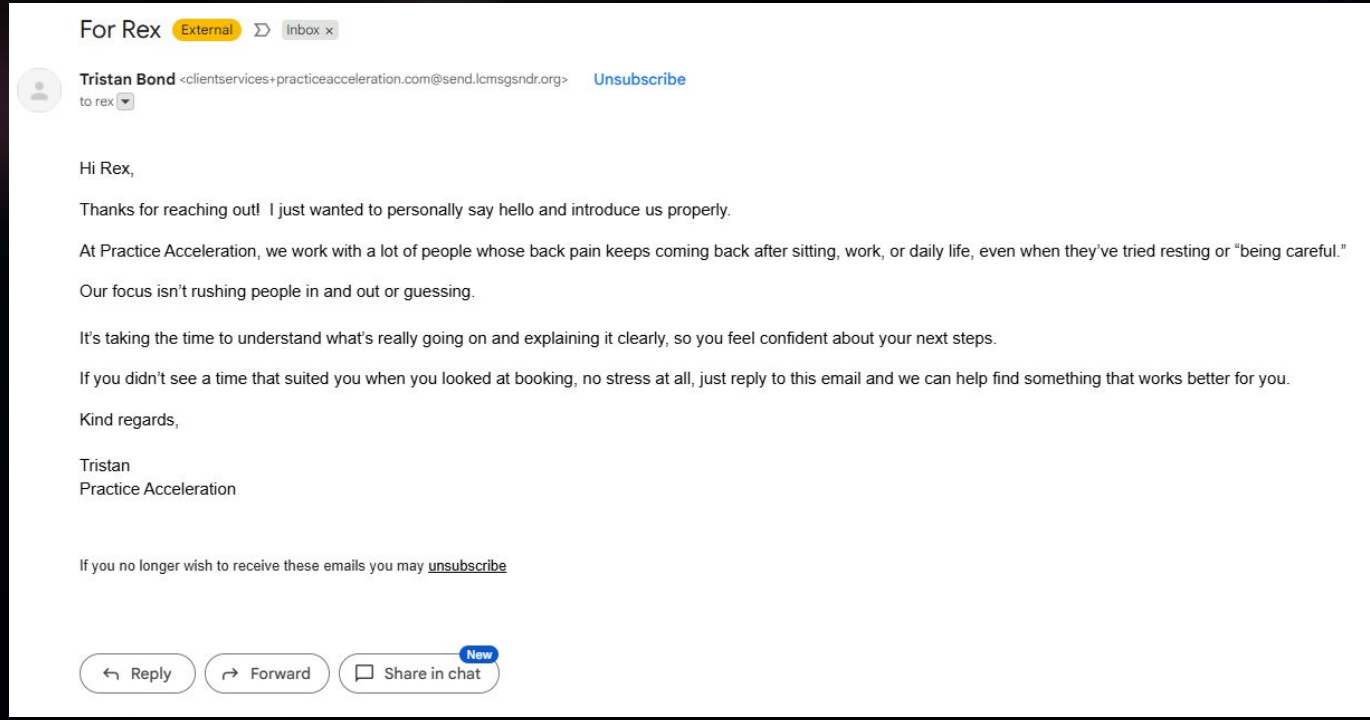
9:00am	12:00pm
10:00am	1:00pm
11:00am	2:00pm
	3:00pm
	4:00pm

If you don't see a time that works for you, please call the clinic on 03 1234 5678. Thanks!

Follow up email & SMS sequence

Email 1

Send Immediately after they fill out the form



For Rex External Inbox ×

Tristan Bond <clientservices+practiceacceleration.com@send.lcmsgsndr.org> Unsubscribe

to rex

Hi Rex,

Thanks for reaching out! I just wanted to personally say hello and introduce us properly.

At Practice Acceleration, we work with a lot of people whose back pain keeps coming back after sitting, work, or daily life, even when they've tried resting or "being careful."

Our focus isn't rushing people in and out or guessing.

It's taking the time to understand what's really going on and explaining it clearly, so you feel confident about your next steps.

If you didn't see a time that suited you when you looked at booking, no stress at all, just reply to this email and we can help find something that works better for you.

Kind regards,

Tristan
Practice Acceleration

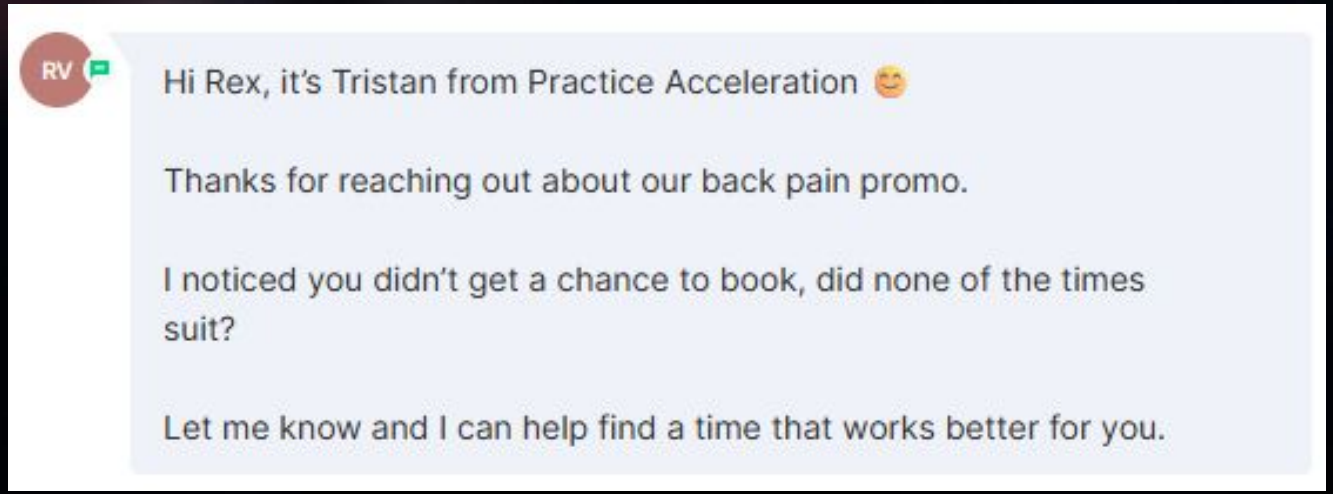
If you no longer wish to receive these emails you may unsubscribe

Reply Forward Share in chat New

Follow up email & SMS sequence

SMS 1

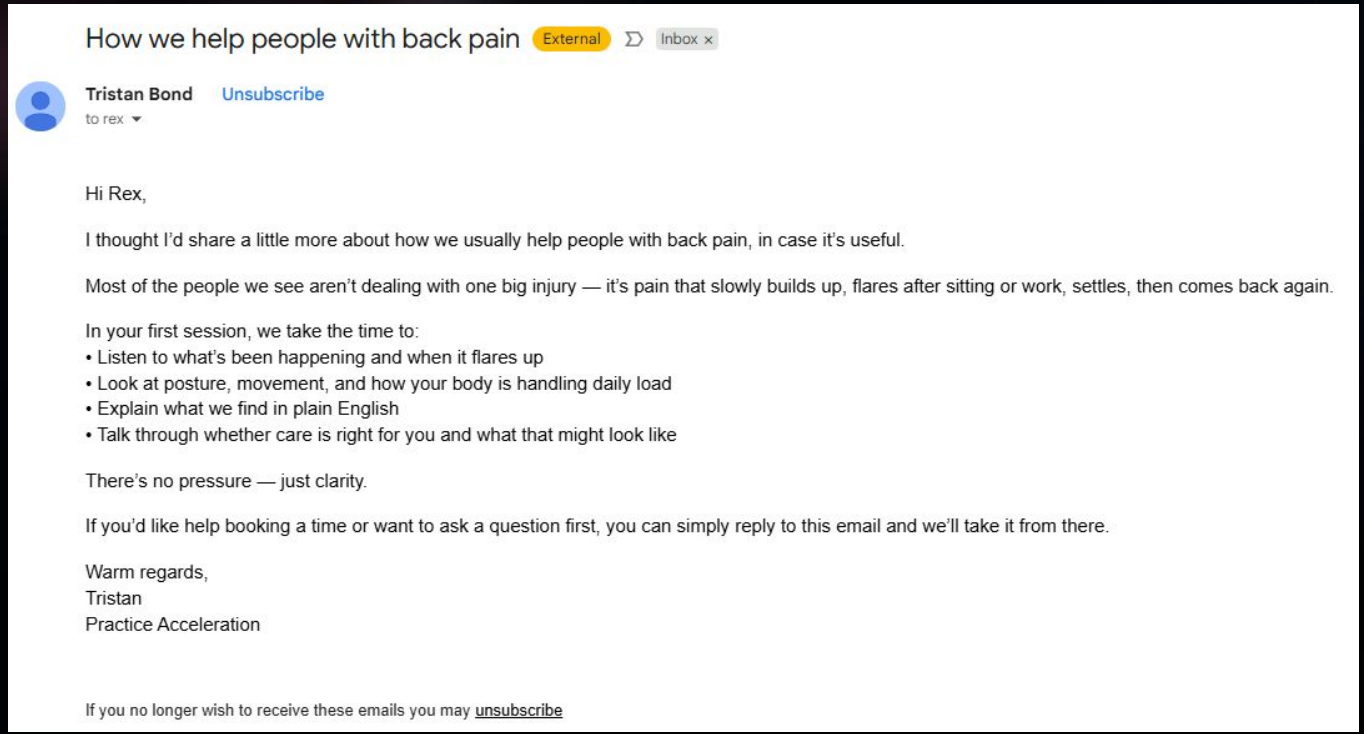
Send Immediately after they fill out the form



Follow up email & SMS sequence

Email 2

Send 24 hours after first email



How we help people with back pain External Inbox ×

Tristan Bond Unsubscribe

to rex

Hi Rex,

I thought I'd share a little more about how we usually help people with back pain, in case it's useful.

Most of the people we see aren't dealing with one big injury — it's pain that slowly builds up, flares after sitting or work, settles, then comes back again.

In your first session, we take the time to:
- Listen to what's been happening and when it flares up
- Look at posture, movement, and how your body is handling daily load
- Explain what we find in plain English
- Talk through whether care is right for you and what that might look like

There's no pressure — just clarity.

If you'd like help booking a time or want to ask a question first, you can simply reply to this email and we'll take it from there.

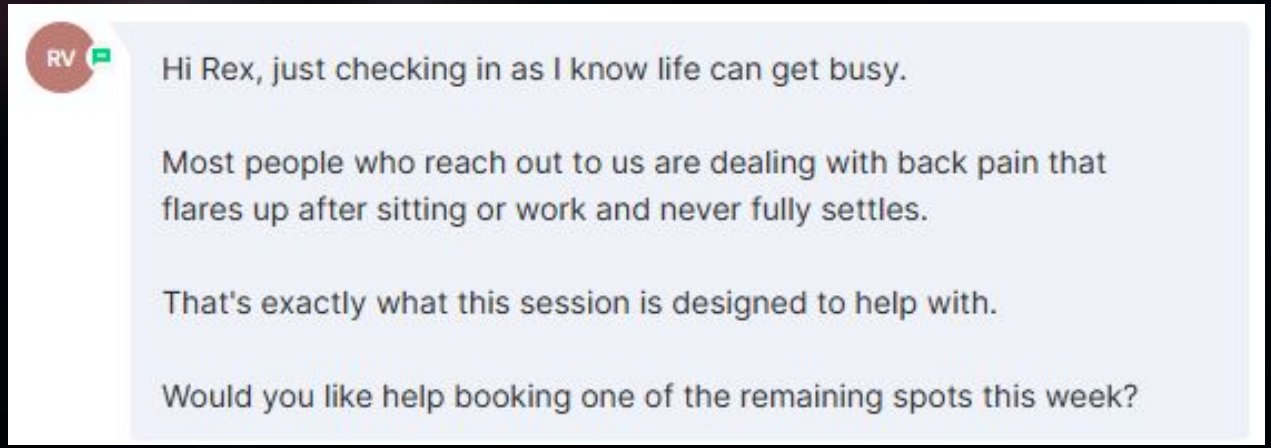
Warm regards,
Tristan
Practice Acceleration

If you no longer wish to receive these emails you may unsubscribe

Follow up email & SMS sequence

SMS 2

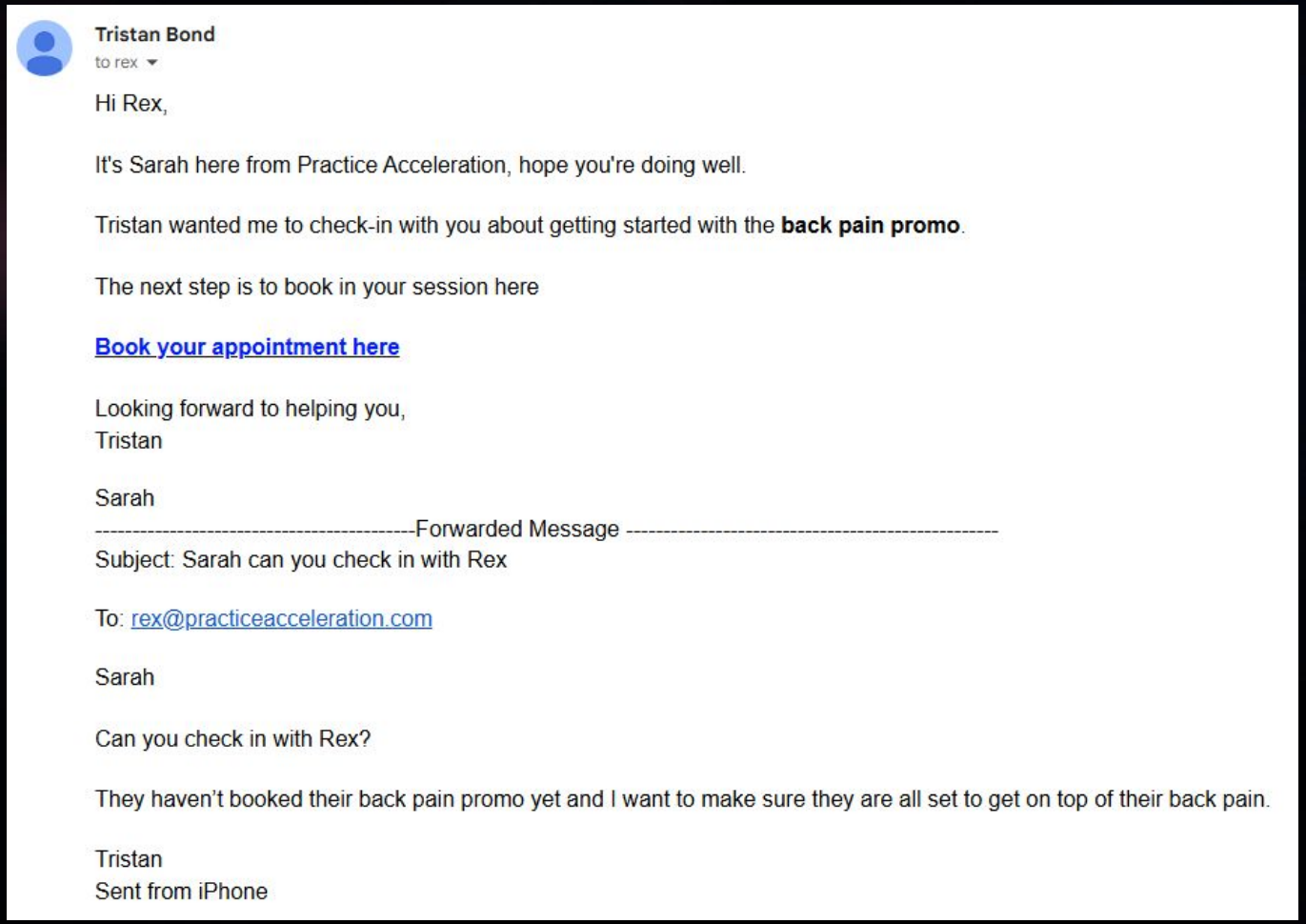
Send 24 hours after first SMS



Follow up email & SMS sequence

Email 3

Send 72 hours after first email



Tristan Bond
to rex

Hi Rex,

It's Sarah here from Practice Acceleration, hope you're doing well.

Tristan wanted me to check-in with you about getting started with the **back pain promo**.

The next step is to book in your session here

Book your appointment here

Looking forward to helping you,
Tristan

Sarah
----------Forwarded Message ----------
Subject: Sarah can you check in with Rex

To: rex@practiceacceleration.com

Sarah

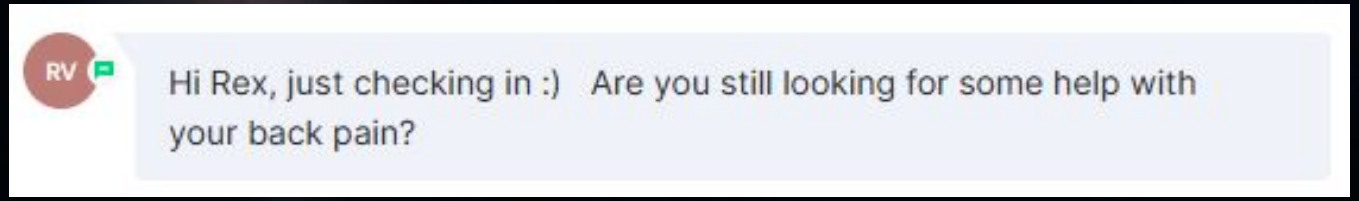
Can you check in with Rex?

They haven't booked their back pain promo yet and I want to make sure they are all set to get on top of their back pain.

Tristan
Sent from iPhone

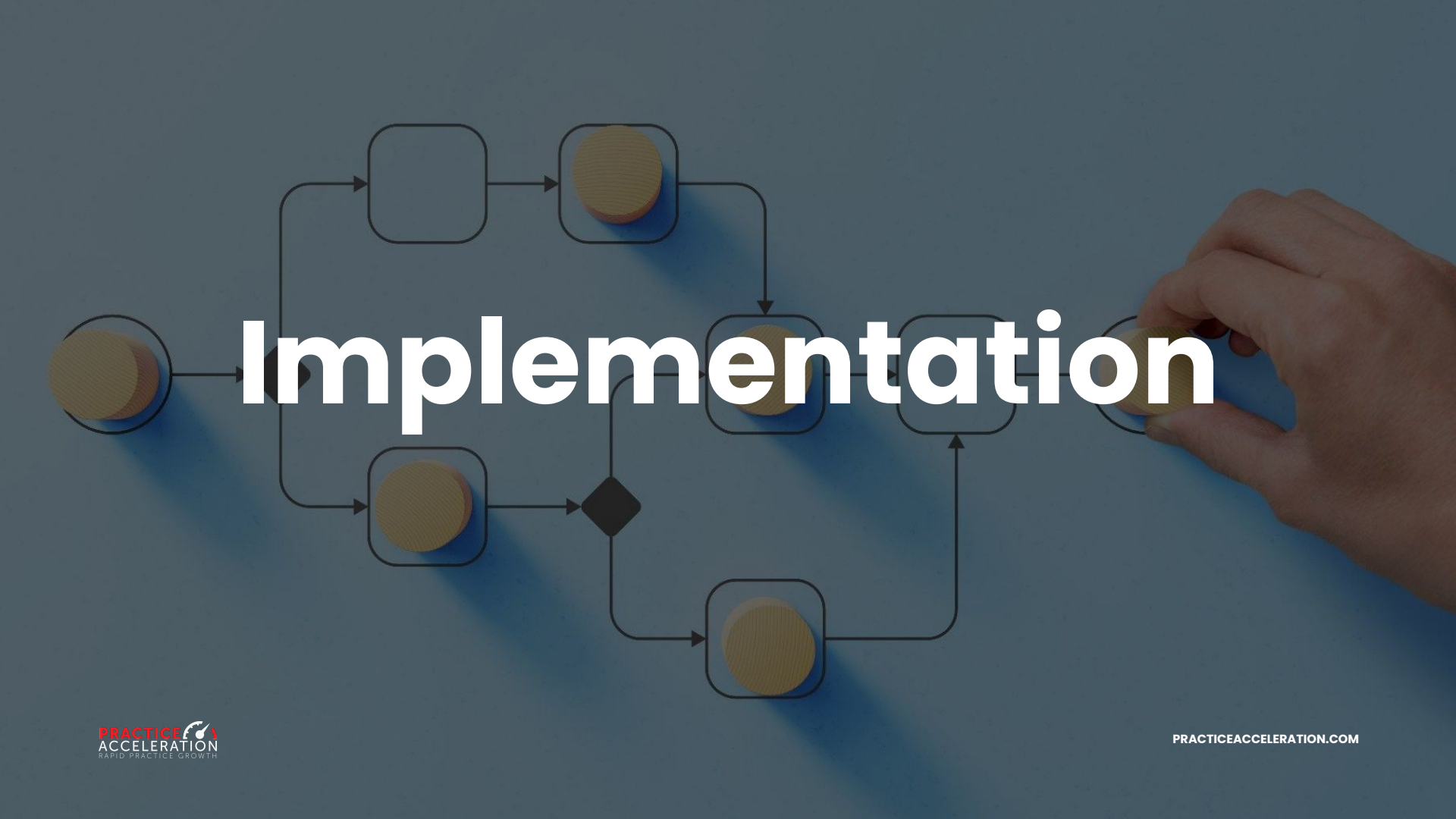
PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

Follow up email & SMS sequence



SMS 3

Send 72 hours after first SMS


Implementation

The Patients From Ads Set Up Checklist

1. Choose your top condition
2. Build relevant offer
3. Plug into our custom Ad Creative GPT
4. Choose Personas for ads
5. Write 6 different hooks
6. 1 body copy
7. Choose creative formats
8. Write 3 different ad copies
9. 3 different headlines
10. Write Landing Page Copy
11. Write landing page video script
12. The Follow Up
13. Campaign set up & integrations
14. Go live
15. Weekly Optimisation

Chat GPT Prompt - You are an expert copywriter for a (insert practice name). We are targeting people with (insert top condition). Can you build out our offer using this offer framework:

The Offer Template

Offer Name: The XYZ Session/ Consult/ Assessment

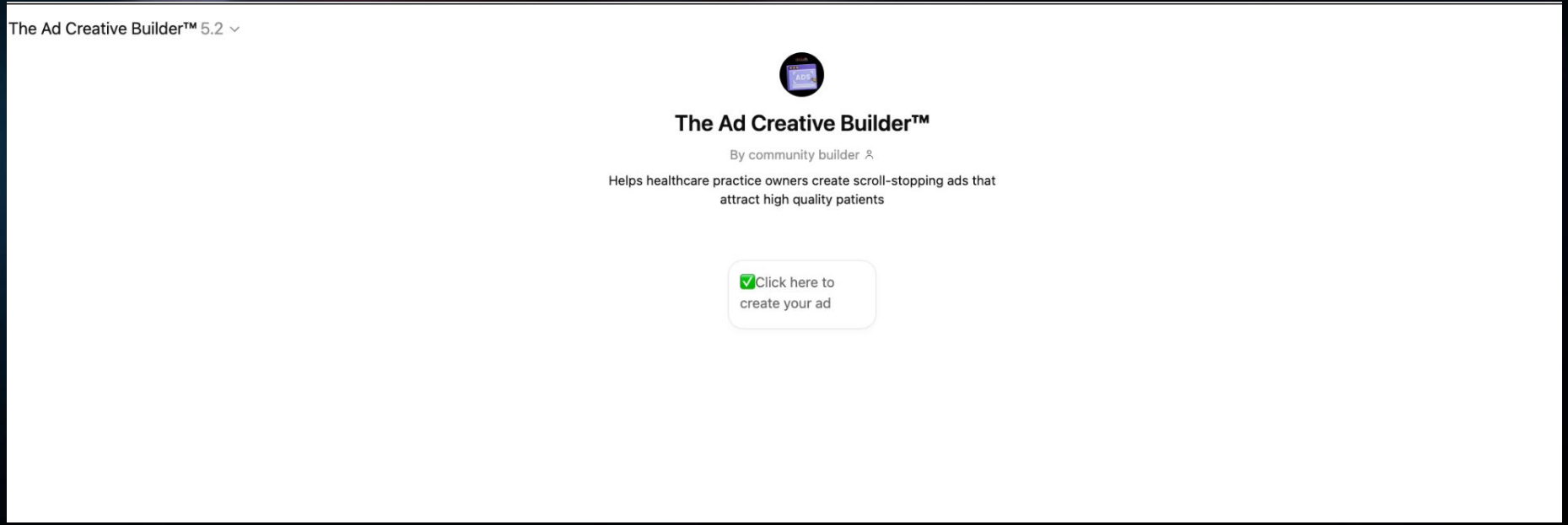
What's Included In Your First Visit:

1. (insert offer bullet #1 eg: Initial XYZ Consultation)
2. (insert offer buller # 2 eg: Posture & Movement Assessment
3. (insert offer bullet #3 eg: Treatment & personalised treatment plan

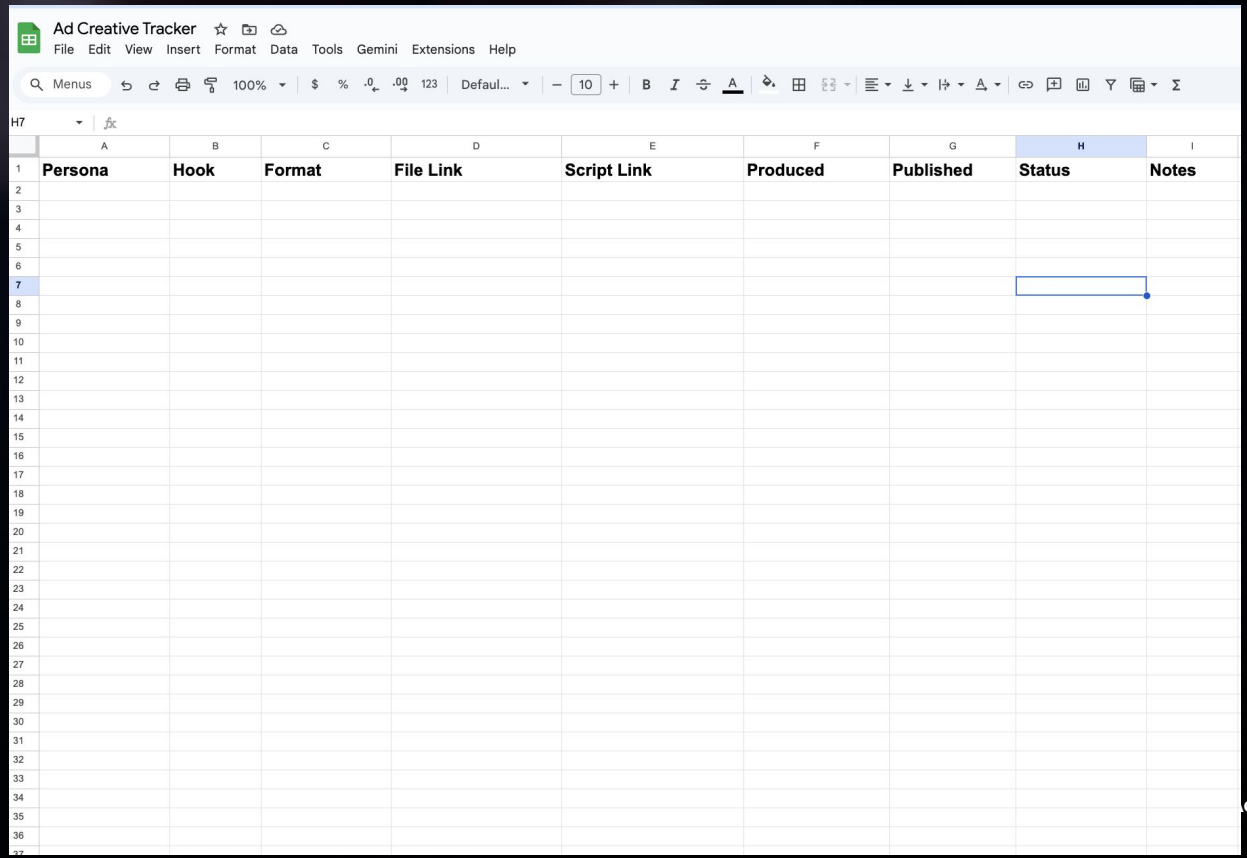
$XXX (insert price of the appointment)

CTA Book Your XYZ Session Today

The Ad Creative Builder Custom GPT



The Creative Tracker



Persona	Hook	Format	File Link	Script Link	Produced	Published	Status	Notes

PRACTICE ACCELERATION
RAPID PRACTICE GROWTH

Ad Copy Chat GPT Prompt

Can you write 3 different ad copy variations to go with these ads?

Headline Chat GPT Prompt

Now can you write 3 different headlines for my Facebook Ad

Logoipsum

BACK PAIN SLOWING YOU DOWN? LET'S FIND OUT WHAT'S REALLY GOING ON

If your back pain keeps coming back, or never fully goes away then a proper assessment can help you understand what's causing it and what to do next.



BOOK YOUR BACK PAIN APPOINTMENT NOW

5 Appointments available this week

★★★★★

AS SEEN ON

Logoipsum Logoipsum Logoipsum Logoipsum Logoipsum Logoipsum Logoipsum Logoipsum

Landing Page Chat GPT Prompt

Can you write the landing page copy to go with this ad

Here is the landing page framework to follow

HEADLINE
SUBHEADLINE
PAIN / PROBLEM SECTION
SOLUTION SECTION
EXPLAIN THE OFFER SECTION
Secondary CTA
SOCIAL PROOF / SUCCESS STORIES
FAQ SECTION
FINAL CTA

Video Script Chat GPT Prompt

Video Script Chat GPT Prompt

1. Immediate Validation

Confirm they're in the right place

Formula

"If you're dealing with [specific problem] and it keeps coming back, you're in the right place."

2. Problem Recognition

Describe the experience, not the diagnosis

Formula

"Maybe it flares up after [trigger]."
"You rest it… it settles… then it comes back."
"And you're not sure whether to ignore it, push through it, or get it checked properly."

3.Reassurance + Authority Reset

Formula

"The good news is — you're not broken."
"And it's rarely just [common myth]."
"Most ongoing issues stick around because no one's taken the time to properly assess what's actually going on."

4. Subtle Credibility Bridge

Formula options (choose ONE):

A. Experience-Based

"We see this every week with people in [location]."

B. Volume-Based

"We've helped hundreds of people locally with this exact issue."

C. Role-Based

"This is something we assess and treat daily in our clinic."

---

5. Introduce the Assessment

Explain *what* this is and *why* it's different

Formula

"That's exactly why we offer the [Offer Name]."
"It's a one-on-one session designed to give you clarity and a clear plan."

---

6. Fit & Filtering Statement

Pre-qualify the right patients

Formula

"This is for people who want to understand what's going on and what to do next."
"It's not for people chasing quick fixes or miracle solutions."

---

7. Calm Call to Action

Tell them exactly what happens next

Formula

"If that sounds like you, fill out the form on this page."

Then schedule a time that suits you best.

"Our team will then reach out to confirm your appointment

SMS Sequence Patients From Ads Workshop

DAY 0 – Immediate

Goal: Acknowledge + open conversation

Hi {{contact.first_name}}, it's {{custom_values.practice_owner__first_name}}

from {{custom_values.practice_name}} 😊

Thanks for reaching out about the [OFFER NAME].

I noticed you didn't get a chance to book, did none of the times suit?

Let me know and I can help find a time that works better for you.

DAY 1 – 24 hours later

Goal: Re-anchor to the problem they resonated with

Hi {{contact.first_name}}, just checking in as I know life can get busy.

Most people who reach out to us are dealing with back pain that flares up after sitting or work and never fully settles.

That's exactly what this session is designed to help with.

Would you like help booking one of the remaining spots this week?

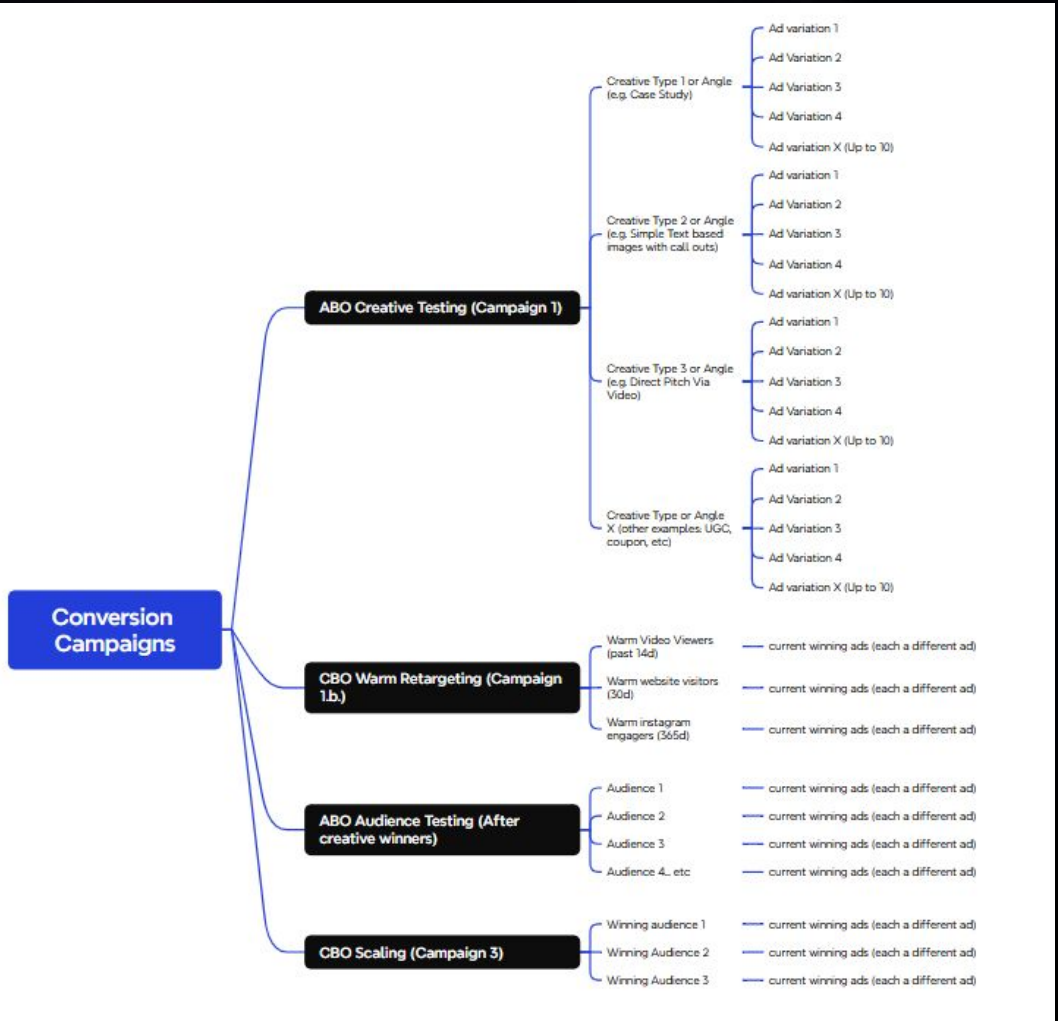
DAY 3 – 72 hours later

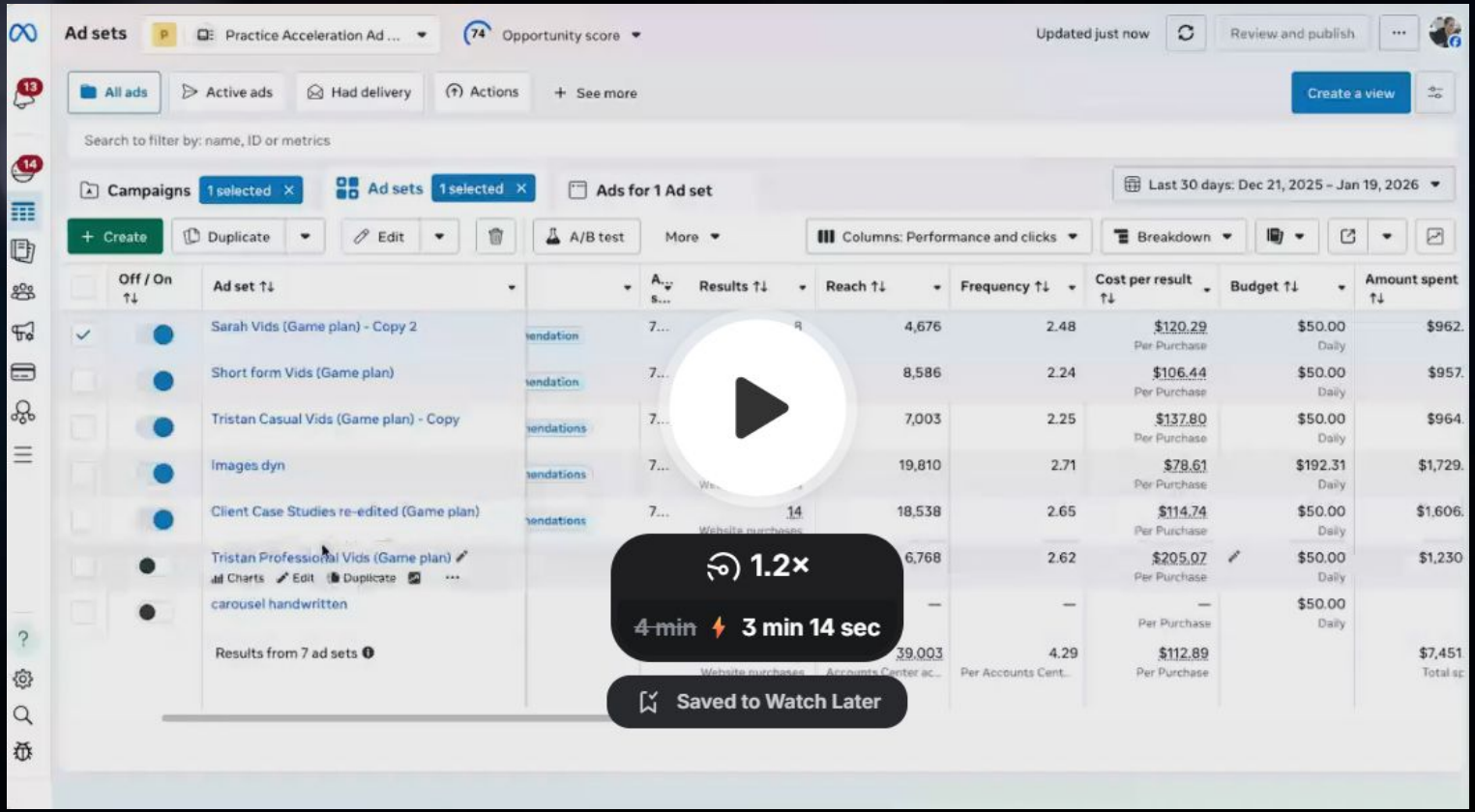
Goal: Reply to re-engage

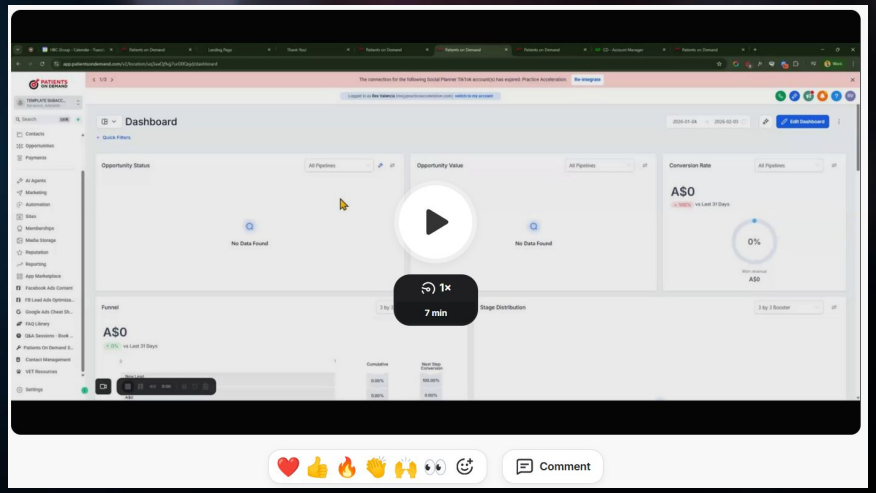
> Hi {{contact.first_name}}, just checking in :) Are you still looking for some help with your back pain?

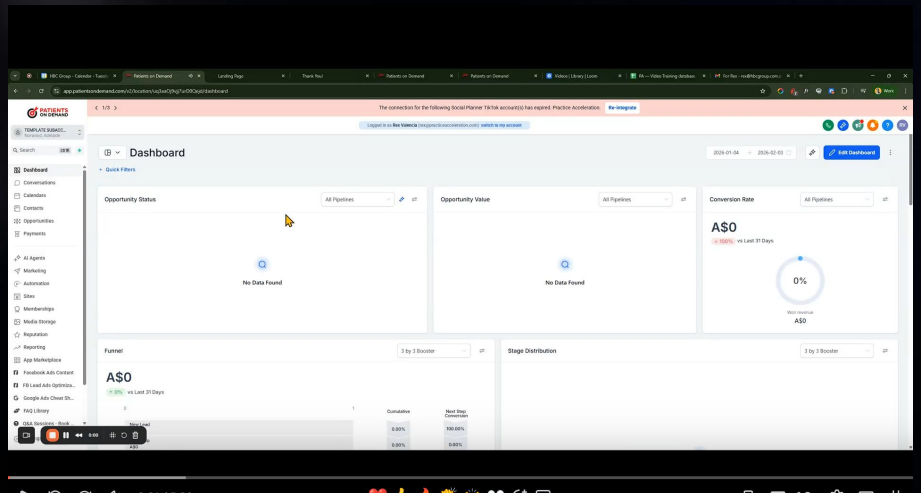
Follow Up Sequence Chat GPT Prompt

Can you tweak this follow up sequence to suit (insert profession). My offer is (link to top service)


Conversion Campaigns
ABO Creative Testing (Campaign 1)
Creative Type 1 or Angle (e.g. Case Study)
Ad variation 1
Ad Variation 2
Ad Variation 3
Ad Variation 4
Ad variation X (Up to 10)
Creative Type 2 or Angle (e.g. Simple Text based images with call outs)
Ad variation 1
Ad Variation 2
Ad Variation 3
Ad Variation 4
Ad variation X (Up to 10)
Creative Type 3 or Angle (e.g. Direct Pitch Via Video)
Ad variation 1
Ad Variation 2
Ad Variation 3
Ad Variation 4
Ad variation X (Up to 10)
Creative Type or Angle X (other examples: UGC, coupon, etc)
Ad variation 1
Ad Variation 2
Ad Variation 3
Ad Variation 4
Ad variation X (Up to 10)
CBO Warm Retargeting (Campaign 1.b.)
Warm Video Viewers (past 14d)
current winning ads (each a different ad)
Warm website visitors (30d)
current winning ads (each a different ad)
Warm instagram engagers (365d)
current winning ads (each a different ad)
ABO Audience Testing (After creative winners)
Audience 1
current winning ads (each a different ad)
Audience 2
current winning ads (each a different ad)
Audience 3
current winning ads (each a different ad)
Audience 4... etc
current winning ads (each a different ad)
CBO Scaling (Campaign 3)
Winning audience 1
current winning ads (each a different ad)
Winning Audience 2
current winning ads (each a different ad)
Winning Audience 3
current winning ads (each a different ad)


Ad sets
Practice Acceleration Ad ...
Opportunity score
Updated just now
Review and publish
All ads
Active ads
Had delivery
Actions
See more
Create a view
Search to filter by: name, ID or metrics
Campaigns 1 selected
Ad sets 1 selected
Ads for 1 Ad set
Last 30 days: Dec 21, 2025 – Jan 19, 2026
Create
Duplicate
Edit
A/B test
More
Columns: Performance and clicks
Breakdown
Off / On
Ad set
Results
Reach
Frequency
Cost per result
Budget
Amount spent
Sarah Vids (Game plan) - Copy 2
4,676
2.48
$120.29 Per Purchase
$50.00 Daily
$962.
Short form Vids (Game plan)
8,586
2.24
$106.44 Per Purchase
$50.00 Daily
$957.
Tristan Casual Vids (Game plan) - Copy
7,003
2.25
$137.80 Per Purchase
$50.00 Daily
$964.
Images dyn
19,810
2.71
$78.61 Per Purchase
$192.31 Daily
$1,729.
Client Case Studies re-edited (Game plan)
14
18,538
2.65
$114.74 Per Purchase
$50.00 Daily
$1,606.
Tristan Professional Vids (Game plan)
Charts
Edit
Duplicate
6,768
2.62
$205.07 Per Purchase
$50.00 Daily
$1,230
carousel handwritten
$50.00 Daily
Results from 7 ad sets
39,003
4.29
$112.89 Per Purchase
$7,451
1.2×
4 min
3 min 14 sec
Saved to Watch Later


Dashboard
Opportunity Status
Opportunity Value
Conversion Rate
No Data Found
No Data Found
A$0
0%
Funnel
A$0
Stage Distribution
1×
7 min
Comment


Dashboard
Opportunity Status
Opportunity Value
Conversion Rate
No Data Found
No Data Found
A$0
0%
Funnel
A$0
Stage Distribution
0:01 / 5:26
1.2×