

**HOW TO GET
NEW
PRACTITIONERS
PROFITABLE IN
28 DAYS
OR LESS**

REGARDLESS OF THEIR EXPERIENCE OR PERSONALITY



“My best practitioner has just resigned... and I have a full schedule this month!”

This right here 🙌 is an established practice owner’s worst nightmare. Because they know that now 3 things will happen:

- 1 Training a new hire will take months and cost the practice \$1000s in potential revenue.
- 2 Their team will strain under the extra pressure to perform... breeding dissatisfaction and potentially triggering MORE resignations.
- 3 Worst of all... they’ll have to start seeing more patients themselves to help ‘fill the gap’ (hello again to 80-hour weeks, goodbye family time).

What if I told you... that your new hire can start performing at an A-level within just weeks of starting their new role?

That’s entirely possible when you implement the ‘fast-start’ onboarding system you’re about to learn.

Over 500+ of our private coaching members have been using it to get new hires confidently maintaining a full case-load *within 28 days or less*.

Sounds good? Then keep reading!

Discover how to quickly turn any new hire into a profit-generating powerhouse... **in less than a month!!**

Hi, we’re Tristan Bond and Sarah Hodge, and over the last 15 years we’ve successfully onboarded over 53 rockstar team members. Over that time we’ve learned how to get new hires up and running quickly and efficiently... so we can spend our time scaling our business to multiple 6-figures.

In this guide, we’re going to save you 15 years of trial-and-error by giving you the exact framework that gets new practitioners profitable in 28 days or less.

Over 500 of our private coaching clients have used this system successfully. So we can say with absolute certainty that it works whether you’re a physiotherapist, podiatrist, chiropractor, vet, or running any type of allied health practice.

The real beauty of this system? Your practice manager can implement it for you, so you don’t have to do any of the onboarding yourself. Instead you can get on with running your practice, trusting that every new hire will be quickly and efficiently trained to convert and retain patients at an optimal level.

The result? A full caseload within 2-4 weeks of your new hire’s start date, and minimal disruption to your practice.

We’re so excited to bring this ‘fast-start’ onboarding system with you today.

To your success,

Tristan Bond & Sarah Hodge



The Problem **Did you know?**

The real cost of a new hire in terms of time and money, can be more than 50% of that person's salary.

We all know that onboarding new hires costs time, energy, and focus.

Not only can they take months to get up-to-speed, but new hires require lots of effort to train. Which takes your attention away from the things your business needs from you as its leader.

The worst part?

A few months down the track, your new hire might not even work out, as you realise that their impressive resume doesn't magically translate into full books!

And the cycle begins again (as your revenue takes a big hit).

That ends, NOW.

This system will show you how to create A-players quickly, reducing the burden on your team's time and energy (and your own!)

Follow this guide, and your new practitioner can actually become profitable within just 28 days or less. Not only that, but they will be seamlessly aligned with your company's standards of excellence - hitting their KPIs, KPAs, and behavioural standards.

Which means your business will protect its lifeblood (cashflow!), and experience virtually no lag in revenue during the staff transition period.

Sounds good, right?

What's more, this system works even if your new hire is fresh out of uni, or painfully shy! Heck, we've even seen this system turn new hires into unstoppable profit-generators within just 2 weeks!

So let's get started!



THE PRACTICE OWNER'S Journey

There are 6 different phases private practice owners need to grow through.

Each phase has its own challenges to be overcome to ascend to the next level.

The good news is, once you understand what you need to do in each phase, growth becomes easier and faster!

If you are feeling stuck at your current level... chances are it's because you haven't completed a previous level fully. Just like the clinical reasoning phases you go through with your patients, this is the series you need to apply to your business.



Phase 1

Start Up

Making your mark

Establishing your business and building your confidence



Phase 2

Team Up

Your first hire

Getting busy and hiring back-end business support



Phase 3

Systems Up

Building consistency

Creating systems that provide replicable results



Phase 4

Manage Up

Developing your team

Reducing your clinical hours and training your Dream Team



Phase 5

Leader Up

Guiding from above

Shifting into a CEO role and focusing on high-level strategy



Phase 6

Scale Up

Overseeing your empire

Freedom to work and live on your own terms. Expand or retire!

THE 28-DAY

'Fast-Start' Profitable Onboarding System



01 STEP ONE

NAIL YOUR NUMBERS

The first step is to clarify what success looks like.

After all, you cannot hit a bullseye if you can't see where it is!

For this system to work, you need to answer the following question:

In order for my practice to break even, how many patients does my new practitioner need to see each week?

Finding the answer is easy. Simply reverse engineer your numbers!

A: How much is their weekly wage?

B: How much is your standard consult?

A divided by B = Your case-load 'break even'.

Simply add one more consult to that break even number, and you're in profit.

That number is your new practitioner's 28-day caseload goal.

You're ready
FOR STEP 2!

02 STEP TWO

SET CLEAR GOALS AND TIMELINES

Now that you know your 'profit point', it's time to reverse-engineer your practitioner's pathway to success.

Let's say that your new practitioner needs to be seeing 16 patients a week. Working backwards, what would be a realistic trajectory to get them there by day 28?

What processes do they need to understand?

What systems do they need to learn?

What milestones do they need to hit each day and week?

Map out every step on the journey. Include clear timeframes, tasks, and actions for each step.

Now you've got a training plan!

Your training plan will show your new hire how to 'win' in their role. It also gets them excited about the performance culture within your practice. Setting clear goals and expectations gives A-players the framework they need to thrive!



PRO TIP:

In order to scale your practice, you **MUST** start creating systems around repeatable tasks. So templatised your training plan to use with your next new hires. Do it once, then systemise it!

THE TRAINING PLAN TEMPLATE

Task	Start	End	Milestone	Completion %

03 STEP THREE

SHOW AND TELL

In this step, your new hire observes how you run consultations. They need to witness your standard of excellence, so they can model how you -

communicate with your patient,
control the consult (and deal with objections!),
get the 'YES' for the entire treatment plan, and
block-book appointments with your front-of-house staff.

Then at the end of the consult, rebook the patient to your new practitioner's calendar, not your own! This is important, otherwise you'll remain stuck with a full case-load... forever!

Think about it like this: as the leader of your business, you're its brain and its heart. Your team members are its hands. You need to train your new practitioner to become another pair of hands, so you can focus on growing your business.



PRO TIP:

Incorporate a lot of role-play into this step. Play out different scenarios in both the practitioner's and the patient's shoes. Practise what to say in each scenario, on repeat until your new hire is 100% confident in leading the consult!



04 STEP FOUR CO-PILOT

In this step, your role is more of a coach than a teacher.

Unlike Step 3 where you were taking the lead, it's now your role to observe, and to guide your new hire until their performance is on-point.

In this co-piloting phase, your new hire is practising at conducting consultations your way. You're involving them more in the language used, so they start to get more confidence in what to say, to master their pacing and tonality, and ultimately get full commitment from the patient.

After the consultation has ended, have a brief wrap-up meeting to discuss how it went. Give them notes on where you noticed room for improvement, whether on leading the patient, following the consult 'script', or block booking.



PRO TIP:

Record a Loom video with a summary of your feedback for them to review and revisit. Make sure your feedback is actionable, otherwise you'll just create frustration and overwhelm.



The Secret Sauce...

Signature Systems!



Our Practice Machine members follow our **Signature Systems model** which ensures a standard of excellence for every patient, resulting in up to 95% adherence to their entire treatment plan.

Implementing a **Signature System** literally makes it as easy as paint-by-numbers for all practitioners to keep their case-load full, no matter their experience or personality.

A sample 'Your Signature System' form. The form has a red header with the title 'Your Signature System'. Below the header is a table with the following columns: Condition Type, Treatment Techniques, Phase of treatment, Duration, Additional Services, and Measurements. The table has 5 rows numbered 1 to 5. The form also includes social media handles and the Practice Acceleration logo at the bottom.

Condition Type	Treatment Techniques	Phase of treatment	Duration	Additional Services	Measurements
1.					
2.					
3.					
4.					
5.					

FIND OUT MORE!

05 STEP FIVE

HAND OVER THE REINS

Here's where your new practitioner really kicks into gear. In this step, you're getting them to start running their consults solo. If you've done steps 1-4 well, your new hire will be starting to confidently rebook patients, filling their own books without much outside help.

In this step it's really important to monitor KPIs and KPAs for each consult. Since you won't be in the room, those metrics are the only thing that tells the true story of how things really went.

Make sure that you schedule regular check-ins as well. This gives your new hire the opportunity to ask questions or raise any issues they have with following the process and hitting their numbers.



PRO TIP:

Use a scorecard like this to measure and track your new hire's KPIs. Doing this means you know exactly how they're performing, and can make adjustments quickly to improve.

SCORECARD

DATE	CORE VALUE										Bringing energy or sparkling energy	Follow up or follow through	Waste or waste	Attitude: Positive or Negative	
	Core Value 1	Core Value 2	Core Value 3	Core Value 4	Core Value 5	Core Value 6	Core Value 7	Core Value 8	Core Value 9	Core Value 10					
2/2/20	(+)	(+)	(+)	(+)	(+)	(+)	(+)	(+)	(+)	(+)	Bringing energy	Follow through	Waste	(+)	

00 STEP SIX

MANAGE PERFORMANCE

Just because your new practitioner is mostly onboarded now, that doesn't mean it's 'hands off'. Nobody is perfect - we all need ongoing feedback to keep performing at our best.

As good a practitioner as they may be (otherwise you wouldn't have hired them!), client management easily takes up 40% of their role. But that's not something they were taught at Uni. It's something you must teach them, and continue to guide them on, so they can become their best.

So keep checking in and giving them feedback. Don't be afraid to correct them when they are going off-track! Bad habits will only become worse over time. Correct your staff when needed, and coach them on the behaviours you want them to uphold.



PRO TIP:

In your initial onboarding 1:1 with your new hire, cover how you will give them feedback. That way your new hire is not caught off guard when you give them feedback (and they won't take it personally either).



07 STEP SEVEN

ASCEND & GROW

Keeping A-player staff engaged is crucial for maintaining optimal performance in your business long-term. This is an ongoing, multi-faceted process that involves helping them to improve their KPIs, their performance within your team, and their contribution to your practice culture.

Weekly 1:1s and daily 'stand-up' meetings keep your entire team on track and hungry to smash bigger and better goals.



When the whole team connects daily to review, report, and plan, they'll energise each other. You'll experience a lot more buy-in to your vision, mission, and goals for the business. And that's where the real magic happens in terms of practice growth 🚀



PRO TIP:

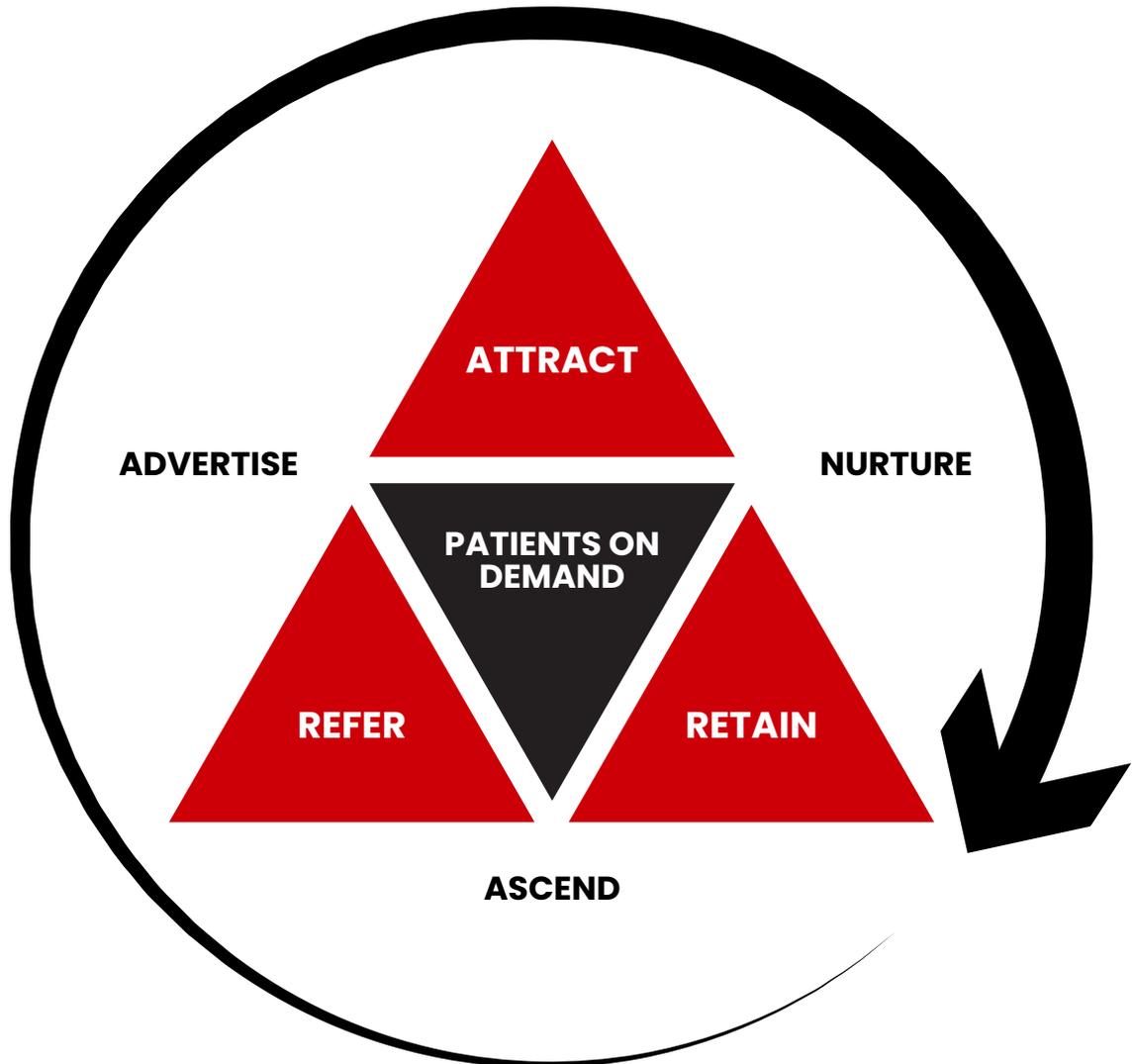
Set up a big weekly scoreboard in the back office or break room - somewhere everyone can see it. Keep a weekly tally of all the important KPIs for your practice, such as call-to-booking, case load acceptance, rebooking and so on. Review the scoreboard tally in your daily standups, and motivate your team with some friendly competition!

PRO LEVEL UNLOCKED!

Now you know how to get new practitioners profitable in 28 days (or less), you may be wondering...

"How do I generate more patients to keep my new practitioner's books full?"

Well, you've just discovered one piece of a total practice growth solution that we call...



**The Automated Patients
On Demand **Blueprint.****

(You're gonna love this!)

The Automated Patients On Demand **Blueprint** is a proven system that-

- ✓ Brings in new patients every day at very little cost
- ✓ Reactivates past patients and brings them back to the clinic
- ✓ Open minded and willing to use our advice

It covers all of the stages of a patient's lifecycle, systemising each step so patients move through each stage successfully like clockwork.



ATTRACT



CONVERT



DELIVER



NURTURE



REACTIVATE



REFER



How does it **work**?

If you're looking for a step-by-step method for reliable practice growth without the guesswork and overwhelm... this is it.

Every piece of The Automated Patients On Demand Blueprint runs off a battle-tested system that includes -

- ✔ Running Facebook ads (our strategy brings in new patients at \$10 a pop)
- ✔ Reducing appointment no-shows to almost zero
- ✔ Converting enquiries into bookings - at up to a 98% success rate!
- ✔ And MUCH more...

The great thing is once the Automated Patients On Demand Blueprint is set up, it only takes about 30 minutes a week to maintain.

Which means you can grow your practice faster, easier, and with near-zero friction.



Success **STORIES**

Paul – United Kingdom, Osteo

Has full books AND reduced his patient hours by 50%!



Paul

1. Filmed x8 2 minute videos for our organic social media + email to px db
2. Struggling to fit px into the diary because of the success of the Dec sms + email campaign! Thank you guys Tristan Bond Sarah Hodge
3. Scheduled 50% reduction in my px contact hours from feb
4. Each team member filled in their quarter review and done x2 face to face reviews and agreed learnings for next quarter

Daniela Oscar
Justin

Kirsten – Canada, Acupuncturist

Took 12 days off and came back to full books in her practice! #dreamteam



Kirsten

Lots of wins this week!! 1. Ran a text campaign on Tuesday because bookings were low this week. No offer given, just a reminder for people to use their insurance benefits, and **we got 34 bookings!!** Wow!!

2. I've been working numbers to convert contractors to employees, I've been really uncertain about this, but now my contractors are asking to switch! Win!!

3. **I was off for 12 days, but my FOS at both locations are killing it! And I can back to 90% full bookings!**

I had a great session with Oscar C. Guerrero yesterday and worked through a fear, it really put things into perspective. Thank you!



Success **STORIES**

Angela - Henley, Physiotherapist

Ran her first text campaign with the 5 Minute Patient Reactivation System and booked in 50 patients!



Angela

Hi Tribe. Just ran **our first text campaign** and have **been blown away** at its effectiveness!

As we have been closed for 8 weeks in the UK, until recently and therefore had loads of cancellations pre covid. I targeted all the patients that cancelled from January until April.

"Hi Simon It's Angela from Physiologic, we are open again. Just wondered how you are getting on after your last treatment?"

It went out to 800 and am now had over **350 replies** and which is increasing daily and **already reactivated 50 patients** with more booking in daily!

With my team now on board with block booking this has helped full our books for the next few weeks already!

Best £40 ever spent on marketing! Love text magic ! Thanks [Tristan Bond](#) and [Sarah Hodge](#) and team for making it so easy for us! [Oscar C. Guerrero](#) [Justin Harris](#)

Naval Osteopath - UK

Growing a 7-figure business



Naval

Man ! This is amazing, most profitable week ever! We are approaching 7 figure annual income. On target Thanks to PA Acceleration Crew & Tribe, Tristan Bond & Sarah Hodge 🙌🙌🙌🙌



Success **STORIES**

Shanthini – Victoria, Dentist

Has doubled her clients thanks to our text marketing campaign!



Shanthini

1 Revenue before and after- Revenue before PA 18k and after is 38k in the months without restrictions. Since joining Pa last year, we have spent at least 250 days restricting the practice to emergency only. 2 Hrs worked before and after PA-used to work 40 hrs before and now i work 28 hrs a week. 3 No of patients seen in a month- We used to have 80 clients and now we see upto 160 clients in a month. 4 Marketing- I got 28 clients from a text campaign last year.



Dean – Queensland, Physiotherapist

Has his best month even in revenue



Dean

1) 45 bookings for our new massage therapist from text campaign. 2) two new recruitment systems locked in ready to roll out for fos and another physio next week. 3) average weekly revenue is now what my monthly revenue was on joining PA. It's actually probably way more as I think 15k was my best ever month then 🌍





Success **STORIES**

Brad - Australia, Chiro

Booked nearly 100 patients using one of our simple marketing campaigns!



Had 18 leads in the first 5 minutes

Michael Woodham





If you run an established practice with 3+ staff, and have a database of 300+ past patients, installing **The Automated Patients On Demand Blueprint** will allow you to scale faster and with minimal friction.

Book a demo call where we'll walk you through it.

No pressure or salesy tactics, we will just show you how the system works and you'll walk away with insane value.

CLICK THE BUTTON BELOW TO GET **STARTED!**

BOOK A DEMO NOW