



NEW YEAR CAMPAIGN CHALLENGE



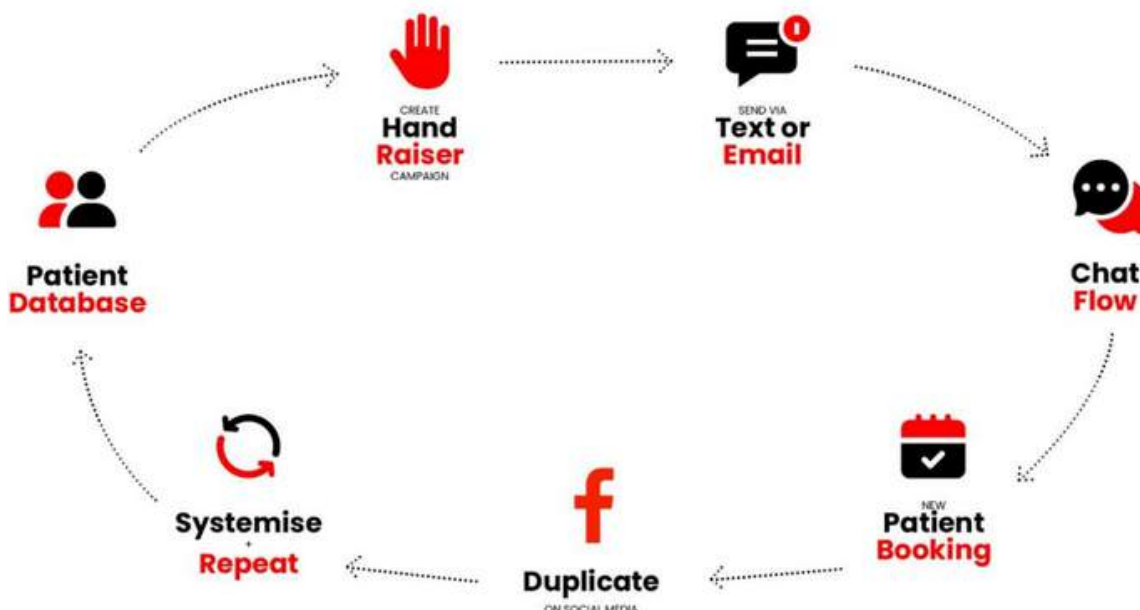
DAY 1:

BIG PICTURE & LAYING YOUR FOUNDATION

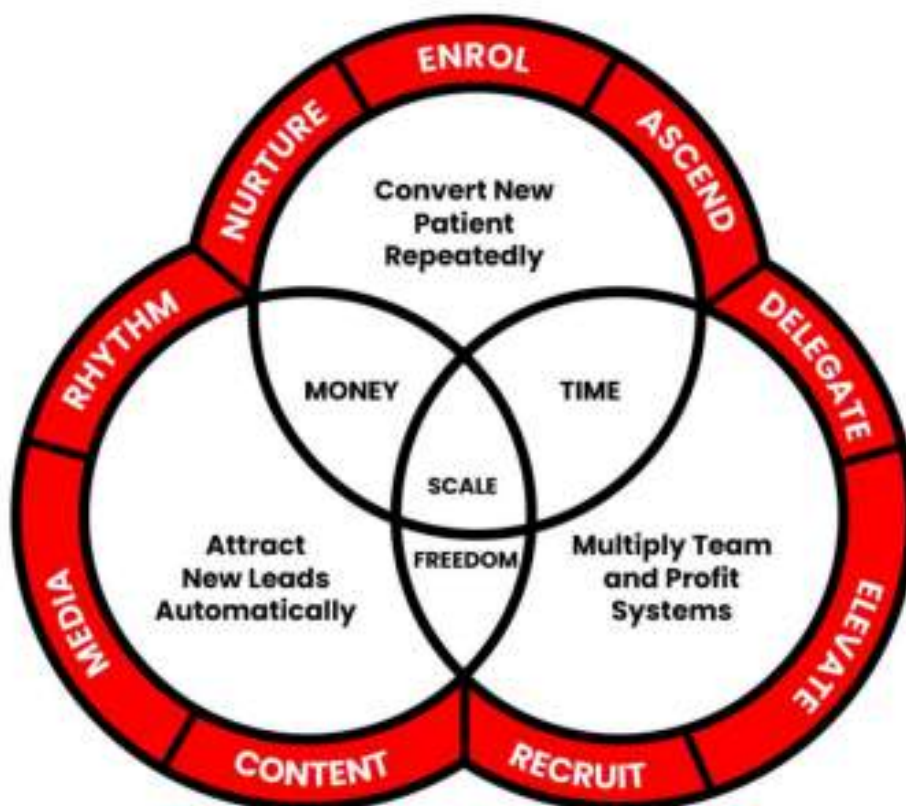
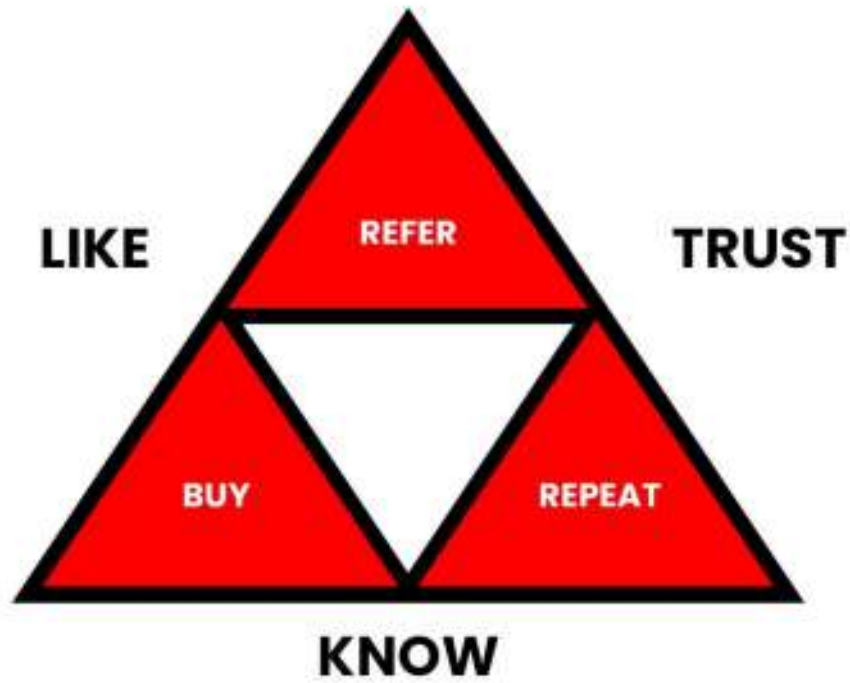
It's important to understand the overall strategy to generate new patients. The big picture overview will allow you to fully understand all elements of the New Year Campaign.

NEW YEAR *Challenge*

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



- Patient Database
- Create Hand Raiser Campaign
- Send Via Text or Email
- Chat Flow
- New Patient Booking
- Duplicate on Social Media
- Systemise + Repeat





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 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 System is \$

Pretty exciting right?



DAY 2:

CONGRATULATIONS ON DOWNLOADING

THE 5 DAY NEW PATIENT 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.

 **Sheetal Patel**
13 November 2019


GREAT WINS Tristan Bond Sarah Pappas Michaela Bishop Anthony Vizzari
Launched First Text Campaign (Followed Michaela's advice regarding script)
Not even one second after sending messages out we had so many replies I had to get extra staff in..
So sent text to 625 patients and already done 30 Bookings BOOM 🌟 and it still going
It's crazy..... Good Crazy ...

  You, Tristan Bond, Sarah Pappas and 12 others 30 comments




 **James Mooney 27 booked.**
Like · Reply · 38w   8

Nov 18 · 🌐 · Mid week win 🌟 - launched evergreen text campaign yesterday with help from Sarah Hodge. 12 patients reactivated with appointments booked which should equate to \$7200. Pretty good from a \$90 spend!

  You, Tristan Bond, Anthony Vizzari and 17 others 17 Comments

 **Victoria O'Sullivan**
17 April 2019

Sent out text campaign using the "you've one a prize" to the people who booked an initial consult & then cancelled because of life getting in the way stuff. In other words we never saw them.
We call this crowd in our database "the phantoms."
There were 472 text messages sent out of which we got 72 responses of which so far we have booked in 31 and think we will finish on 37-38 bookings.
I personally have seen 3 of them so far & all 3 have converted into programs & they have all said I am so glad u messaged me because I've been meaning to get on with it!
So if we convert all at our average groups conversion off the initial it will translate to \$42k in revenue.
Can't believe we have been sitting on this gold in our database this whole time.
Practice accelerator you are legends!!
Thank you.

   You, Tristan Bond, Anthony Vizzari and 22 others 14 comments



The Text Campaign:

Day 1: 12pm in your local time zone

Hey (name),

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

The New Year means a fresh start, which means it's time to get your health in check.

To celebrate this we're giving away [insert offer valued 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?




 **Matt**
 Hi (name),
 It's Dr Matt from Freedom Chiropractic.
 It's Headache Relief Week.
 To celebrate this and to raise awareness about the importance of headache relief, we are offering a free comprehensive consultation valued at \$90.
 Just reply 'YES' and we will organise the rest.
 Matt

2

MATT
CHIROPRACTOR, MILDURA
 Generate an extra **5K-8K in revenue** and reengaged with dropped out clients.




 **Matt**
 19 from my small segment of 200. I have 600 more to go haha, but I'll run the campaign every week until I'm through the list. Just on those initial bookings, we should **generate an extra 5-8k in revenue** but more importantly **we've reengaged some clients who had dropped out of regular care during the turmoil** of the last 2 years.


1

JAMIE
OSTEOPATHY, OXFORD
 Reactivated **21 patients!**



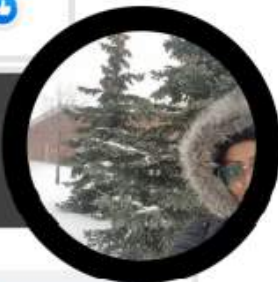
 **Jamie**
 Hi Sarah Hodge, sent texts to 340 patients (treated last year, but not booked in this year). I've had **35 replies** and of these have **reactivated 21 patients book back in**. Still a few yet to reply on dates etc. Just the two patients asked to be removed from the list. BTW, as you predicted **the follow-up email generated a bigger response**.




 **Tarwinder**
Hi (Name)


It's Tarwinder from Health Horizon Physiotherapy.
It's Client Appreciation Week.
To celebrate this and to raise awareness about the importance of Physiotherapy health goals, we are offering Free Physiotherapy Assessment and first treatment Worth \$100.
Just reply 'YES' and we will organise the rest.
Tarwinder


TARWINDER
PHYSIOTHERAPIST, BRAMPTON
20 patients booked with potential
8K to 10K



 **Tarwinder**
20 patients booked, 10 more showed their interested but not yet booked. So for 20 patients we should be able to make somewhere between 8-10k

JAMIE
OSTEOPATHY, OXFORD
Sent out 340 texts - 15 yes,
12 bookings and still counting!

 **Jamie**
Sent out 340 texts at 2pm, 5 yes, 12 bookings made so far.. first reply at 2:03pm



It's Jamie from Central Oxford Osteopathy
Spring is on it's way!
To celebrate the change of season and raise awareness of how Osteopathy can help you reach your health goals, we are offering you 50% off your next treatment with us until March 20th, the first official day of Spring.
That's a saving of up to £30!
Just reply 'Yes' and we will organise the rest.
Jamie.

Yes 14:03





FAQs **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 YEAR EMAIL CAMPAIGN




THE NEW YEAR

EMAIL CAMPAIGN




Congratulations on downloading the New Patient 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.

 Kathleen  We are at 70 bookings! BUT..... one was a fake online booking, and another didn't meet the T&C's.....so we will call that 68! Lauren Wright
Like · Reply ·   10 · December 8 at 4:02pm
↳  Tristan Bond replied · 1 Reply

 Lenore  33 total bookings from the email campaigns 😊
Like · Reply ·   7 · December 8 at 4:48pm
↳  Tristan Bond replied · 1 Reply

 Rick  42 and counting. Another successful campaign. Thank you very much Tristan and crew! 😊
Like · Reply ·  3 · 19 hrs

 Angela  Hey Hbc Crew we have had 30 bookings for our Christmas special! Amazing!!! Our database is about 530

 Andrea  Got to 50!!
Like · Reply ·   10 · December 8 at 7:00pm
↳  Tristan Bond replied · 7 Replies



THE 3-DAY EMAIL SEQUENCE

Day 1: 12pm in your local time zone

Subject: For (Name)

Hey (name),

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

The New Year means a fresh start, which means it's time to get your health in check.

To celebrate this we're giving away [insert offer valued at x].

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

(name)

Day 2: 12pm in your local time zone

Subject: Did you miss this?

Hey (name),

Super quick email.

Yesterday I sent you a really important message about our New Year offer.

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).

The New Year means a fresh start, which means it's time to get your health in check.

To celebrate this we're giving away [insert offer valued at x].

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

(name)



THE
NEW YEAR
FACEBOOK CAMPAIGN

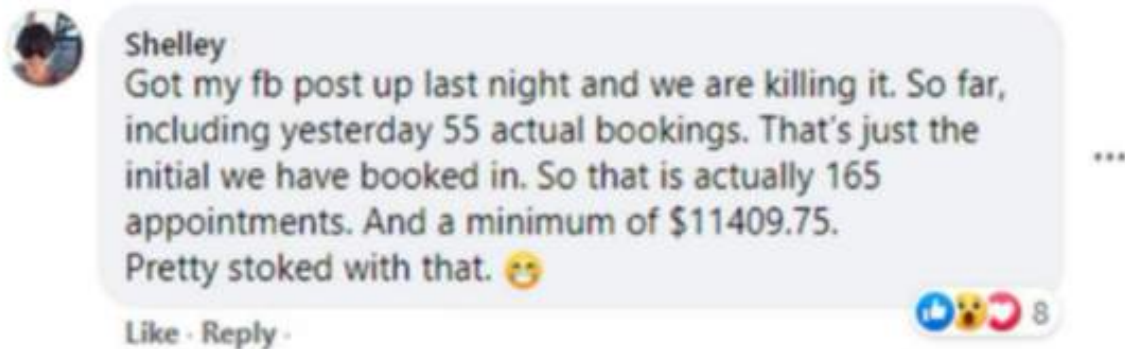


THE NEW YEAR

FACEBOOK CAMPAIGN

Congratulations on downloading the New Year Facebook Campaign.

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:

The New Year is here, 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 New Year, and then it hit me...

It’s time to make sure that you utilise your health benefits and they have just rolled over in the new 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 year(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)

[NEW YEAR, NEW YOU] A gift just for you (learn more)

(drive the ad to your landing page)



Samples of Best Performing Offers

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.myfastphysio.com.au/>



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

[Learn More](#)

AC Podiatry
10 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://acpodiatry/pages/spring-campaign-memo-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

[Learn More](#)

Like **Comment** **Share**

👤 You, Erin Coffey, Sarah Pappas and 6 others

1 Share

[Write a comment](#)

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 & Cleanser to Take Home

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



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:

Nina [Profile Picture]
Sarah Hodge hi Sarah, we were tallying numbers and they are still rolling in. We managed to book 114 patients. Jam packed 😊

Love · Reply · 17 w · Edited 👍🔄 2

Sarah Hodge Admin [Profile Picture] +1
HUGE! 🔥🔥 How much extra revenue will you make from this?

Like · Reply · 16 w

Nina [Profile Picture]
Sarah Hodge I am thinking if we retain as many clients as possible from this campaign, it will make the future busier as it reactivated a lot of clients. I am hoping to bring in an extra \$25k as it's a no gap campaign. Let's see 😊

Love · Reply · 16 w 👍🔄 2



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

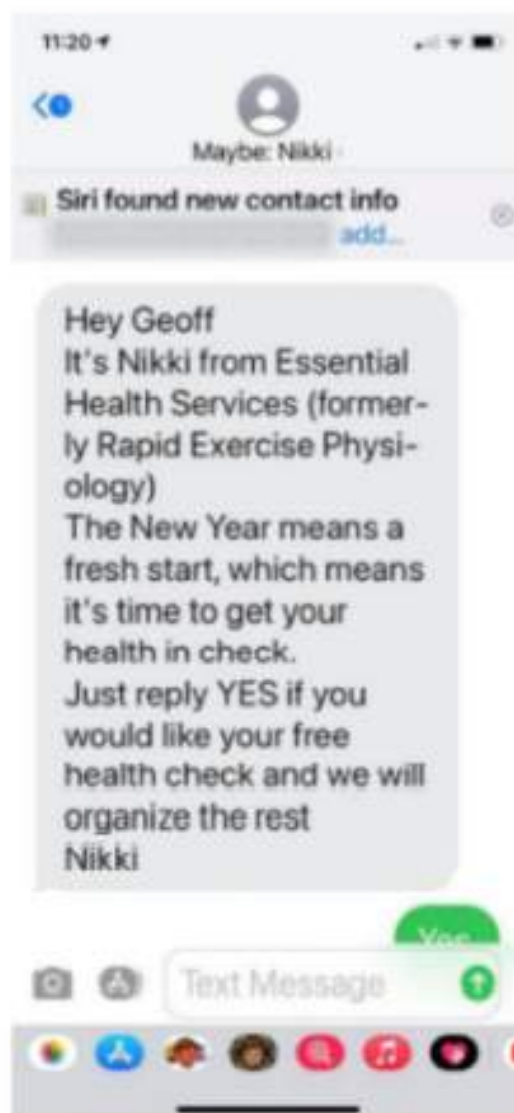
He had 174 replies interested in his offer and had booked in 79 patients so far.

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

The offer: A free health check

Check out his 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 [blurred]
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 5Hey (name),
Hi name its Sha from Bridgerddental
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 [blurred]
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.

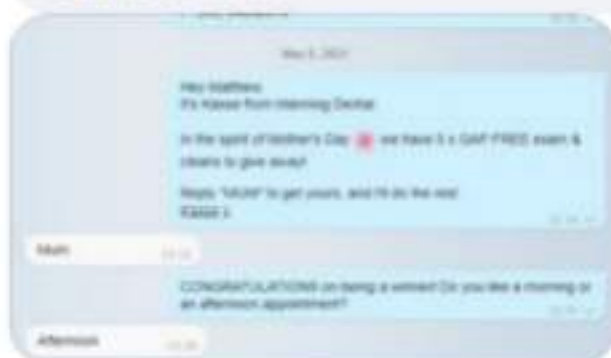
Within 24 hours she had 8 bookings and they were growing quickly from a list size of just 100 past patients.

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 Cobley
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

← Sarah's post ...

Practice Profit Machine
Sarah [blurred] · 14 h · 📷

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



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



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 ✓



It's time to craft your **irresistible offer:**

What offer will you run for your Campaign?

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

Complete your message here using the following template:

Hey (name),

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

The New Year means a fresh start, which means it's time to get your health in check.

To celebrate this we're giving away [insert offer valued at x].

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

(name)



DAY 3:

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

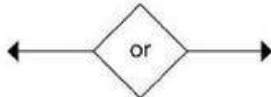
You send the "Holiday Message"

Hey (name),
It's (name) from (insert practice).
The New Year means a fresh start, which means it's time to get your health in check.
To celebrate this we're giving away [insert offer valued at x].

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

RESPONSE

They respond needing help/similar



They respond saying no thanks/similar

ACKNOWLEDGE

Super!
Thank you for your interest in our promotion (insert name).

... send

No worries (name)!
I was just thinking of you. Reach out if you need help with anything at all, I'm here to over deliver.



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 Outreach Call to Increase Conversions

Use this script to call anyone who the chat died off & to anyone who did not reply at all to the text message 24 hours later

SCRIPT

Hey (name),
Name here from practice.
How are you?

...wait for response

Awesome.
I just wanted to reach out and wish you a happy new year
and to check in to see if there is anything
we can do to support you right now?

...wait for response

Cool, Also I just wanted to check in, did you see
our new year offer that we sent you?

RESPONSE

They respond Yes

They respond saying No

Fantastic, we have X spots left is that
something you are interested in
taking us up on?

Ok let me walk you through that.
Go through [offer]
We have X spots left
Would you like me to save you a spot?

THE BOOKING

Fantastic
I could do this DAY or this DAY
Cool.
I could do this morning time or this afternoon time on that day.
Great.
Looking forward to seeing you then.
Have a great day!
(name)



NOTES

A large, empty light gray rectangular area intended for taking notes.



NOTES

A large, empty light gray rectangular area intended for taking notes.



NOTES

A large, empty, light gray rectangular area intended for taking notes.



NOTES

A large, empty light gray rectangular area intended for taking notes.