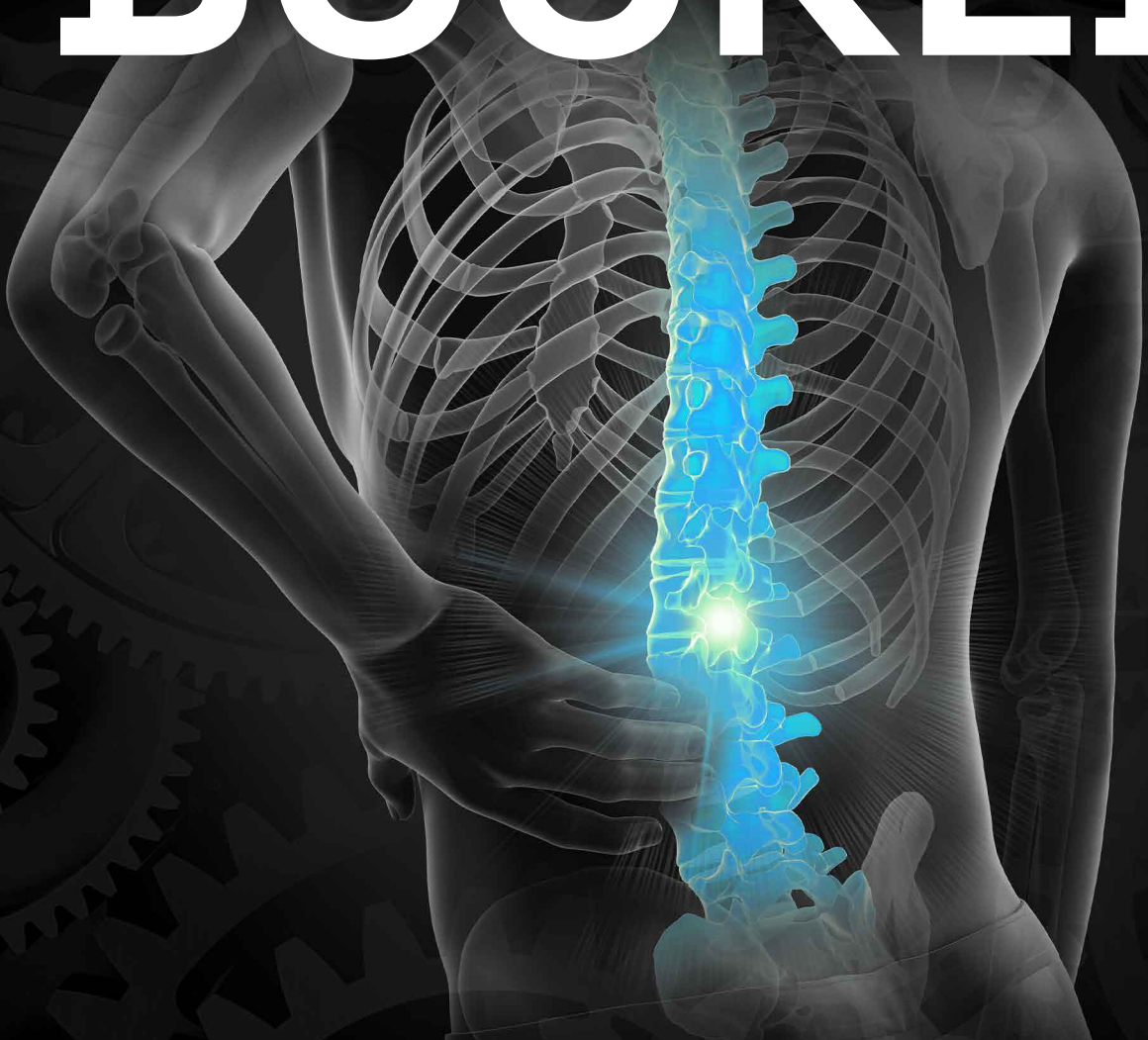




FULLY BOOKED



A CHIROPRACTOR'S GUIDE TO A
CONSISTENT NEW PATIENT FLOW

INTRODUCTION

50% of you aren't going to like what I'm about to tell you...

Marketing is 90% of what you should be focused on during your day.... Now I know what you're thinking, "I have a business to run and patients to see, I don't even have time to have lunch", and I totally hear you, but truth is, if you or someone else isn't focused on marketing your services, that is the sole reason why your business is having such a hard time growing.

The greatest business owners work **ON** the business, not **IN** the business. Hate to break it to you but Henry Ford **MADE** the assembly line, he didn't work in it.

Why am I stressing this? Because attention is the new currency in 2023 and beyond, and the practices that have the most of it will always be flooded with new eager patients. It doesn't matter how good you are at what you do, if people don't know of your services, how on earth can they pay you for it?

I hope you understand that I don't say this because I want to yell and scream at you, I've just seen too many doctors (just like my mother, a doctor for over three decades) be sucked into the hamster wheel of non-stop patients, charts, meetings, all to get no real growth in the end.

Long story short, I just need to get you sold on the necessity of marketing. Are you sold? Great.

Now, how does your business get the most attention for the least amount of time and money? I'm glad you asked...

Mike Schill
CEO at The Full Circle

GET ATTENTION

Step 1 in any marketing strategy is getting the right person's attention, and there are two fundamental ways to do this online.

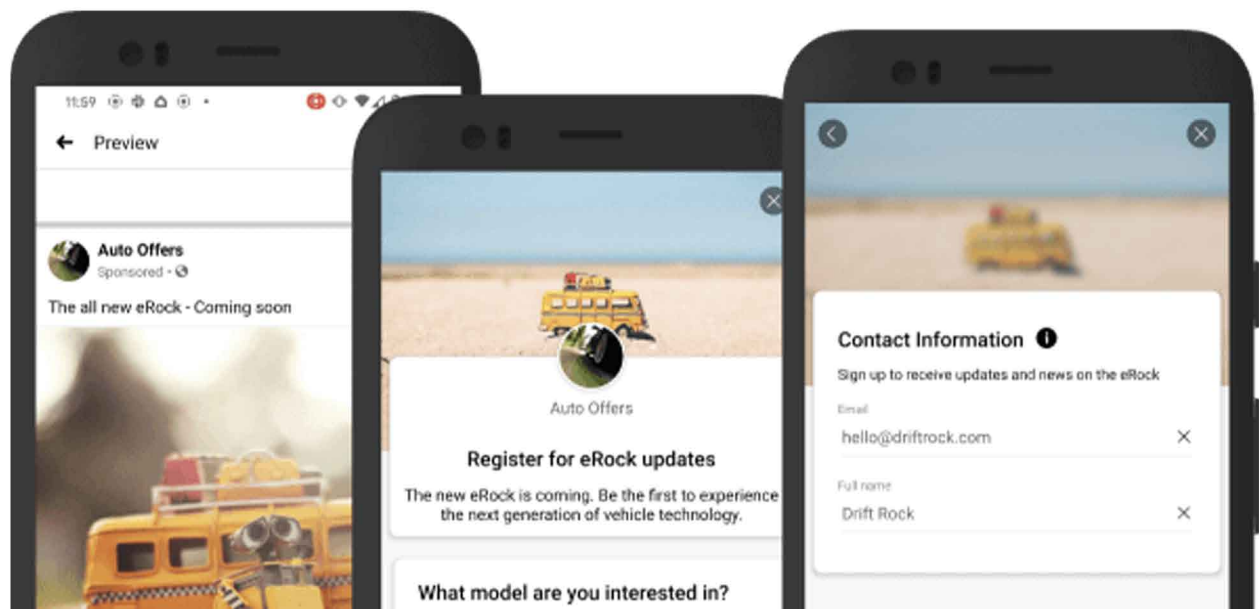
Organic strategies: Posting on social media, website blogs, essentially anything you do not have to directly pay for online

Paid strategies: Facebook ADs, Google ADs, Tik Tok ADs

There are advantages and disadvantages to both, but since the organic strategies usually only produce a return on investment when you already have a major following (10,000+ Engagements Per Month), we are only going to focus on the paid strategies, which, if run correctly, will give you near immediate results.

Now let's narrow it down even more. We've tested every single online paid advertising platform, and without a shadow of a doubt, we can undoubtedly say that Facebook Lead Forms is where Chiropractic Practices succeed the most.

Facebook lead forms are a simple, streamlined way for people to sign up as a lead. The process takes place entirely on Facebook as opposed to using something like a landing page where people navigate off of Facebook to your website.



GET ATTENTION

This makes form submissions easier for the potential customer, which leads to more submissions with fewer clicks. If you've never set these types of ads before, you can let us do it by scheduling a meeting at thefullcircle.io/contact-us, or you can click this link for Facebook's guide.

Simply ask for name, email and phone number to generate a list that we'll use later in this eBook

Now, what will we use for the content? Surprisingly, some of our highest-performing campaigns contain images of Chiropractors just doing what they do best:



Lastly, write the caption. Make sure to include some of the most popular reasons why someone comes to visit you. Here's an example below:

Attention Grabbing Headline

 **Chiropractic Memphis Downtown**
Sponsored · 🌐

⚠️ ATTENTION MEMPHIS RESIDENTS ⚠️

We know that back pain, neck pain, and headaches are daily nuisances for residents. That's why, for a limited time, we're offering a consultation with Memphis's leader in chiropractic services, a full body chiropractic exam, any necessary x-rays, and a fully comprehensive report for only \$49!

We are offering new patients the following:

- ✅ Consultation with Memphis's leader in chiropractic services
- ✅ Full body chiropractic exam
- ✅ Personalized doctor's report
- ✅ Digital x-rays (if needed)

Highlighting Pain Points

Reinforcing Offer

100% SHOW-UPS

WOW! We've set up some high-converting ads, they are bringing in hungry potential patients, and now we just need to make sure they show up!

Unfortunately, you are in a 24/7/365 battle with other services for the same customer's attention. After they submitted that form, they probably scrolled on Facebook for 30 more minutes, watched a YouTube video, changed their kid's diaper, etc. So how do you make sure that the person who submitted that form actually becomes a patient?

One word (Maybe two): FOLLOW-UP

This is cold hard sales baby, and there isn't a way around it. This is a task that usually a receptionist can do, but the important thing to remember is that these are people most likely in pain, who want services now. So call/text/email them quickly and frequently.

Now again you're probably freaking out because you don't have enough time as it is, how are you going to make sure that all these people are texted, called, and emailed on a near-immediate basis? The secret is you don't.

Using tools like Zapier + HubSpot, you can automatically send emails, text messages, and yes, even phone calls to follow up with potential clients on a real-time basis to get them to come in for their first visit.

How the heck do you do that? Ha, that's the magic of hiring us at The Full Circle ;)

LET'S GET REAL

Alright, we went over everything, how are you feeling about it?

If you are like 90% of others in your position, you're probably saying, "I understand, but there is no way I have the capacity to make all of these things happen"

Well there, my friend, is where The Full Circle comes in. Not only can we do what we just explained, but we can do it much faster and better than anyone else, guaranteed.

Not only that, but we're already doing this with Chiropractors across the country and we are seeing AMAZING results.

Ready to rock?

GOT TO THEFULLCIRCLE.IO/CONTACT-US

