

An Open Letter To Chiropractors Who Are Looking To Grow Their Practice In The Middle Of The Covid19 Pandemic

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Hey Doc,

If you want to use this COVID19 downtime to get your chiropractic practice perfectly positioned for **explosive growth** in the months ahead then this will be the most important letter you'll read this year.

Here's why...

While most chiropractors are ducking for cover and trying to figure out how to survive and simply keep the doors open, a group of diverse chiropractors around the country are seeing *unprecedented success* in bringing in new leads and booking a full calendar of new patient consults.

The *average* chiropractor in this program brought in **89 new leads** and **booked 75 consults** in the month of March 2020 - *right in the middle of the nation-wide COVID19 "lockdown"*.

And for the next couple of days, you can get the *same exact marketing campaign* for **free**.

I'll show you exactly how in a minute.

But First... A Disclaimer:



Out of respect for your time, you should know up front that the only way they were able to achieve this was through a paid advertising campaign.

They weren't posting free videos to Facebook or YouTube.

They weren't posting pictures to Instagram.

And they weren't doing webinars.

These were highly targeted, paid advertising campaigns that offered a special introductory offer for new patients.

So if the thought of running paid advertisements for your practice makes you uneasy, this is not the opportunity for you.

With that said, let me jump right in and show you...

Why This Program Is So Different

The reason this program is so different from everyone else's is simple.

About a year ago, we stumbled into a process for setting up these campaigns that allows these practices to generate a **higher percentage of booked consults** than the other programs out there.

We've been running lead generation campaigns for medical providers for many years now. And we thought we had them figured out.

Then one day we discovered a little known trick for getting more people to schedule *and show up* for their consults, called "*the icing on the cake*" strategy.



Using this strategy, our clients immediately started **getting more of their prospects showing up for their appointments** - because it was in their own best interests to do so!

Then about 6 months ago, we acquired a HIPAA compliant CRM database which includes not only a fantastic lead tracking sales pipeline, but also a variety of other tools that are all integrated to help doctors track and communicate with their leads throughout the sales process.

This allowed us to integrate online scheduling into the lead generation process.

With some good landing page copy and some great follow up emails, these doctors quickly discovered that their leads actually **wanted to book their own consultations** in the online calendar!

After running a case study to see what kind of results the doctors were getting, we found that in the *worst case*, only 36% of the leads booked their own consults.

The *best case*?

We have a client who is getting **57% of their new leads self-booking into consults!**

And when you couple that with the “icing on the cake” strategy, they are all **getting more of their leads showing up for the consultations!**

And you know what’s even better than that?

You Can Try It Out For A Whole Month For FREE.



Yes, I waited to put that part this far down into the letter because *we only want to work with doctors who are serious about growing their practice.*

We do have some minimum criteria for accepting new practices into this program. More on that in a minute.

What exactly does "free" mean?

It means you won't pay any setup fees.

You won't pay any ad management fees.

You won't pay one single penny to us. For anything.

The only thing you'll pay is your direct ad spend costs to Facebook.

That's it. That's all you'll pay for your free month.

With nothing more owed. Ever.

Yes, There ARE Strings Attached...

This is not an offer for the freeloaders who just want to get something for free and then walk. (Although there is NO COMMITMENT required beyond the first free month.)

This offer is only being made to doctors that meet some minimum criteria.

1) You must have run some kind of paid advertising recently (at least before the COVID19 lockdown). We want to know that you have a system in place for managing all of the leads that we are going to send.



2) You must have some kind of team in place that can help with managing and following up with the leads. We have learned from years of experience doing this that a chiropractor who is trying to do all of the sales work while also treating patients is a recipe for disaster.

There are simply too many leads, and too many sales calls to be made, for a doctor to do it all while also trying to treat patients. Everyone ends up frustrated and the leads are wasted for lack of effective follow up.

3) You must be willing to offer the standard "new patient chiropractic offer". This will include exam, x-ray, report of findings, consultation, and first adjustment for a discounted price of \$27-\$37 (depending on your local market rates).

4) You must also agree to offer a special "icing on the cake" product/service that will further incentivize your leads to show up for their appointments. We will discuss the details of this at greater length when we talk on the phone.

5) You must agree to allow the leads to book their own consultation appointments via an online calendar that we will provide for you (also at no cost).

6) You must be able to spend at least \$1000 on the Facebook ad spend.

In summary, we only want to work with practices that have the team, the systems, and the experience to manage a large influx of new leads.

And those that are willing to follow a proven system for generating new patient sales.

It should come as no surprise that our ulterior motive is to help you generate so many new sales and patients in that first month that you *choose* to continue working with us beyond that.

With that being said, let me now tell you...



Exactly What You're Getting

We give our clients all of the tools and systems they will need to succeed, as long as they are willing to put in the work on their end.

Here's what we are going to do for you at no cost.

- 1) We'll set up a **custom branded set of landing pages** to promote your special offer and give the prospects an easy way to book an appointment with you online.
- 2) We'll create a **complete Facebook advertising campaign** that will drive qualified local traffic to your landing page. (Again, you only pay the direct ad spend to Facebook.)
- 3) You'll get an **online appointment booking calendar** that your leads can use to book their own consults.
- 4) You'll get **automated appointment reminders** to make sure your leads show up for their appointments
- 5) You'll get an **automated email campaign** to remind the leads to book their appointments (if they didn't at initial sign up)

In short, you'll get the entire lead generation campaign that has been proven to get more of the leads, and to turn more of those leads into consults.

Yes, that's a ton of value that you're getting for absolutely no cost.

But it's really just the tip of the iceberg because you're also getting...

**A Complete HIPAA Compliant Suite Of
Lead Management Tools That Will Help You
Track Your Leads And Communicate With Them
Through Every Step Of The Sales Process**



You're also getting 24/7 access for you and your staff (with limited access roles if desired) to our HIPAA compliant GSM CRM suite of tools.

Here are just a *few* of the features that your CRM will include:

1) A complete Sales Dashboard with lead flow & sales stats - so you can see all of your sales stats at a quick glance to know if your campaign and sales efforts are paying off, and how many leads are at each step of the process at any given moment.

2) A customizable Sales Pipeline w/ lead value & status tracking - this is your primary "work area" where you can see the details on each lead in your sales pipeline and quickly access all of their notes and details.

3) A complete Contact Management CRM with custom fields, tags, & more - so you can quickly call up any lead and instantly see communications, notes, details, contact information, etc. within seconds.

4) Built-in contact notes & follow up tasks - so you'll never have to wonder what needs to happen next for each of your leads.

5) Full 2 way communications (phone, email, text) - so you can instantly communicate with each of your leads and see all previous calls, texts and emails with that person in a single unified "Conversations" window.

6) Simple online scheduling with Appointment Manager - your online appointment calendar is setup specifically for the hours and times that you want to make available. *No more double-booked appointments!* And everyone on your staff can easily see who is coming in and when. Even better... your staff and doctors *can see all of the notes for each person* so they go into the consults already having the most important details for that person!

7) Automated appointment reminders - so your prospects don't forget about their appointment with you! This alone will *dramatically increase your show up rates!*



8) Inbound & outbound call tracking - you will have a dedicated phone number in your app that your sales team can use to make their sales calls - so that *you can quickly and easily see when calls are being made to the leads*. You'll finally be able to hold your sales team accountable for the calls that need to be made.

9) Full featured (and HIPAA compliant) mobile app w/ outbound calling from a company phone number - so you and your team can access your stats, take inbound calls, follow up with leads, and even make outbound calls from the company phone number, from anywhere in the world. Now *no one needs to be chained to a desk* (or even a laptop computer) to keep the sales process moving forward. And your sales team isn't making calls from their personal cell phone numbers.

So yes...

**You Really Are Getting All Of The
Tools And Systems You Need To Grow Your Practice
That You Can Try Out For A Full Month
At No Cost Other Than Your Direct Ad Spend**

You're not only getting the complete advertising and marketing campaign setup and run for you at no cost, you're also getting ALL of the sales tools and systems you could ever need to close more patients on a care plan!

We're removing all of the hurdles and roadblocks that have kept you from maximizing your sales in the past.

I'm even willing to give you...



A Most Unusual Guarantee

This is typically where I would promise you that we would gladly refund every penny you paid to us if you're not satisfied for any reason at all.

But you're not paying us a single penny.

So here's what I'll do.

If after your first month you feel like we did not live up to our end of the bargain for any reason I will personally write you a check for \$100 and we can each go our separate ways.

There's no obligation to do anything beyond that first free month anyway.

This is just a test drive. If you love the car & want to take it home, great!

If you decide this is not the right vehicle for you, no problem!

With that said, there is ONE thing to keep in mind...

Time Is Of The Essence

For obvious reasons, we're not going to make this offer available for long.

We take a pretty big loss on giving away a free campaign, all of the CRM tools and a month of ad management.

To be honest, this is the first time we've tried anything like this. (And very well might be the last!)



But in the middle of this COVID19 lockdown, *unusual times call for unusual solutions.*

So we're going to try this out with the *first 50 chiropractic practices that qualify.*

And you should know that ***we reserve the right to revoke this offer at any time.***

But as long as you're accepted into the program, you'll get your free month.

If this is something you're interested in...

Here's What To Do Next

1) At the bottom of this letter you'll see a link to our Online Application.

We had to create an application process to weed out the tire kickers and freebie seeker (who wouldn't likely qualify anyway).

2) After you fill it out, I'll review the application personally.

3) If I think we **might** be a good fit, either I or my business partner Chad will reach out and schedule a quick 15 minute call to answer your questions (and maybe ask a few more as well).

4) Assuming we both think we're still a good fit, we will invite you to participate.

If you feel like this is right for you, click the "Apply Now" link below and fill out the application before the remaining spots fill up and you miss out on this opportunity for good.

[CLICK HERE TO APPLY NOW](https://ChiroGrowthSecrets.com/free-month)

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