

NEW

# PATIENT FUNNEL PLAYBOOK

## THE SECRET WEAPON OF SUCCESSFUL BUSINESSES



# THE NEW PATIENT BOOKING FUNNEL PLAYBOOK

## *Part of the Signature Profit System*

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## WHY I WROTE THIS PLAYBOOK

I'm Gerek... your concierge during this journey.



Glad to e-meet ya.

I wrote this playbook for 2 reasons:

**Reason #1:** To give you a simple strategy to CONVERT your hard-earned (*and expensive*) leads into new patient bookings.

**Reason #2:** To implement this strategy without increasing your monthly overhead or adding more work to your already full schedule.

In simple terms... **when you implement this strategy (one-time) AND DO NOTHING ELSE, you'll increase your new patient bookings.**

BOOM!!

The tool for this strategy is called the **New Patient Booking Funnel.**

It's something you haven't seen before.

I know this because 99% of chiro practices have nothing like this.

So it's kind of a unicorn, so to speak

Plus it's **not based on conjecture or theory... but measurable results.**

Results you can count on.

The best part is **you set it up once and you're done.**

Those are the best strategies, in my opinion.

I'm honored to share with you what I know.

**I pray you use this strategy to scale and grow your business.**

People need your help.

They are in pain yet deserve to have a life filled with joy.

You have a gift to share... the gift of natural healing.

**If this strategy can help a few more people per month live their best life, then it's a HUGE SUCCESS.**

Switching gears here for a second...

Obviously implementing this strategy requires some work.

Either you do it yourself, or you outsource it to someone like us.

Let's make this simple...

When you decide to implement this strategy, let us do it for you.

**I've put together a special deal for you... mafia style.** You'll see it at the end of this ebook.

It's kinda hard to say no to.

And if you do say no, I'm gonna have Tommy and Guido pay you a visit.  
*(kidding... not kidding)*

Sound fair?

Whenever you're ready, you'll see a 'Book A Call' link like below.

[BOOK A CALL](#)

Enjoy the content in the pages that follow and I look forward to connecting with you in the very near future.

To your dreams,

Gerek 'Fuggeddaboutit' Allen

# INTRODUCTION

A **New Patient Booking Funnel** can increase your new patient bookings by an average of **1-3 NEW PATIENTS PER MONTH...**

...with **NO ADDITIONAL MONTHLY OPERATIONAL COST.**

Yes, you read that right... no additional monthly cost.

**NEW PATIENT BOOKINGS**

Booking Title	Appointment Booking	Amount	Payment Method	Date/Time
	Appointment Booking	\$99.00	stripe	January 5, 2024 6:48 pm
	Appointment Booking	\$99.00	stripe	January 3, 2024 4:00 pm
	Appointment Booking	\$99.00	stripe	January 1, 2024 7:51 am
	Appointment Booking	\$99.00	stripe	January 1, 2024 6:30 am
	Appointment Booking	\$99.00	stripe	January 1, 2024 6:24 am
	Appointment Booking	\$99.00	stripe	December 31, 2023 10:32 am
	Appointment Booking	\$99.00	stripe	December 31, 2023 1:26 am

THAT'S LIKE 1 PER DAY

iTECH VALET

That might sound too good to be true... but once you understand how it all works, you'll understand what I mean.

**Here's an important concept you MUST understand.**

This funnel will NOT produce new leads, but it will CONVERT your leads like gangbusters.

The key word here is *'conversion'*.

In the marketing world, **you need both traffic AND conversion.**

Unfortunately, most marketing agencies or chiro ads on social media focus ONLY on lead generation.

The problem with that is **if you can't convert the leads, you're burning money faster than a California wildfire.** (*I live in Cali... I would know*)

This booking funnel is the gigantic water hose to put out that fire!

But enough with the analogies... **here's what this funnel will do specific to your practice.**

It will:

- Fill up your calendar, sometimes months in advance.
- Secure new patients when your office is closed.
- Highlight the value of your services.
- Collect more upfront cash.
- Answer most questions without calls into the office.
- Make your practice look more professional.
- Have a proven CONVERSION tool that 99% of chiro sites don't have.

The good this is the New Patient Booking Funnel is simple... but **requires an understanding of human psychology to make it work.**

Lucky for you, we're the Sigmund Freud of booking funnels.

So let's get started.

**The rest of this ebook will be broken down like this:**

- What a New Patient Booking Funnel is.
- The benefits of a booking funnel.
- The elements of a successful funnel.
- The software required.
- The bigger picture for your practice.
- How you can add it to your business without any extra monthly expense.

## WHAT IS A BOOKING FUNNEL?

A booking funnel is a fancy name for a sales funnel.

**A sales funnel is a controlled path with predetermined steps to get an expected outcome.**

Think of it like those scary Halloween mazes with only 1 way in and 1 way out... but without the creatures trying to scare the crap out of you.

The idea is to give participants 1 decision to make at each step... usually to accept your offering or not.

No matter what they do, they go to the next step.

They'll have the same yes or no decision again.

Rinse and repeat until they reach the end.

In your case, **the goal is for your new patients to book an appointment and pay for it... without the help of your staff.**

Each step is the next logical decision when booking an appointment.

It's not a 'yes or no', but 'here's what you must do to complete your booking'.

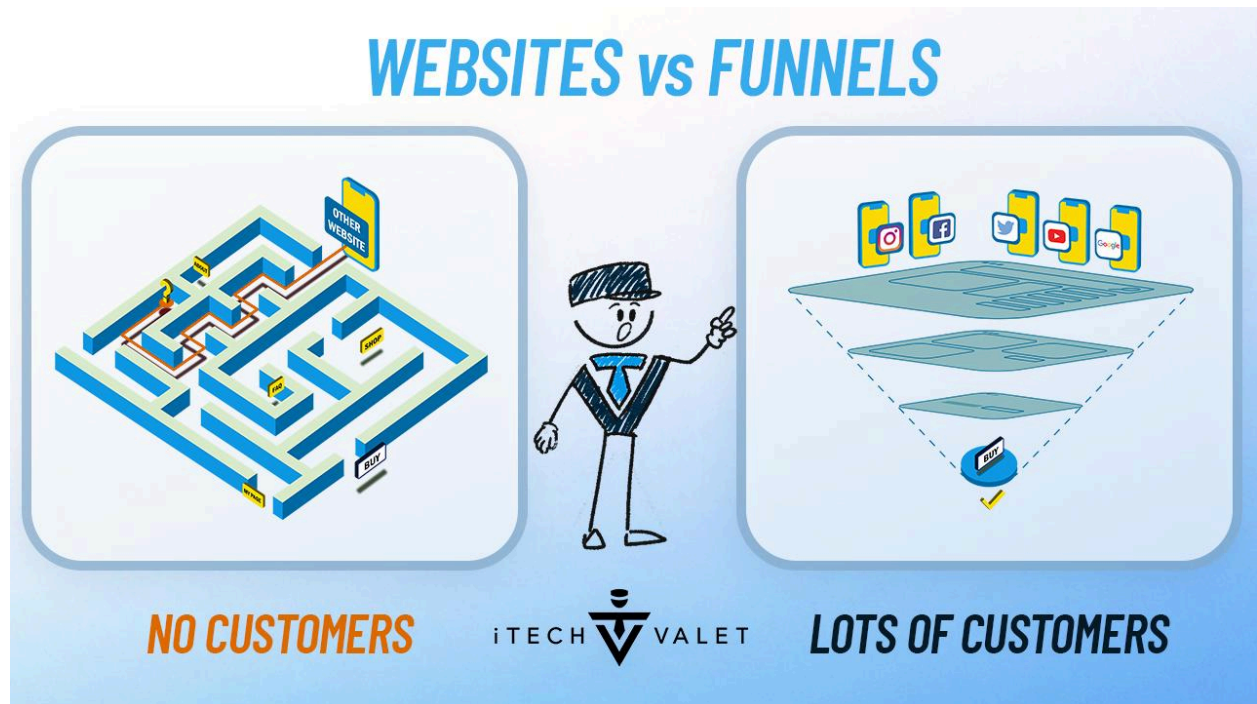
**Done right, it's a Willy Wonka Golden Ticket.**

Your practice will grow without hiring additional staff or using up valuable resources.

Done half-ass... nah, I'm not gonna even go there.



## Traditional Websites vs Sales Funnels



Your current website is considered a traditional website.

**Traditional websites convert between 2%-5%...** above 5% is considered amazing.

That might sound good, but it's not.

If website traffic was your main source of new patients, you'd be outta business... and fast.

The math doesn't work out.

A sales funnel changes the math... by a lot.

**A GOOD sales funnel converts at 30% (or more).**

That means a sales funnel converts 6X-15X more... BOOM!

You know your numbers.

What would 6X-15X new patients mean to your bottom line?

Forget that... let's not go 'pie in the sky'. Let's be conservative.

What would another 1-3 new patients per month be worth to your practice?

Are you starting to see the opportunity here?

Speaking of 'opportunity'...

## Lost Opportunities for Businesses

**Your website is driving new customers away.**

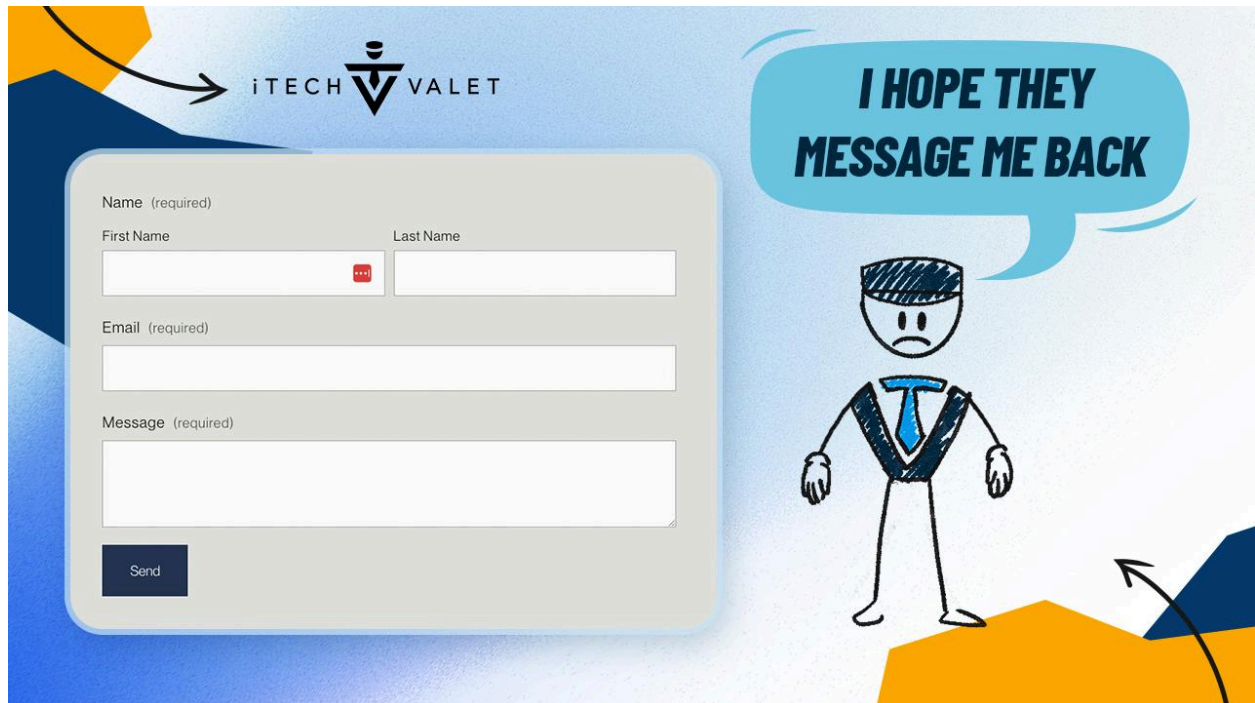
Not saying that in a bully way... saying it out of love.

I've looked at way too many service-based websites and I see the same thing time and time again.

... and it makes me cringe.

**Most sites only have a phone number and a crappy form to fill out.**

It's the... *'hey, we'll get back to you as soon as possible'* type of experience.



If this is you... it's okay.

**99% of all service-based sites I've seen are set up this way.**

And it's not your fault.

You weren't taught how to market your business in your trade school.

You weren't taught how to 'fish to feed your family forever'... as the analogy goes.

**Here are the facts...**

- Your business relies on getting new clients every month, yet times are tough.
- Your office spends a lot of time answering questions on the phone... the same ones over and over again.
- You have no idea how many potential new customers leave your website because they don't see the value of your services.
- You have no idea how many leads you lose when your office is closed.

**You will fix ALL of this with a New Patient Booking Funnel.**

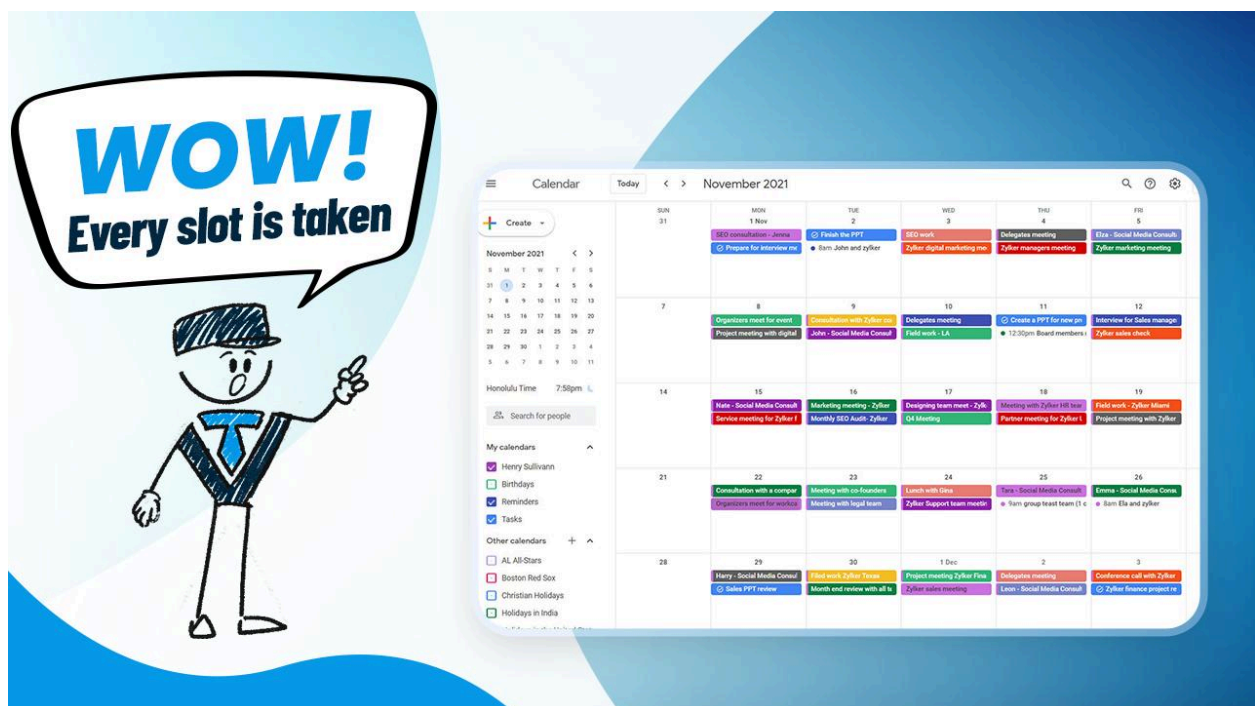


## BENEFITS OF A BOOKING FUNNEL

Our clients with booking funnels tell us how much easier things are on a day-to-day basis... especially for their staff. Here's why.

### You Fill Your Calendar

The most attractive benefit is filling up your calendar... sometimes many months in advance.



It may feel counterintuitive to have new patients wait that long, but human psychology is at work here... specifically with FOMO (*Fear Of Missing Out*).

Most people think... 'If I have to wait this long, he or she must be *really* good, right?'

It's the same as that fancy schmancy restaurant with a 6-month waiting list.

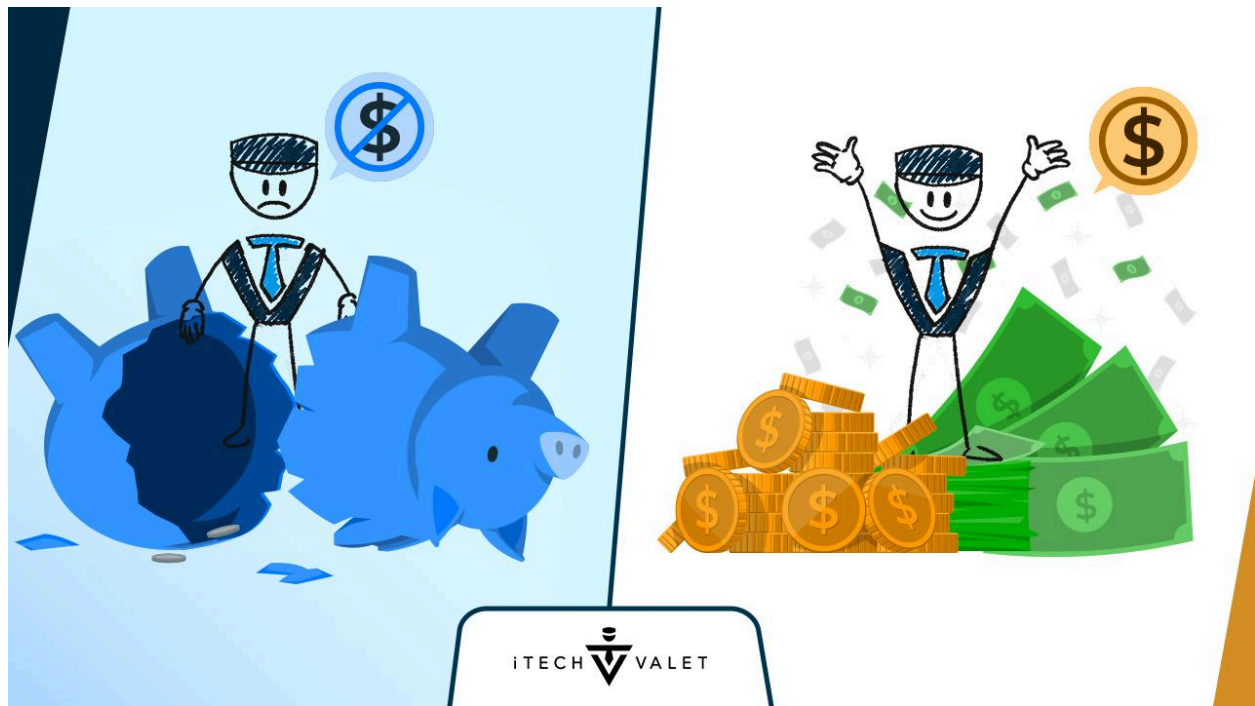
There's a bonus too. If you somehow 'squeeze them in' sooner, you'll create a positive experience.

They'll show up early and pay in full... no way are they gonna miss their

appointment.

Speaking of paying in full...

## You Collect More Upfront Cash



The New Patient Booking Funnel makes paying for the appointment a natural occurrence.

The reason is the funnel is amazing at selling the value of your services and your time.

For instance, if your new patient price is \$299 but the value of everything included in the appointment is over \$1000... pulling out the credit card becomes a no-brainer.

**Price is only an issue when there's a lack of value.**

To be straight with you, your current website sucks at showing your value.

This funnel changes that.

Plus, you can't afford to give up a big chunk of your time with new patients if

you don't have the payment upfront. That's bad business.

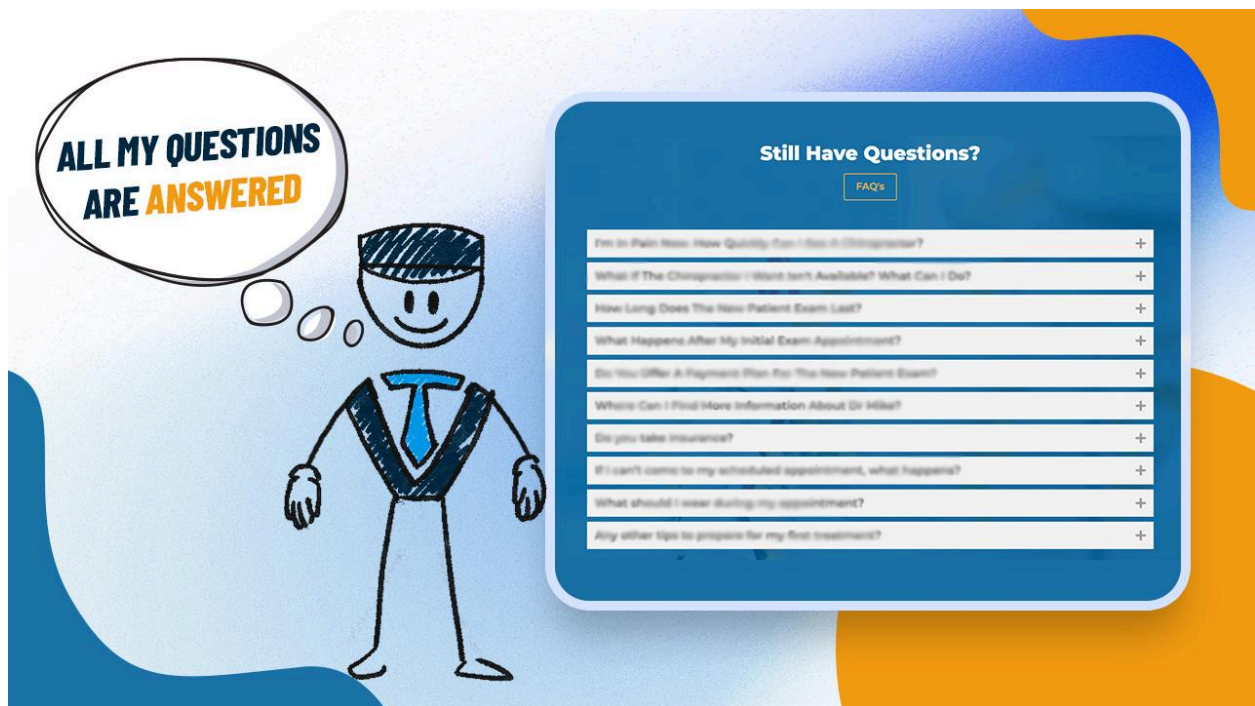
**Pro Tip:** People who pay upfront are less likely to cancel or no-show.

## You Answer Questions Without Calls To Your Office

You become the hero to your staff, finally relieving them of answering the same questions over and over again... and again... and again.

The fix is simple.

Add a FAQ section in your New Patient Booking Funnel, and create a page on your website too.



The trick is putting it in the right place so people see it, or can find it easily.

Knowing what questions to answer is simple too.

Start with the questions your staff gets.

Then look at your reviews. Find the ones that offer a valid point or constructive criticism.

Think about the common questions you get while seeing patients.

Compile them all together and add them to your FAQs... and always add more as needed.

**(Pro Tip:** *The questions that get asked the most, address them in your sales copy on your website. You will build incredible trust this way.)*

## The Funnel Becomes Your Best Sales Rep

Every single potential new customer will get the same experience, 24/7.

A well-designed booking funnel will outperform your very best team member... and it's not even close.

You see, team members will have bad days... it's called being a human.

Not your booking funnel though:

- It never goes on break.
- It never calls out sick.
- It never takes a vacation.
- It never talks back to a customer.
- It always talks in the same tone.
- It always has the same persuasion.

As a business owner, there's a comfort level knowing every experience is predictable, yet able to be tweaked to get better and better.

If you've read enough and are ready to take the next step, you can book a call with us.

[BOOK A CALL](#)

# ELEMENTS OF A BOOKING FUNNEL

A New Patient Booking Funnel has 4 steps.

- Sales Page
- Calendar Booking Page
- Payment Page
- Thank You Page

Let's break them down.

## Sales Page

This is the most important step, plus it's the longest.

All the 'Book Appointment' buttons on your website, social media bio links, email links, etc. will end up here.

The main parts of this page include:

- A list of each service with an associated dollar value.
- An opt-in form to start the booking process.
- Testimonials to show trust.
- FAQs to answer the most common questions.

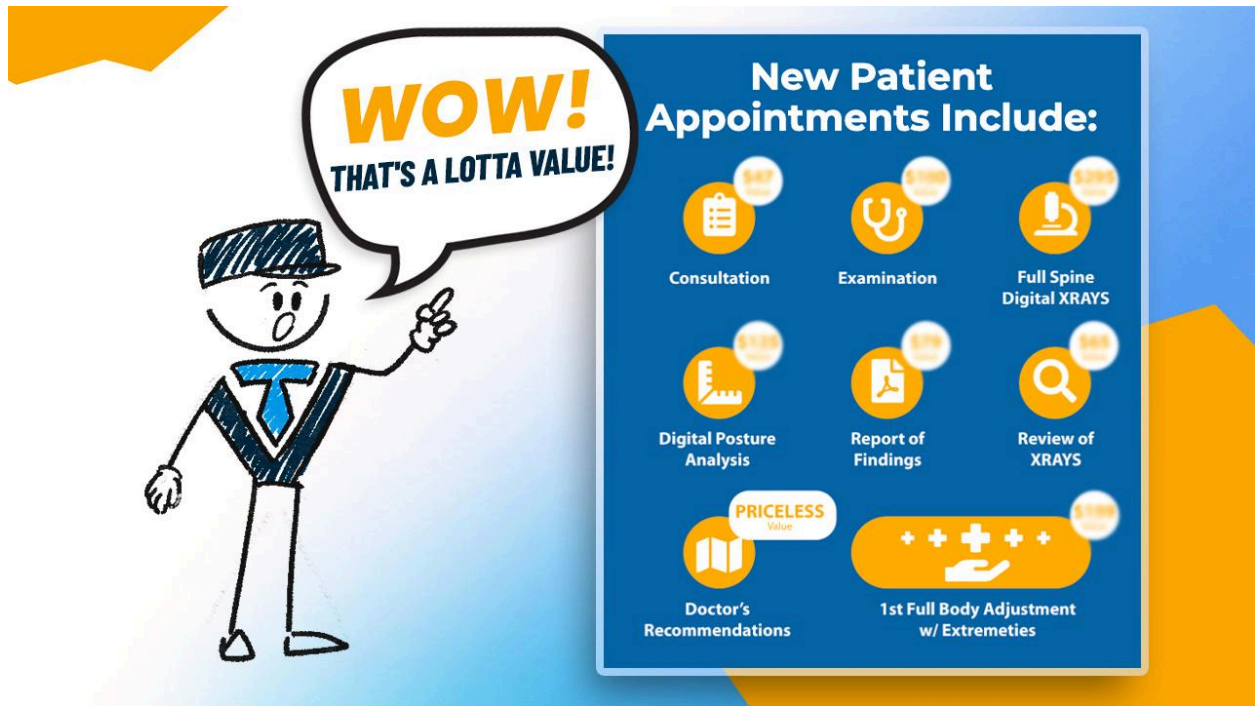
### List Of Individual Services

The goal here is to list every single service a new patient gets on their first visit... and assign a value to each service.

The reason is to create a value stack.

You want to tip the scales so far to the value side, they'd be willing to pay \$1000.





I said this before, but price only becomes an issue when there's a lack of value.

Give each service a legitimate value... not the actual cost.

**Pro Tip:** Shoot for the total value to equal 10X what you're charging.

**Pro Tip #2:** The more value add-ons you can include that don't cost you any additional time once they are created, the better. Think checklists, top tip guides, etc.

### Custom Opt-in Form

Your ONLY goal on the sales page is to get their information.

This form needs to be front and center, and easy to find.

The rule is the more info you ask for, the fewer conversions you'll get... but they'll be higher quality.

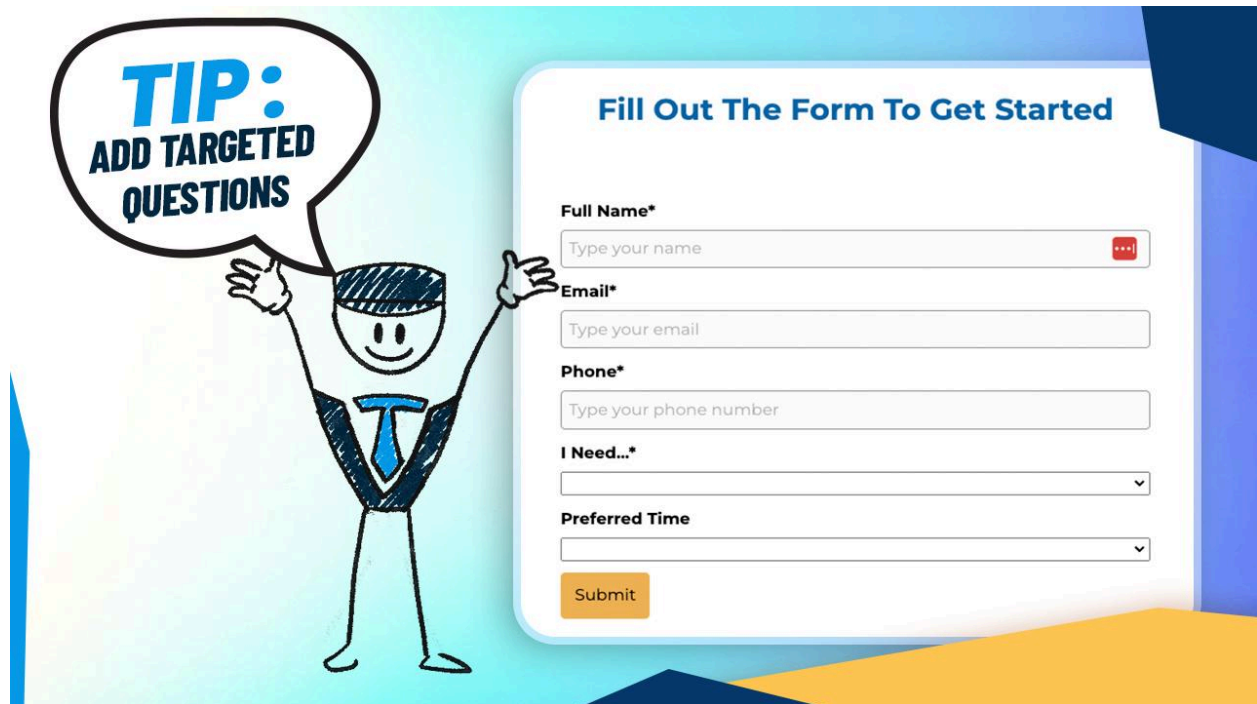
You decide what's best for your business.

What I've seen work best is name, email, phone, and asking some

appointment-related questions like 'How fast do you need to be seen?' and/or 'What time of day is best for you?'

**Pro Tip:** Consider having this form as high as possible on mobile.

**BONUS:** Collecting names and emails at this stage allows you to put them in a 30-day new patient nurturing sequence... which is part of our **Signature Profit System**.



## Frequently Asked Questions (FAQ's)

This was already covered in the previous section, but I have a pro tip for ya.

**Pro Tip:** Make your FAQs section a 'global' element, so when you add or update a question, it updates everywhere FAQs are on your site.

## Testimonials

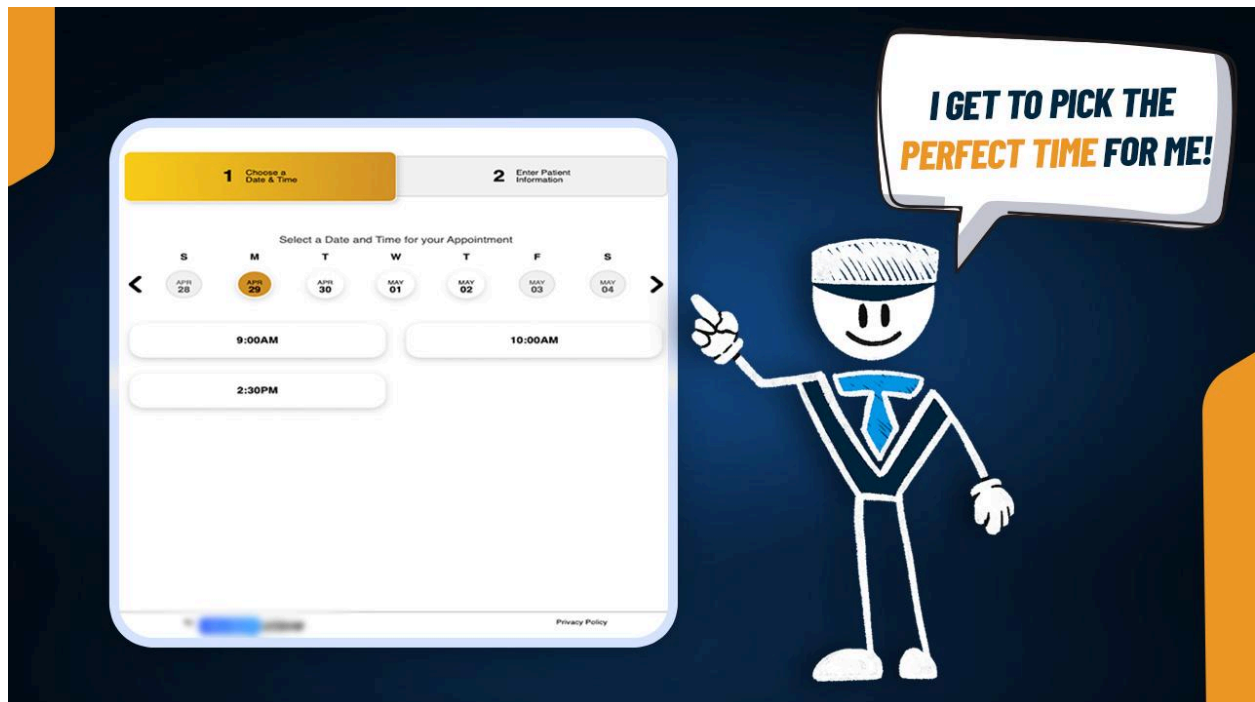
Put a few testimonials on this page... they work.

Short video testimonials work better than written testimonials, but either is fine.

**Pro Tip:** Have your web designer put some thought into how your testimonials look, adding to the overall brand design.

## Calendar Booking

The second step in the New Patient Booking Funnel is the calendar from your practice software... like an EHR.



The **calendar comes before payment** for 1 simple reason... **people want to secure their date and time** before making the payment.

There are 2 ways to implement this, depending on your software.

1. You embed your calendar (if your software allows it).
2. You use the calendar page your software provides.

Either way is fine and achieves the main result.

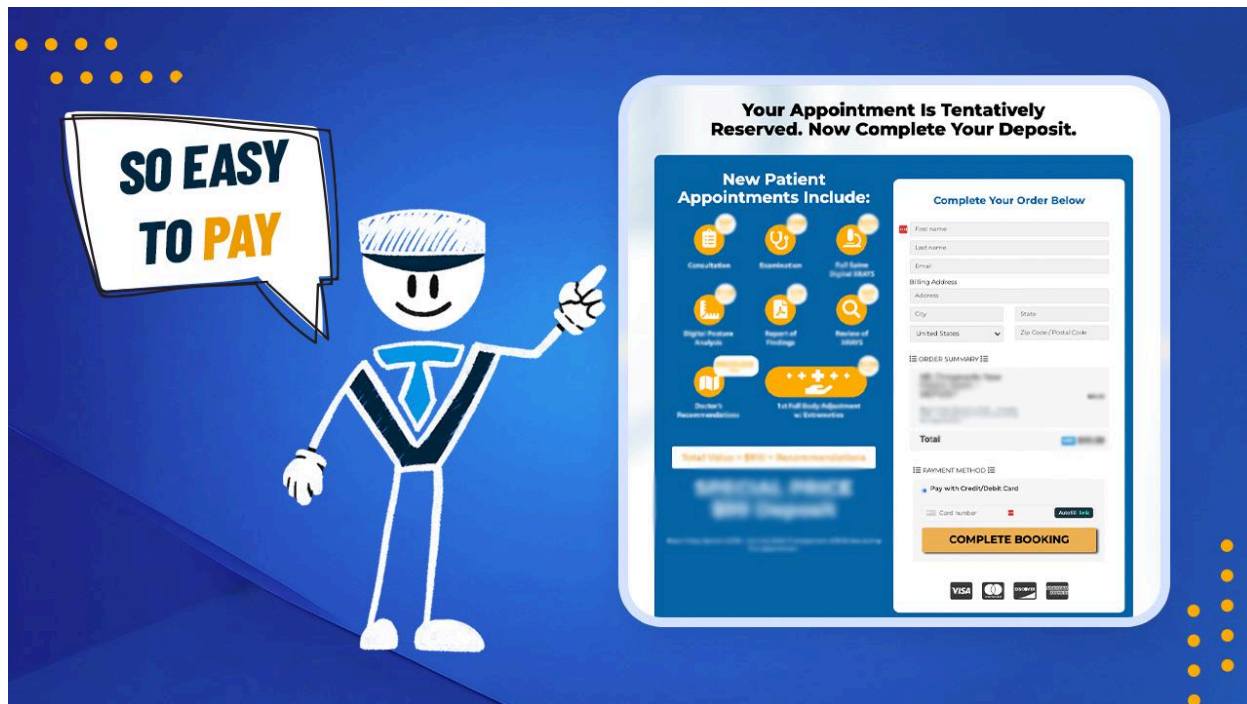
In a perfect world, embedding the calendar is preferred to keep the look, feel, and usability for your visitor consistent.

However, most software isn't built with marketing in mind.

## Payment

The 3rd step is collecting payment for the appointment.

It's smart to **show the value of the services again to reinforce their decision** from step 1.



The headline will read something like *'your appointment will be canceled if you don't complete the payment below'...* or something like that.

**The goal is to set the standard that a payment is required.**

You will need a merchant account to take payments online.

The most popular is Stripe, but you can use Paypal, or a bridge service like NMI or Authorize.net.

A 'bridge' is just a fancy way to connect a payment processor from a bank to your website... and keep it secure and legal.



If what I just said is Greek to you, don't worry... we can handle it for you.

**Pro Tip:** Collecting a deposit instead of full payment is an option that works as well. For example, a \$99 deposit. Test full payments and deposits and see what works best for you.

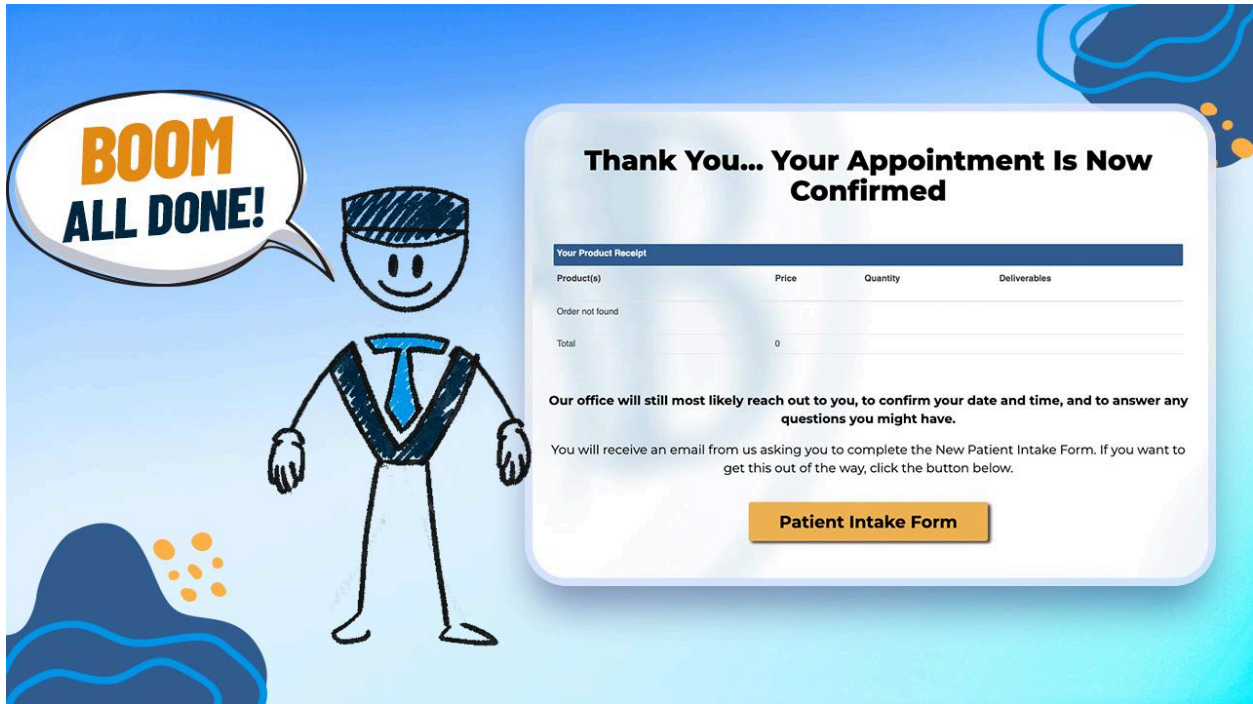
## Thank You

The final step in the process is the Thank You page.

Use this page to not only thank them, but tell them the next steps... like giving them a link to fill out New Patient Forms.

**Pro Tip:** If you're not afraid of video, record a personalized video thanking them for booking an appointment.

**Pro Tip 2:** Go a step further and put a link to 'what to expect' during the first visit, or add it to the video.



You now know the ins and outs of a New Patient Booking Funnel.

... and the psychology.

If you're ready, you can book a call.

[BOOK A CALL](#)

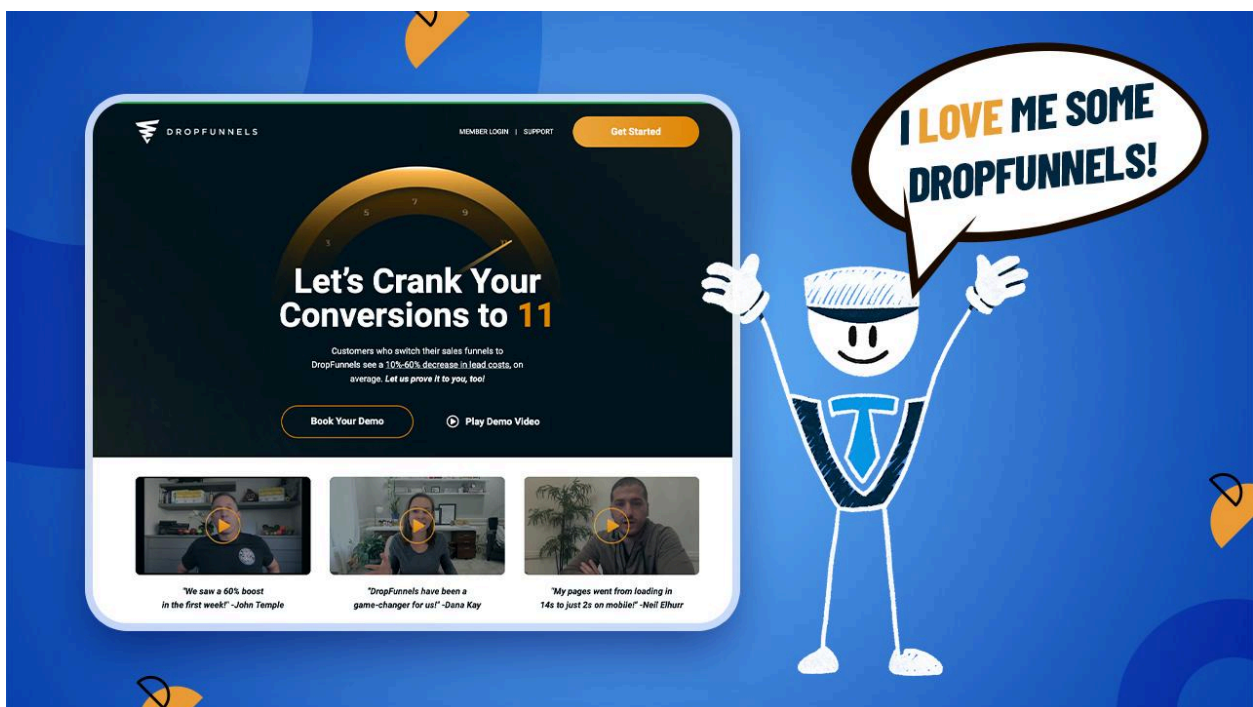
The next step is to know what tools you need to give life to your New Patient Booking Funnel.

# HOW TO SET UP YOUR NEW PATIENT BOOKING FUNNEL

These are the software we not only recommend, but use ourselves and for our clients.

## Funnel Building Software

**DropFunnels** is an all-in-one platform for your website AND booking funnel.



**It's built on WordPress, and 43% of all websites use WordPress.**

It also handles:

- Membership sites
- Blog Posts
- Video Hosting
- Calendars
- Sales Pipelines
- And more... much more

This means as your business grows, your website can grow at the same speed

without having to change platforms.

We love DropFunnels because it's a closed-system version of WordPress... yet it's fully customizable.

A 'closed system' is a fancy way of saying you can't add extra plugins to your site... and for good reason.

**This keeps your site from running slow or crashing... and when tech trouble happens, DropFunnels takes care of it; not you.**

The software and hosting are included for \$99/mo.

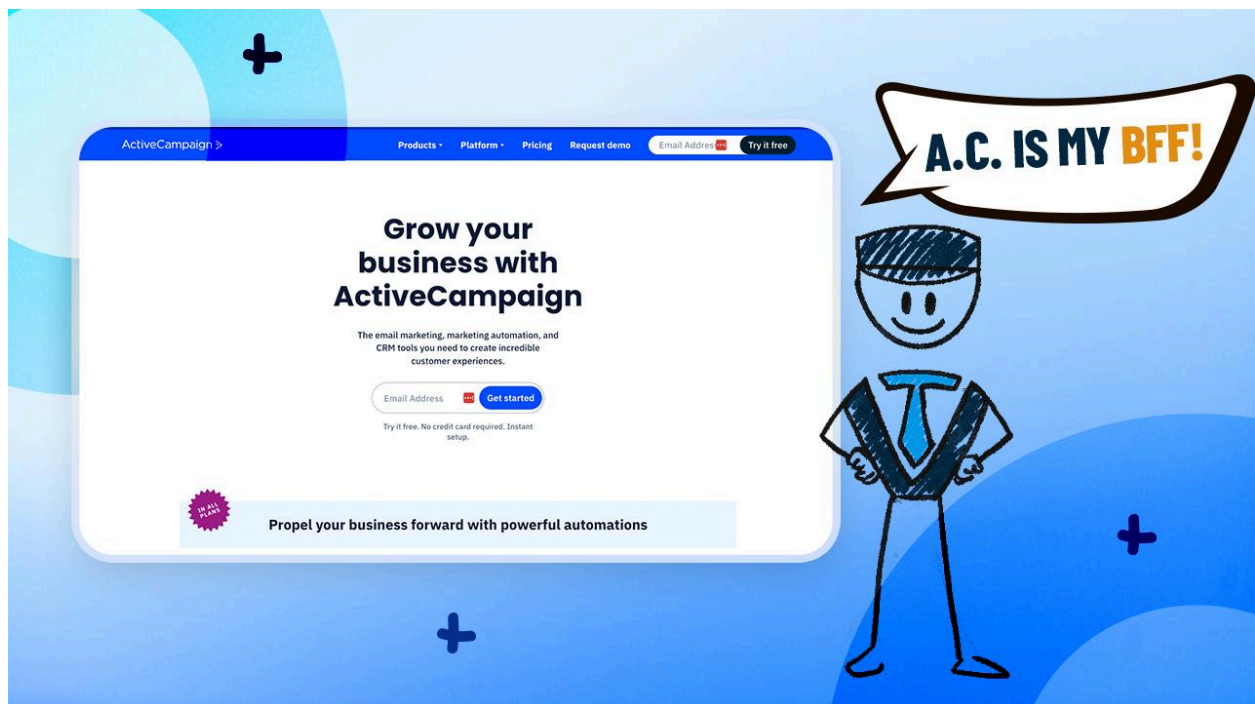
*(Note: You're already paying for hosting now, most likely the same price.)*

To sign up for DropFunnels, click [here](#). (affiliate link)

However, we have a special offer for you if you want us to do this for you.

## Email CRM Software

**Active Campaign** is an industry leader in email marketing.





This software collects lead information and sends out emails, newsletters, etc.

Remember the opt-in form on the 1st page?

The name, email address, and phone number go to the CRM when the form is submitted... not to the website platform.

**Active Campaign is feature-rich at a very good price.**

Plans start at \$29/mo for 1000 contacts.

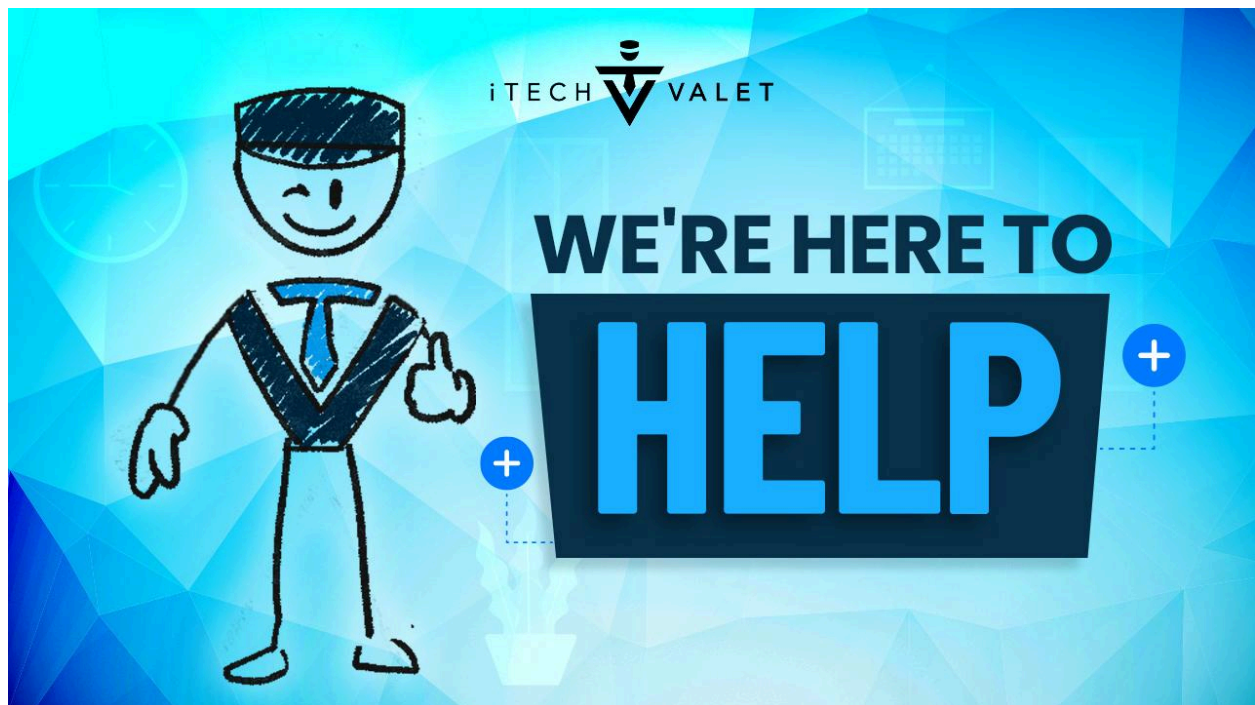
The more contacts you get (*a good thing*), the more expensive the service gets.

**BONUS:** With a CRM, your office will get an email instantly every time a new potential customer fills out the form. You can even call the lead before they call you.

To sign up for Active Campaign, click [here](#). (affiliate link)

Once again, we have a special offer for you where we will handle everything.

## HOW TO GET STARTED WITH NO ADDITIONAL MONTHLY COST (Mafia-Style Offer)



**Save both time and money by letting us do this for you.**

It'll be done fast... in a few short weeks (*or less*).

No complications... no back-and-forth dialogue... no needing your input or time.

**You say GO and we get r done!**

A small setup fee covers migrating your site and building out your custom booking funnel.

**Remember I said you can get this without adding any additional monthly expense?**

Here's how it works.

You have to pay for hosting no matter what... which you already are.

Most hosting is around \$100/mo.

**When you partner with us, we move your website onto our hosting account for \$99/mo.**

This allows us to control your experience AND handle ALL tech issues... on our dime.

**As a THANK YOU, we license our Booking Funnel to you for FREE.**

That's right... Zero, zilch, nada.

By simply moving your payment from a company that doesn't know your name, to a company that will gladly have a beer with you... *(we like IPA's fyi)*... **you can increase your new patient bookings by an average of 30% (or more) and pay the same as you're paying now.**

How 'bout them apples?

*(Note: we charge \$100/mo to license out this funnel for clients who don't migrate with us... so it's a double charge to them.)*

**The way you get started NOW is to click the Book A Call button link below.**

[BOOK A CALL](#)

## **BONUS: WHAT'S THE NEXT STEP AFTER A BOOKING FUNNEL?**

The New Patient Booking Funnel is only 1 part of the entire solution.

It's called the **Signature Profit System**.

### **Signature Profit System**

There are 8 main parts to the SPS.

1. New Patient Booking Funnel
2. Website Migration to DropFunnels
3. Google My Business Optimization
4. Automated 5-Star Review Acquisitions
5. Business Listing Directories
6. 30-Day Email Nurturing Sequence
7. Localized Content Marketing for Local SEO
8. Monthly Report Cards

All together, you will have a supercharged Lamborghini growing your practice... FAST.

You've already learned about #'s 1 & 2.

**Google My Business Optimization** (GMB) is crucial for being found in search engines.

Getting **5-star reviews on autopilot** helps your GMB rating.

**Business listing directories** make sure your info can be found AND is correct.

The **30-day email sequence** builds rapport, and very few practices do this.

**Localized content marketing** is the long-term secret weapon to getting tons of organic customers to your website.

**Monthly reporting** shows you how everything is working together.

When you have EVERYTHING together, it's a snowball rolling down a very steep hill.

When you book a call with us, we will gladly go over the entire solution, and you can choose what works best for you.

Sound fair?

[BOOK A CALL](#)

Thank you for your time reading this New Patient Booking Funnel eBook.

I hope it delivered on your expectations, maybe even more.

If you decide to work with us, then great... welcome to the family!

If you decide not to work with us, I hope you at least learned something you can take with you and use.

I truly wish you nothing but the best.

Living the life of both a practitioner and a business owner is not easy.

I respect you.

I root for you.

I want you to kick ass.

I want you to create the lifestyle you want.

If there's anything I can do to help, just let me know.

To your dreams,

Gerek 'Problem Solver' Allen