



## 1 PICTURES & VIDEOS

Take them horizontally and send in actual size.



## 2 ACCESS TO FACEBOOK PAGE

You must accept our request for access.



## 3 APPOINTMENT SCHEDULE

We need 3-4 appointments per day 4-5 days a week



Front desk photo



Equipment Photo



Consult Experience Photo



Staff Photo



Front Door Welcome Photo

## REQUIRED PICTURES

- **"Front desk photo"** - A staff member at the front desk, on the phone, smiling/waving
- **"Staff photo"** – Your team smiling and waving!
- **"Equipment photo"** – The staff and someone acting as a patient, sitting in the chair, behind the x-ray, in the machine, on the table, etc. We want equipment that evokes curiosity: x-ray machine, anything large and bulky, a decompression table, a neuro wave machine, etc.
- **"Consult experience photo"** - The provider and a staff member acting as a patient, in an exam room doing a consult, show what it's like to get the consult.
- **"Front door welcome photo"** - Two or more staff members inviting you into the practice, waving, pointing you into the clinic, etc. Don't just stand there - make it inviting.



## 1 "THE SHOW VIDEO" SCRIPT

Thank them for scheduling. Tell them what to expect. Get them to show

**GOAL:** Get patients to decide they for sure are going to show. (Be sure to hold your smartphone horizontally when you film)

- **INTRO:** Hi I'm Dr. \_\_\_\_\_ and I wanted to say thank you for scheduling your free \_\_\_\_\_ !
- **PURPOSE:** I wanted to give you an idea of what to expect when you come in and why I think you'll be very happy etc...
- **WHO IT'S FOR:** This appointment is really for folks who are experiencing \_\_\_\_\_ - describe it.
- **WHAT WILL HAPPEN:** Here's what will happen when you come in...  
**FUTURE BLISS:** Future pace the happy ending - help them picture the best case scenario.
- **NO REASON NOT TO:** Take away the risk (no obligation, it's free, just come see, etc)
- **SEE YOU SOON:** I look forward to seeing you, and don't hesitate to give us a call if you have questions before your appointment!





## “TESTIMONIAL VIDEO” SCRIPT

**Condition Specific. Short and sweet. Lots of them.**

**GOAL:** Get their story in about 90 seconds - Use the direct script below, or you can simply have them tell their story on camera. (Be sure to hold your smartphone horizontally when you film).

### HOW TO GET TESTIMONIALS

- Schedule a follow up appointment 4-6 weeks after treatment, to go over the treatment, see if it worked, and GET A TESTIMONIAL
- The best time to get a testimonial is when someone is happy, or they feel like your treatment worked.
- Don't hesitate to ask someone that has had a good experience to film a quick 60 second video.

### SCRIPT OUTLINE

- What's your name? (Or introduce "Hey this is Dr. \_\_\_\_\_ with \_\_\_\_\_ and I'm here with \_\_\_\_\_ - \_\_\_\_\_ tell us how you found us?)
- Tell us about your \_\_\_\_\_ pain before you came to see us.
- How did you find us and what made you decide to come in?
- Now you've been working with us for \_\_\_\_\_ - what have your results been?
- Based on what you've experienced, what would you say to someone who's considering coming in?
- Would you recommend us to others?



## “THE DIRECTION VIDEO” SCRIPT

**Describe getting to the office.**

- Start from the parking lot, point out where they will need to park
- Walk from wherever they park, up to the front door. (Have team members waiting outside the door welcoming.)
- Have the team members show you to the front desk.





## 4 “THE OFFER VIDEO” SCRIPT

**Describe their pain. Explain who you are. Make an offer!**

**GOAL:** Get them to schedule a consultation! (Be sure to hold your smartphone horizontally when you film).

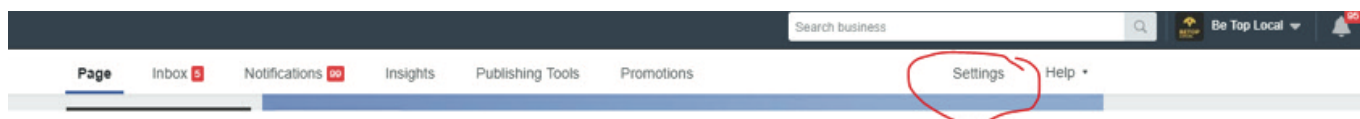
- **INTRO:** Hi I’m Dr \_\_\_\_\_ with \_\_\_\_\_ .
- **CALL THEM OUT:** Do you struggle with \_\_\_\_\_? (Describe it in detail and show that you know their pain).
- **AGITATE:** (If you can, agitate the pain - show them their situation is worse than they thought).
- **MAKE AN OFFER:** If so, I want to make a special offer to you this month only to come in for a FREE \_\_\_\_\_ to learn about New Non-Surgical treatments that have been very successful for our patients with knee pain. You can click this video to get signed up!
- **ADD CREDIBILITY AND PROOF:** At \_\_\_\_\_ ,we’ve treated \_\_\_\_\_ patients with knee pain, and what most of them tell us is that...
- **TELL A STORY:** You know, (Tell the Story of \_\_\_\_\_ pain)
- **EXTRA SPECIAL NEWS:** “And as a special offer, if you come in this month for your free consult, you’ll also get a free \_\_\_\_\_”.
- **CALL TO ACTION:** “So if you’re ready to be free of \_\_\_\_\_ pain, click the button below or give us a call! We look forward to seeing you”.





## ACCESS TO YOUR FACEBOOK PAGE

- We'll be running your ads from your page, so you capture all the likes, engagement, and attention our ads create!
- Accept our request to get Admin Access to your Facebook page. This is how:
  1. Login to your Facebook profile and navigate to your Facebook page. You can do this by searching Facebook for your business name and click the page.
  2. Click "Settings" on the right side of the top toolbar (see image below)



3. Scroll down and you'll see our request for Admin Access. Accept and be sure to give us full Admin Access not just editor access.

## AVAILABLE APPOINTMENT SCHEDULE

- To ensure the best show rate possible, we need a reoccurring schedule of 3-4 appointments per day 4-5 days a week.

