



BETOP
LOCAL

COLD LEADS VS. REFERRAL LEADS

ONLINE ADVERTISING PATIENT

Just saw
your ad...



Signed up for
the special but
are a little
skeptical...



Came in and
still a little
skeptical...



But finally...
After learning
about how you
help patients
get out of pain,
spending 2-3
visits with you
and your team,
things “clic-
ked” and they
signed up!



REFERRAL PATIENT

Came in SO
excited after
hearing AMAZING
things about you!



Signed up
instantly
without
hesitation!

