

Early-Comer's Bonus

James' Thoughts



**"WHERE DO I
START?"**

James Ko, PT

Traditional

VS

Digital

Cost to Reach 2,000 Audience

Cost to Reach 2,000 Audience



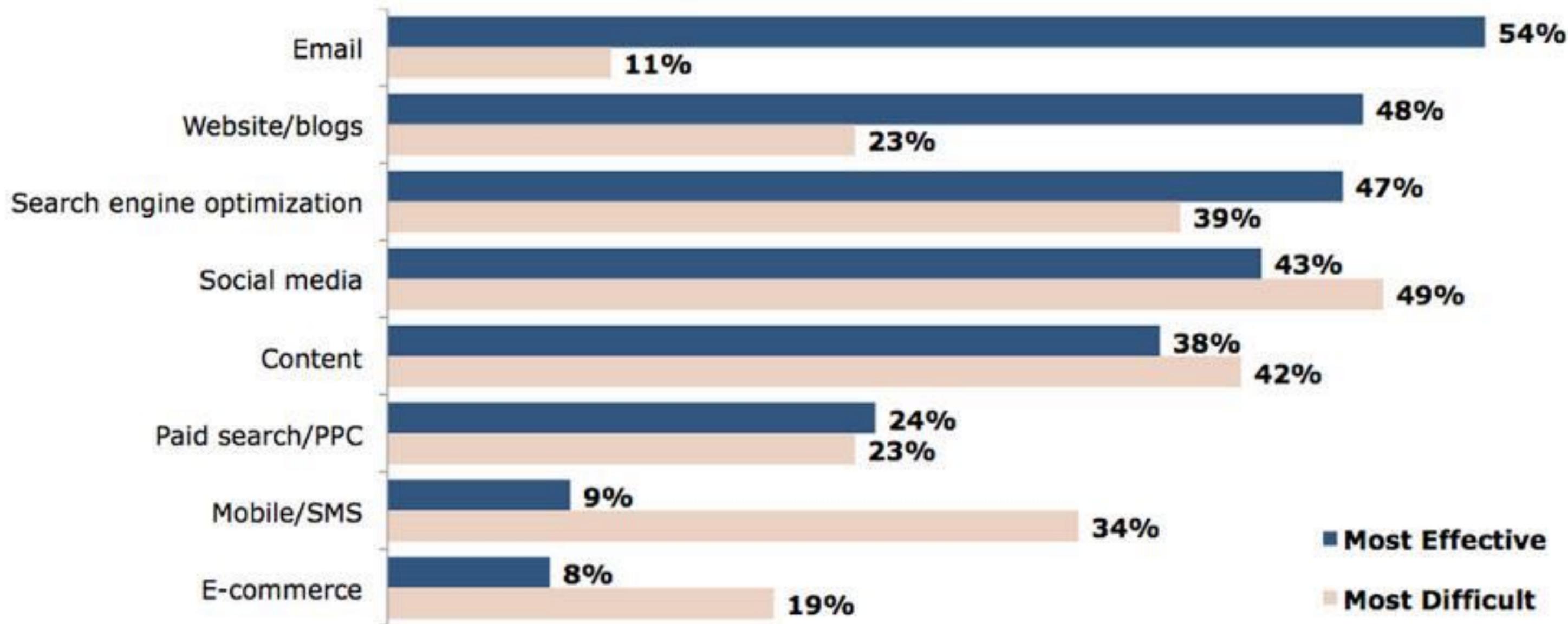
Digital marketing wins this one, hands down.



Most Effective - and Difficult - Digital Marketing Tactics

among global respondents, indicating the most effective inbound marketing tactics and the most difficult to execute

September 2014



WHY “EMAIL MARKETING”?



If you have 2,000 email subscribers, 2,000 Facebook fans and 2,000 followers on Twitter, this is what you will get:

- ▶ 435 people will open your email
- ▶ 120 Facebook fans will see your message*
- ▶ 40 Twitter followers will see your message



EMAIL LIST BUILDING QUICK TIPS!

- ▶ Place "Opt-In" forms in **strategic** places on your website.
- ▶ Get list of medical office emails.
- ▶ Offer "Curious Info" (eg. "How ___ was able to...")
- ▶ Nothing better than a quiz. (Then Fb ad)



RESOURCES

- ▶ <https://www.mailmunch.co/blog/email-marketing-vs-social-media/>
- ▶ <https://www.forbes.com/sites/steveolenski/2014/09/26/email-marketing-most-effective-mobile-marketing-most-difficult/#393aa8db3e28>

Is This Program Right for Me?

Find out if you and your condition is right for this program by completing this brief questionnaire (takes less than 2-min). Results provided immediately.

Take the Quiz to Find Out! (Immediate Results)

In this questionnaire, you will provide some details of your condition and we will tell you if this program will be beneficial for you.

[Start Quiz](#)

[\(Edit\)](#)



HOW TO GET STARTED

What's
Causing
My
Pain?



10...9...8...7...



APC 11



APC5
SESSION



OBJECTIVES

1. Where do I start?
2. How do I reach the masses?
3. How much will it cost?
4. How do I ensure success?

DOWNLOAD HANDOUT NOW



PRE-LAUNCH TASK

1. Upload your video to Youtube.
2. Paste your flyer content into description.
3. Add a link to your Registration/RSVP page.
4. *Advanced Settings:

APC5: “The Hard Launch”

This is a direct straight Invite to your offer/event with the **exact date, time, and location**. Results for 1-3 are dependent on your reputation.

WHO?	HOW?	Special Points	Tools	Cost \$
1. Current Patients	a) Flyer on counter b) Email c) Text (SMS)	a) Receptionist verbally invites for a minimum of one full week. b) Email a minimum of 3 emails. On the day of, 3 more emails (if no SMS). c) Depending on the event: SMS 6 hrs before. 1-hr.	Flyer Email series SMS service (https://www.textedly.com/)	\$0 \$0 \$10/mo.
2. Past Patients	a) Email b) Phone	a) Email a minimum of 3 times. On the day of, 3 more emails (if no SMS) b) Call them 7-10 days before event. Get their cell and text them twice the day of.	Email series SMS service	\$0 \$10/mo.
3. Physician Office Staff	a) Personal visit w/Flyer b) Fax	a) Bring about 10 flyers with some chocolates ☺ b) Fax 7 days before. 3 days. 1 day. Instruct to RSVP	Flyers FAX service. (https://www.faxage.com/pricing.php)	\$20 \$10/mo.
4. Direct Community	a) Local Business Fax	Buy list online. Fax 7 days before. 3 days. 1 day. Instruct to RSVP.	Local Fax list Fax service.	\$100 \$10/mo.
	b) Postcard Mailer	Use flyer content.	Postcard design and mailing to local. https://www.everydoor-directmail.com/	\$500-3k
	c) Newspaper	Use flyer content.	--	\$300-1k
	d) Facebook Local	Do only if you use my templates. Image and content you use is extremely important.	Facebook account. James templates. Watch video instructions.	\$5-10 per day (\$300)
	e) Other:			

Important: 1) Always request a RSVP: “Call to RSVP or go to <http://abctherapy.com/rsvp>” (and update that page accordingly). 2) Have an assistant do most of it after you train. 3) Be prepared, believe and attack it with 100% or don’t do it at all.

“Hard Launch”

Download

1

CURRENT PATIENTS

- A. Receptionist invites for a week (Incentive)
- B. Send email, "Want a 60-minute Massage absolutely free?"
- C. Text (SMS)

Place flyer in lobby, gym, bathroom

APC 11





“Welcome back __. Just want to give you a heads up, we’re doing a free workshop for those with shoulder pain since many are suffering from it. If you could share this with someone you know, I’d appreciate it. We’re giving away a 60-minute massage to the person who refers the most.”

2 PAST PATIENTS

A. Email

B. Phone (Get email with incentive)

APC 11





“Hi _____, this is John from ABC Therapy and I’m calling to see how your _____ is doing?”

That’s great!

_____, I wanted to let you know that we are starting a brand new [Group Fitness Class Tailored for those with injuries] and you are eligible for 3-Free passes for you and a friend.

Did you want me to send you the free passes?

3 DOCTOR OFFICE STAFF

A. Personal Visit

B. Email

C. Fax

**[Personalize flyer for their patients. Offer incentive]*





"Hi ____, I'm John from ABC Therapy and I have something for you. It will just take a second.

We're holding a special workshop for those with shoulder pain and here's a special invite for you, your staff, and patients that might be suffering from this issue. (Give the flyers)."

*If you have any patients,...

4

DIRECT COMMUNITY

1. Local Business Fax
2. Postcard Mailer
3. Newspaper
4. Facebook Local
5. Other:





IMPORTANT REMINDERS

1. Focused topic and target (GTC)
2. Desirable offer (UPC)
3. Give yourself enough time.
4. Pick the right date/time(s)
5. RSVP
6. Follow-up with 1-3 teasers

**APC11 IS AT THE HALF-WAY
POINT NOW**

TEXT

**“WHAT DO I DO AFTER
THIS IS OVER?”**

TRIBE



THE MASTERMIND GROUP



**“WHEN GOOD
IS NOT GOOD
ENOUGH”**



THE MASTERMIND GROUP



5-MONTHS W/JAMES

1. 5-Months (20 Sessions)
2. Ends Nov 20th
3. More in-depth, more personal and situational
4. Secret automation tools and strategies.
5. Secret mass marketing explosion techniques!



YOU CAN EXPECT...

1. Enhanced Execution Skills
2. More Patients
3. More Profit
4. How to "Compound"...
5. Increased Collections (Ins and Cash Pay)

A SPECIAL OPPORTUNITY FOR

APC11 TRIBE



LOCK-IN RIGHT NOW...

1. The Lowest Price Available
2. Incredible Bonuses
3. DON'T GET LOCKED-OUT



**Can't Do
It Alone**



