

# The \$10,000 Patient Attraction Blueprint for Chiropractors

## The 3-Step Process to Get 10+ New Patients Per Month

Attention Chiropractors! If you're struggling to get consistent new patients, this blueprint will show you how to generate 10+ new patients per month using a proven content & ad system—without relying on referrals or unpredictable word-of-mouth marketing.

### How This Works

Many chiropractors struggle with marketing because they rely too much on referrals or outdated advertising methods. This system ensures a steady flow of new patients each month by leveraging content, ads, and automation.

### **Step 1: Magnetic Content Strategy**

Consistently post engaging, educational content to establish authority, build trust, and attract potential patients. We focus on creating value-driven posts that educate and position you as the go-to chiropractor in your area.

### Simple Process to Create Content Daily

#### Step 1: Identify a Topic (2-3 min)

- Think about a common question your patients ask. Example: "What causes lower back pain?"
- Pick a chiropractic myth to debunk. Example: "Is chiropractic care safe?"
- Share a quick tip patients can use today. Example: "Best sleeping position for neck pain."

#### Step 2: Capture a Quick Video or Image (3-5 min)

- For a video: Use your phone, look at the camera, and answer the question in 30-60 seconds.
- For an image: Take a behind-the-scenes photo or a before & after X-ray (if HIPAA-compliant).
- For a text-based post: Open Canva and create a simple graphic with your tip or myth-busting statement.

#### Step 3: Write a Quick Caption (3-5 min)

- HOOK: Ask a question or state a bold fact. Example: "80% of adults experience back pain—are you one of them?"
- VALUE: Answer the question briefly in 2-3 sentences.
- CTA: Encourage action. Example: "Comment 'BACK' if you want a free guide on reducing back pain!"

#### Step 4: Post It on Social Media (1 min)

- Share it on Instagram, Facebook, and LinkedIn.
- Add hashtags to increase reach (e.g., #chiropracticcare #backpainrelief).
- Engage with anyone who comments or asks a question.

### Examples of Posts Chiropractors Can Share Today:

- Educational Post: "3 Simple Stretches to Relieve Lower Back Pain"
- Patient Testimonial: "[Patient Name] came in with chronic neck pain—here's how we helped them feel better in just 3 visits!"
- Behind-the-Scenes: "A day in the life of a chiropractor—what really happens during an adjustment session."
- Common Myths Debunked: "Myth: Chiropractic adjustments are painful. Reality: They are gentle and tailored to your needs."
- Interactive Post: "Do you wake up with back pain? Comment 'YES' below and we'll share a simple fix!"
- Promotion: "We're offering a New Patient Special this month! Book your first visit and get a free consultation. Click the link in our bio!"

By following this simple process daily, chiropractors can build trust, educate their audience, and convert social media followers into paying patients.

## **Step 2: High-Converting Paid Ads**

We run targeted Facebook & Instagram ads to attract the right audience, ensuring your marketing budget is used effectively. These ads focus on reaching people actively looking for chiropractic care and turning them into paying patients.

### How This Works

- We design scroll-stopping ad creatives that instantly grab attention and highlight the benefits of chiropractic care.
- Our ads use localized targeting to ensure you reach people in your area who are most likely to book an appointment.
- We craft compelling ad copy that speaks directly to the common pain points of your ideal patients (e.g., back pain, neck stiffness, posture issues).
- We run A/B testing to refine and improve ad performance, making sure your budget is being used efficiently.

- Our campaigns include retargeting strategies, so potential patients who engage but don't book immediately will see follow-up ads, increasing conversion rates.

## How to Launch Your First Ad Today

- 📌 Step 1: Set Up Your Facebook Ads Manager
  - Go to [Facebook Ads Manager](#) and create an account if you don't already have one.
  - Click Create Ad and select Lead Generation as your campaign objective.
- 📌 Step 2: Define Your Audience
  - Set your location to target people within 5-10 miles of your clinic.
  - Age range: 25-65+ (adjust based on your ideal patient demographics).
  - Interests: Chiropractic care, back pain relief, wellness, physical therapy.
- 📌 Step 3: Create Your Ad Creative
  - Choose a high-quality image or video (Example: a short clip of an adjustment or a patient testimonial).
  - Write a compelling caption using this formula:
    - Hook: Struggling with back pain?
    - Value: Our chiropractic adjustments help relieve pain and restore movement.
    - CTA: Book your first session today – spots are limited! Click below to schedule.
- 📌 Step 4: Set Your Budget & Schedule
  - Start with \$20/day to test performance.
  - Run the ad for at least 5-7 days before making any changes.
- 📌 Step 5: Track & Optimize
  - Monitor your ad inside Facebook Ads Manager.
  - Look at Cost Per Lead (CPL)—if it's above \$30, tweak your targeting or ad copy.
  - Test different images, headlines, and CTAs to find what converts best.

## Examples of Effective Chiropractic Ads:

- New Patient Offer Ad: "Struggling with back pain? Book your first chiropractic session today with our New Patient Special! Limited spots available."
  - Pain Relief Focused Ad: "Did you know poor posture can cause chronic neck pain? Our chiropractic adjustments can help you feel better fast. Click below to schedule an appointment."
  - Testimonial-Based Ad: "See how [Patient Name] eliminated back pain in just a few sessions! Watch their story and book your first visit today."
- 🚀 By following these steps, your ad will be running and bringing in new patient leads today!

## ✅ Step 3: Automated Lead Capture & Booking System

We set up a seamless lead follow-up process that captures every lead, nurtures them with automated messages, and ensures they book an appointment with you.

## How It Works

- ① A potential patient sees your ad and clicks on it. They are directed to a landing page where they fill out their contact details.
- ② Their information is stored in a CRM (or Google Sheet if you prefer a simple setup).
- ③ Automated emails & texts are sent immediately to thank them for their interest and provide a link to book a consultation.
- ④ Follow-up reminders are triggered if they don't book within 24-48 hours, keeping your practice top of mind.
- ⑤ Once booked, they receive appointment reminders to reduce no-shows.

## How to Set Up Your Lead Capture System

- 📌 Step 1: Create a Landing Page
  - Use your website or a simple tool like GoDaddy or ClickFunnels.
  - Include a clear offer (e.g., "New Patient Special - Free Consultation").
  - Have a simple form to collect name, email, and phone number.
- 📌 Step 2: Connect the Form to an Automated Follow-Up System
  - Use Calendly for easy booking.
  - Integrate with Zapier, HighLevel, or Mailchimp to send automated emails & texts.
  - Example: "Thanks for signing up! Click here to schedule your appointment."
- 📌 Step 3: Set Up Follow-Up Sequences
  - Day 1: Send an immediate email + SMS with the booking link.
  - Day 2: Reminder email with testimonials to build trust.
  - Day 3: Final follow-up: "Last chance to claim your special offer!"
  - After Booking: Send appointment confirmation & reminders.

## Examples of Ways to Nurture Leads into Paying Patients

- Educational Content – Send an email with "What to Expect on Your First Visit."
- Social Proof – Share patient testimonials & success stories in follow-ups.
- Exclusive Offers – Follow up with a discount or added bonus for booking.
- Live Q&A – Invite leads to a free webinar or Instagram live session.

With this system, you'll consistently bring in new patient appointments—and if you don't, we'll work for free until you do! 🌟

## Why Most Chiropractors Struggle & A Better Way to Do It

- What Most Chiropractors Do: Rely on Referrals
  - Many chiropractors depend solely on word-of-mouth and referrals to bring in new patients.

- While referrals are great, they are unpredictable—some months bring in a lot of patients, while others are slow.
- This lack of consistency creates stress and makes it difficult to scale the practice.

### ✓ A Better Way: Create a Predictable Patient Flow

- Instead of relying only on referrals, we help you build a system that attracts patients consistently.
- By using a combination of targeted social media content, paid ads, and automated follow-up, you can bring in new patients every single month.
- If you prefer to do this yourself, start by setting up weekly marketing efforts that include posting educational content and running local awareness ads.

### ● What Most Chiropractors Do: Post on Social Media Without a Strategy

- Many chiropractors post random content—pictures of their office, occasional tips, or generic motivational quotes.
- These posts may get likes and comments, but they don't lead to actual appointments.
- Without a clear strategy, these efforts often feel like a waste of time.

### ✓ A Better Way: Post Content That Leads to Bookings

- We help you create a strategic content plan designed to attract and convert new patients.
- If you're doing it yourself, follow this content framework:
  - Monday: Post a quick tip (e.g., "3 Stretches to Fix Neck Pain").
  - Wednesday: Share a patient success story or testimonial.
  - Friday: Post an engaging question (e.g., "What's your biggest daily pain point?").
- The key is to always include a CTA like "DM me 'HELP' for a free consultation."

### ● What Most Chiropractors Do: Run Ads Without a Clear Plan

- Some chiropractors try running Facebook or Instagram ads but don't target the right people.
- Many ads lack a strong offer (e.g., a free consultation or discounted first visit).
- Even when leads come in, there is no follow-up system, meaning potential patients never book an appointment.

### ✓ A Better Way: High-Converting Ads & Automated Follow-Up

- We set up highly targeted Facebook & Instagram ads that only show to people in your area actively looking for chiropractic care.
- If you want to do it yourself, follow this simple ad formula:
  - Headline: Struggling with back pain?
  - Image/Video: A quick video explaining how you help patients.
  - CTA: "Book a free consultation today—limited spots available!"

- After running the ad, ensure you have an automated system (via email or SMS) to follow up with every lead within 5 minutes—this increases conversion rates significantly.

By following this improved system, you'll turn your practice into a patient-generating machine. Want us to handle everything for you? Book a free strategy call today!

## The Proven System That Gets Chiropractors 10+ New Patients Monthly

### ● Step 1: Magnetic Content Strategy

- Post 3-4 times per week on Facebook & Instagram.
- Use patient education (posture tips, pain relief, benefits of adjustments).
- Bonus: Post patient success stories to build credibility & trust.

### ● Step 2: High-Converting Facebook & Instagram Ads

- Run lead generation ads targeting people in your area.
- Offer a "New Patient Special" (Discounted first visit, free consultation, etc.).
- Budget: At least \$600/month (More ad spend = More patients).


### ● Step 3: Automated Lead Capture & Booking System

- Use a landing page to collect lead info.
- Connect leads to a Calendly booking system.
- Follow up with automated texts & emails to get them scheduled.

✓ If you do these 3 things consistently, you'll get 10+ new patients per month—guaranteed.

## Claim Your Free Audit & Start Booking More Patients!

🎯 Want us to set this up for you? We handle everything—content, ads, and automation—so you can focus on treating patients.

 Book a Free Client-Attraction Audit Today

👉 [chcreativemarketing.com/are-you-a-chiropractor](https://chcreativemarketing.com/are-you-a-chiropractor)

📌 No long-term contracts. No wasted ad spend. Just real patient growth.  
Let's grow your practice together! 🚀