

- RATE YOUR MARKETING AND LEAD GENERATION -

Without new patients, you don't have a business.

Take a few minutes to put your marketing and lead generation under the microscope.

On a scale of 1-10

How would you rate your lead generation? (essentially how good is your marketing at bringing people to your healthcare services and products? New patients constantly and on demand, getting attention and eyeballs on what you do but not converting? Works but you're stop and start? Doing it but it's not working? Hit and Hope?)

1	2	3	4	5	6	7	8	9	10
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How would you rate your lead conversion? (converting on the phone)

N.B If you haven't measured this with your phone tracking system, then you are just guessing at this stage and need to perform this activity immediately.

1	2	3	4	5	6	7	8	9	10
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Overall Phone conversion out of 10

1	2	3	4	5	6	7	8	9	10
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Score of each individual on your team

1	2	3	4	5	6	7	8	9	10
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TACTICS: PHONE CONVERSION TRAINING, PHONE AUDIT TRACKER

How would you rate your follow up systems with patients once they initially join your practice so that they love working with you and refer to you quickly?

(Essentially, how good are you at staying top of mind with your people? Do you have an automated sequence that communicates with new patients immediately after patients join your practice? Regular but infrequent content? Infrequent and irregular content?)

1	2	3	4	5	6	7	8	9	10
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TACTICS: DAY ONE CUSTOMER EXPERIENCE MAXIMISER. ONBOARDING SERIES EMAILS

How would you rate the “word of mouth” that your business receives from your patients? (do people rave about your business and send high quality people your way quickly after meeting you? Do they engage with you on social media, tag in their friends and rave about you? Or is your word of mouth passive, more like drips and drabs and you don’t have a system to drive it?)

1	2	3	4	5	6	7	8	9	10
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TACTICS: COMPANY CULTURE AMPLIFIER, SOCIAL MEDIA BRAND BUILDER, THREE GENIUS FACEBOOK TACTICS

How would you rate your email communication? (How good are you at creating informative yet engaging emails and communicating consistently with your audience? Are you adding value weekly consistently? Is it adhoc? Is it non existent?)

1	2	3	4	5	6	7	8	9	10
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TACTICS: CONTENT TWISTER, RAPID FIRE CONTENT, THE MESSAGE MULTIPLIER

How would you rate the effectiveness of your email promotional campaigns? (how effective are you at running email promotional campaigns to your database that creates re-engagement of former happy patients that want to do business with you again? Do you generate a flood of leads with every promotion that you send? Is it a few leads each time? Or are you not getting leads from your campaigns?)

1	2	3	4	5	6	7	8	9	10
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TACTICS: FACEBOOK TRAINING PART 2, EVERGREEN PROMOTION + ROUND UP MAXIMISER

How would you rate the effectiveness of your referral relationships?

Essentially how effective are you at creating new referral relationships using a systemised process, and how effective are you at staying front of mind with your referrers so that they continue to refer to you in high volumes.

(Great, you can create relationships from thin air using a replicable system that generates leads continually from your referrers? You can create relationships but they don’t do go anywhere? You can’t get through the gates and don’t have many or enough referrers to your practice? You can create relationships but they are dependent on you doing the relationship building and if you don’t drive the relationship then referrals drop off?)

1	2	3	4	5	6	7	8	9	10
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TACTICS: THE REFERRER ACCELERATION SYSTEM

How would you rate your customer service experience? (do you wow people with a customer service experience that is systemised, managed, trained and measured in your team? Or does the experience depend on the individual and vary from day to day and week to week? Are your team scored on how many referrals they personally win weekly and do you celebrate this publicly?)

1	2	3	4	5	6	7	8	9	10
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How would your patients rate your customer service experience? (they think you're amazing and you get nothing but amazing emails, social media posts etc every week? They say nothing? Or, are they more than happy to say terrible things about you?)

1	2	3	4	5	6	7	8	9	10
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TACTICS: DAY ONE CUSTOMER EXPERIENCE MAXIMISER, ONBOARDING SERIES EMAILS

How strong is your presence on Facebook? (do you engage with your audience frequently and consistently and come across as an authority? Or do you randomly post and not get enough engagement?)

1	2	3	4	5	6	7	8	9	10
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TACTICS: VIDEO BOSS FORMULA, FB LIVE, SOCIAL MEDIA BRAND BUILDER, THREE GENIUS FACEBOOK TACTICS

How well does your website represent your brand? (it embodies who you are, what you believe in, projects authority and magnetically attracts the right people to you who can book in online? Or, does it look 5 years old, the same as everyone else in your competing market, or is it being held together by scotch tape?)

1	2	3	4	5	6	7	8	9	10
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TACTIC: ORGANISE A WEBSITE ASSESSMENT

CONCLUSION:

Now that you've gone through the marketing/experience pillar of your practice, how would you rate it's overall strength?

1	2	3	4	5	6	7	8	9	10
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How important do you think it will be to focus a lot of your time and resources on this area in the 90 next days?

Not Really	Somewhat	Important	Critical
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