

# **CALL** PREP *Guide*

“This will take you  
through everything  
you need to know  
to prepare for your  
call with us”

**Tristan** Bond





## **TRISTAN BOND & SARAH HODGE**

### **CEO & COO OF PRACTICE ACCELERATION**

Thanks for booking your call. It's great to have you here.

My name is Tristan Bond, and I've cracked the code to what makes a truly successful 6-7 figure medical practice

One that runs like clockwork while making a profit year after year.

After 15+ years of experience as a growth specialist, marketer, and business consultant, I've had the opportunity to help over 1000 health care practitioners like yourself, build the business of their dreams.

All the while doubling their income and cutting down their clinical hours.

Now, it wasn't all sunshine and roses.

There was a time back in 2010 where you could say I hit rock bottom...

Working 80+ hour weeks, even taking on additional hours just to make ends meet, I was completely burnt out.

But I had to make a decision -- Work for someone else and give up my dream of becoming CEO of my own practice ... Or find a way to make what felt impossible, happen.

Fast forward to right now, I'm glad I didn't give up, which is why I'm talking to you today.

See, I managed to discover a set of skills that helped me triple my revenue while dropping my clinical hours in just 12 months.

Skills I now share inside my premium coaching program 'Practice Machine' which has helped thousands of healthcare business owners transform their practice into profitable, predictable, and scalable businesses that don't depend on them.

That's why I'm excited to share my (usually private) growth phases in this guide, to help you identify where you're at in your business and show you how to unlock the next level of growth.

#### **FEATURED IN:**



# Things TO REVIEW BEFORE YOUR CALL

WE APPRECIATE YOUR INTEREST IN WORKING WITH THE PRACTICE ACCELERATION TEAM TO HELP GROW YOUR HEALTHCARE PRACTICE.

**ULTIMATELY, THE PURPOSE OF THE CALL IS TO SEE IF WE CAN HELP YOU.**

BECAUSE THE PROPER FIT IS SO IMPORTANT TO US, WE WON'T EVEN ACCEPT CREDIT CARDS ON THE FIRST CALL. AFTER WE GET TO KNOW YOU AND YOUR BUSINESS, IF WE BELIEVE YOU WOULD BE A GOOD FIT FOR US, THEN WE WILL SHOW YOU WHAT WE CAN DO FOR YOU.

AT THAT POINT, YOU CAN DECIDE IF YOU LIKE TO BECOME ONE OF OUR NEXT SUCCESS STORIES.

**AT THIS POINT, YOU ARE LIKELY ASKING YOURSELF, "WILL THIS WORK FOR MY PRACTICE?"**

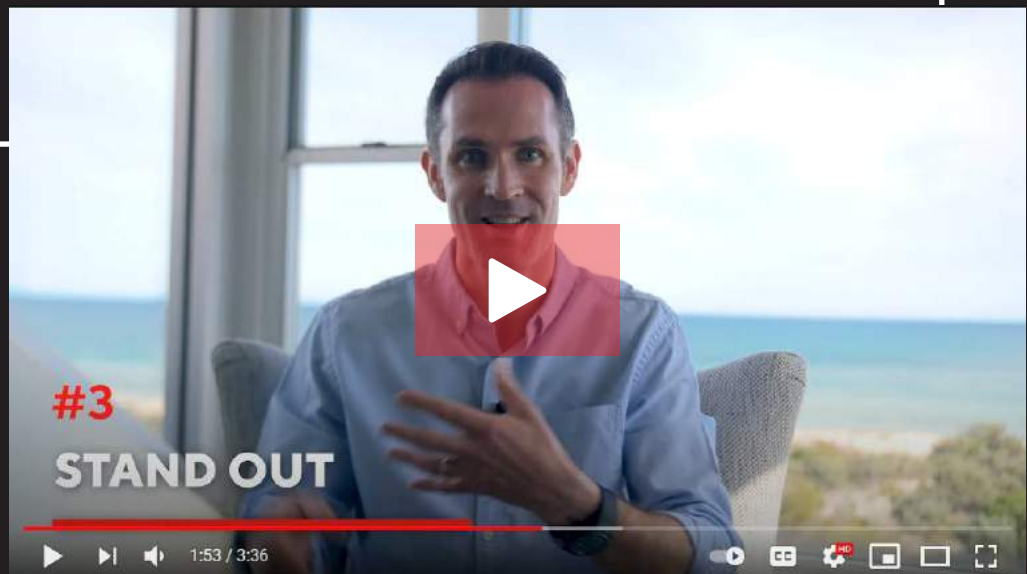
WE WORK WITH HEALTHCARE BUSINESSES ACROSS ALL DIFFERENT NICHES FROM PHYSICAL THERAPISTS, PODIATRIST, CHIROPRACTORS, DENTISTS, OSTEOPATHS, SPEECH PATHOLOGIST, OCCUPATIONAL THERAPISTS AND MORE...

WHETHER OR NOT OUR SERVICES WILL WORK FOR YOU WILL BE DETERMINED ON THE CALL AFTER WE ASK YOU SOME DEEPER QUESTIONS, BUT YOU WILL GET MORE OUT OF THE CALL IF YOU REVIEW THESE VIDEOS PRIOR TO SPEAKING WITH OUR TEAM.



# TRY THESE *Today*

## THE SECRET TO GROWING YOUR CLINIC



## 5 MARKETING TIPS TO SUPERCHARGE YOUR HEALTHCARE BUSINESS

# MANAGING A PRIVATE CLINIC 3 SIMPLE STEPS TO DEAL WITH OVERWHELM



HOW I ELIMINATED APPOINTMENT CANCELLATIONS  
THE IMPORTANCE OF COMMUNICATION IN YOUR PRACTICE

WANT THE PRACTICE GROWTH MATRIX  
THAT WE USE TO **CREATE 7 FIGURE**  
HEALTHCARE PRACTICES?



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**FREE COPY**

# *See* WHAT OUR CLIENTS HAVE TO SAY



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# STILL NOT CONVINCED?

## *Results Matter*

### SEE WHAT OUR **PRACTICE OWNERS** HAVE TO SAY...

**Helen**  
**NZ Physical Therapist**  
*has grown by  
\$240,000/yr!*



**Angela, UK Physical Therapist**  
*books 17 patients from a done  
for you campaign!*

## Andrew CA Physical Therapist

Added an extra \$26,000  
in revenue per month

Andrew 1. Record week. Hit \$38k for weekly turnover.  
2. Worked 10 hours this week and went camping up the beach on Wednesday.  
3. On track for a \$150k month with two days to go. Start of the year our biggest month was around \$124k.

## Chris AUS Physical Therapist

Had his biggest month ever in revenue

Chris 1. Yesterday was biggest day ever.  
2. This week was the biggest week ever.  
3. The last 30 days were the biggest ever.

I'm on the Sunshine Coast taking a well-earned break 😊 May break it again next week as well! 3.5 years of PPM preparations and training means I can explode with calmness and confidence.

Thanks again Sarah Tristan and Tribe 😊

Like · Reply · 3w





## Andre AUS Chiropractor

*Increased quarterly revenue by 52%*

Andre

Biggest Wins:

- Increased revenue by 52% from Q3 2019 to Q4 2019! Hit almost \$40k a month which was \$20k average the year before. That's in Victoria, Australia, which is still in lockdown, and in a pandemic year.
- Added 3 more team and almost doubled our patient weekly patient numbers from last year. Bring on 220 pt visits a week now!
- 90% case acceptance
- Dropped one of my clinical days
- Setup predictable systems and staff KPI meetings
- CEO mindset transition to balance out strengths in the team and be the head not the tail

## Alan AUS Physical Therapist

*had his best month EVER in revenue since joining the program!*

Alan

1. Huge month... Best ever at 94k revenue
2. New physio starts next week and Joy and I will be cutting clinical hours and focusing in on our management systems
3. SMS and Email campaign went out today to promote our new starter and already booked 4 new patients for her

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**Gabriel**  
**Physical Therapist**  
has biggest month ever  
with **50k revenue**

Gabrielle Just had our biggest month ever and finally cracked the \$50k. This has been 12 months in the making and more and I know we can do better again. Thanks Tristan Bond, Sarah Hodge, Michaela, Anthony, Oscar and all... See More Justin

Like · Reply · 4w



**Stephen US Acupuncturist**  
Sales are up 74%

Stephen  
Total sales are up 74%, product sales up 66%, attendance up 71% and 55% increase in first visits.

This is at a time that COVID is surging in my county. Best part is that I know how to handle another shut down so I'm not worried at all if it comes.

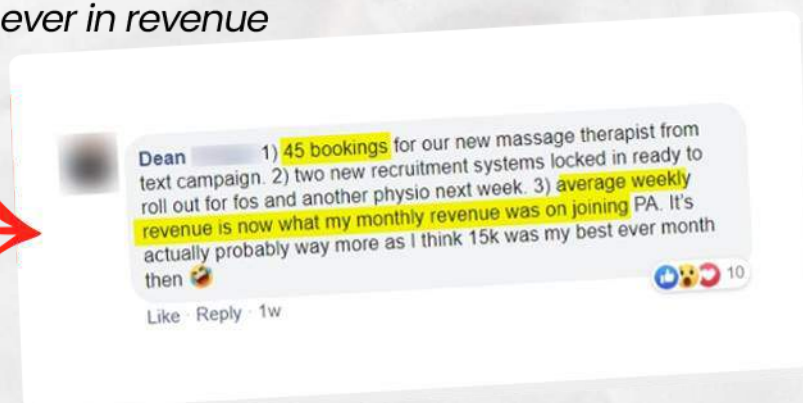
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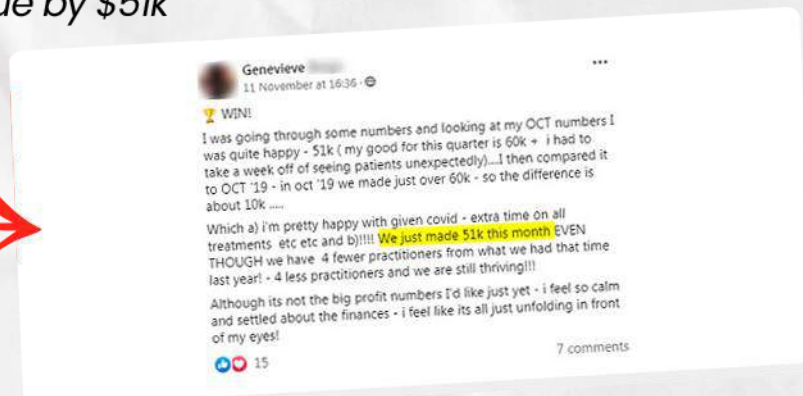
## Dean AUS Physical Therapist

*Had his best month ever in revenue*



## Genevieve CA Osteopath

*Boosted revenue by \$51k*

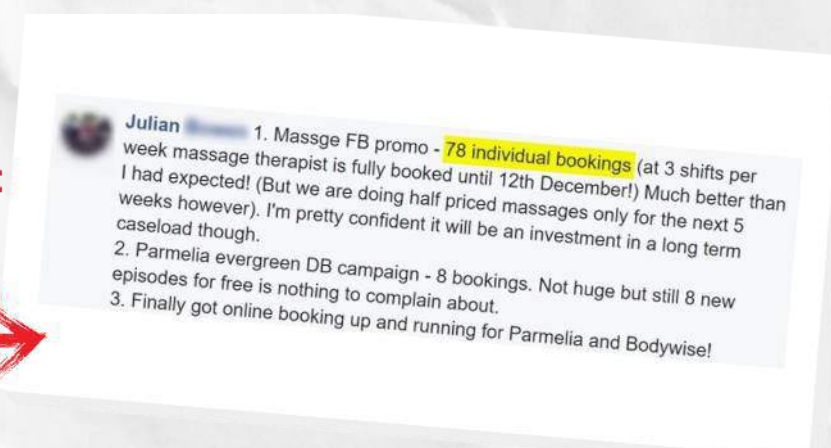




**Grant**  
**AUS, Physical Therapist**  
 gets **3 new patients**  
 a day from FB



**Julian**  
**Physical Therapist**  
 Has **78 bookings**  
 from one FB promo!



**Shanthini**  
**AUS, Dentist**  
gets **3 new patients**  
from video

Shanthini 1) First video on Fb 17,473 People Reached ThruPlays 1.5K, 2 patients booked, 2) 2nd video 11,500 reached 900 thruplays so far 1 patient booked, 3 First week back motivational team meeting conducted and staff are onboard with KPI tracking.  
Like · Reply · 1h 2

**Shuaib**  
**AUS, Podiatrist**  
gets **5 new patients**  
from one video

Shuaib Win for us - from video challenge we seem to be getting few enquires which has been followed and atleast 5 new bookings have come from the posted video on Facebook.  
Like · Reply · 1h 2





**Amy**  
**Podiatrist**  
Gets **26 opt ins** and  
**7 new bookings**  
from one FB ad

Amy Facebook Ad going great. 26 Opt ins at a conversion rate of 25%. From the back of this, 7 have booked in for the "expert consult". Pretty chuffed with that.  
Like · Reply · 1 · 1 hr

**Christo's**  
turnover is up **43%**  
and he's reduced  
his clinical hours by **12!**

Christo  
Just finished quarterly planning and review, and I can't quite believe this myself. 🙌  
1.  
September 2019 - £15,908.39  
September 2020 - £30,284.61  
2.  
September 2019 - 32 clinical hours per week  
September 2020 - 20 clinical hours per week  
3.  
The most valuable change I've made was the decision to join practice accelerator in the first place. I've only been here just shy of 3 months, but I'm already working less clinical hours, and my turnover is up 43% in September from the previous month (and almost double from September last year). I'm going out for dinner with my wife, and we're going to celebrate our wins. Thank you tribe 🙌  
Like · Reply · 5 d · Edited

**Danni**  
has increased revenue  
by **25%** and works  
**13 hours less!**

Danni  
September 2019 | \$28,466  
September 2020 | \$37,990 [35% increase]  
Q3 2019 | \$82,554  
Q3 2020 | \$103,201 [25% increase]  
Coby Clinical Hours Reduced by 13 hours / week [29% reduction]  
Most valuable change in the last 12 months: The mindset shift of selling solutions to our clients rather than appointments. This has resulted in increased retention and more of our clients enjoying sustainable results!

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**Josephine**  
manages her practice  
**20 hours a week**  
**(\$30k+ increase in revenue too!)**

Josephine  
What was your revenue per month in September 2019  
**53,028 vs September 2020 84,537?**  
How many clinical hours are you working now vs 12 months ago? No clinical. My management time has gone from 40 hours to **20 hours per week**  
What's the most valuable change you've made in the last 12 months and what difference has that made to your business and your life? Taking up the mindset of profit being king and not being a bad thing. It has made me far more passionate about my work.

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# CHECK OUT THE *Podcast*



CLICK TO LISTEN

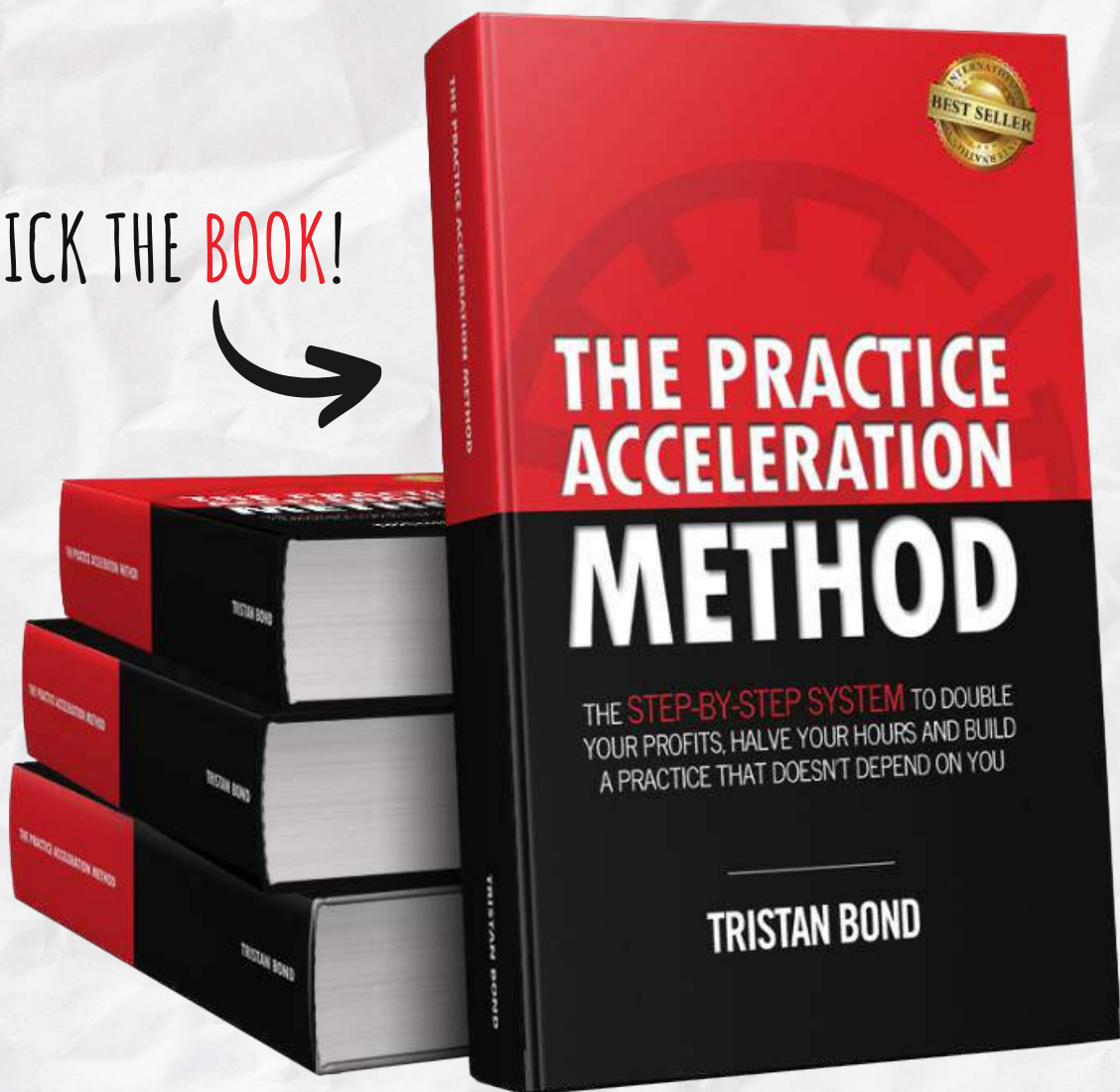
## LEARN ON THE GO!

LOOKING FOR REAL, ACTIONABLE INFORMATION THAT YOU CAN IMPLEMENT RIGHT NOW? THEN HEAD ON OVER TO THE PRACTICE ACCELERATION PODCAST!

- ✓ OVER 170 VALUE PACKED EPISODES (WITH OVER 150,000 DOWNLOADS)
- ✓ LESSONS LEARNED FROM OVER 2,000 PRACTICE OWNERS
- ✓ LEARN HOW TO GENERATE NEW PATIENTS
- ✓ RETENTION TIPS TO CREATE RAVING FANS
- ✓ HOW TO MOTIVATE A TEAM AND KEEP THEM HAPPY
- ✓ AND SO MUCH MORE...

# *The* **PRACTICE ACCELERATION METHOD BOOK**

CLICK THE **BOOK!**



**GET YOUR  
BOOK NOW!**

# FAQ

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**Q: WHAT DO I NEED TO DO TO PREPARE FOR THE CALL?**

**A:** WE WILL REACH OUT TO YOU RIGHT AWAY TO BE SURE THAT WE HAVE THE CORRECT CONTACT INFORMATION AND YOU ARE A FIT FOR RHT PROGRAM - KEEP AN EYE ON YOUR PHONE.

**Q: WILL THIS WORK FOR A START UP PRACTICE?**

**A:** PRACTICE ACCELERATION IS FOR PRACTICE OWNERS WHO ARE ESTABLISHED AND LOOKING TO GROW. AT THIS STAGE WE DON'T WORK WITH STARTUPS.

**Q: IS PRACTICE ACCELERATION A “DONE FOR YOU” PROGRAM?**

**A:** PRACTICE ACCELERATION IS A “DONE WITH YOU” COACHING PROGRAM DESIGNED TO TEACH PRACTICE OWNERS THE SKILLS NEEDED TO PROFITABLY ACQUIRE NEW PATIENTS AND BUILD A TEAM. IT'S NOT A “DONE FOR YOU” PROGRAM, WE INVEST THE TIME AND MONEY TO DEVELOP THE DONE FOR YOU STRATEGIES WHICH YOU THEN CAN IMPLEMENT.

**Q: HOW LONG HAS PRACTICE ACCELERATION BEEN IN BUSINESS?**

**A:** WE HAVE BEEN SERVICING HEALTHCARE BUSINESSES SINCE 2010. IN THAT TIME WE HAVE WORKED WITH OVER 2,000 PRACTICES.

**Q: DOES PRACTICE ACCELERATION WORK WITH PRACTICES OUTSIDE OF USA?**

**A:** YES WE ARE CURRENTLY WORKING WITH PRACTICES IN THE USA, CA, UK, AUS, NZ.

