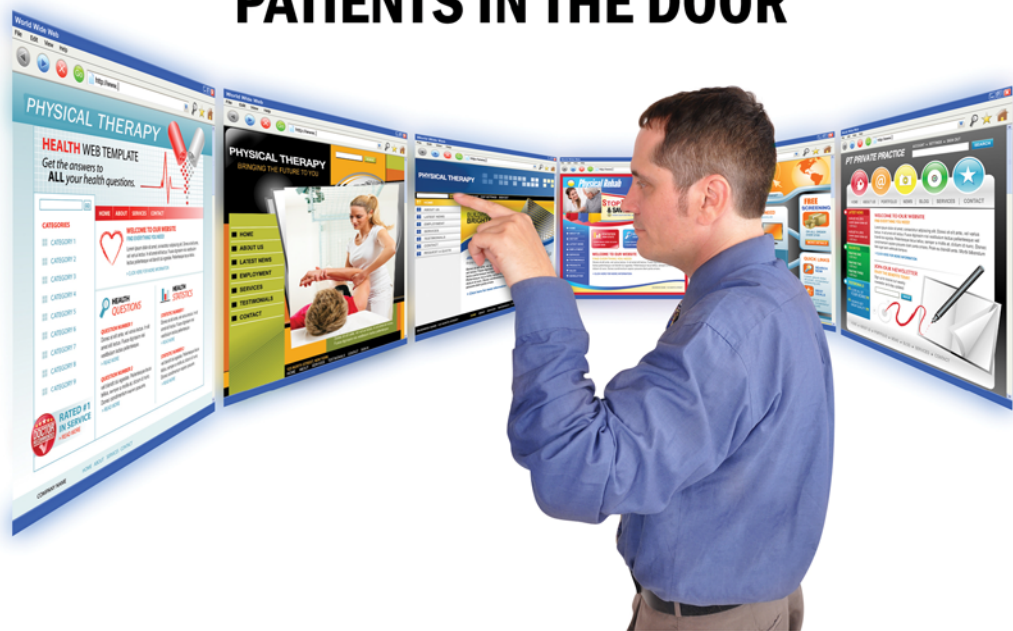


Discover the **"Secret Online Formula"** that the Most Successful Physical Therapy Private Practice Owners Use to Fuel Growth and Outperform Their Competition

"BOOKED SOLID"

THE FAST, EASY & AFFORDABLE WAY
TO USE **THE INTERNET** TO DRIVE
MORE PHYSICAL THERAPY
PATIENTS IN THE DOOR



*Learn How PT Practice Owners
Leverage the Power of the Internet
to Become Leaders in Their Markets!*

David Straight, DPT

“Booked Solid”
The Fast, Easy & Affordable Way
To Use the Internet to Drive
More Physical Therapy
Patients in the Door

by

David Straight, DPT
Certified Duct Tape Marketing Consultant
Co-owner, E-rehab.com

Copyright 2015, E-rehab, LLC. All rights reserved.

All rights are reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of E-rehab, LLC.

Table of Contents

Dedication ...9

| | | |
|------------|---|----|
| Chapter 1 | <i>Welcome to “Booked Solid” ...</i> | 11 |
| Chapter 2 | <i>Dramatic Changes in the Marketing Place...</i> | 15 |
| Chapter 3 | <i>Driver #1: Your Patients Are Online...</i> | 17 |
| Chapter 4 | <i>Driver #2: Your Patients Use Search Engines...</i> | 27 |
| Chapter 5 | <i>Driver #3: Your Patients Use Social Media...</i> | 33 |
| Chapter 6 | <i>Driver #4: Mobile (“The really big one”)...</i> | 41 |
| Chapter 7 | <i>What All of This Means to You...</i> | 49 |
| Chapter 8 | <i>R1: Reputation...</i> | 53 |
| Chapter 9 | <i>R2: Reach...</i> | 59 |
| Chapter 10 | <i>R3: Resell...</i> | 63 |
| Chapter 11 | <i>R4: Referral...</i> | 67 |
| Chapter 12 | <i>What are You Missing?...</i> | 71 |

Appendix ...87

About the Author...91

(Psst! Write in this book!)

This is your copy, so feel free to highlight, underline, and take notes.

You won't get in trouble—we promise!

Potential earnings & disclaimers of income

Any earnings or examples of income are only estimations of what we believe you could earn. There is no guarantee you'll do as well if you rely upon our information. You must accept all risk of your potential earnings or lack thereof.

Where specific figures of income are used and attributed to a person or business, those persons or businesses have rightfully earned that figure amount. There is no guarantee you'll do as well if you rely upon our figures. You must accept all risk of not meeting the same income goals or figures.

Any and all claims or representations of financial earnings on this website or in this book, are not to be considered as standard or average earnings.

There is no guarantee that any prior success, or past success, as to financial earnings, can be used as an indication of your future success or income earnings.

Financial and income results are based on a wide range of variable factors. We have no responsibility or way of knowing how well you will perform, as we do not know you, your background, your ethic of work, or your abilities, practices or skills. Therefore, we do not guarantee or imply that you will achieve success that you will do as well as the examples in this book or even make money at all.

There is no guarantee you'll do as well if you rely upon our information, examples, and guidance. You must accept all the risk of not performing as well.

If you make any decisions based on any information displayed on our book, in our products, website, or other services, it should be done only with the understanding that you could have significant losses, or earn no money at all. All services and products by our company are for informational and educational purposes only.

People who use our book, services, products, and website are advised to do their own research when it comes to making decisions and all material, information, services, and products that we have provided should be verified independently verified on your own. Our material, services, and products on this website should be considered carefully and evaluated before making a decision, on whether to rely upon them.

You completely agree that our company is not responsible for your failure or success of your actions relating to any material presented by our company, or our company services or products.

Dedication

This book is dedicated to all of the hardworking physical therapy practice owners and their employees that relieve their patients' pain, help them avoid drug addiction, needless imaging, injections and surgery.

I hope that the messages in this book will help energize and empower you to market your services to your community.

As of June, 2015, there are numerous recent studies that conclude that for patients with musculoskeletal problems, seeing a physical therapist is the clear first choice.

Gellhorn demonstrated that PT first for acute back pain resulted in patients needing fewer visits to specialists, less imaging, and fewer surgeries.

Fritz concluded that appropriate PT before imaging resulted in a cost savings of \$4,793 for the patient and that physical therapy first for low back pain reduced the likelihood of patients needing back surgery, too.

Childs showed that physical therapy first for back pain cuts the healthcare cost by about half

Delitto demonstrated recently that physical therapy may be just as effective as spine surgery for spinal stenosis patients.

Health care is a locally delivered service, and you can successfully communicate your value to your community if you dedicate the proper time and appropriate budget to spread the word about your services.

Special thanks to my wife Deb for her support and for tolerating all those long nights of work.

Thanks to my business partner, John Mason, for his sobering perspective on PTs and online marketing.

Thanks to all of my PT colleagues that have shared their wisdom, input, and feedback. There are many of you.

Finally, thanks to my team at E-rehab.com, who has since 2003, helped make us the leading online marketing company for physical therapy private practices.

Chapter 1

Welcome to “Booked Solid”

What I’m about to show you can ignite growth at your practice well beyond the levels you’ve likely achieved in the past.

How do I know this is true?

Because 95 percent of the clients I have worked with over the years are missing AT LEAST two out of the four critical, proven marketing systems that are necessary to achieve maximum business growth.

And the clients who are leveraging all four?

They’re growing.

Fast.

So unless your situation is completely out of the ordinary (which is possible but unlikely), ***there is a really big opportunity to accelerate the growth of your practice.***

And the acceleration I’m talking about isn’t a short-lived “sugar-rush” kind of growth. It’s the sustainable and responsible kind—the kind that complements your ethical standards and supports your long-term vision for your practice.

Skeptical?

I understand. But as you continue reading, you'll discover that the systems I'm talking about aren't gimmicky, revolutionary or impossible to implement. They don't require you to turn your business model upside down or become something you're not.

In fact, **these four elements are the foundational building blocks that every successful practice must optimize in order to achieve the growth they're looking for**. But again, my experience tells me that most practices are not taking complete (or efficient) advantage of each of the four pieces.

Who am I?

I am you!

My name is David Straight, DPT, and I owned physical therapy practices and treated patients for 15 years. I championed the legislation, with a few of my colleagues in California, to keep POPTS illegal, and was president of the CA Private Practice Special Interest Group.

Now, I help *physical therapy private practice owners* reach their growth potential and dominate their markets by implementing proven marketing systems.

My job is to be an expert in marketing, and specifically local PT marketing that leverages technology to achieve maximum results, so that my clients can focus on what they do best:

Provide Outstanding Physical Therapy Services to Their Community

I've got a lot to share with you about how *Physical Therapy Private Practice Owners* can dominate their market and take their income to entirely new levels, but of course we have limited time together so I am going to do my best to give you the high points over the course of this short book.

Chapter 2

In the Last 10 Years, There Have Been Dramatic Changes in the Marketplace

The competitive landscape for *physical therapy private practice owners* has changed dramatically over the last several years, and will continue to change at an unprecedented pace.

Why? The continued development and distribution of technology has radically changed the way consumers are buying—how they hear about physical therapy practices like yours; how they research them; and how they make the decision to be a patient at your practice.

There are four main drivers of this change that are impacting your practice. You need to be aware of them. You need to leverage them.

I don't think you'll be surprised about any of these drivers. In fact, I am certain that you are an active participant in two or more of them. The disconnect I've run into with PT practice owners is how to leverage these changes in consumer behavior to build their practices.

Now let's run through each major driver.



Your Patients are Online



Your Patients Use Search Engines



Your Patients Use Social Media



Your Patients Have Smartphones

Chapter 3

Driver #1 **Your Patients are Online**

"Everyone is online! Why would you skimp on your website when 200+ visitors each month will experience their first impression of you from your website?"

According to PewInternet.org, most of the adult population is online, has a cell phone and searches for health information on the web.

- **87% of U.S. adults use the internet (January 2014 survey). For more, see: Internet User Demographics**
- **90% of U.S. adults own a cell phone; 64% of U.S. adults own a smartphone (January 2014 survey).**
- **72% of internet users say they looked online for health information within the past year. (Pewinternet.org)**

Have you checked your stats lately?

How many visitors did you have to your physical therapy website last month? How about last year?

The Basics

Summary

Visitors

Actions

Uniques

Time

| | | | |
|--|------------------------|--------|------|
|  Visitors | Expand | 7,091 | +9% |
|  Actions | Expand | 20,781 | 0% |
|  Average actions | | 2.9 | -9% |
|  Total time | | 21d 5h | +10% |
|  Average time per visit | | 4m 16s | +1% |
|  Bounce rate | | 24% | -3% |

Number of visitors over 90-day period for a five-location practice

I am always surprised to hear practices owners tell me they have no idea how many viewers visited their website in any given month. What's even more shocking is when I hear a PT practice doesn't have a website or hasn't revised it for years. Here's what practice owners have told me, "I get all of my business from doctors. I don't need a website."

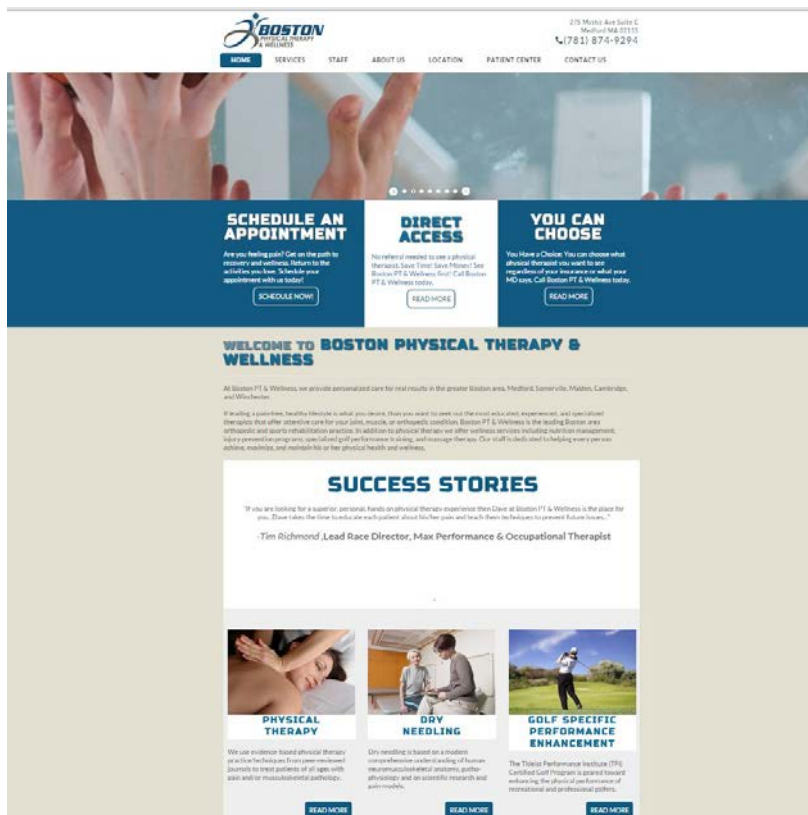
My response is that consumers are becoming savvier. Just because they were referred by a physician doesn't guarantee that they will drop everything and call you. Patients want to know more about you and why they should choose you over others.

Fact is, patients can't test drive you or try you on. **They judge what they can't see based on what they can see.** It's certainly a significant time and financial commitment for patients to attend physical therapy.

Your website helps people get to know, like and trust you...even if they were referred by a physician.

On the next three pages, we've provided samples of websites that certainly make a great first impression online but are also affordable to develop and will serve you in the following ways:

- The hub of your online marketing strategies,
- Efficiency opportunities (think about home exercises, downloading or filling out paperwork online, online payments, a place for patients to purchase products, a place to request appointments, an easy way to facilitate ratings & reviews, etc.)
- Communications activities between PTs, patients, and referral sources.



A website that makes a great first impression.

20

“Booked Solid” by David Straight, DPT



See and feel the difference
at Foothill Physical Therapy

WELCOME TO FOOTHILL PHYSICAL THERAPY!

Foothill Physical Therapy is a private, outpatient clinic serving El Dorado Hills since 2004.

From the moment you initiate treatment at our office you will **see and feel the difference**. Our welcoming staff complemented by the latest and most effective treatment options will **get you back to life and sport fast!**

Your experience will include:

- A friendly and knowledgeable staff.
- A full review of your insurance benefits by our billing and insurance coordinator.
- Highly skilled and experienced Orthopedic Physical Therapists.
- A thorough evaluation and treatment plan identifying the root of the problem.
- Manual "Hands on" Therapy using a variety of techniques.
- Appropriate exercise for your condition focusing on the entire body as a functional whole.
- Gait and Balance assessments using the state-of-the-art "OptoGait".



New in 2014!

GRASTON®
TECHNIQUE

Simple Technology improving Soft Tissue Injury Treatment and Rehabilitation

OPTOGAIT

Recover and Discover your Potential

Our 3400 square foot office offers:

- Fully equipped gym
- Private treatment rooms
- Spacious bathroom and shower facilities
- Space to help all individuals and athletes return to pain free, functional movement.

Whether recovering from an orthopedic injury, sports injury, surgery, managing a spine or chronic condition, our goal is to **expedite your recovery and help you achieve your highest level of function.**

Just read our testimonials to see what others are saying about Foothill Physical Therapy...

[SCHEDULE ONLINE](#)

[Back To Top](#)

Copyright 2015, Foothill Physical Therapy All Rights Reserved. Powered by E-Rehab.

Another website that communicates the high quality service provided.

The Total Body Experts

Welcome to Northern Arizona Orthopaedics

It all started in 1972. Today, Northern Arizona Orthopaedics is the largest ortho care practice in the area. There are 13 doctors, all with expert methods of treating orthopaedic problems. Each specializes in specific areas of the body – whenever you hurt.

Northern Arizona Orthopaedics can help with:

- Musculoskeletal injuries to the bones, joints, muscles, ligaments or tendons
- Arthritis, osteoporosis and other degenerative conditions
- Sports injuries, trauma and fractures
- Neck, low back and spine conditions
- Pain management (PM&A)
- Joint replacement surgery
- Joint surgery revision
- Same-day injury care using Urgent Ortho: Mon-Fri, 8 – 6pm / Saturdays, 9 a.m. – 1 p.m. 225.2259

Our approach to care is simple. We tailor your treatment plan to your specific needs and lifestyle. Orthopaedics care is compassionate care. Our team understands injury, loss of mobility, function and especially pain. Your recovery starts with medical experts who could practice anywhere. They chose to stay in Northern Arizona. We look forward to caring for you with Experience You Can Trust.

Thank you for choosing and trusting us with your care.

INFORMATION TO HELP YOU

FIND A PHYSICIAN

AREAS OF EXPERTISE

REQUEST AN APPOINTMENT

PATIENT PORTAL LOGIN

NEW PATIENT FORMS AND INFORMATION

WORKERS COMPENSATION

CONTACT US

TAKE OUR BACK AND NECK HEALTH CHECK

TAKE OUR HIP AND KNEE HEALTH CHECK

URGENT ORTHO 928-225-2559

Our Services

- Back & Neck
- Shoulder
- Hip
- Foot & Ankle
- Hand, Wrist & Elbow
- Knee
- Sports Medicine
- Pain Management
- Joint Replacement

Additional Services

- Urgent Center
- Northern Arizona Healthcare Orthopaedic Surgery Center
- Physical & Occupational Therapy
- Medical Imaging (MRI & X-ray)
- Durable Medical Equipment (DME)
- Prescription-Filling Services
- Orthopaedic Trauma

Our Team

- Timothy J. Bonatus, D.O.
- Bourke D. Cecherow, M.D.
- Stuart A. Davis, M.D., MBA
- John W. Durham, M.D.
- J. Michael Glover, M.D.
- Donald D. Hales, M.D.
- Stephen L. Knecht, M.D.
- John A. Lindington, M.D.
- Yuri M. Lowinsky, M.D.
- Mark D. Mattingly, M.D.
- Kyle F. Norris, M.D.
- Monika L. Radloff, M.D.
- Joel T. Radtke, M.D.

Locations

Flagstaff:
(located in the Summit Center)
1460 N. Tusconite Drive
Flagstaff, AZ 86001
928.774.2753

[Map and Directions](#)

Prescott Valley:
3166 N. Winkworth Drive
Prescott Valley, AZ 86314
928.583.6300

[Map and Directions](#)

Other Locations

- Page
- Sedona
- Village of Oak Creek

[Map & Directions](#)

[Map & Directions](#)

[Map & Directions](#)

Summit Center Partners

- Northern Arizona Orthopaedics
- Debra Physical Therapy
- Northern Arizona Healthcare
- Summit Center
- Flagstaff Bone and Joint
- Flagstaff Medical Center
- Orthopaedic Management Company

Contact Us

[Contact Us Page](#)

Links



[Webmail Login](#)

Clean, clear, and easy to navigate leading to a good experience for the viewer.

Your Home Page is Visited More Than Any Other

Most visitors will view your home page. On your home page you need to answer a few fundamental questions:

1. Why should they choose you (what's your value proposition)?
2. Why should they take action now?
3. How do they make an appointment (what are your calls to action)?
4. Is there social proof of other patients' success because of their work with you?

There are a few other market segments you could be losing entirely if these questions aren't addressed within your website, as well.

What if a patient was looking for a provider that was on their insurance plan and it wasn't on your website?

What if they weren't referred specifically to you? What if the doctor said, "I recommend you choose one of these practices on the list"...and you didn't have a website for them to check out?

What if the patient was looking for a physical therapy practice that was geographically convenient to their home or office location and you didn't have a website?

These patient segments don't want to call you first and potentially experience the "hard sell" from your office manager. In fact, according to Pew Internet, *"80% of health*

seekers say it is important to them that they can get this information anonymously, without having to talk to anyone."

In these cases, you need to make a great first & lasting impression with a great website. Without one, you don't even know about the business you are losing.

What are Your Potential Patients Seeing When They Look at Your Website?

Are you making a great first impression? Is the quality of your website a reflection of quality of service you provide in the clinic?

Consider these facts:

- "50% of Visitors are LOST because they can't easily find content" - Gartner Group
- "40% of Repeat Visitors are LOST from a negative experience" - Zona Research
- "85% of Visitors ABANDON a new site due to poor design" - cPulse

Reasons Why You Need a Website

There are many compelling reasons to have a great website:

- To education potential and current patients
- To lower business costs
- To improve service
- To differentiate yourself from the competition
- It's the 21st century...any credible business has a website
- It's your brand's physical proof of the quality of service you provide
- It's where they can read 5-star ratings and reviews from other patients and doctors
- It's a place to announce job openings
- You can answer frequently asked questions

- It's an efficiency tool allowing patients to download their intake forms and fill them out at home.
- They can watch a video educating them about your practice
- It's a place to present expert video interviews of you
- They can schedule an appointment on your website
- They can see where your office is located on an embedded Google map (and get driving directions too)
- To view your office hours
- To see who they should contact with billing questions & scheduling questions
- They can sign up for your newsletter on your website
- To see if you are on an insurance plan
- To showcase your expertise
- To share the services you provide
- To differentiate yourself from the competition
- It's a place where patients can research their diagnosis
- To learn more about your mission and values
- They can view home exercises
- It contains links to your social properties
- It's where your blog is located
- It is the landing page when someone clicks on a link to your business on Google, Bing, Yahoo, Yelp, Facebook, etc.

Your Website is Your Marketing Hub



This diagram represents the concept that your desktop website should be at the center or the hub of a marketing hub and spokes model.

Chapter 4

Driver #2: Your Patients Use Search Engines

*“When you look at
educated and affluent
individuals, search
engine use climbs to as
high as 98 percent.”*

According to Google, 97 percent of consumers search for local businesses online. The top 10 organic (non-paid) search results get 95 percent of the clicks. This is why you need to be listed on page 1 of Google.

Google physical therapy new orleans

About 2,040,000 results (0.56 seconds)

Web Maps News Shopping Images More Search tools

Kenner Metairie Elmwood Anthony J. Macaluso, PT City Park Physical Therapy LLC Crescent City Physical Therapy Chalmette Gretna

Crescent City Physical Therapy
1 review · Physical Therapist
2633 Napoleon Ave # 615 · (504) 895-0638
Closes at 6:00 pm

City Park Physical Therapy LLC
5.0 ★★★★★ (32) · Physical Therapist
5559 Canal Blvd · (504) 309-5811
Closes at 6:00 pm

Anthony J. Macaluso, PT
No reviews · Physical Therapist
714 Dublin Street, New Orleans · (504) 861-4693

[More physical therapy](#)

Physical Therapy and Wellness- Magnolia Physical Therapy ...
www.magnoliatherapyla.com/ ▾
Magnolia Physical Therapy provides physical therapy and wellness services to the New Orleans, LA area. We help our patients overcome pain and feel better!

Moreau Physical Therapy:News
www.moreaupt.com/News/News/a~8117-c~357434/article.html ▾
Crescent City Physical Therapy's clinical team and location will remain in place with the same dedication to excellence in patient care in Greater New Orleans ...

City Park Physical Therapy|New Orleans|Gentilly|Lakeview ...
cityparkpt.com/ ▾
Welcome to City Park Physical Therapy, serving New Orleans and the surrounding areas. Meet our newest team member, Dr. Charles Kirchem, PT.

According to recent poll data from the Pew Internet and American Life Project, 92 percent of adult Internet users in the U.S. use a search engine (e.g. Google, Bing) to find information online—with the majority of this group performing keyword searches on a regular basis.

These statistics simply underline what you and I already know:

Search is King.

Everyone who has access to the Internet uses a search engine to find relevant and useful information, and according to Google's own data, 97 percent of consumers search for **local** businesses online.

Got visibility?

The upshot of these facts is clear: If you want visibility for your practice, you need visibility in the search engines, particularly Google.

Search isn't just king—it's a kingmaker too. High visibility in Google can mean more website traffic, more patients and referrals, more practice billing, and more profit for your business.

And for those practice owners in hyper-competitive markets, search-engine visibility can be the difference between being an unknown also-ran and being the Top Dog.

The good, the bad and the ugly: there for all to see

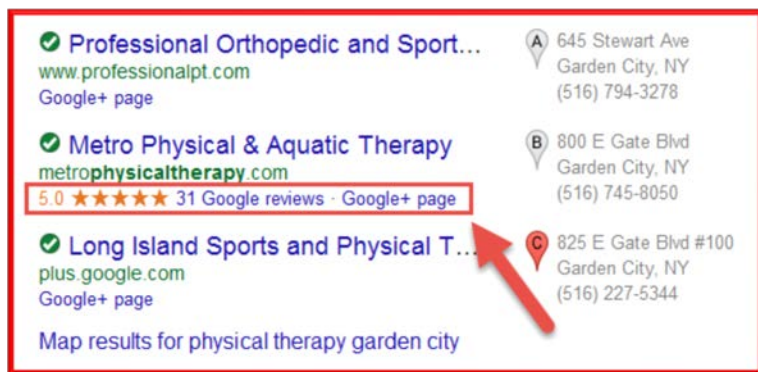
But visibility is a double-edged sword. Patient reviews of your practice are visible too.

What if some of these reviews are negative?

What if they're *scathing*?

Well, the bad news is they can haunt your practice for years and have a crushing impact on your bottom line.

On the flip side, good reviews can fuel positive word of mouth and generate referral traffic like you've never seen!



"Search: Physical Therapy Garden City." Google.com. Web. 21 Apr. 2015.

Ranking matters

Here's what we know about how people use search engines: after entering a keyword, like your practice name or "physical therapy + your city", into Google and being presented with pages and pages of blue text links, consumers generally don't dive very deeply into the results (95.91 percent of all clicks occur on page one).

And of page one results, people tend to focus on the top three. According to an Optify study, the top three positions for any given term account for nearly 60 percent (58.5) of the traffic. The top result alone commands an average click-through rate (CTR) of 36.4 percent.

So it's not enough to be "on Google." If you want to take advantage of the popularity of search, your website needs to be listed at the top of the page and above the "scroll line" for the search terms relevant to your practice.

There's No Long-tail of Search for PT Practices

Fortunately, for most PT practices, it's not rocket science nor does it require a four-figure per month investment to rank for the most common terms patients and referring physician offices search for. Moreover, there aren't dozens or even hundreds of ways that consumers search for physical therapy practices. If you rank well for a search for your business name and a search for "physical therapy" and the "city" your practice is located in, that's usually good enough.

| | | |
|---|-----|-------|
| gaspar physical therapy | 112 | -28% |
| gaspar doctors of physical therapy | 25 | +9% |
| www.gasparpt.com/ | 16 | +300% |
| gaspar physical therapy oceanside | 12 | +140% |
| gaspar bressi ranch | 12 | +999% |
| gaspar encinitas | 11 | +450% |
| Gaspar PT | 11 | +267% |
| gaspar physical therapy encinitas | 10 | -9% |
| gaspar physical therapy solana bea... | 10 | +67% |

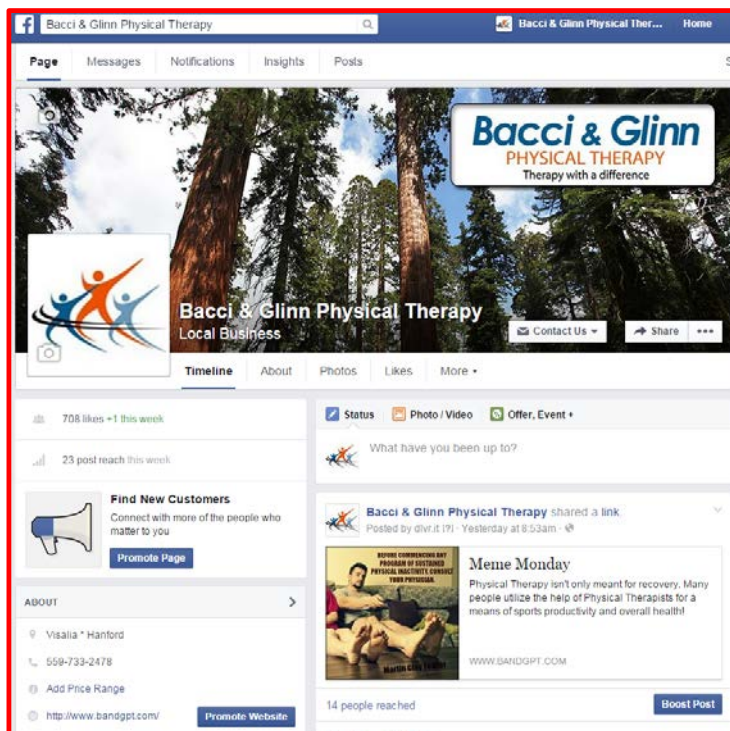
Note that most keyword searches for PT practices are for the business name because physical therapy is a referral-based business.

Chapter 5

Driver #3: Your Patients Use Social Media

*41% of people surveyed
said social media
would affect their
choice of a specific
doctor. -Demi & Cooper*

Small businesses have (finally) embraced social media. According to HubSpot, 90 percent of small businesses are on Facebook, and 66 percent of them are spending more time on social media than they did a year ago.



We've all heard enough hype about social media to last a lifetime (or two). But there's a good reason, because there's actually something to the hype.

The social web has truly been a game changer.

But, let's be clear by defining the term “social media”.

As stated on Wikipedia.org, *Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.”*

The last part of the definition is important to key in on, and should help you understand that there are many, many different forms of social media. Facebook, Twitter, YouTube, Yelp, Google+, LinkedIn, Pinterest, Tumblr, Instagram, Flickr, Vine, etc.

Suddenly the norm

And the rapid rise of social media is pretty breathtaking.

Just think: Facebook grew from a curiosity in a Harvard dormitory to a global force with over 1,393,000,000 users ... in less than a decade.

Facebook seems like old news now—a presence in our lives that we take for granted—but it's worth remembering how recently this shift has taken place.

Not just for kids

A common misunderstanding that physical therapy practice owners have is that Facebook and other networks are just for kids or don't apply, and thus their target market isn't represented demographically on the site.

But the stats tell another story—the opposite story, in fact.

In the U.S., almost two-thirds of all Facebook users are over the age of 35. Recent Pew research reveals that **two-thirds** of U.S. adults use social networking sites like Facebook and Twitter; and, the primary target market for most PT practice, the 40-something mother and head of the household, is a Facebook (and often Pinterest) user.

High engagement

People aren't just ON social networks. They're GLUED to them.

The average U.S. Facebook user spends a whopping **10.5 hours on the site each month**. That's a full 21 minutes every single day!

The upshot of all of these numbers is pretty straightforward, but I'll spell it out just in case:

Your customers are on Facebook and Other Social Networks, Too.

They spend a LOT of time there. They're sharing, tweeting, liking, pinning, friending, starring, following, fanning, posting, hashtagging, uploading, retweeting ... you name it.

So if you want to reach them, capture their attention and make a pitch for your services before your competitors do ... you've got to at least meet them halfway.

You need to have a presence on the major social media websites like Facebook, Twitter, Google+, YouTube, Pinterest and LinkedIn.

Sharing experiences ... and frustrations

People are taking to the web to share their experiences with brands, and what they're sharing with their friends and family members isn't always flattering ...

According to a study from the Society for Communications Research, 59 percent of U.S. consumers are using social media to **vent** about customer care frustrations.

This isn't just happening on Facebook, but on sites like Google+, Yelp, Healthgrades, Superpages.com and others. According to research from Deloitte & Touche, **7 in 10** who read reviews **share** them with friends, family and colleagues, amplifying the impact of these comments even further.

According to Internet review expert, Mike Blumenthal, Facebook is now the number two review website online after Google. He states, *"Facebook, without trying, has become a strong contender in the local review space (surpassing Yelp)."*

More and more practices are beginning to realize that, while they can't control what people say online, they can (and should) monitor and contribute to the conversation in an effort to influence the overall tenor.

They're realizing that having a **proactive online presence** that's focused on **adding value to the customer experience** is the surest way to grow and preserve their brand reputation—and protect themselves from the stray musings of a few unhappy souls.

The take-home message is this:

“Build your physical therapy practice’s online reputation before others you can’t control do it for you.”

Keeping pace with buyer expectations

Another big reason to get involved in social media is that you have to do it to **stay relevant**.

Your buyers expect it, and if you fall short of their expectations, they’ll be more likely to choose the other practice down the street.

Even way back in 2008, a Cone Business study on social media found that **93 percent of customers expected companies to have a presence on social channels**, and **85 percent expected companies to interact with them on those social channels**. That figure has only grown as the social media era has matured.

As Goes Consumer Direct Access, so will Social Media Interaction

As consumers become savvy about the value of seeing physical therapists first, and physical therapy private practices

reach out to their respective communities with a direct access message, you can only expect the importance of social media to grow in proportion as well.

You can either join the conversation or let your competitors do all the talking.
It's up to you!

Chapter 6

Driver #4: Mobile ("The really, really big one")

"In 2014, the landscape in which businesses operated changed forever when Internet usage on mobile devices exceeded PC usage."

Consider this information from Unysis: It takes 26 hours for the average person to report a lost wallet. It takes only 68 minutes for them to report a lost phone. Smartphones have fundamentally changed cultural communication and behavior. Physical therapy practice owners can use this to help their practice.



According to research from Mobile Marketer, 70 percent of all mobile searches result in action within one hour!

Look around you: check out your patients lying on the plinths, or sitting in your waiting room. They're texting, emailing, engaging in social media, and surfing the web on smartphones, iPads, phablets, and tablets.

And this is a trend that's hardly slowing.

It's almost impossible to overestimate the impact of the mobile computing revolution.

In fact, the proliferation of smartphones, e-readers and tablets might be one of the most **underestimated** and **under-hyped** shifts in business today. Their impact and potential use as *physical therapy online marketing tools*, in my opinion, is grossly underutilized.

According to Pew Internet, as of October, 2014, 64 percent of Americans had smartphones. It's their No. 1 most-used technology device, with 73 percent saying so versus only 58 percent saying it's their desktop PC. Then just a year ago, a monumental occurrence took place according to Search Engine Land. More people accessed the Internet on mobile devices than desktop computers.

When you pause to consider what these newfangled devices are capable of, and how quickly they emerged from high-priced novelties to ever-present, "can't live without them"¹ gadgets ... it's pretty unbelievable.

Marc Andreessen, co-creator of Netscape, the first widely used web browser, adds some helpful perspective: "We have never lived in a time with the opportunity to put a computer in the pocket of 5 billion people. Practically everyone is going to have a general purpose computer in their pocket, it's so easy to underestimate that, that has got to be ***the really, really big one.***"

A recent article in the Economist adds this:

The potential of the smartphone age is deceptive. We look around and see more people talking on phones in more places and playing Draw Something when they're bored. This is just the beginning. In time, business models, infrastructure, legal environments, and social norms will evolve, and the world will become a very different and dramatically more productive place.

The Revolution will be Mobilized

It's clear that the future of the web is tied to smartphones and tablets and other mobile devices. More and more, people who visit your website will do so from a small-screened device instead of a hulking desktop or laptop.

An Asymco study found that people have adopted mobile phone technology faster than almost any other household technology.

What does that mean to you, the local practice owner?

It means that if you want an effective web presence that supports your practice goals, you need to have a website that supports a multitude of platforms, specifically the smartphone.

In fact, a study from Google found that that 6 in 10 mobile users will leave a website if it's not optimized for small screens.

If your practice's site looks cramped, cluttered, or illegible when viewed on a tablet or smartphone, you run the very real risk of turning away your most valuable asset: your potential patients.

In a weak economy, mobile matters

Think this “mobile” stuff is much ado about nothing? Let’s put this into perspective ...

These are challenging times for patients. More and more competitors are advertising for the attention to rehabilitate consumers.

As a proactive PT business owner, you don't want to give consumers any more reasons “not” to choose your physical therapy practice. Further, you don’t want to add any additional friction to the process of contacting you or mapping your practice location on their smartphone.

Search to Purchase

Studies show that when people use their smartphones to search for information, they’re more apt to take immediate action. They search from where they are (e.g. a doctor’s office) and go immediately to what they find.

According to research from Mobile Marketer, 70 percent of all mobile searches result in action within one hour!

The Numbers Don’t Lie

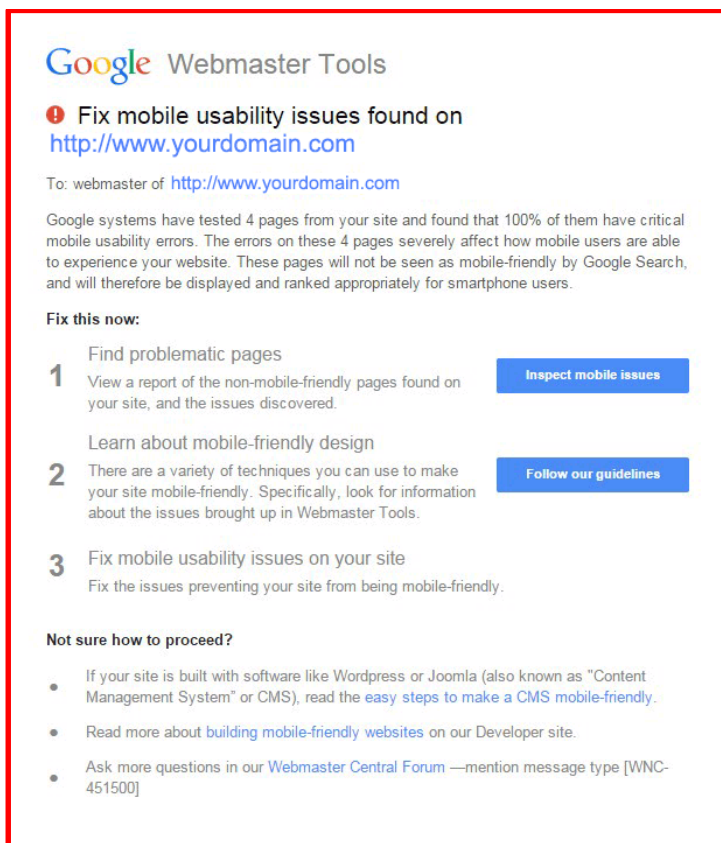
What’s more, E-rehab studies show that 25-40% of all website visitors to physical therapy websites are visiting them on mobile devices...most of which are smartphones. Consider these statistics from a practice with five locations and over the course of a 90-day time period. 1407 visitors came from iPhones...a huge number.

| Hardware Family ▼ | | Visitors ▼ | |
|-------------------|---------------------------------------|------------|-------|
| ☆ | Apple iPhone | 1,407 | 59.3% |
| ☆ | Apple iPad | 514 | 21.7% |
| ☆ | Other (Android) | 420 | 17.7% |
| ☆ | Unknown mobile | 10 | 0.4% |
| ☆ | Other (Windows phone) | 9 | 0.4% |
| ☆ | Apple iPod | 5 | 0.2% |
| ☆ | Motorola Droid | 5 | 0.2% |
| ☆ | Blackberry 9900 | 1 | |
| ☆ | Nokia 206 | 1 | |

*"Web statistics from a 5-location practice." Clicky.
Web. July 21, 2015.*

Google's Announcement is the Linchpin – April 21st, 2015.

In February of 2015, Google began sending mass notifications to webmasters who had websites that were not mobile-friendly. These notifications contained the subject **"fix mobile usability issues found on..."** It then went on to explain that these sites have critical mobile usability errors on a certain percentage of the pages of the website and thus the pages would be **"displayed and ranked appropriately for smartphone users."** These notifications were being sent via Google Webmaster Tools and email.



*"Message received from Google regarding mobile usability errors." Google.
Web. Feb, 2015.*

You Must Have a Mobile-optimized Website

A streamlined website for mobile is a **must-have!** Particularly when you consider that people with smartphones are still turning to search engines to look for information and Google is reportedly penalizing business listings that don't have mobile-optimized websites.

*How does your website look and perform on a small screen?
What kind of experience are you providing to would-be
buyers?*

- ☐ Good user experience
- ☐ So-so user experience
- ☐ Poor user experience

Chapter 7

What All of This Means to YOU!

*Dramatic Change Calls for
a Renewed Focus on the
Fundamentals!*

Alright, let's have a show of hands:

- How often do you research a business online even after you've been referred?
- How often do you choose a company based on the ratings and reviews of that given business?
- How many of you carry a smartphone on a regular basis?

We all do!

And again, these trends are only accelerating.

As much as we might wish they'd go away and let us continue with patient care as usual ... the search/social/mobile paradigm is not going anywhere. It's here to stay.

The important thing now is to ask the hard questions and seek out the answers—even if they shake things up a bit:

- How do these changes impact the way patients (even referring physicians) interact with my practice?
- How do these changes impact my practice's growth?
- How do these changes impact the way I approach the marketing of my practice?

Given all of these revolutionary changes we've discussed—search, social and mobile—you might be worried that you are going to have to make drastic, revolutionary changes in your practice.

That's not necessarily the case.

Our experience shows that ***there are four key marketing systems that need to be optimized in order to maximize growth*** in today's wired, always-on and hyper-competitive marketplace.

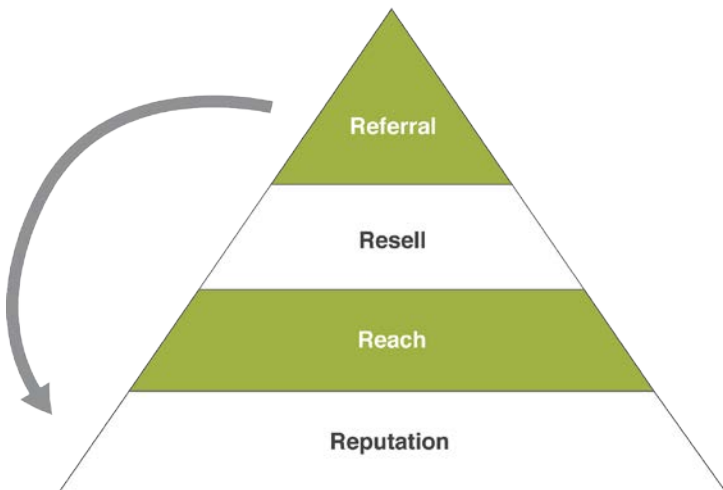
The marketing systems we're about to present aren't even new!

They're not hifalutin' gimmicks that were cooked up in the ivory tower or by some pie-in-the-sky PT marketing guru.

They're proven concepts that have been tested, re-tested and tested again in the marketplace.

Now, sure, some of the tactics have changed, but the strategies themselves haven't.

As it happens, these four essential areas all start with the letter "R."



- **Referral**
- **Resell**
- **Reach**
- **Reputation**

These are the four things **every** practice needs to plan for and optimize to maximize their growth potential.

Case studies and my experience proves that there are no marketing silver bullets, so stop looking. However, combining all of these marketing strategies can have a compounding effect that can ignite growth.

Let's briefly run through strategy and explore how maximizing these **4 R's** could significantly impact growth at your practice.

Chapter 8

R1: Reputation

*What are you doing to
proactively manage, protect and
monetize your most valuable
asset—your reputation?*

The first R is Reputation

As we discussed earlier, it has never been easier for potential customers to find out what others think about your practice. This is both good and bad (depending on what people find).

As you know, nowadays people search online before they buy. We know that people put a lot of stock in what they find and read online. In fact, a recent Nielsen study shows that 74 percent of U.S. consumers choose to do business based on online feedback—even when it's feedback from total strangers!

According to Nielsen's summary of their poll data, recommendations from personal acquaintances and opinions posted by consumers online are “second the most trusted forms of advertising.”

(See figure 1)

Moreover, recommendations from personal acquaintances and opinions posted by consumers online are what people take “action” on as well. *(See figure 2)*






If you are not convinced, consider that in recent studies by Brightlocal.com, they reported that 92% of consumers read reviews and 72% of consumers said that positive reviews were as trusted as word-of-mouth referrals.

Fact is, consumers are reading online reviews for most types of local businesses...including physical therapy!



TO WHAT EXTENT DO YOU TRUST THE FOLLOWING FORMS OF ADVERTISING?

GLOBAL AVERAGE - PERCENT COMPLETELY/SOMEWHAT TRUST

| FORM OF ADVERTISING | 2013 | 2007 | DIFFERENCE 2013 VS. 2007 |
|--|------|------|--------------------------|
|  Recommendations from people I know | 84% | 78% | 6% |
|  Branded websites | 69% | 60% | 9% |
|  Consumer opinions posted online | 68% | 61% | 7% |
|  Editorial content such as newspaper articles | 67% | * | * |
|  Ads on TV | 62% | 56% | 6% |


Neilson: UNDER THE INFLUENCE: CONSUMER TRUST IN ADVERTISING
MEDIA AND ENTERTAINMENT | 09-17-2013

Figure 1

TO WHAT EXTENT DO YOU TAKE ACTION ON THE FOLLOWING FORMS OF ADVERTISING?

GLOBAL AVERAGE - PERCENT ALWAYS/SOMETIMES TAKE ACTION



| FORM OF ADVERTISING | TAKE ACTION | TRUST | DIFFERENCE ACTION VS. TRUST |
|---|-------------|-------|-----------------------------|
| <div>  Recommendations from people I know </div> | 84% | 84% | -- |
| <div>  Consumer opinions posted online </div> | 70% | 68% | 2% |
| <div>  Ads on TV </div> | 68% | 62% | 6% |
| <div>  Branded websites </div> | 67% | 69% | -2% |

Neilson: UNDER THE INFLUENCE: CONSUMER TRUST IN ADVERTISING
 MEDIA AND ENTERTAINMENT | 09-17-2013

Figure 2

Look who's talking (about you)

We've asked practice owners, "Who's talking about your business?"

- Patients
- Prospects
- Competitors
- Disgruntled employees
- Ex-spouses
- Doctors, PAs, Referral Coordinators
- Former practice partners, investors
- Trolls (the permanently unhappy)

This probably isn't anything new to you, and there's a decent chance that, like most of the PT owners I talk to, you are not very pleased about some of the things people have written about your practice!

This brings up a larger point:

Whether it is positive or negative in tone, **most of the content about your practice that is available online is not even being created by you anymore!**

Consumers are critics and publishers now. They all carry tiny "printing presses" in their pockets!

Reputation: more important than ever

To be sure, businesses have always relied on their good reputation.

But the stakes are even higher today because of how easy it is for consumers to find information about local companies before they buy.

What's more, as we've already discussed, negative reviews can get lodged in the search results, hanging like an albatross around your neck and dragging down sales.

Study: 84 percent of consumers take action on recommendations from people they know; seventy percent take action on opinions of unknown users.

Question: Are you "Googleable"? How many pages of Google are you on? (You may include Search, Maps, and Google+ Local citations in your answer)

☐ Don't know

☐ 0

☐ 1

☐ 2–9

☐ 10+

Chapter 9

R2: Reach

*What are you doing to
ensure that more people
know about you today than
yesterday?*

The second “R” is Reach

It’s my experience that ***a practice that wants to grow needs to make sure that more people know about it today than did yesterday.***

If you’re not meeting new people in your community and telling them about your physical therapy services, you’re not developing a pipeline of potential new patients and you are going to see fewer new evaluations in the future as a result.

This sounds pretty obvious, I know. But I’m always surprised when I talk to local practice owners and ask them about their promotional efforts.

When I look at the pipeline-filling activities of local practices, I see mostly a “scattershot” approach (or in some cases, no marketing efforts at all). A campaign here and there ... with only a vague idea on whether they are getting a positive return on their investment.

No wonder *so many practice owners become skeptical of marketing:*

They’re doing it wrong!

Very rarely do I see coordinated, systematic and metrics-driven efforts to reach a wider audience and drive more prospects (i.e. people who are interested in your PT services) through the front door.

But this kind of focused, ongoing and intentional approach is exactly what’s necessary to reach more qualified prospects in a cost-effective—not to mention satisfying!—manner.

A once-in-awhile, ad hoc marketing strategy is not going to get the results you need to achieve consistent practice growth.

Do you have a method to build a continually growing prospect/client list?

☐ Yes

☐ No

☐ We don't have a list

Chapter 10

R3: Resell

*What are you doing to
generate repeat business
and to maximize the lifetime
value of your patient base?*

The Third “R” is Resell

Once you've done all of the hard and often costly work of getting a new patient, you need to make sure to maximize the lifetime value of that patient. Lifetime value is the number of times a single patient could come back to your practice over and over again (e.g. for a neck problem, then a back problem, then a balance problem, etc.).

Whatever metaphor you want to use ... mining your backyard ... picking the low hanging fruit ... the point is the same:

It makes more sense (both financially and from an efficiency standpoint) to fully capitalize on your existing patient base than to be constantly on the hunt for new patients.

In fact, a study from Lee Resource Inc. found that attracting a new customer can cost five times as much as keeping an existing one.

The more value you can generate from each patient, the less you have to spend on marketing, which means you can increase your profit margins and/or reinvest the savings into your practice-- and in turn, make your practice even more attractive to your community!

The result of these efforts, can mean increasing the dollar value of each transaction or increasing the number of visits per episode of care, a greater percentage of returning patients, or upsells to cash-based services.

Dentists are classic examples: They constantly remind their patients of checkups, cleanings, upsell on teeth whitening, braces, etc.

These days there are so many cost effective ways to bring customers back to your practice.

To give you just one example, consider email newsletter campaigns. With monthly costs lower than \$50 to send thousands of messages, and average open rate of 20 percent or more, it potentially costs less than 5 cents per patient to stay in touch with your patients after they've been discharged.

Despite having easy access to new and cool tools, most practices are leaving money on the table because they're not maximizing their resell potential (i.e. potential repeat business that could come from each patient).

Do you ethically (but effectively) prepare patients from their very first experience with you to keep coming back to use your services over and over again?

☐ No

☐ Yes

☐ Not sure

Chapter 11

R4: Referral

*What are you doing to use
your successful
relationships to create new,
organic opportunities so
that you can spend less and
make more?*

The Fourth “R” is Referral

Since you’re doing such a great job taking care of your patients and referring physicians, and keeping them happy, the next best thing you can do is set up systems to maximize the benefit you get from them, right? So that they are doing the marketing for you!

It’s well known that ***if you just leave it up to patients to refer you, very few will—even if they are very happy with you.***

You have to make it very easy—almost effortless—for your happy patients to refer your practice if you really want to maximize the referrals you generate from them.

Referrals make great customers

We all want referrals because they help us save money on marketing, right?

Well, there’s even more to gain from referrals than cost savings:

According to a case study noted in the Harvard Business Review, customers that come from referrals are, on average, *about 18 percent more likely than others to stay with a company and they generate 16 percent more in profits!*

And according to several case studies reported by the website TechCrunch:

People referred by your patients make better customers. (Of course, we know patients referred by doctors also make great customers).

They spend more (a 2x higher estimated lifetime value than customers from all other channels); **convert better**, and **schedule faster** too.

Why are referrals so powerful?

Because the referral source channels the power of **social proof**. Social proof is a fancy way of saying that we humans are easily influenced by each other.

We're pack animals.

When a member of our pack (family) or tribe (physician) recommends a product or service, we take that recommendation very seriously.

Similarly, when someone in a position of power, prestige or authority recommends something, we are very **quick to act** on that recommendation.

You see the applied power of social proof everywhere: in TV ads, when you see a celebrity endorsing a product; on the radio, when the person hosting the pledge drive tells listeners that so-and-so donated \$50 to NPR; on the back of a novel you're reading, when you see testimonials from other notable authors; and on the web, when you visit sites like Yelp.com to read consumer reviews of local restaurants.

Moving from passive to active, ad hoc to systematic

Almost without fail, other than visiting doctors on a "semi-regular basis", ***most practices I talk to have no clear referral generation system.***

They essentially think that referrals are something that you simply wait and hope for ... but ***the reality is that referrals don't just happen, you have to go out and get them!***

And if you're going to spend the time collecting them, you need a system that effectively channels your efforts into tangible results.

How many formal, written referral-generating systems do you currently have with prospects or potential referring physicians? (Check one)

☐ 0

☐ 1

☐ 2–5

☐ 6+

Chapter 12

What are You Missing?

*I see a widening gap
between physical therapy
practices that get it and are
dedicating dollars to
market online and those
that aren't. Many feel left
behind and frankly want
help...but don't know where
to start!*

The problem is that many PT owners are operating without even being aware of the 4 major drivers of consumer buying behavior or the four strategic marketing R's, and how they can impact your practice.

Let me show you some examples ...

First, as I mentioned previously, it's common for a PT website to get

150-300 visitors per month. Furthermore, in a report by Real Strategic, where they surveyed over 350 consumers, they reported that 9 out of 10 consumers visit a business website before any transaction occurs. Here's the most important part for PT practice owners to understand. Patients visit your website before they come in *even when they are referred*. Take a look at this website. Does it make a great first impression?



It makes no sense in a service business, like physical therapy, to make a poor first impression with a low quality website.

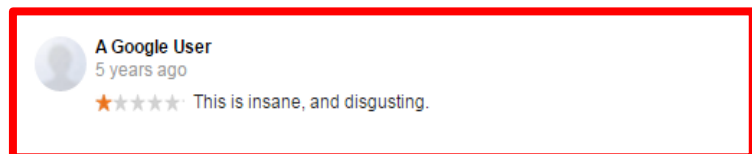
I previously listed numerous reasons regarding the value you can derive from a good physical therapy website. Bottom line, you need a great website. A good website is affordable, a tremendous marketing multiplier (offers value in a variety of ways), and is the hub of your online marketing strategy.

Don't make the mistake of having a sitting-there-doing-nothing website that's only a static online brochure.

Second, if you aren't effectively and proactively managing your reputation, you may not be aware of comments like this being made about your practice:



Ouch. That hurts. Comments like these will negatively impact how others view your business in the marketplace. According to Nielsen, user reviews are "the second most trusted form of advertising."

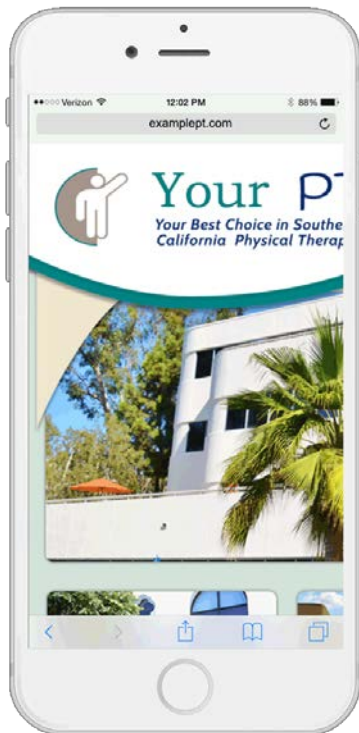


Is this a disgruntled employee? A patient that was forced to pay their bill because they didn't read the fine print?

Moreover, I discussed trust and advertising. Recall that I presented studies that demonstrate the importance of your

online reputation. Neilson Global repeatedly reported that online ratings and reviews, are the second “most trusted” forms of advertising. Clearly, your online reputation is very important.

Third, people are looking at your practice website on their smartphones. Is your website is showing up like this?



No one has fingers small enough (or patience enough) to navigate this web page. A study from Google found that 60 percent of users will leave a website if it's not optimized for mobile.

While your competitors' mobile websites are showing up like this:



People will stay on your competitor's website if it's optimized for a smartphone.

How You can Quickly and Easily Address These Issues

75

“Booked Solid” by David Straight, DPT

To summarize, we reviewed some major changes or **“drivers”** of consumer behavior that impact the way potential patients interact with your practice.

They are:

1. Your Patients are Online
2. Your Patients Use Search Engines (including seniors or the adult children of seniors) Research Healthcare Businesses
3. Many of Your Patients are Using Social Media
4. Your Patients Have Smartphones (mobile devices) and are using them to connect with you.



Your Patients are Online



Your Patients Use Search Engines



Your Patients Use Social Media

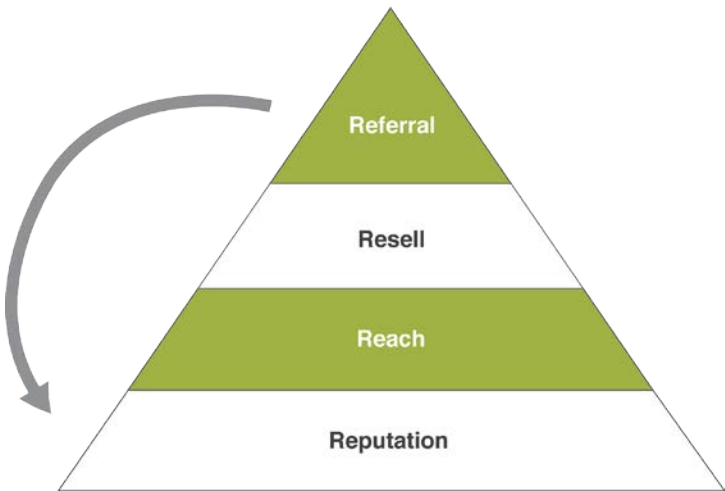


Your Patients Have Smartphones

Next we discussed the four R's and how practices that are focusing on these four fundamental marketing strategies can

realize a significant increase in business. Again, the four R's are:

- Reputation
- Reach
- Resell
- Referral



Four strategies that can help you successfully grow your practice.

Let me tie it all together here with some ideas ... I obviously can't give you all of them in the space of this small book, but let me share some of them with you now:

- Get ranked on the search engines. This is where a vast majority of your patients will start looking for you.
- Control the first impression and make a lasting impression with a great website. A website helps you improve your *Reach*, boosts your *Reputation*, and can facilitate *Reselling*, and *Referrals*. It's a tremendous marketing multiplier.
- Control your own reviews with your own review strategy before others control it for you. This is, of course, the first strategic R...*Reputation*.
- Create a separate mobile site for your practice that is optimized for mobile. This helps improve your *Reach*.
- Realize lifetime value of your patients by staying in touch with them after discharge. An email newsletter that keeps your name in front of them helps you *Resell* your services to your past patients and could trigger *Referrals* from them, as well (remember, *Resell* & *Referrals* are two of the strategic R's).

Is your practice being left behind?

Now, if you fall into the category of practices that are not proactively working with these technology changes and marketing systems, **you are only going to see things get worse over time.**

These changes, though recent, are now a permanent part of the competitive landscape.

The gap between the practices that “get it” and those that don’t is widening at an accelerating pace.

You can look at any industry and see examples of the handful of practices that are really pulling away from the pack, and those that are falling behind.

It’s time to go ‘all-in’

Do you have someone that is helping your practice in these areas?

Or are you kidding yourself into thinking that you are going to try to do this by yourself or with the very part-time effort of one of your employees that has no *online* marketing background? That’s not going to cut it.

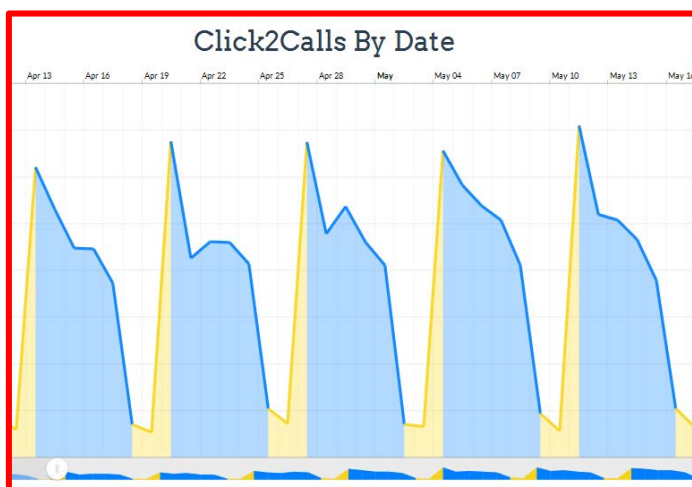
Do you watch “Parks and Recreation”? To paraphrase the wise Ron Swanson, ***you can’t half-ass two things. You’ve got to whole-ass one thing.***

If you’re struggling to fit everything into your calendar already (as most practice owners I talk to are), you’re probably not going have the bandwidth to optimize the four R’s. Either something else has to give, or you need to enlist a friendly expert, that knows the PT market, to help you!

Answer the call

Get this: according to data from Google, **61 percent of local searches on a mobile phone result in a phone call.**

Moreover, in the chart below you can see that our data indicates that PT mobile websites generate multiple calls every month (more calls occur on Mondays than any other day of the week as indicated by the peaks).



Finally, between Feb. 2015 and July 2015, we had **51,000 click to call actions** on our customers' mobile websites. That's hard proof of the value of a mobile optimized website.

Are you ready, both literally and figuratively, to answer that call? Or are you going to let it ring until one of your competitors picks up the phone?

Do you want to grow your practice, get off the referral rollercoaster, and secure your future?

It's not your fault...

You didn't learn this stuff in PT school. You need support. You need an expert on your side. You need to leverage the time of others to help free up more of your own.

Look, POPTS, big corporations and hospital systems don't play fair. They monopolize the referrals before you even have a chance.

The good news is that the strategies (the Four R's) and the marketing tactics (websites, search marketing, reputation marketing, mobile websites, and email newsletters) I discussed in this book can be implemented by **any practice owner**.

The best part is that POPTS, hospitals, and many big-box corporate PT practices don't even understand these concepts yet. Take a look at the reputation of your local hospital PT practice. I've seen many bad reviews for these companies.

You can get a leg up on the competition.

If you continue to do the same thing next month and next year as you are doing today, can you really expect anything to change?

If you want to be successful with marketing, you need consistency. John Maxwell's law of consistency says, "Motivation helps you go, disciplined action helps you grow." Motivation and discipline are the key components of consistency.

That's how my company, E-rehab.com can help. We can provide quality consistent marketing strategies & tactics for you.

So I ask you, "Are you ready to answer the call? Or are you going to let it ring until one of your competitors picks up the phone?"

If you're ready to make a shift ...

You may realize that you need to make a change, that you aren't growing like you should, that your current approach to marketing is not working, and that **you are committed** to getting past your current income limits.

If so, I would be interested in talking with you to see if there is potentially a good fit to work together.

And we are particular about who we work with. We only work with physical therapy owned practices (no POPTS)! Many have called us crazy because we leave revenue on the table, but we are completely committed to physical therapy private practice owners.

We work with clients that have a deep desire to be successful or are already successful and are looking for strategic ways to be FAR MORE successful.

We work with clients that have the mindset and resources to handle the level of growth that is possible to achieve.

What to do next

If you understand the benefit of what you've read in these pages, then I'd encourage you to contact me immediately. From there, we will set up a follow up phone interview to see if we are a good fit to work together.

This phone conversation is not a guarantee we will work together. But it is a necessary first step if we are to work toward achieving the growth you're capable of!

How to contact David Straight, DPT, Co-owner of E-rehab.com

Pick a method, any method:

- Phone: (760) 585-9097
- Email: dave@e-rehab.com
- Website: www.e-rehab.com

I look forward to hearing from you!

Appendix

What Are You Doing to Optimize the Four R's?

Reputation: What are you doing to proactively manage, protect and monetize your most valuable asset—your reputation?

Reach: What are you doing to ensure that more people know about you today than yesterday?

Resell: What are you doing to upsell, cross sell and repeat sell to maximize the lifetime value of your patient base?

Referral: What are you doing to use your successful relationships to create new, organic opportunities so that you can spend less and make more?

About the Author



David Straight is a doctor of physical therapy with a Master's degree from Chapman University and Doctorate of Physical Therapy from the EIM Institute. He was one of less than 5% of all physical therapists to earn board certification in orthopedics and opened 4 physical therapy practices in the North San Diego area. Over the course of his clinical career, he discovered that his profession and the value he provided his patients was largely unknown by his community. So, he made it his mission to help his colleagues increase awareness by providing a suite of online physical therapy marketing tools. He developed an international online marketing agency that has served over 1000 clients in the United States and overseas.

The PT market is changing. Those that sit on the sidelines will struggle. I hope this book motivated you and you have gained an understanding of:

- The four main drivers that have shaped how consumers interact with your practice.
- The four strategic R's and how you can leverage these four important marketing strategies to grow your practice.
- The fundamental online marketing tools that all physical therapy practices should leverage to grow their business.

There's a massive need for your services. Take action now and best of luck to you!

David Straight, DPT

Discover the **"Secret Online Formula"** that the Most Successful Physical Therapy Private Practice Owners Use to Fuel Growth and Outperform Their Competition

"BOOKED SOLID"

THE FAST, EASY & AFFORDABLE WAY
TO USE **THE INTERNET** TO DRIVE
MORE PHYSICAL THERAPY
PATIENTS IN THE DOOR

Here's what implementing a marketing system has done for some of our clients:

"Across our five practices, we've increased our referrals by almost 20 percent since we implemented a solid marketing program with David."

- *Paul G. Physical Therapy Practice Owner*

Eleven percent of my total patient volume comes in because of our online marketing efforts. Thanks to Dave and his team.

- *Robb B. Physical Therapy Practice Owner*

"They've made my business go through the roof! It is good to know that I have a support team for my business and they are there to answer my questions."

- *David C. Physical Therapy Practice Owner*

"I've tried many other marketing programs without much success at all.

All I can say is that if someone is looking for new patients, this is the way they should go. I get 8-10 new patients/month with E-rehab.com"

- *Randy R. Physical Therapy Practice Owner*

"I've had great results with meetings growing my practice. It was turnkey!

They created a relationship building website, built my reputation online, ranked me on Google, and created a referral generating letters for doctors and high quality patient newsletters to stimulate repeat business."

- *Stephen M, Physical Therapy Practice Owner*



For more information about how E-rehab.com can help you, call us at (800) 468-5161 or visit us at www.E-REHAB.com