

How Physical Therapists Can Get More Patients Weekly — Content Extract

Using ads + automation without lifting a finger.

This Is For You If You're a PT Who...

- Wants more consistent bookings.
- Is tired of depending on word-of-mouth.
- Wants to grow without working more hours.

Why Most Physical Therapists Struggle to Grow

- Relying on word-of-mouth or doctor referrals.
- Unpredictable schedule & patient flow.
- No-show appointments and unqualified leads.
- No time to run ads, follow up, or build funnels.

How Physical Therapists Can Attract More Patients Weekly

#1 Advertise

#2 Capture

#3 Notify

#4 Follow Up

Targeting Injured, In-Pain Locals Near Your Clinic

Audience profile fields: Age, Gender, Location, Relationship, Parent, Education, Income, TV Shows, Music, Events, Places They Eat At, Books, Who They Follow, Political Party, Job Title, What Groups They Belong To.

FB Meta Business Social Media Ad

Example ad shown: NovaCare Rehabilitation — "Your everyday tools require extraordinary care. Experience the power of hand therapy." Started running on Mar 1, 2025. Platforms: Facebook, Instagram, Messenger, Audience Network. This ad has multiple versions.

Second example: NovaCare Rehabilitation — "Movement is the vibe to thrive. Keep moving through the power of physical therapy." No prescription, no problem. Schedule today.

FB Meta Business Page for Ads

Make FB Business Page.

Example shown: BodySense PT (Physical Therapy) — 1K likes, 1K followers. Cover image message: "Opioids are largely ineffective for low back pain. Choose physical therapy." — Choose PT, provided by APTA.

Create Landing Page for Ads

Make landing page for lead capture.

Example headline: "Finding Root Cause — Uncover the Source of Your Pain." Sub-copy: "Our expert therapists go beyond symptoms to identify and treat the underlying causes of your discomfort, ensuring effective and lasting relief." CTA button: "Make An Appointment."

Create Thank You Page for Ads

Example of thank you page shown (illustrative/generic example, not client-specific).

Here's Exactly What It Takes to Launch Your Lead System

One-Time Set-Up Fee: \$5,000 — 13-month package covering custom FB ads, landing page, automated lead generating, running approved ads, and creating strategy.

Monthly Fee: \$2,100 — includes 50% of the advertising budget and 50% of the agency fee.

"I dedicate activations to Thursdays. With payment today, we can start setting up as early as Thursday of this week. Ready to start?"

Choose Your Launch Plan

Standard — \$1,200/month (Due EOM). \$1,500 Setup (Pay Today). Basic Funnel + Calendar. Simple Email/SMS Follow-Up. 1 Campaign Launch.

Growth (Popular) — \$2,100/month (Due EOM), dedicate Thursdays to activation. \$5,000 Setup (Pay Today). Custom Funnel + Calendar + CRM. Full Email/SMS Automation. Up to 3 Campaigns/Month. Live Analytics Dashboard.

Scale — \$3,500/month (Due EOM), dedicate Thursdays to activation. \$7,500 Setup (Pay Today). Everything in Growth + Ad Campaign Management. Ongoing Optimization & Strategy. Multi-Channel Support.

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