

Vid 1:

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If you offer ketamines or TMS, do not hire a marketing agency before you watch this video. There are three red flags that you must look out for before you hire another marketing agency, so you don't waste thousands of dollars on empty calendars and excuses. So, red flag number one is the 90day myth. Agencies will tell you that it takes 90 days to see results, that the algorithm needs to learn, that the ads need to optimize, we need to find the right target audience.

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It's complete And here's the truth about results. you can tell within two weeks, especially in a local area, whether your messaging and ads are working. If agencies hide behind 90 days, they're just buying time, not driving results. Red flag number two is focusing on the wrong metrics. Okay? If your marketing agency brags about lowering your cost per leads, it doesn't mean anything.

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If these leads are cold, they're not qualified, and they don't even know who you are when you call them. There's only two metrics that matter. One is what's your cost per patient in chair, and the second one is ROI. For every \$1 that you put into marketing, how much did you get back? Anything besides these two metrics doesn't matter.

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And red flag number three is using the same generic ads that everybody uses. The same stock photos, AI generated smile, generic captions, spado images, brain versus brain, and just copying and pasting it on all clinics across the nation. In the end, patients do not believe generic ads. They do not care about your insurance approval. They do not care about spado.

00:01:24 - 00:02:24

They only care about healing and believing that they can heal. What you need to do is show yourself. Be authentic. Film video ads. Yes, stand in front of a camera. Build trust with your clients. Build authority. And then you'll generate qualified consultations. Use real faces, real stories, real results of your patients that actually healed because that's what's going to make your potential patients believe that you can actually help them and not this disgusting spado ad or brain versus brain ad. This is not going to get the work done. But what's the alternative? Very simple. You find a partner that focuses on three main things. One is patient in chairs. Okay, you measure actual patients, not vanity metrics like clicks or impressions. Number two, transparent report. You're going to get clear data that you can understand and trust. No marketing jargon or

hidden numbers. And get a marketing partner that is going to push you outside your comfort zone and it's going to make you do things that you don't want to do, but are necessary for your success, such as creating video ads that showcase your expertise and uniqueness to attract qualified patients. It's not easy, but these are the things that need to be done if you want to grow your clinic. And that's exactly where we come in. Hi,

00:02:26 - 00:02:38

my name is Oral Moore. I'm the founder of Live Formita. We're a marketing partner that helps clinics like yours grow by creating ads that resonate with patients, build belief inside them, and guides them towards healing. Now, I know your time is valuable, so I want to make this extremely short.

00:02:38 - 00:02:52

Here's our offer to you. The only thing that you need to do is very simple. You need to invest \$35 a day in ads, which this does not include our services, just to be transparent. Second thing that you need to have is a responsive front team that can call the leads within 15 minutes. And the third thing, just do what we tell you to do.

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If it's filming simple video content, if it's getting testimonials, we're going to give you all the tools, okay, and all the resources to get these things done. You just need to implement and we're with you in every single step of the way. And the most important thing, there's no long-term contracts.

00:03:04 - 00:03:18

There's no 90 days to see results. If you're not happy with our services within the first 30 days, you'll get all your money back. So, if you're interested, the only thing that you need to do is click the link below, answer a couple questions. If you qualify, you'll get a link to book a call with me.

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So, make sure to do so, and I will see you soon. And by the way, we only onboard six clinics per month because of the simple fact that we are a small company and we're not a huge corporate premium agency and we want to give extreme focus and attention to every single clinic that we work with. So that's the reason.

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So, if you're interested, click the link below, answer the questions, book your call, and I'm going to talk to you

Vid 2:

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Okay, so if you're a clinician that's offering ketamine treatments, psychedelic treatments, TMS, Bravado, or any of these medicines and your ads are not getting you leads or they're getting you leads and they're very bad, I want to explain to you exactly why it happens and how you can actually fix that in 2025 and beyond to get patients and in the end heal the world because that's what you do.

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So give me 60 seconds and let's go over this. So a very important thing to understand is that you're not selling furniture or roofing, but your ads make it sound like you are. And what do I mean? Most clinics talk about things like FDA approved treatments, insurance cover details, rapid symptom relief, and warm environment insuranceances.

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And while these things are not wrong, they're just not getting the result that you want. Because patients do not care about how their brain looks like when they're depressed. Why do they not care about that? Because of the simple fact that they believe that they cannot heal. Okay? Anti-depressants are FDA approved. SSRIs, all these things, therapy is obviously FDA approved.

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And they've tried these things yet they didn't heal. And not that they didn't heal, they're also being labeled as people that have treatment resistant depression, which means that depression is a part of their core identity now. So if you come and tell them, hi, we have an FDA approved treatment to relieve your depression.

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They will think, why would I believe you? Why would your treatment make anything different for me? I've been identified as a person that has treatment resistant depression. So how is your solution different exactly? And that's the key thing to understand here. If they have the belief that they cannot heal, then your marketing will never work because they cannot see how your solution is different.

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So, how can you actually fix that? By making them believe. And that's where the belief bridge method comes in. So, how does it work? With three simple steps. One, you need to challenge that conviction that they're beyond help or that nothing will work for them. And you need to also provide evidence that it will work for them.

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Second thing that you need to do is build new hope and create a vision and future and life in their head in which they are healed and that they live a good life. And the third thing that you need to do is actually guide them into action. Because when you're depressed, you don't really want to do anything. Everything in life is way harder. You need to put on a mask.

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You need to live life as you're this type of actor, but you don't really want to do anything. So, you need to nudge them and make them take action in order for them to feel better. And just for you to understand this actually works, I want to show you here at this clinic that we started working with a month and a half ago.

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And we got them 122 leads for \$11 a lead for leads that went into a landing page. So they read an ad, they pressed on the landing page, and they left their details. And they also needed to answer a questionnaire. We needed to qualify them as well. So these are qualified leads that went into a landing page and left their details.

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And we got them \$11 leads. And I don't know if your marketing agency is telling you what's your cost per lead, but this is extremely good. So, how can you get these types of results as well? That's exactly where we come in. Hi, my name is Oral Moore and I'm the founder of Live For Media.

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Here's a nice picture of me four years ago being a corporate slave. In the past four years, I've managed over \$1 million of paid ad campaigns across 63 industries, including healthcare and wellness. First, I'll be honest. I chase marketing for the freedom and thrill of building campaigns. I worked at a marketing agency, as you can see here, and then I opened up my own.

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Didn't really find any purpose in my work. I just did it to make money and because it was fun and I had all the freedom in the world to work from wherever I wanted whenever I wanted.

Nobody needed to tell me what to do. But then something serious happened. One of my closest friends who is still a close friend today as you can see in the picture here.

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His name is Idan has developed a painful um dependency on anti-depressants. Today he's 21 and he's still stuck at the exact same place because his doctor tells him to keep going and the system doesn't want to change his path and he's too scared to change paths on his own. And that's exactly why Live for More Media was born, to help clinics like yours restore belief and hope before the first consultation ever happens.

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And I have a nice no-brainer offer for you now. We're going to get you 10 qualified consultations in 30 days or you don't pay us a single dime. The only thing that you need to do is three simple things. One, you need to invest just \$35 a day in targeted ads that we're going to create for you.

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You need to have a responsive front desk that will call the leads immediately within 15 minutes. And you need to film authentic videos. We're going to edit the videos. We're going to write the scripts. The only thing that you need to do is film it from your phone. We're going to give you the guidelines and help you in every step of the way.

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And if you don't get you at least 10 consultations in 30 days with patients that are genuinely seeking treatment, you don't pay us a penny, and we're going to refund you all of your money back. There's no contracts and no obligations. So, if you're ready to actually transform your patient acquisition process, make patients believe and grow sustainably, and also make a nice profit, all you need to do is click the link below.

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A note is that we only take six clinics every month because we have a small team. We're not a huge corporate company and we don't want to be a huge corporate company. We want to give you guys full attention and focus so you guys get results and we actually achieve the main goal that we want and that is to help people heal.

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So click the link below now and leave your details. After you leave your details, you're just going to have to book a call. And if you book a call with us in the next 48 hours, I'm also going to

send you a nice gift. And that gift is me reverse engineering the marketing campaign of a ketamine clinic owner that's making \$100,000 a month.

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It's extremely valuable. I believe it's going to give you a lot of value. you're going to understand exactly how the belief bridge method works from that. So, as I've said, just click the link below, leave your details. After that, book a call and we're going to talk soon. Thank you so much for watching up until

Vid 3:

00:00:00 - 00:00:18

Today's video, I'm going to analyze a clinics funnel that is offering ketamine treatments that is making at least \$100,000 a month. I'm going to show you exactly what they do in their marketing, their ads, their funnel, everything, and what you can take from that to implement it inside your clinic so you can grow as well.

00:00:15 - 00:00:40

If you don't know me, my name is Oral Moore. I'm the founder of Lift Form Media, a marketing partner that has one simple goal, and that is to help you help other people feel happy again. In the past four years, I've worked with over 150 clients in 63 different industries. And I've decided to pivot specifically to your guys' market because I've seen firsthand what anti-depressants and conventional therapy do to people.

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I have a friend of mine who's currently on anti-depressants for two years and he's not the same person anymore. I know that you guys have the tools and you have the services and you have the options. You can heal people, okay? You can help people feel happy and normal again without relying on anti-depressants or conventional therapy. that does not really help.

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Let's be real. So, without further ado, let's get right into it. What we're going to do now is analyze every single step of his marketing funnel from the ads and all the way through us booking a consultation. So, the first thing that you can see here on the screen is his ads library.

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And the ads library is a tool that you can use from Facebook to see what kinds of ads your competitors are running. I'm using this tool all the time to see what my competitors are running for me and for my agency and also to see what other ketamine clinics are running. And thus far, this clinic is doing the best job that I've ever seen when it comes to advertising.

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So, let's take a look at what they're doing here. And I want to focus specifically on this ad here on the left because I think it's extremely great. This is a patient testimonial ad. So, I want us to listen to it and see what you can get from this. dating to me every day. I was suffering from extreme migraines.

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Really has played a major role in my life for the last 17 years. I was missing a lot of work. I really had no interest in doing anything with friends. I don't think I had cooked a meal for myself in my kitchen for 3 to four months. It was bad. Medications just kind of seemed to not do the trick either.

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When I walked into Alpha Omega Clinic, I felt the peace in that clinic to be able to heal. I have now scored zero to maybe one point on a depression and anxiety scale. My mind feels quiet. I am no longer taking medications to sleep every single night and am off my depression medication and it has given me the ability to process and think rationally about stressful situations that might occur.

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It has changed my outlook on life. I am ready to jump back into this thing called life and keep going. So this ad is incredibly good because it goes through a journey. You can see from the start of the ad that Emily is talking about how her life her life was before she met Alpha Omega Wellness. She was talking about that she was dealing with depression for 17 years.

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She tried medication. She didn't want to go out with friends. Things that people that deal with depression feel every single day of their life. And then she shows that it changed and it changed because of Alpha Omega Wellness. She said that their her mind is quiet. She's not using pills anymore.

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She's not using medications. And that she's ready to feel life again and try out life again. And this is super super important for you to understand in your ads. You have to make sure that your patients go through a journey. Okay? You need to make them feel like there is hope because they've tried everything in the past. They've tried medications.

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They've tried all of that. People are usually dealing with depression for 17 years, 20 years, 25 years, and not finding relief. And even worse than that, they're being labeled as people that have treatment resistant depression, which makes them feel that in their head, this is their personality now.

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But it's not true because you guys can actually heal them and build hope with them. And the way that you do that is by using ads like these. And this ad is great. So you can see there's two components to the ad. One is the hook here. And the hook is extremely important. Emily what is was at her last straw until IV Academy relieved her anxiety and depression and gave her a new outlook on life.

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So this is a great hook. It doesn't call out specific people. It doesn't violate any of Meta's policies. It indirectly targets the people that need you. Okay? So that's a great hook. I specifically would not use all that long copy because the video mainly does it all, but maybe it works for him.

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But this ad is an incredible ad. Now, I don't want this video to be too long, so I'm going to touch one more ad that I think is amazingly well written. Okay, so the other ad is a personal story ad, which is extremely strong. So, if you've dealt if you were dealing with depression in the past and you have a personal story, you have to create an ad like that.

00:04:23 - 00:04:47

And so, let's see what's going on here. He said one how one round of ivketamine shifted my brain from depressed to hopeful without temporary fixes or costly daily meds. So again he talks about how this solution has shifted my brain from being depressed or being in this uh in X state without temporary fixes or costly daily meds.

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So he's targeting people indirectly. He doesn't violate Meta's policies. You can see he talks here about he's been a doctor for 20 years, an ER doctor and he helped thousands of patients and this is building his authority. And then he says that getting depression into remission came to one key factor that most people overlook.

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And what does he do here? He makes people keep on reading because you can see here on the next line he doesn't reveal what that is. He then just reveals his story and he wants to do that because he wants to keep people on reading. After he says that line, he then starts talking about his personal story.

00:05:15 - 00:05:38

He talks about how he has adult ache. He felt like his relationship suffered. Self-worth sabotaged. Parenting was unstable, which is a very hard thing for people. And then he uh went to see a psychiatrist and then he ended up being on the farm let you know everything. He tried everything, side effects, all that stuff. And then he said that he needed a better solution.

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And now he creates the bridge. After he said that he wanted the better solution and he went through all that pain and suffering, he reveals what that solution is. And that solution is ketamine therapy. He talks about how his life has changed. And this is what you guys need to do as well.

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You need to create a journey inside your ads. Making people understand that you know what they're going through. You know that they've tried mates. You know that they've gone through the farmer roulette. I really like this uh this term and then make them understand that there's a better solution.

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He explains like how ketamine acts as a bulldozer filling uh ruts and allowing for new healthier patterns of thoughts to emerge. And then he explains exactly this is why ketamine is different than everything that you've ever tried in the past. And then he has a call to action, which is very good because most people have a call to action only in the end of the ad, but you want to have a call to action in the middle of the ad, especially if it's long to get people that are ready to take action to take action.

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Then he says, "Okay, here's what you can expect. An immediate feeling of relief after the first infusion, 75% reduction in depression." He's basically talking about all these benefits that you're going to experience as a result of ketamine. And then he has another call to action and he has the last part of the ad that their biggest regrets like the patients biggest regret was waiting staying on the farm let and never truly feeling better and not realizing that solution was to heal their brain.

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So he's creating internal urgency which is way stronger than actual uh external urgency. So external urgency, as I said, is oh, we have sp five spots left for our clinic. And internal urgency is making people understand like if I don't make this decision now, I'm going to keep on suffering for the rest of my life.

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And he's doing that amazingly well here. And you can see here that he has a picture of him and his family, which is extremely cute in my opinion. Now, after we covered the ads, which I know was a kind of a long part, but I believe it gave you a lot of value. And if you have any questions, by the way, uh, leave them below.

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We're going to go inside his landing page. By the way, if you want to grow your modern mental health clinic and you feel like you've been burned by an agency in the past and you're not getting the results that you want, we are only working on a result basis. So, if you don't get results and results are prepaid booked patients or patients in your calendar, we are not getting paid.

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Okay? So, you have no risk. So, if you want to see if you qualify, click the link in the first comment or in the description and we're going to talk soon. Okay? So, let's talk about the banger of a landing page that he has here. You can see that again he adds a hook here for the landing page.

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Just as you have a hook for your ad, you have a hook for your landing page. And the hook says reduce depression and anxiety in 3 weeks. Feel the difference with ketamine therapy risk-free or your money back. So what does he do here? Okay, he said that you're going to reduce depression and anxiety in 3 weeks.

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He gives a time frame in which you're going to feel better, which you know gives people clarity and certainty. And he says that if you don't feel any difference, you're going to get your money back, which is exactly the component that you want to have in your advertising specifically for ketamine.

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Maybe you cannot do that with TMS or Spvado, but with ketamine because it's cash paid, then you can do that. Then he says here, if you receive two out of your six infusions, do not experience improvement, and you wish this to discontinue, we will refund you the entire package cost. So this guy here knows exactly that after two infusions, people are going to feel immensely better.

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And that's why he doesn't have a problem to offer money back. And you should not have a problem doing that as well, unless your service is bad. Now, another thing that he does here, he has this thing called a VSSL, and it's called a video sales letter, which basically educates people more and warms them up more and teaches them more about ketamine.

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And this is extremely important for you to do inside your clinic to make sure that people are warmed up and they are leaving their details when they're high intent and they're not forgetting who you are after a single hour. He has an amazing video here that is again extremely well produced and written.

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Even though he has doesn't have the best video quality, it doesn't matter because his writing and his messaging is doing the work. Okay? And I'm not going to go and analyze this here because it's going to make the video be too long. But what you want to focus on is that you can see he has the hook, he has the video, he has the guarantee, and after that, he has a call to action.

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So, it's extremely extremely simple. That's the buildout that you need. You need a good hook, a good offer, you need a guarantee to make people feel that there's hope. You need a VSSL, a video sales letter to warm them up even even more. And then you want to have a call to action. After that, he talks about what they're going to get in their treatment.

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So he has like five or six bullet points here in which he talks about what's going to happen. And then another call to action. After that, he has more testimonials to build again trust with people because you need to build trust and hope with your patients. I'm going to say that 10,000 times in this YouTube channel and even if you work with me, I'm going to say that a million times. Okay? So he has the hook here.

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He has the guarantee. He has a video sales letter. Then he has a call to action. After that, he has what they're going to get inside the visit, which is, you know, rapid symptom relief, immediate emotional lightness, and he talks about the benefits, which are extremely important.

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People do not care about your FDA approvals or if it's covered by insurance, and they do not care about ketamine and how you infuse it. They care about how they're going to feel after they do the treatment. And after that, he has more testimonials to build more trust. And then he just has his map here. And that's it.

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It's completely simple. So, that's the landing page. Now, I want to show you what he does after you submit your information. So after you submit your information, they don't just let you go and say like, "Oh, we're going to call you soon. Expect a call from us." They actually push you to book a consultation yourself.

00:10:46 - 00:11:10

And they have a calendar here, okay? And which you can actually book on your own. And on top of that, they have videos here that explains to you how ketamine works and why ketamine works and what packages do they offer. They build immense, immense clarity with you before you even book your call.

00:11:06 - 00:11:27

So they push you to take these steps and warm you up before you even come to the clinic or talk to the front desk team. And after that they have again more testimonials here. And after every single testimonial they have a call to action. See how systemized this is incredibly incredibly good. Okay? So they have again testimonials and that's the end of the page.

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And now they have your details and if you decide to not book a consultation on your own, they're going to call you and book them uh uh book you themselves. But still they put this option here and they also going to educate you on why it works and how even works and all that stuff too which is incredibly important.

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So the p so the things that we have here in this scheduling page is one they make you schedule yourself instead of waiting that you're going to call them and two they also warm you up and educate you more by showing you how kimon works why it works and what packages do they offer and again they have testimonials here and after you book your call if you do book your call they put you in this thank you page in which again they have uh this confirmation here and they have videos that educate you and they also tell you what to expect next. Now, how do they actually structure their pricing? The way that it works is extremely simple. When you book your call, somebody from the front desk team is going to talk to you and they're going to book you to a \$29 consultation. The purpose of the consultation is basically a sales pitch to understand where you're at now, understand what you've tried in the past, get your pains, and then sell you on the big treatment. Okay? So, what they're doing is putting their foot in the door with this \$29 consultation, and then upselling you on the back end. And if you do not know what an upsell is, it's

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basically getting people from uh purchasing a small or sample product to a very high ticket product. Okay? It's on one leg. It's not extremely accurate, but just for you to grasp the concept of it. So, as I've said, you have a consultation for \$29, which is basically a sales call, and then after that, they uh are going to sell you the \$3,000 uh treatment package and whatever that is. And that is basically it.

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That is how you build a funnel that makes \$100,000 a month with your clinic. It's not that difficult. It's not easy, but it's extremely simple. And the main things that you need to focus on, remember, is that you need to make sure to educate your patients. You need to make sure that you touch their emotional points in which they're suffering.

00:13:18 - 00:13:37

And you need to build hope with them. Okay? It's extremely important. And the way that you build hope is, as I've said, you can use a personal story, testimonials, stories of other patients that have done uh well, and that is basically it. It's extremely extremely simple. You don't need to break your head or bang your head through the wall.

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And if your clinic marketing did not work up until now, it's because you did not structure your ads and your funnel and your marketing funnel exactly like that. We've spent hundreds of thousands of dollars and worked with over 150 clients. And this is exactly how you build a great marketing campaign.

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And this is exactly what we do to our clinics that work with us. So, if you are an owner or a clinician that offers ketamines, bravado or TMS and you want us to build you this exact funnel and even better because it can be improved, then all you need to do is leave your details below in the first comment.

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Just click the link in the first comment and qualify to see if we can work together. And that is uh basically it. If you like this video, okay, make sure to leave a comment, make sure to share it, make sure to send it to your colleagues or whatever. And I hope it was extremely valuable.

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Also, I would love you to give me some feedback in the comments to see how I can improve these videos in the future and give you even more value so you can grow your clinic whether you pay me money or work with me or not. I hope you have a great rest of your day and keep on healing. Thank you so much.

Vid 4:

00:00:00 - 00:00:22

past month, I've done research on over 30 clinics that offer ketamines, bravado, and TMS, and I've seen the ads firsthand. And these ads are just horrible. Okay? They're horrible. And in this video, I want to show you exactly how to build a good ad that will actually resonate with your audience, build hope with them, and in the end, we're going to make them take action to book a consultation with you.

00:00:19 - 00:00:38

If you don't know me, my name is Ourel Moore. I'm the founder of Lift for More Media. In the past four years, I've worked with over 150 clients in over 63 industries. I've joined the modern mental health space two months ago, exactly two months ago by the time I'm making this video, which is the 22nd of May, 2025, because of a simple reason.

00:00:34 - 00:00:51

I have a friend that's on anti-depressants. I've seen what it did to him firsthand. Okay? And as I discovered you guys, I know that there's a better solution. There's a better way. So, I want to use my knowledge and my experience to help you reach the right patients and actually change the world.

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Okay? So, let's get right into it. I want to show you exactly what makes a good ad that actually gets people to take action and believe that you can help them. Okay? So, in today's video, I want to focus about the two types of ads that we use all the time to make sure that our clinics get amazing results. Okay, ad number one is educationbased ad.

00:01:03 - 00:01:30

Okay, education. Excuse me for my writing. I'm not going to change that. And the other type of ad is a testimonial-based ad. Testimonial. So, education based ads are basically ads that educate your patients. They make them understand and learn about what you offer and how it could help them and how it differs from traditional things that they've already tried and how it will actually make a difference.

00:01:26 - 00:01:46

So what we do in our ads is make people understand that we know what they're going through. Okay, we understand what they're going through and that we tell them, okay, this is why you're going through this and this is why conventional therapy did not help. After that, we tell them, okay, listen, we know that it's hard, but it doesn't have to be like that anymore.

00:01:42 - 00:02:06

And then we create a bridge in which we we show them the solution which the solution could be TMS, ketamines, fra or psychedelics. It doesn't really matter. So it's very very simple. I'm going to go through the uh the structure in just a second. The second type of ad is a testimonial based ad. Okay, a testimonial based ad is an ad that is based on a clients or patients story.

00:02:04 - 00:02:23

Okay. So, taking a person for example that had depression, okay, and or had anxiety or whatever condition that they were and explaining how they went from the state of being depressed and tried anti-depressants and doing all of that to actually feeling like themselves again by using ketamine, TMS over psychedelics.

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Okay, we're showing their journey and by doing that we educate again, we educate our potential patients to understand that there is another path, there is another way to go and they believe us more because they've seen, oh my god, he did it. John did it. John was depressed. John was in the exact same place that I am now.

00:02:36 - 00:02:55

So if John could do it, maybe I could do it, too. Okay. So these are the two types of ads that we mainly use and that drive the best results. Now I want to go and show you the structure of these ads. Okay. So every ad has a structure. Doesn't matter if it's a patient or testimonial ad.

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And the structure goes like that. One is hook. Okay. And what is a hook? The hook is the first 5 seconds or 10 seconds of your ad if it's a video ad or the first sentence of your ad if it's on Facebook for example. The purpose of the hook is to grab the attention of our potential patients. Okay? Now, you need to be careful with that and not say, "Oh, if you have depression, read this post."

00:03:09 - 00:03:30

"No, you cannot do that. Meta is obviously going to reject your ads. There's a better way to do it. And I'm going to have another video talking about exactly how to create ads that are 99% of the time not going to get rejected by Meta. But the first thing that we do is the hook. Okay? And the nice thing about the hook is that you can test multiple things out. Okay? Okay.

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So you could have for example five different hooks that talk about uh your patients and call out your patients in five different ways. So one hook could be like two out of three people never feel better after using anti-depressants. Okay, that could be the first hook and then calling them out.

00:03:42 - 00:04:02

The second hook could be there's a new way to solve depression from the root in 2025. Okay, that could be the second hook. So there's like five different hooks that you can try out. See which ad angle resonates with your audience the most. And at the end of this video, I'm going to attach you I'm going to attach a couple of examples, but just for you to understand the context and how I think about that.

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The second thing that we do is resonate. Okay, so what does resonate mean? That means that we basically make them understand and feel. Feel is a very strong word here. We make them feel that we understand what they're going through. We talk about what they've tried in the past. We talk about all the things that they've done to try and solve the problem, but it just doesn't work.

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And then we tell them, okay, you couldn't solve it, but here's why you couldn't solve it. It's just it's not just because it's not there's nothing wrong with you. There's something wrong with the system, the way the anti-depressants work, um and all that stuff. Okay? So, we make them understand, okay, here's we understand that you couldn't solve your problem.

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Here's why you couldn't solve your problem. After we do that, we build a bridge. Okay? And what is a bridge? A bridge is basically making them understand that there's a better way. There's another path. If they're stuck at point A and they couldn't move from point A to B, which B is them feeling better, we show them that there is a way to get from point A to B.

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Okay? And this is exactly where we reveal our treatment, which is TMS, ketamine, or whatever it's going to be. And after we reveal the solution, after we reveal the utter path, we want to back it up. Okay? We want to back it up with proof. We want to back it up with studies. We want to back it up with everything that could make them feel, okay? Make them feel, again, feel that there is hope, that there is another way out, and that they're not going to suffer and be like that for the rest of their lives because they are feeling like it's their personality at this point. Depression has become their personality and we need to make them feel like there's another way out. So number four as I've said is proof and proof as I've said comes in a form of showing studies uh showing testimonials of patients. Testimonials of patients is the best way to do it by the way. Studies are good. They're just adding another layer of proof and trust. But testimonials, people that went from point A to point B are the best way to actually build trust with these patients. Now, if you want to get access to two ads that are currently crushing it for our clients, all you need to do is click the link in the description and you could get access to

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it in two seconds. It's free and you can just get it if you want to. Um, that is basically it. I hope this video helped you. If you have any questions, make sure to leave uh a comment in

the in the comment section below. Let me know if this video also was helpful and valuable because I want to get feedback and make better videos that are more valuable to you as well in the future.

00:06:02 - 00:06:12

Thank you so much for watching and have a great rest of your day and keep on helping people, please. This is you're you're you're changing the world. Okay, bye.

Vid 5:

00:00:00 - 00:00:20

In the past five years, I've managed over \$1 million in paid ad campaigns. And I found something very interesting. There's a pattern. There's a pattern that can basically dictate whether a business is going to succeed or not. And there's five ad metrics that you need to look at that will make you understand whether your ads are performing or they're not performing.

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And it's not the algorithm. It's not the season. It's not anything else. In this video, I want to go over exactly what these metrics are and how you can use them to your advantage to actually make right decisions in your marketing and grow your client profitably and reach the right people. So, let's get into it. I hope this video is going to be valuable for you.

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I want you to imagine that you're driving a car, okay? And the engine light goes on. Would you keep driving until the car breaks down or are you going to take it to a mechanic to understand what's going on? Obviously, you would take your car to the mechanic, but you're not doing the same thing when it comes to your ads.

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And why? Most clinics look at their ads. They see that results are slowing down, but they're not stopping for a second to understand what's exactly slowing them down because there are patterns and there are uh things that make them slow down. Problem is is that most marketing agencies are not going to take responsibility.

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They're going to blame external factors to keep you guessing and saying, "Oh, wow. It's the algorithm or it's the season or there's some sort of external factor beyond their control that

prevents them from getting you results." And when there's an external factor, that means it's not their fault, which means you need to keep running with them because there's nothing they can do, right? No, it's always their responsibility.

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And it's never the algorithm. It's never some sort of external factor. There's actually patterns, as I said, and I want to show you what these patterns are. Before we dive in, I want to give you some sort of layout so you have clarity as to what we're going to go over. We're going to go over the five critical metrics that you must track for your clinic.

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We are going to see how to identify bottlenecks in each and every step of the funnel. and we're going to give you actionable solution to fix each metric. So, let's go. Okay, so we're going to start from up and we're going to go to bottom. Okay, so from the start of the funnel of the marketing funnel and then we're going to go down to the deepest metrics which are closes and actually bringing in patience.

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The first one is cost per lead which is at the top of your funnel. When this number is high, it indicates issues with three main things. One, your ad creative is not resonating with your audience and making them believe that you can solve their problem. Your messaging is not congruent and does not address patient pain points.

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and your landing page may not be good. Okay, a thing to note is that if you have a higher cost per lead, that doesn't necessarily mean bad news. If your lead quality is good and you have good responses and people are booking consultations, that's completely fine. The problem begins when you have leads that are coming in high there's a high cost per lead or low cost per lead, but the leads are not good.

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That's when you need to understand that you need to fix something. And again, the things that you need to fix most of the time, there's a fly here, is that your ad creative is not resonating. your messaging does not address pain points and that your landing page may not be good.

00:02:42 - 00:03:00

Okay? It's not the algorithm, it's not the targeting, it's not any of these things. In the end, marketing is based on psychology. If you get the psychology right and you make people believe that you can solve their problem, then they're going to trust you, go to your landing page, leave details, and book a consultation with you.

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So, that's metric number one. The second metric that you need to look at is your landing page conversion rate. Okay? So if people click on your ads but do not convert into leads, the issue may not be with your ad, but it may be with your landing page. Okay, the thing is a pro tip to note here is that there's always congruency between the ad and the landing page.

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If there's no consistency between these two, then your conversion is not going to be good. Okay, now I want to make it simple for you. So here's a benchmark for you to understand whether your landing page is performing or not. You want to have a 10% conversion rate at least. If your conversion rate is below 10%, that means that there's a problem with your landing page.

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And usually the problems are these. Unclear messaging or inconsistency between your ads messaging and your landing pages messaging. A weak hook. Okay. And what's a hook? The hook is the first part of your landing page. What people first read when they go into your page. If the hook is bad, if it does not resonate with their pain and it's not consistent with your ads messaging, then people are not going to keep on reading.

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Poor mobile optimization. You want to make sure that there's good loading times and that your page is nice and clean to go on because if it's not clean, it's ugly and it's hard to read, then people are not going to keep reading. Another thing is weak or unclear call to action. You want to make sure that they understand exactly what's the next step that they need to take.

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They have a big bold button to press on. They have a form that's easy to see and that it's completely easy for them and simple to leave their details. Before we continue with the video, I want to give you an immensely valuable resource that is going to take your business sophistication level to a new height.

00:04:26 - 00:04:45

Okay? I have reverse engineered a marketing funnel of a clinic that's making \$100,000 selling ketamine treatments. Okay? It's a 15-minute train in which I'm going over everything in his marketing funnel and making you understand exactly what he does good and what he does wrong in my opinion and what you can take from it to your clinic's marketing.

00:04:42 - 00:05:02

I'm going over his ad angles, hooks, and emotional storytelling that drives qualified consults. I'm going over his landing page structure and offer formula that converts cold traffic into booked patients. I'm going to go over his pricing strategy and upsell flow that turns \$29 consultations into \$3,000 treatment packages.

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And I'm also going to explain why 95% of clinics fail with their ads, Facebook ads, Tik Tok ads, or whatever ads, and what this clinic does, right? So, if you want to get this resource, all you need to do is click the link below, sign up, and it's going to be sent straight to your uh messages and your email. Okay.

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So metric number three is bookings/consultations. Seth and you need to understand something very crucial here. Having leads is great but if they don't book consultations then it's not doing anything for you your pocket or helping them in any way. And there's a huge bottleneck that you probably don't know and that is speed to lead.

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Okay? And especially for clinics like yours calling people as fast as possible is insanely crucial. And beyond that I want to show you an insane study that has been done by Harvard Business. Okay. They found that contact and qualification rates drop dramatically in just minutes, in a matter of 5 minutes, and they continue to decrease more and more as the hours go by.

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And for your niche, it's even worse because when somebody is depressed, the chances of them taking action are extremely low. So, you want to make sure that you call them as fast as possible and book them as fast as possible. Obviously, in uh business hours, can be extremely hard to call leads within 5 minutes.

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So, I want to give you a couple tips. Tip number one is again call them within 5 minutes in business hours. And if you cannot do that on your own, hire somebody that their whole job is just to call leads as fast as possible. Okay? It's been shown that if you call leads in the span of 1 minute of them actually leaving their details, your response rate and closing rate is going to go up by 391%.

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I'm not making this study up. You can search it up. It's been proven. If you can't call or if you don't want to hire someone, which I extremely encourage you to do, you need to at least send them a personalized, this is not how you write personalized, a personalized message with a booking link for them to book with you.

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Okay? And what do I mean by a personalized message? When I give you an example from our clients, people when they leave their details, we ask them how many medications they take and what their insurance is. So in the first message that we send them the automated message, we tell them, "Hi, this is XY Z from clinic and I saw that you're taking X medications is that and that your insurance is XY Z.

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" And we asked them if that's correct. There's a 90% response to that. And why? Because we sent them a personalized message. We just want to start a conversation with them. And when they do respond, we send them a booking link to book the consultation. And it works. So I highly encourage you to do the same.

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Last tip is that after they respond, you need to send them a testimonial right off the bat to build hope in them so they don't get cold. Again, you need to understand your patients are going through depression, anxiety, they're not having uh the best time, obviously. So, you want to do the most obvious thing, and that is to build hope with them because if they have treatment resistant depression, there's a very low chance that they're going to believe that you can solve their problem.

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And you want to build as much proof and hope as possible and make them understand and feel, okay, feel is the key word here, that you're there for them and that you can actually help them. So from all the things that we talked about up until now, this is the most important one and the one that most clinics miss.

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If you integrate this correctly, you are going to solve so many of your problems you don't even believe. Metric number four is no-shows. If you're getting bookings, you're getting leads. That's good. But you want patients to actually show up to your consultations. And if you don't do that, obviously, you are not going to help people and you're not going to make any money.

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So, you want to make sure that you have a couple of things set in place. One is SMS reminders. You want to send texts basically every single day before the consultation. Send a text message 24 hours before and 2 hours again before the appointment. And also in the morning of the appointment itself.

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Another thing that you can do is send them email confirmations. Basically, the exact same thing as SMS, but in emails. The last thing is actually calling them 24 hours before the appointment and on the day of the appointment itself to make sure that they're going to show up. Now, I want to give you a couple of pro tips if you really want to take it to the edge and if you want to be extraordinary with your results, okay? If you want to make them even more committed, you want to implement the following things.

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One, send a personalized video the day before the appointment. Yes, actually film yourself and tell them that you're waiting for them at the clinic and you're waiting to help them. Okay, that's extremely important. Don't be lazy. If you want to get extraordinary results, you need to take extraordinary actions.

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Second thing is when you send them reminders before the consultation, don't be generic and boring. Okay? Send them valuable reminders. A tip is to send them testimonials with uh your reminders. Send them things that are going to be valuable for them. Explain to them how to come and explain to them what happens if they fear coming or if they have anxiety before coming.

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Let them feel safe. Okay, that's extremely important. Let them feel safe and let them feel like you understand them. And the last thing is that is not mandatory, but it really really helps

is to take a credit card on file that will get charged if they don't show up. You want to make sure that they are committed into coming.

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Your time is valuable and you have the tools to help them. So, you want to make sure that you pull all the levers possible to make sure that they're going to show up to this consultation. Again, people that deal with depression are not easy. They're going through a rough time and you want to make sure that you have all pieces of the puzzle in place to make sure that they're going to show up.

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And by the way, if all of this is valuable for you up until now and you like what you're seeing, we help you implement all of these things in your clinic, from the ads to the SMS messages to helping you implement uh people actually coming into your clinic and showing up. We do all of these things for you when you work with our agency.

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And we only work per results. So if we do not get you results, then you're not paying us a single dime. So if you're interested, you can just click the link in the description and book a call with us. The last metric obviously is closes because as we've said, the goal is not leads. The goal is new patients that you're going to heal and help.

00:10:24 - 00:11:26

Well, ask yourself the following questions. Are you actually addressing their concerns effectively? Are you making them understand how the treatment is going to work? Is your pricing structure clear? Are you taking payment plans? If you're doing ketamine, are you making it easy for them to start? And the most important thing is, are you communicating the treatment benefits effectively? What people care about the most, again, I've said that many, many times in other videos, they don't care about your FDA approvals. They don't care about your insuranceances. They only care about if they can feel better. And if you can communicate to them and make them believe, and a key word is believe, if you make them believe that they can feel better and leave a better life, you are going to convert them into patients, and you're going to change their life. You actually have the tools to do that. Last thing I want to do is give you a mindset shift. Okay? A lot of clinic owners are having trouble with closing and selling because they look at it as a sales call. The thing is, you do not need to look at it as a sales call. You need to look at it as the first step in you helping them heal. Okay? Because in the end, think about it like that. If you don't close them and

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if you do not sell them your treatment, they're going to be in the exact same place that they are right now. And you're not going to get your goal. Because in the end, the main purpose of everything that we do here is to help people heal. So, if you shift your mindset into I am helping them by closing them and by making them pay me money, then it's going to be way easier for you to close.

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You're not a sleazy car salesman. What you sell actually has value and unbelievable value. So, if you shift your mindset and understand that, it's going to be way easier for you to sell and in the end help the people in which you actually need to help. So, these are the five metrics and you can see how incredibly detailed you need to be with your marketing.

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You need to understand every single part of it. understand where your bottleneck is in order for you to improve and actually get better results. Do you have a high cost per lead? Is the lead quality bad? Do you have a landing page conversion problem? Are people not showing up to consultations? Are people showing up to consultations but they're not getting closed? You need to understand at all times what these metrics are and see where you need to improve because when you actually open up your eyes and understand what the metrics are, you can improve in ways that are unbelievably fast and you can in the end heal people. Again, that's the main purpose that we want here. We're doing all of this to help people heal. So from now on, you're never supposed to think, "Why are my ads not working again?" Instead of blaming the algorithm or the season or the hunger in Africa, you're going to actually understand what metrics you need to focus on to actually get better results. That was the video. I hope it was valuable to you. Now, you have one of two steps to take. One, you can either download the training that I made of the clinic owner that's making \$100,000 a month of me going and reverse engineer

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his funnel, or you can book a call below to see if we can help you reach your goals with your clinic. So, choose one of these two things and that is basically

Vid 6:

00:00:00 - 00:00:14

Last four years, I've generated over 30,000 leads across 63 different industries, and I found a pattern between good leads and bad leads. In the next 10 minutes, I want to show you how you can 3x your clinic's lead quality in less than 10 minutes with three simple actions. So, let's go.

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And just for you to understand that I know what I'm talking about, here's just one client of mine who spent over \$81,000 on ads and generated almost 10,000 leads. Just one client, one account. So, I just want to really quick talk about the problem. The main problems are no-shows, unqualified patients, and people that don't even answers.

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No-shows as people that book and don't even show up. Unqualified patients are people that are not medically appropriate for your treatments. And people that don't even answer are people just that leave their details and you they never answer you after that. And I want to show you how to solve these problems with three simple steps.

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So there's three levers that you can pull that transform lead quality. One is ads, second one is qualification, and the third one is speed to lead. Level number one is high quality ads attract high quality patients. And here's what actually works. Story- based ads that are showing real patient journeys. I want you to imagine that you are dealing with depression and you've tried everything.

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you've tried anti-depressants therapy uh and nothing worked. And then you scroll on Tik Tok or on Instagram or whatever and you see a person that is talking about their depression and how they dealt with it in the past and that that they were also dealing with treatment resistant depression and you see that they solved the problem thanks to Spravado, ketamine, PMS or psychedelic therapy that makes them believe that they can also solve depression because there's a person that was in their spot and now he's happy and they solved their problem or depression. in this case and that gives them hope that they can also do that. So that's why story ads are insanely powerful. Another thing is authentic testimonials. Okay, you can also do testimonials ads in which people just talk about their experience. That is also very similar to story-based ads. Another thing is educational content that builds trust before the first contact. So what does that even mean? That means you educate them about the treatment itself, how it works, why it's different, and you establish authority by basically explaining to them why what

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they tried up until now didn't work and why what they're going to try with you is going to be different. Final thing is using messaging that focuses on results and not just treatments, okay? Because in the end, you want to sell the outcome. Nobody cares about FDA approved text.

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Nobody cares about your clinics images. Nobody cares about brain scans. And nobody cares about discounts. Even though most of you guys don't really use discounts but just for you to understand most important thing that you need to understand if you address their concerns you touch their pain points and you build belief in them that you can actually help them this is going to immensely increase the quality of the patients that's come through your door because in the end it's not black and white it's not that a person sees an ad reads it and he's like oh I want to buy no he needs to go through a journey it's something psychological that you need to uh pull inside them to make them understand wow I need this for myself The quality of patients you attract is directly proportional to the quality of your advertising. Better ads create better patient relationships from the very first impression. So remember that. That's lever number one. And I want to give you another pro tip and that is to use video ads. And there's a couple of reasons for that. One, you have way more real estate to educate potential patients. What does real estate mean? Okay, when you advertise on Facebook or on Instagram, you have placements in which your ads can show on. And you cannot show up in reals. You cannot show

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up in stories. You cannot show up in all these placements if you have static ads because that does not allow for people to read them. Nobody reads through stories or through reals. They're consuming video content. Second thing is emotional connection. Okay, if you see a person talking about their journey and what they've been through and they are authentic, that gets the message across way better than any text would ever do.

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Also, if it's you filming yourself with that white coat that makes you look like an authority with your clinic in the background, seeing your environment and seeing you, that also makes them trust you and think of you as an authority. Again, something that text cannot do. And last thing is hire intend patients who invest time watching your content.

00:04:12 - 00:04:31

And that is basically it. These are the four pillars and this is why you should definitely start using video ads from yesterday in your ads. Before we continue with the video, I want to give you an immensely valuable resource that is going to take your business sophistication level to a new height. Okay? I have reverse engineered a marketing funnel of a clinic owner that's making \$100,000 selling ketamine treatments.

00:04:31 - 00:04:46

Okay? It's a 15-minute training which I'm going over everything in his marketing funnel and making you understand exactly what he does good and what he does wrong in my opinion and what you can take from it to your clinic's marketing. I'm going over his ad angles, hooks, and emotional storytelling that drives qualified consults.

00:04:46 - 00:05:46

I'm going over his landing page structure and offer formula that converts cold traffic into booked patients. I'm going to go over his pricing strategy and upsell flow that turns \$29 consultations into \$3,000 treatment packages. And I'm also going to explain why 95% of clinics fail with their ads, Facebook ads, Tik Tok ads, or whatever ads, and what this clinic does, right? So, if you want to get this resource, all you need to do is click the link below, sign up, and it's going to be sent straight to your messages and your email. So lemon number two that you can pull is qualification that filters out poor fit patients. Okay, not every lead should make it to your calendar. Okay, to have strategic qualification that saves you your most valuable resource, provider time. You need to look out for intake forms with red flags. You need to screen for medical contradictions before even scheduling people. You need to flag conditions that make patients poor candidates for your specific treatments. For example, if you offer ketamine or spado, you could ask people if they've had an adverse reaction to ketamine or esetamine in the past. And if they've had it, then they are automatically disqualified. Also, on

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the landing page, ask people, okay, so what problems have you been dealing with? What are the conditions that we want to treat? Make them qualify themselves. And I'm going to touch upon that in a second, but just for you to understand, I I just push things that get out of my head really quick. I think that this creates unnecessary friction.

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But here's the thing. If patients watch the ads that you made from level number one and they actually believe that you can solve their problems, they would gladly go through every friction possible to solve what they're going through because what they're going through is just hell on earth.

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Each qualification steps creates a small barrier that serious patients will gladly overcome. You don't need to push it too much, but you need to have the bare minimum at least. And lever number three that you can pull is actually speed to lead. And this one is the most important one out of them all, okay? Because leads can go cold fast.

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I show you a real study that has been conducted on over 15,000 leads. If you call leads after more than five minutes, their chances of qualifying decrease by 400%. I've talked about this in one of my other videos, but I really want to hammer this point. You need to call leads as fast as possible. And if you don't call them as fast as possible, you need to either send them a

personalized message or you need to have a voice AI agent that calls them and qualifies them. It's unbelievably important.

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And I have another video on the channel that talks about what specifically to do when it comes to response time and how to actually tackle that. So these were the three main levers. And I want to show you a little pyramid here on how it actually works. You need to start from quality ads. Then you need to have effective qualification.

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After that, you need to have spit to lead. When you have spit to lead and you have effective qualification, then you're going to get qualified bookings. When you have qualified bookings and people that actually are interested in your treatment and understand the value of it, you're going to have a strong show rate.

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And then out of all of that, you're going to have high quality patients. These are all pieces of one puzzle that you need to piece together. When you connect all pieces of the puzzle, then you're going to get high quality patients. It's as simple as that. And the last thing that I want to give you here is a mindset shift.

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So please stop blaming Facebook or Google or any other platform that you use. Lead quality isn't just about where your ads are on. It's about your entire conversion system. So, let's switch your old thinking with new thinking. Instead of saying our leads are terrible, think how we can better communicate our value.

00:08:09 - 00:08:30

Instead of saying this ad platform doesn't work for a clinic, say what qualification steps will filter out poor fits. And instead of thinking that people want cheap options or that you need more leads to get more patients, just think about how can you respond to inquiries faster, make the best out of your current leads, and also understand that you need better leads, not more leads.

00:08:30 - 00:08:45

And that is how you can 3x your clinic's lead quality in less than 10 minutes with three simple actions. I hope this video was valuable to you. If you have any questions, make sure to let us know. And we have a lot more content on the channel and also on our Instagram. Thank you.

