

I analyzed over 100 clinics in the Ketamine, TMS and Spravato space. And what I found was horrifying.

✗ Most of them are using stock images, the same “brain vs brain” ad, and the woman smiling next to a Spravato nasal spray picture.

✗ Most of them have zero video content.

✗ Most of them look, sound, and feel identical.

So... What do your ads look like?

If you're in the same group of people that use the same ads... You need to change that.

How? Start using video. But not just every video.

A video of you. On camera. In your clinic (or a nice park, that also works), wearing your authoritative white coat.

And if you're thinking "I'm not comfortable on camera"...

That's fine. But here's what you're missing out on:

1. Real Estate

Video takes up more space in the feed. More space = more attention.

2. Trust

People want to see who they're going to be working with. Your face builds trust faster than any stock photo ever will.

3. Authority

When you're wearing your white coat, speaking with confidence, explaining how this works—you look like the expert you are.

4. Differentiation (USP)

Your voice. Your clinic. Your approach. That's your unique selling point. Stock photos can't do that, nobody can copy and paste your unique videos.

5. Authenticity

People can smell fake from a mile away. Real video = real connection.

Once you do that?

Your ads stop looking like everyone else's.

People stop scrolling.

They watch.

They think: "This person actually knows what they're talking about, they know what I'm going through."

And they book.

And they not only book, they show up.

So here's my offer:

Book a 30-minute call with me.

I'll audit your current ads for free.

I'll show you:

- What kind of video content you should be creating
- How to film it (even if you hate being on camera)

And if we work together, we'll handle all the editing and script creating process.

You just film. We do the rest.

And if you're not happy after 45 days?

Full refund.

(Also, you'll look great in that white coat. Trust me.)

Look, you can keep running the same stock photos as everyone else.

Or you can stand out.

Your choice.

Click below. Book the call. Let's make you the obvious choice in your market.

P.S. — Book within 48 hours, get a free breakdown of how a doctor is making \$100K/month with ketamine treatments (spoiler: he uses video).

P.P.S. — Minimum budget: \$3,000/month (ads + our fee). If that's not realistic for you, this won't work.
