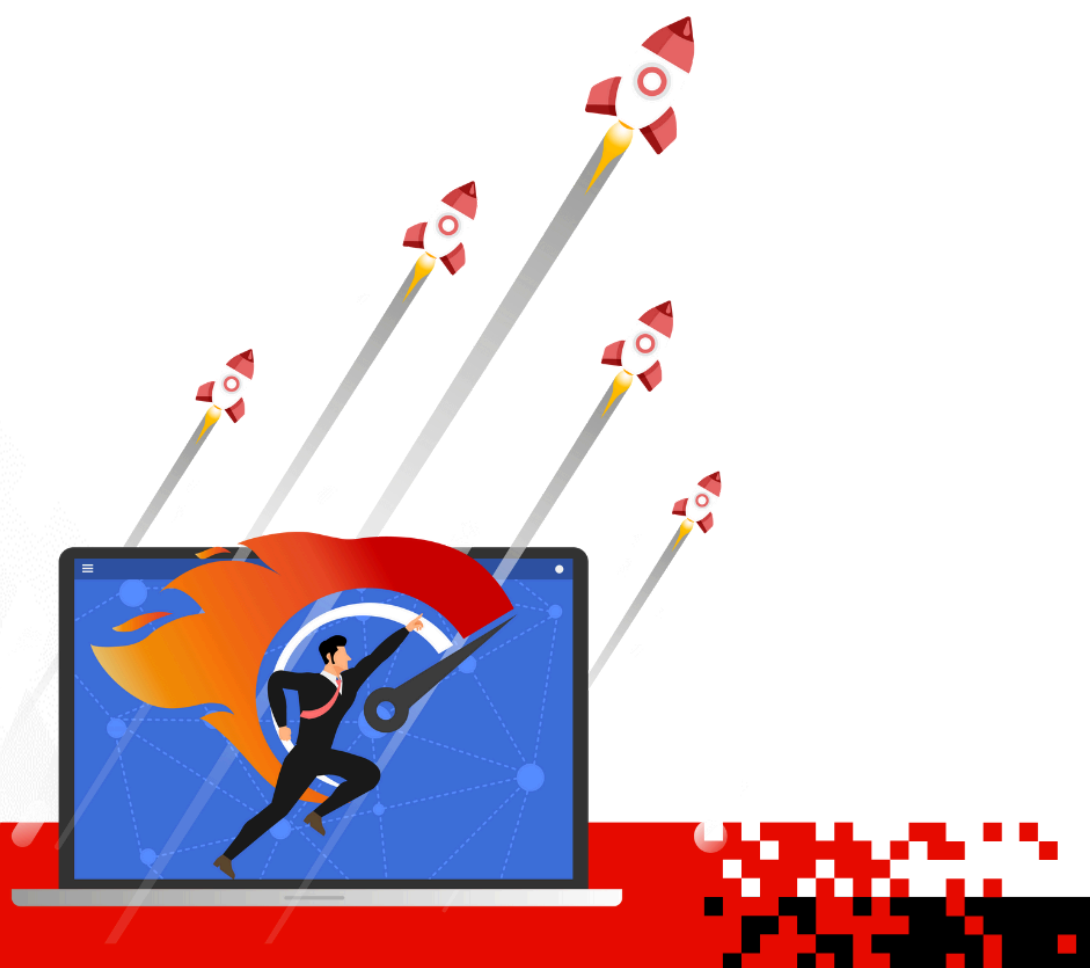




THE NEW PATIENT ATTRACTION ACCELERATOR

**BUILD AND LAUNCH A FULL
PATIENT MARKETING FUNNEL IN 1 DAY**



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CANA NOMINESS PTY LTD, Norwood, South Australia.

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TABLE OF CONTENTS

LEAD MAGNETS	5
Dental	6
Physio / Chiro / Osteo	14
Podiatry	26
General	36



LEAD MAGNETS

The Ultimate Smile Makeover Guide

7 Ways To Achieve A New Beautiful Smile

Are you ready to upgrade your smile?

We all know that a great smile makes a great first impression.

Whether interviewing for a job, going on a date, or wanting to make an impact online, we all want to look our best. And that includes having a bright, straight smile.

In fact, did you know...

76% of people¹ base their first impression of someone on their smile!

So having a less-than-perfect smile can not only affect your confidence... it may even lessen your chances of getting that promotion, or that second date!

If you've ever avoided photos, hidden your smile behind your hand, or worse, avoided participating in life's fun activities because you're self-conscious about your teeth...

We've got great news for you!

These days there are some really terrific options for transforming your smile... and they're probably not as invasive or expensive as you might think.

By the end of this guide, you'll be equipped with the knowledge you need to make an informed decision and start your journey towards getting the smile of your dreams.

So let's dive in!

What are my options for a Smile Makeover?

A smile makeover is the process of rejuvenating the appearance of your smile through one or more cosmetic dental treatments. Every smile is one-of-a-kind, and that's why every smile makeover and cosmetic treatment we offer is tailored to each patient's specific needs and preferences.

Our team carefully selects the right treatment or combination of treatments to help you achieve your desired result, taking into account factors such as your skin tone, facial features, and the overall appearance of your smile.

With our guidance, you'll have the ability to design, test, preview, and ultimately transform your smile!

It all starts with a consultation where we establish what you'd like to change about your smile, and then match the most appropriate solution for you.

Match Your Problem With A Treatment That Suits You

Problem	/	Treatment Options
[arrow icons go in the middle and point from left to right]		
Crooked Teeth [picture]		- Porcelain Veneers - Invisalign - Orthadontics
Discoloured Teeth [picture]		- Teeth Whitening - Porcelain Veneers - Dental Bonding
Weak or Cracked Teeth [picture]		- Dental Implants - Porcelain Crowns - Dental Bonding
Gummy or Toothy Smile [picture]		- Gum Contouring - Porcelain Veneers
Chipped or Gapped Teeth [picture]		- Invisalign - Orthadontics - Dental Implants - Dental Bonding

Missing or Terminal Teeth [picture]	- Dental Implants - Dental Bridges
---	--

Let’s Look At Each Option

Porcelain Veneers

Have you noticed how your favourite Hollywood stars all have a dazzling set of perfect teeth? Their secret is not genetics... it’s porcelain veneers. Porcelain veneers are thin laminates that are bonded straight onto your teeth. They are created by carefully assessing the right shape and size to suit your face and look natural.

Porcelain veneers are a great and relatively easy option for covering up any crooked, chipped, or discoloured teeth.

They are applied by first shaving a small amount of your teeth to prepare their surface and make room for the veneer to fit over the top. Then a laminate bond is applied to your teeth, and your veneers are fitted over the top.

And presto! A new set of white, bright, straight Hollywood-worthy teeth.

[add before and after pictures if possible]

Invisalign & Orthodontics

If you have crooked, overlapped, twisted or gapped teeth, you’ve probably considered orthodontics to straighten your smile. Common orthodontic treatments include traditional braces, clear aligners (Invisalign) and removable retainers that keep your newly straightened teeth in place.

Invisalign has revolutionised the cosmetic dental industry by providing a method for people needing minor teeth corrections with a less invasive, and less visible, method than braces.

It works by using a series of thin, clear dental aligners that gradually move teeth into a new position over time. Patients switch to a new aligner every 6 weeks. Invisalign is a pain-free process, and the clear aligners give a more natural appearance during treatment.

[add before and after pictures if possible]

Teeth Whitening

A white and bright smile adds a fresh and healthy vibe to your appearance. Teeth are porous, which means they can 'soak up' stains from lifestyle factors such as drinking coffee or wine, smoking, taking certain medications, and even simply ageing.

At [Dental Clinic name], we use an effective whitening system to give you a rejuvenated, radiant smile. Our teeth whitening treatment can lighten your teeth by up to eight shades and last between one to two years depending on your lifestyle.

Quick, easy, and affordable, teeth whitening is the least invasive way to improve your smile and one of the most popular cosmetic dental treatments available.

[add before and after pictures if possible]

Dental Bonding

If you're concerned with tooth discolouration, chipped teeth or misalignment, dental bonding might be the right solution for you.

Dental Bonding, or composite bonding, is a form of adhesive dentistry where your dental professional applies a colour-matched resin to your broken, crooked or unevenly spaced tooth to correct its position, shape, or size.

This dental bonding process will often last anywhere between thirty minutes to a full hour to complete. If you are having more than one tooth done, you might need several appointments to complete the whole procedure.

[add before and after pictures if possible]

Porcelain Crowns

Porcelain crowns are typically used to protect weakened or damaged teeth. They fit over the top of the tooth to provide extra strength and protection from further wear and tear.

A dental crown can also be used to whiten, reshape and realign your existing teeth. We may recommend you get one if you have a large cavity that cannot be filled with a traditional filling, if your tooth is worn or decayed, or even to conceal a discoloured tooth.

Crowns are a fairly straightforward procedure that don't need an extended period to heal. Most dentists use anaesthetic during the preparation process so your visit will be as comfortable as possible.

[add before and after pictures if possible]

Gum Contouring

Concerned with your 'gummy' smile? Maybe you have a lip line that naturally shows more gum, or maybe you have too much gum because of medicine you're taking, poor oral hygiene, or an infection.

Or maybe your gums are receding and you're concerned about your tooth's health. Receding gums can be caused by genetics, brushing too hard, or a disease called periodontal disease. This disease affects the things that keep your teeth in place.

The procedure itself happens under anaesthetic, so you won't feel a thing. There is a bit of a healing process to gum contouring, which your dentist will explain to you fully during your decision making process.

[add before and after pictures if possible]

Dental Implants & Bridges

Even with the best care, you may eventually need to replace one or more teeth due to injury, severe decay, or gum disease. This can impact your self-confidence and overall health, as well as make eating and speaking difficult.

The two most popular options for replacing missing teeth are dental bridges and implants.

A dental bridge is made by putting crowns on the teeth on either side of the gap and then connecting them with a false tooth or teeth. The teeth next to the gap have to be healthy and reshaped before being crowned, which holds the bridge in place.

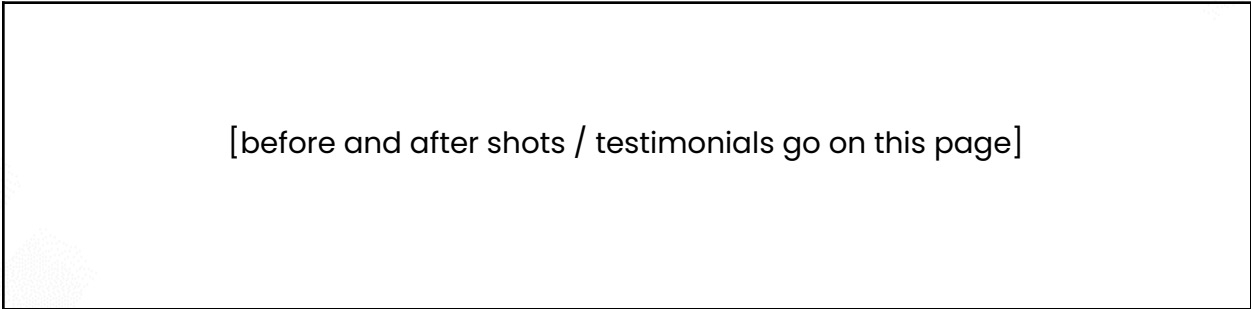
A dental implant, on the other hand, closely resembles a real tooth. A titanium post is surgically placed into the jawbone and fuses with it, keeping it securely in place.

[add before and after pictures if possible]

Quick Reference Guide

Treatment	Time To Result	Costs
Teeth Whitening	30 - 90 minutes	\$lower price - \$higher price
Invisalign	12 - 18 months	\$lower price - \$higher price
Braces	1 - 3 years	\$lower price - \$higher price
Veneers	3 visits over 3 weeks	\$lower price - \$higher price
Dental Bonding	30 - 60 minutes per tooth	\$lower price - \$higher price
Crowns	2 visits over 2 weeks	\$lower price - \$higher price
Gum Contouring	2 hours + 1 - 2 months healing	\$lower price - \$higher price
Implants & Bridges	9 visits over 3 months + 4 - 6 months healing	\$lower price - \$higher price

Some Of Our Patient Results



Who Are We?

At [Practice Name], we [put your mission statement and values here].

Since [establishment date], we've helped residents of [your suburb] and surrounds to improve their oral health, and the appearance of your smile.

We understand how important your teeth and gum health are, for both your physical health and also your confidence and emotional wellbeing.

Our qualified dentists specialise in a range of cosmetic dentistry options that can give you a smile you can be proud to show the world.

Dr **[Principal Dentist's name]** and the team pride ourselves on providing our patients with the ultimate in dental care. We offer thorough consultations, a comfortable dental experience, and outstanding outcomes for our patients.

So What's Next?

Are you ready to get the smile you've always wanted?

At **[Dental Clinic Name]**, we're here to help you gain the happiness and confidence that comes with a stunning smile.

The first step is to book a 20 minute FREE consultation with us.

One of our knowledgeable and caring dental professionals will listen to your concerns, and suggest a plan that's best suited to help you achieve your smile goals!

We look forward to seeing you in the clinic very soon!

BOOK YOUR FREE 'SMILE MAKEOVER' CONSULTATION NOW

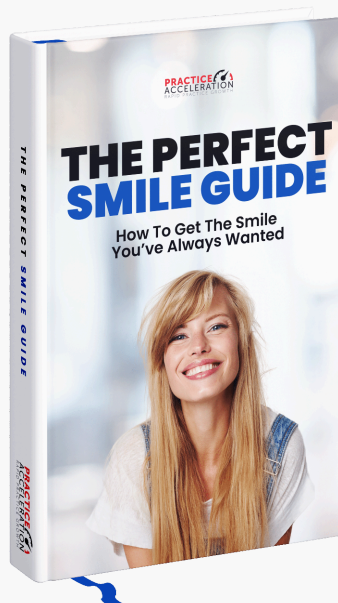
Call **[Clinic phone number]**
Click here to book online

[logo]
[Practice Contact Information]

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The Chronic Pain Guidebook

Stop Your Pain From Getting In The Way Of Your Life

Are you ready to start moving towards a pain-free future?

When you're dealing with chronic pain, it can feel very isolating. Nobody can see what you're dealing with on the inside, nor can they understand what it's like to be in pain all the time.

You may look 'fine'... but what's going on under the surface is anything but.

The thing is, chronic pain doesn't just affect the part of you that's hurting. It can affect your whole life!

Because pain isn't just physical. It can disturb your sleep. It can make it difficult to work and think. It can make you tired, anxious or just plain depressed. What's more, it can stop you from participating in life's fun activities with your friends and family.

You might often wonder... will I ever get back to my old self again?

If you're dealing with chronic pain, there IS hope. In this guide, we'll show you some of the things you can do to help your chronic pain.

So you can take back control, and start enjoying your life again!

(create images / infographics for this page similar to this

-<https://www.painaustralia.org.au/static/uploads/files/pain-in-australia-2021-wfwmwjlvbykc.pdf>)

Chronic Pain In Australia - You're Not Alone

- Chronic pain affects 3.4 million Australians
- 68% of people with chronic pain are of working age
- 40% of early retirement in Australia is due to chronic pain
- 45% of people living with chronic pain also experience depression
- People with chronic pain are 5 times more likely to be limited in daily activities

What Is Chronic Pain?

Pain is a complex topic, and it’s not always as straightforward as stepping on a child’s Lego brick and the resulting *ouch!*

Chronic pain is defined as pain that continues beyond the typical healing period after an illness, surgery, or injury. Generally, pain that occurs most days for longer than three months is considered chronic pain.

It can occur for a number of reasons, including tissue damage due to an acute or chronic illness or disease, or nervous system changes that result in the nerves continuing to signal pain to the brain after the initial trauma has resolved.

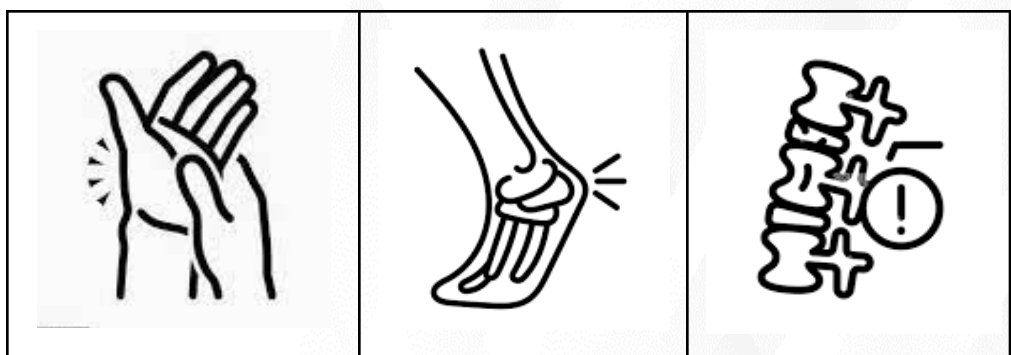
Chronic pain:

- can be a symptom of disease, or a stand-alone condition
- may show no evidence of its existence
- can occur anywhere in the body
- can involve several forms of pain, or just one
- can be daily, or recurrent (such as migraine).

Common Types Of Chronic Pain In Australia

(icons are examples, create better graphics)

HEADACHES & MIGRAINES 	SCIATICA 	ARTHRITIS 
NECK & BACK PAIN 	MUSCULOSKELETAL DISEASES 	SPORTS INJURIES 
REPETITIVE STRAIN & OVERUSE INJURIES	TENDONITIS & TENDINOPATHY	DEGENERATIVE DISEASES



The Chronic Pain Cycle

Over time, chronic pain can cause a person to avoid situations where the pain happens. Which can develop into a fear-driven cycle where a person moves less, and therefore loses their strength, making it even more difficult to get out of their chronic situation.

What’s more, the fear and anxiety that is often associated with chronic pain can stop a person from doing other activities that are beneficial to their wellbeing. Such as seeing friends, doing things they enjoy, and participating in life. Which leads to depression and further lethargy... it’s a vicious cycle.

It’s time to STOP the pain cycle. And take control of your life again!



When dealing with chronic pain every day, getting back to a state of good health can seem like a very long road. At [clinic name], we understand that recurrent pain can be tiring. So you may feel a bit defeated or hopeless, and worry that you'll always feel like this and there's nothing you can do about it.

But that's actually quite far from the truth!

In fact, there is actually a great deal that can be done to help you. But you've got to be the leader in your own journey. There is no silver bullet, no 'quick fix'. You've got to make small efforts every day. Because those small efforts, over time, compound into big strides ahead.

Because the best results come when you understand that you need to play an active role in treating your condition, alongside the health professionals that are treating you.

Practical Ways To Manage Your Chronic Pain

Exercise

When you're in pain, exercise might be the last thing you want to do. But while it may seem counterintuitive, movement helps reduce pain and improves conditioning. Which in turn improves blood flow, nervous system health, and much more.

Plus it gives you a boost of endorphins, which interact with pain receptors in your brain and reduce your perception of pain.

Your [physiotherapist/chiropractor/osteopath] can give you suitable exercises that can improve your muscle functioning, which can have a big impact on your long-term outlook.

Be Aware Of Your Triggers

To manage your pain, you must gain an understanding of it. Create a pain journal and note down when you experience your pain. Is it worse in the morning or the evening? Does it flare up after a certain activity?

Knowing your pain triggers allows you to plan your life around them. If your pain is the worst in the evening, schedule your social activities in the morning. If it flares up after sitting in a certain position, use devices such as wedge pillows to support you.

Getting to know your pain more thoroughly can help put you back in the driver's seat of your life.

Trigger Diary

Time of Day	What Brought On This Pain?	How Can I Manage This Going Forward?

Use Pacing To Complete Activities

Unfortunately, the world doesn't wait even though you're in pain. You've still got things you need to do; from self-care activities, to work, to taking care of family, and the rest. Pacing is a way that you can still complete these activities without burning yourself out.

Pacing involves performing an activity for a limited block of time, instead of pushing ahead until your pain stops you.

By undertaking a little bit of activity often, you can ensure your activity levels are constant across a day or week; rather than an 'all-guns-blazing' approach (doing a lot and then needing prolonged rest).

Have A Flare-Up Management Plan

Even with the above in place, flare ups may still happen. A flare up is basically an unexpected increase in your pain. Sometimes, it can be due to doing too much physical activity too soon. Sometimes you might have no idea what caused it!

Either way, it's an important part of your overall pain management plan to have a flare up plan for when one occurs.

Your flare up plan might include meditation, rest and relaxation, yoga or stretching exercises, and having a support team that can take things off your hands while you deal with your flare up.

Developing a Flare Up Plan

(worksheet)

What are some factors that could cause a flare up? E.g. Things you're stressed about, illness, physical activities

What are my early warning signs? E.g. deflated mood, poor sleep, a change or increase in pain, increased fatigue

What do I need to do to manage my flare ups? E.g. Adopt pacing strategies, adopt a meaningful exercise routine, regular visits with [physiotherapist / chiropractor / osteopath]

What Other Help Is Available?

Symptom relief and muscle strengthening are really important parts of your pain journey. They are also important because reducing your symptoms and strengthening your body can allow you to get actively involved in your recovery!

Hands-on treatment or manual therapies such as [physiotherapy/chiropractic/osteo] can help across your pain journey as your pain improves and you work towards your recovery.

[**Physiotherapy** treatment to relieve your pain may include soft tissue massage and stretching to relieve tension and spasm, joint mobilisations, acupuncture, electrotherapy, corrective exercise, and posture awareness.]

[**Chiropractic** care for chronic pain is a restorative approach to pain relief. As well as reducing your symptoms, chiropractic care is designed to correct the misalignment or compression responsible for creating pain in the first place.

Our Chiropractors use a variety of non-surgical treatments, such as spinal manipulation, to address chronic pain symptoms, such as inflammation and muscle tension.]

[Practice Name] **Osteopaths** work to help restore your body’s state of health. We do this through a combination of manual therapy techniques such as soft tissue release, stretching, joint articulation and manipulation and cranial osteopathy.

We recognise that every person’s experience of pain is unique to them and as such, we focus on how your bones, muscles, nerves, organs and connective tissues function as a holistic unit.]

(select appropriate text from above)

At [practice name], we are advocates for educating our patients to help you understand your pain and how you can help yourself. Our [physios/chiros/osteos] will give you strategies on how you can manage your symptoms at home. So you can get on with your life!]

[insert patient testimonials]

Who Are We?

At [Practice Name], we [put your mission statement and values here].

Our [physios/chiros/osteos] are skilled at managing chronic pain, and understand the stress that can result from it.

Since [establishment date], we’ve helped residents of [your suburb] and surrounds to improve their [problem], and [get the result your patients want].

Our qualified [physios/chiros/osteos] specialise in [modalities] that can give you [their ultimate outcome].

[Clinic leader’s name] and the team pride ourselves on providing our patients with the ultimate in [chiropractic/physio/osteo] care. We offer [put your value statement here].

At [practice name], we work together with you to design a management plan that will help you achieve your goals and get back to living!

So What’s Next?

If you’ve been living with pain for so long that you’ve forgotten what it’s like to feel like yourself, it’s time to start moving towards positive change.

At [Clinic Name], we’re here to help you gain the [emotional reward] that comes with [their goal].

The first step is to book a 25 minute foot pain assessment with us. (Value \$211)

The assessment involves:

- A comprehensive subjective and objective exam to assess any underlying causes of your pain based on detailed tests (value \$87)
- [Second value add goes here] (value \$72)
- Appropriate personalised treatment plan for reducing your flare-ups and moving toward a pain-free future (value \$52)

That is \$211 worth of value for no out of pocket expense if you have private health insurance! No health insurance? No problem. Pay only \$63!

Don't put up with chronic pain - it's time to take back control! Our proven techniques can help you find the relief you need to get back into your daily life.

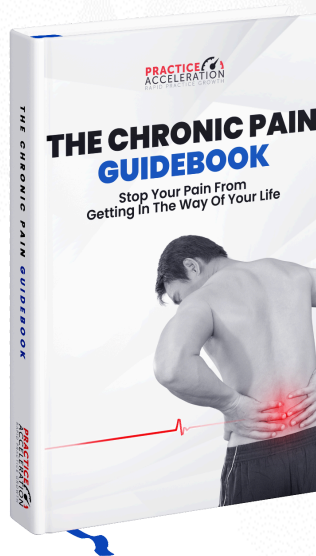
We look forward to seeing you in the clinic very soon!

BOOK YOUR FREE PAIN MANAGEMENT CONSULTATION NOW

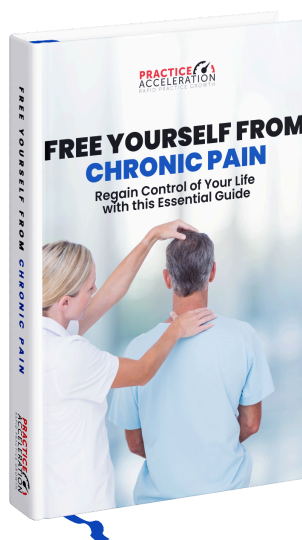
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Click here to book online

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The Ultimate Foot Pain Guidebook

Say Goodbye To Foot Pain And Step Back Into Life!

Are you ready to say goodbye to foot pain, and get back to living?

Our feet sure do take a battering. From the time we're around one year old, we're on them every day; walking, running, jumping, dancing, and more.

We use our feet so much that it can be easy to take them for granted... that is, until your every step hurts!

At [clinic name], we understand that foot pain can be debilitating. Playing your favourite sports, hiking with friends, even getting out of bed some mornings can feel impossible when your feet are constantly sore and aching.

If your foot pain is stopping you from participating in life, you're not alone.

Did you know...

Almost half of Australians (48%) wake up with heel, arch or foot pain at least once a week!

If you feel frustrated with constant discomfort and limited mobility, and are tired of having to take pain medication just to get through the day, we made this guide for you!

In the following pages, you'll learn more about what could be causing your foot pain, and what you can do about it.

So you can get your feet feeling great again, and step back into life!

Why Do My Feet Hurt?

Our feet are one of the most complex, hard-working parts of our body. With 26 bones and 33 small joints held together by a network of muscles, tendons, ligaments, and nerves, it's no surprise that they are susceptible to pain and injury.

Our feet bear the weight of our entire body every day, and they are also subjected to a lot of stress and strain as we walk, run, and jump.

Because of this, most cases of foot or ankle pain are caused by soft tissue injuries such as sprains or strains. Foot pain can also be caused by overuse or inflammation of the tendons or ligaments in the foot.

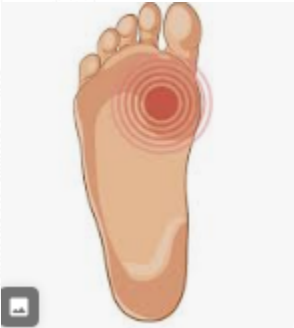
Misalignment in the foot can also lead to discomfort and change the way you walk or run, causing additional stress on various parts of the foot, as well as the ankles, calves, knees, hips, and even the lower back, as your body tries to compensate for the misalignment.

In some cases, foot pain can be caused by an underlying condition that needs to be addressed such as arthritis, poor blood circulation or nerve damage.

Common Types of Foot Pain

Beyond obvious injury, there are several common causes for foot pain. Many of these problems can be diagnosed by the specific areas in the foot or ankle they affect.

Plantar Fasciitis	Bone Spurs	Swelling and Inflammation
		

Pain In The Ball Of The Foot	Numbness or Tingling	Achilles Tendinopathy
		

Let’s Look At These In More Detail

Plantar Fasciitis

Do you ever feel a sharp burning pain in your heel, or the bottom of your foot, after standing for a long time? You might be developing Plantar Fasciitis.

It's caused by overuse or overstretching of a thick band of supportive tissue called the plantar fascia. When this tissue becomes damaged or overused, it can become inflamed, causing pain and discomfort, especially in the morning or after periods of inactivity.

Treatment for plantar fasciitis typically involves a combination of rest, ice, physical therapy, and the use of arch supports or orthotics. If that doesn't do the trick, your podiatrist might recommend corticosteroid injections or potentially corrective surgery.

[add before and after treatment pictures if possible]

Bone Spurs

Bone spurs are small bony projections that can form along the edges of your bones. They can develop when the body tries to repair itself in response to injury, pressure, or friction. Poor fitting shoes are often the culprit, and boy can they be painful!

Treatment for bone spurs depends on the location and severity of the spurs and the symptoms they are causing. Your podiatrist will use treatments such as physical therapy, corticosteroid injections, or the use of orthotics to alleviate your symptoms.

[add before and after treatment pictures if possible]

Swelling and Inflammation

Known as edema, swollen feet and ankles can cause pain, discomfort, and the inability to wear shoes. It can occur due to a number of reasons such as injury, overuse, medication side effects, infections, vascular issues, pancreatic or kidney issues, or pregnancy.

Long term edema can lead to other issues including skin reactions, ulceration and additional pressure on the vascular system.

A podiatrist can offer multiple treatment options which include lymphatic massage, compression bandaging, and compression therapy.

[add before and after treatment pictures if possible]

Pain In The Ball Of The Foot

Pain in the balls of the feet, also known as metatarsalgia, can be caused by a variety of factors including overuse, injury, ill-fitting footwear, and underlying medical conditions such as arthritis or Morton's neuroma.

To address this issue, a podiatrist can use a combination of treatments including physical therapy, custom orthotics, and pain management techniques. In some cases, a change to your footwear or modifications to your daily activities might alleviate pressure on the affected area.

[add before and after treatment pictures if possible]

Numbness Or Tingling

Numbness or tingling in the feet can often be caused by ill-fitting shoes, or overuse after a long and active day. However there are other factors that might be at play which require specialist attention including nerve damage, peripheral neuropathy, poor circulation, or underlying medical conditions such as diabetes or multiple sclerosis.

To treat the issue, a podiatrist will perform diagnostic tests such as nerve conduction studies to determine the exact cause of your sensations. Then they will recommend a treatment plan that may involve conservative therapies such as footwear modifications, compression stockings, and massage.

[add before and after treatment pictures if possible]

Achilles Tendinopathy

The Greek mythological figure Achilles was the greatest warrior who was slain by an arrow in his one weak spot: the back of his heel.

If you suffer from pain in the back of the heel, difficulty walking, and swelling and tenderness at the back of your heel, you probably understand why such pain could bring even the strongest warrior to their knees!

Most commonly an overuse injury, Achilles Tendinopathy is usually treated using a combination of physical therapy, orthotics and braces, and medication. That's in conjunction with resting your tendon as much as possible.

[add before and after treatment pictures if possible]

Three Ways To Prevent Foot Pain

Wear Proper Shoes

Your feet are strong yet delicate – they need to be supported in their daily task of carrying your entire weight around! That means wearing the right shoes. Beyond just getting the correct size, choosing the right shoe also involves choosing the appropriate style.

Sometimes that may mean having to forgo fashion for comfort. Trendy shoes are pointless if they damage your feet so much you cannot walk anywhere to show them off!

To ensure you're getting the right fit, consider getting sized at a shoe store, or try adding orthotic inserts to help relieve foot and ankle pain.

Listen To Your Feet

Starting a new activity, such as working out, can sometimes bring about new aches or pains. Although it may seem like a normal part of the process, this isn't always the case.

If you're eager to get into a workout routine but have a previous injury or a history of foot pain, consider starting with low-impact exercises or making modifications.

Pay attention to any aches or pains, and if they persist for more than a few days, it may be time to try a different pair of shoes, take a break to recover, or consult with your doctor.

Stretch Regularly

Stretching is essential for your legs, arms, and even your feet and ankles. Whether you're a frequent runner, walk around in uncomfortable shoes all day, or simply just tend to get sore feet, there are several basic stretches that can improve the flexibility of your feet and prepare them for physical activity.

Taking the time to stretch your feet and ankles can pay off in the long run and help prevent pain and injury.

When Should I Seek Help?

Pain, numbness and tingling are ways the body signals that something is wrong. Whether you're experiencing these symptoms occasionally or daily, it's still important that you pay attention to your feet – they're asking for your help!

- Pain that doesn't improve within the first few days
- Pain that is getting worse instead of better
- Pain that continues to persist even after two weeks of self-care
- Sores that won't heal
- Discoloration of the skin, especially if it turns dark blue or black
- Changes in the shape or significant swelling of the foot
- Redness, warmth, or swelling, which may indicate an infection
- Recurrent pain lasting for more than three months

If you're experiencing any of these symptoms, there are trained healthcare professionals who specialise in diagnosing and treating problems affecting the foot and lower leg.

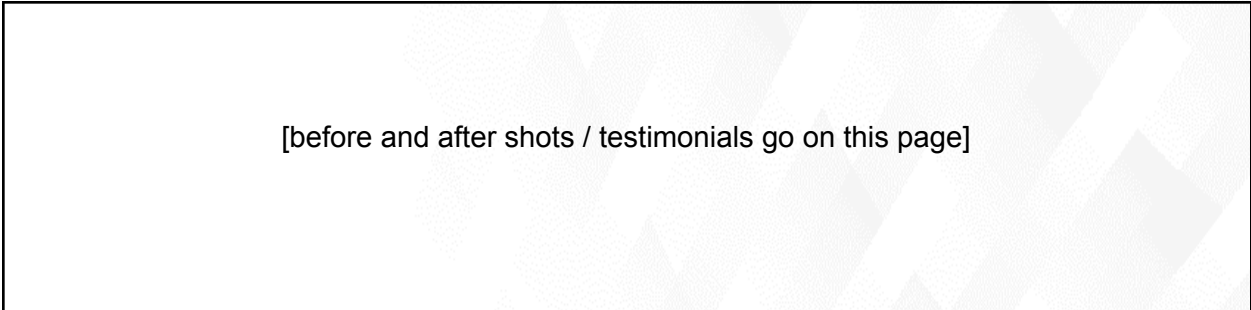
Who Can Help My Foot Pain?

Have you heard of a podiatrist before? Maybe you've heard the term, but weren't sure what it meant! A podiatrist is a professional specializing in the care of the feet and lower limbs.

We focus on the prevention, diagnosis, treatment, and rehabilitation of various conditions related to the musculoskeletal system, medical issues, and surgical procedures that can affect the foot.

At [clinic name], our podiatrists use various treatment techniques to address a wide range of sports injuries, leg problems, and foot pain. It's our mission to help repair damage, increase mobility, reduce stiffness, decrease pain, improve muscle function, enhance stability, and enhance your overall quality of life!

Some Of Our Patient Result



Who Are We?

At [Practice Name], we [put your mission statement and values here].

Our [physios/chiros/osteos] are skilled at managing chronic pain, and understand the stress that can result from it.

Since [establishment date], we’ve helped residents of [your suburb] and surrounds to improve their [problem], and [get the result your patients want].

Our qualified podiatrists specialise in [modalities] that can give you [their ultimate outcome].

[Clinic leader’s name] and the team pride ourselves on providing our patients with the ultimate in podiatry care. We offer [put your value statement here].

At [practice name], we work together with you to design a foot care plan that will help you overcome your pain and get back to living!

So What’s Next?

If you’re tired of your foot pain stopping you from doing the things you enjoy, it’s time to start doing something about it!

At [Clinic Name], we’re here to help you gain the [emotional reward] that comes with [their goal]. Our team of highly-trained health podiatrists [put your USP here].

The first step is to book a 25 minute foot pain assessment with us. (Value \$211)

The assessment involves:

- A comprehensive subjective and objective exam to assess any underlying causes of your foot pain based on detailed podiatry tests (value \$87)
- A footwear assessment to check if you are using the appropriate shoe for your foot type and your activity (value \$72)
- Appropriate personalised treatment plan if required (value \$52)

That is \$211 worth of value for no out of pocket expense if you have private health insurance! No health insurance? No problem. Pay only \$63!

Don't put up with foot or ankle pain – it's time to get moving again! Our proven techniques can help you find the relief you need to step back into life.

We look forward to seeing you in the clinic very soon!

BOOK YOUR FREE FOOT PAIN ASSESSMENT NOW

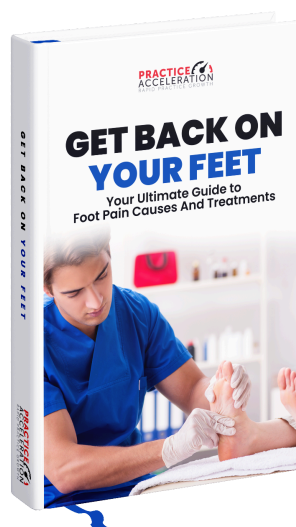
Call **[Clinic phone number]**
Click here to book online

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[Practice Contact Information]

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General

How-to headline formula:

How to [get desired outcome] without [objection]

Example:

How to Reset Your Hormones Without Medication

Checklist headline formulas:

[number of] [things] You Must Do To [Desired Outcome]

The [X] Step Checklist For [Doing A Difficult Thing]

Examples:

13 Exercises You Must Do To Ease Back Pain

The 6 Step Checklist For Overcoming Plantar Fasciitis

Guide headline formula:

The [Impact Word] [Desired Outcome] Guide

Example:

The Ultimate Horse Hoof Care Guide

INTRODUCTION SECTION

First line -

Do you want [desired outcome]

Are you ready to [get desired outcome]

Examples:

Are you ready to get rid of brain fog for good?

Do you want to keep your horse's hooves healthy without farrier visits?

****The first sentence is where you get the reader's attention by presenting their desired outcome (make sure it's in alignment with the lead magnet's title/promise).**

Be upbeat, give them confidence they'll get what they're looking for by reading further.

The first sentence is a 'micro-commitment' - they need to say 'yes' in their heads.

Rest of the paragraph -

Use this formula to write this -

1. State their problem so it's clear to them that you understand their issue.
2. Touch on how this problem is affecting them (physically, emotionally etc). Be sympathetic yet still authoritative.
3. Throw in a supporting statistic if you can - it builds credibility.
4. Make them feel that there is hope for solving their problem.
5. Let them know that your lead magnet will present the solution
6. Tell them to keep reading to discover it for themselves.

Example:

Not sure what's causing your beloved dog's tummy troubles? We understand how stressful it can be. You try all kinds of foods, even cooking them 'human' meals... and yet still they cannot keep their food down!

Did you know that 65% of digestive issues in dogs are caused by just three 'hidden in plain sight' ingredients?

If you're worried about how your dog's sensitive tummy is impacting their quality of life... we've got good news for you!

In this guide we'll lift the lid on the ingredients in common dog foods that can actually harm some dogs. And we'll show you some great alternatives that are easy on the stomach... and your wallet!

So keep reading!

'ORIENTATION' SECTION

Use this section to give your reader the foundational understanding they need so that they understand the rest of the information in the lead magnet.

Think of it as a bird's eye view into the landscape of why the problem happens.

Some examples:

For a plantar fasciitis lead magnet: The anatomy of the foot

For a sensitive stomach in dogs lead magnet: The dog's digestive system

For a chronic pain lead magnet: Overview of the nervous system

For a cosmetic dentistry lead magnet: Common dental issues

LEAD MAGNET BODY

This is where you deliver on the promise of your lead magnet's title/headline.

Think about what your readers need to know, in what order, to achieve the outcome they signed up to get.

Examples of how to do this -

Step by step 'how-to' instructions

A checklist

7 Ways to achieve [X] without [Y]

Ways to level-up your content -

- Break up the copy with helpful graphics.
- Make the lead magnet interactive (worksheets are a good way of doing this).
- Provide templates or examples readers can use to get their solution faster and easier
- Divide your content into easily-digestible sections - no huge chunks of text.
- Break up the sections in your lead magnet body with relevant feedback from patients

'THE TURN'

In this section, you want to transition the reader from learning about how to solve their problem, to actually doing something about it. And most importantly, positioning your clinic as their ideal partner to help them achieve their goal.

Ideas for this section -

What other help is available?

How can I get [result] faster/easier?

What should I do next?

Example text:

So now you understand some of the factors that may be behind your dog's digestive issues. But if your dog is experiencing tummy troubles, it's important to take them to a veterinarian for an examination.

Your vet will perform a physical exam and take a thorough medical history to help diagnose any underlying conditions that may be contributing to the problem. They may also recommend additional tests to help rule out any potential diseases or other factors that may be causing the issue.

Regular check-ups and communication with your veterinarian are important for maintaining your dog's health, and helping them to live the long and happy life they deserve!

THE INTRODUCTION

This is where you introduce your clinic as the ideal partner to help them. In this section, you want to really highlight why you're the best choice for helping them overcome or resolve their issue.

Example text:

At [Practice Name], we [put your mission statement and values here].

Since [establishment date], we've helped residents of [your suburb] and surrounds to [desired outcome].

We understand how important your [reader's main concern] are.

Our qualified [profession] specialise in [your specialty - build credibility] that can give you [their ideal outcome].

Dr [Principal Clinician's name] and the team pride ourselves on providing our patients with the ultimate in [your discipline] care. We offer [put your USP points in here - what makes your clinic special?].

THE CLOSE

This last section is super important - because it tells the reader what to do next!

And you want them to take action right away. So give them a specific next step that they can take. Put your 'no brainer' offer details in this section.

Example:

Are you ready to [get their desired outcome]?

At [Clinic Name], we're here to help you [get their ideal outcome in a faster, easier, or better way – be specific].

The first step is to book a 25 minute [their issue] assessment with us. (Value \$xx)

The assessment involves:

- A comprehensive subjective and objective exam to assess any underlying causes of [your problem] (value \$xx)
- [Second value add goes here] (value \$xx)
- Appropriate personalised treatment plan for [getting their ideal outcome] (value \$xx)

That is \$xx worth of value for no out of pocket expense if you have private health insurance! No health insurance? No problem. Pay only \$xx!

Don't put up with [their problem] – it's time to take back control! Our proven techniques can help you find the [resolution] you need to [get their ideal outcome].

We look forward to seeing you in the clinic very soon!

BOOK YOUR [SOLUTION-FOCUSED NAME] CONSULTATION NOW

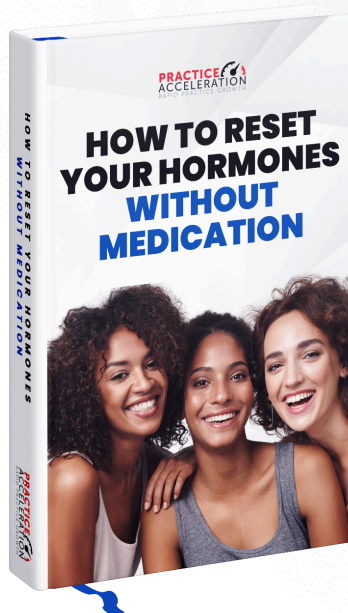
Call [Clinic phone number]

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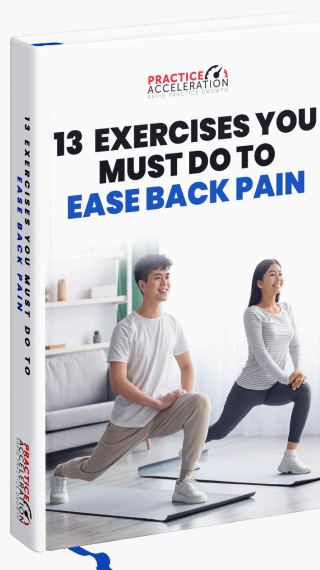
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