

TRISTAN BOND

CHARACTER BIBLE

Practice Acceleration — Brand Content Reference
2026 Edition

For use by: Content team, video editors, copywriters, social media managers & AI assistants

Purpose of This Document

This Character Bible is the definitive reference guide for Tristan Bond's content universe. It exists so that any team member, copywriter, video editor, social media manager, or AI assistant can produce content that sounds, feels, and performs like Tristan — without needing to brief him directly on every piece.

Use this document before writing any caption, scripting any reel, briefing any video, or creating any content asset in Tristan's voice.

1. Who Is Tristan Bond

Core Identity

Tristan Bond is the CEO and Co-Founder of Practice Acceleration — Australia's #1 healthcare business coaching company, ranked #2 in the UK and active in Canada and the US. He is the primary face of the brand and the high-energy voice that healthcare practice owners trust to help them grow their businesses.

He is a business growth strategist, marketer, and leader — not a practitioner. His superpower is translating complex business strategy into simple, fast, implementable action for healthcare practice owners.

Mission

"Help healthcare practice owners double their income, halve their clinical hours, and build a business that runs without them."
— TB's core brand promise

Role in the Brand

TRISTAN IS... The face. The energy. The ideas. The vision. The one on camera, on stage, in the room. He creates the culture and sets the direction.	SARAH HODGE IS... The systems brain. The operator. The one who takes Tristan's ideas and builds the machine that delivers them. His business partner and co-founder.
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2. Brand Positioning

How Tristan is Positioned

- The high-energy face of Practice Acceleration
- A business growth strategist specifically for healthcare practice owners
- A leader who blends direct-response marketing thinking with lifestyle, speed, and bold action
- Someone who uses marketing, AI, systems, and team-building to help owners grow without chaos
- The anti-agency, anti-slow, anti-excuses voice in the healthcare business space

Target Audience

Primary: Healthcare practice owners — physio, chiro, dental, vet, podiatry, osteo, and allied health. Practice owners earning \$20K+/month who want to grow, get more patients, build better teams, and reclaim their time.

Secondary: Ambitious owners watching from the outside who are not yet clients but are building trust through content.

3. Origin Story

The Background — He Was One of Them

Tristan Bond was a physiotherapist before he was a business coach. He didn't come from the consulting world or the marketing world — he came from the exact same place his clients are standing right now. He built, struggled with, scaled, and ultimately sold his own physiotherapy practice. He knows what it feels like from the inside.

Rock Bottom — February 2005

Tristan's story begins at rock bottom. His first attempt at running his own physio practice was failing. He couldn't pay the rent, couldn't keep the doors open, and was forced to take part-time work at another physio practice just to survive — working in a room next to a friend from uni who knew he was struggling. He felt like a failure. He was embarrassed. The voices of every naysayer who had told him he'd never make it were getting louder.

"I couldn't bear to tell my parents. I didn't want anyone to know about my situation."

— TB — February 2005

To make ends meet, he took every early morning session, every late session, every weekend shift — the ones no one else wanted. He was working so much for someone else that it became

virtually impossible to work in his own practice. But he couldn't say no. He needed the money. He was trapped.

The Decision — Going All In

Rather than give up, Tristan went back and backed himself. He let go of his only stable paycheck. He went all in. It was, in his own words, one of the scariest decisions of his life.

"It was now or never."

— TB

Cracking the Code — Then Losing Everything Else

Over the next three years, Tristan navigated the rollercoaster of growing his physio business and finally cracked the code of building a profitable private healthcare practice. On paper, things looked incredible — strong revenue, strong growth. But behind the scenes, his life was falling apart.

He was starting at 6:30am with his first patient, finishing at 8pm with his last. Working Saturdays. Covering sporting teams on weekends just to keep new patients coming. No social life. No sport. Lost friendships. Fuelled by caffeine. Couldn't sleep. His business had become a monster that was calling the shots of his life.

"I was losing my health, my sanity and my life to a business that had become all consuming. I felt totally powerless to its constant and never ending demands."

— TB

The Phone Call That Changed Everything

Then came the defining moment. Tristan was at his desk in his North Adelaide physio practice, writing patient notes — savouring a rare gap when a patient had cancelled. His dad called.

His dad — a confident, tremendously successful accounting business owner, someone Tristan had modelled himself on — was on the other end of the phone with slurred speech, gasping that he thought he was having a heart attack. As they spoke, his dad suffered a TIA — a form of stroke. Within minutes he was ambulated to hospital.

"My dad thankfully survived, but to maintain his health he had to sell his business shortly thereafter. Losing his health and losing his life — it simply wasn't worth it. He'd become a slave to his business. And I knew that I was now on the same path."

— TB

The Transformation — Building the Solution

That phone call broke the pattern. Tristan knew there had to be a better way. He needed a way to grow a physio business that wasn't dependent on him — where not every decision fell on his shoulders, where the whole thing didn't collapse if he stepped away.

So he changed everything. He created a strategy that completely streamlined his practice and took him out of the day-to-day. The results were remarkable:

- Went from 60 hours per week consulting to ZERO hours per week
- Tripled his income inside 12 months
- Built a profitable lifestyle healthcare practice
- Successfully sold the practice before marrying his wife Melissa

"I became the architect. I was no longer a slave to my practice."
— TB

The Mission — Why He Does This

For the past eight-plus years, Tristan has been using everything he learned — the failure, the burnout, his dad's health scare, the breakthrough — to help other healthcare professionals create their dream practices and dream lifestyles. So they don't have to hit rock bottom first. So they don't have to wait for a health scare to ask the right questions.

"If not now, when? When will you finally take charge and build the practice that you want and live the life that you deserve?"
— TB's closing call to action

4. Defining Moment & Transformation Arc

The Before

A burned-out physiotherapist working 60+ hours a week. Financially successful on paper, personally broken. Losing his health, his friendships, his identity. Built on his own back with no systems, no freedom, no end in sight.

The Turning Point

His father's TIA (stroke) suffered over the phone while Tristan was at his desk. A sudden, visceral reminder of exactly where his current path was heading. The moment everything became clear and the question he could no longer avoid crystallised: if not now, when?

"I had to hit absolutely rock bottom and have a serious health problem shake up my entire family and my world before I finally asked myself what I wanted from my life."

— TB

The After — Who TB is Now

A high-performance founder building one of the fastest-growing healthcare business coaching companies in the world — operating across Australia, the UK, Canada, and the US. He went from a burned-out solo physio to selling his own practice, then building a company that has helped hundreds of practice owners break through revenue ceilings while working fewer clinical hours. He is living proof that the model works — and that proof is the foundation of everything he says.

5. Tone, Voice & Personality

Overall Tone

TB IS

- High energy
- Confident
- Direct
- Optimistic
- Fast-moving
- Commercially sharp
- Casual not corporate
- Slightly cheeky
- Bold
- Relatable
- Strong leader energy
- Not afraid to have an opinion

TB IS NEVER

- Corporate or stiff
- Passive or flat
- Generic or motivational-fluffy
- Academic or explanation-heavy
- Overly polished
- Weak or vague
- Apologetic
- A generic influencer
- A social media manager voice

Platform-Specific Tone Adjustment

On longer-form content (podcast, YouTube, email): Authoritative, strategic, teaching-mode. Deeper points, more structure.

On Instagram Stories: Slightly softer. More in-the-moment, human, spontaneous. Followers feel like they're getting behind-the-scenes access — not a broadcast.

On Reels / short-form: Sharp, fast, punchy. One big idea. Hook in the first second.

On Paid Ads: Direct-response. Hook, problem, solution, proof, CTA. No fluff.

6. Catchphrases & Signature Language

Phrases Tristan Uses

How good	Let's go	Absolutely
Game changer	This is where it gets exciting	Big move
That's the point	This is what most people miss	Worth it
1000% worth it	We're building	What's next
This is gonna be big	This is gonna be wild	This is gonna be epic
Big day ahead	This is where it gets fun	First session. Big ideas. Zero fluff.
Worth the travel. Every time.	Deep in strategy mode	Best rooms create the best ideas.
Success loves speed	The diary is the boss	BOOM
Crushing it	Let's goooo!	If not now, when?
Know your numbers	You can't pour leads into a leaky bucket	Simple scales

Language Rules

- Short sentences. Fragment sentences are fine.
- One-liners are strong.
- Rhythm matters more than grammar perfection.
- Write like a confident founder speaking off the cuff.
- Make it feel like a live thought, not a brochure.
- Allow a bit of swagger.

Never Use

- Corporate jargon
 - Passive or flat copy
 - Generic motivational fluff
 - Dense, explanation-heavy text
 - Long disclaimers or over-explaining
 - Too much filler before the point
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7. Tristan's Characters & Modes

Tristan shows up differently depending on context. Each 'character' is authentic — it's just a different facet of who he is. Content creators should understand which mode is most appropriate for each piece.

Home TB	Relaxed, real, domestic. Woolfie (the dog). Katie (his partner). The life behind the business. Wine, butter chicken, sneakers, the simple moments. This is the humanity behind the brand.
Work TB	In the zone. Leading the team. Strategy sessions, whiteboards, laptops, AI builds. High-performance founder energy. This is where the big ideas happen.
Social TB	At dinner, at wineries, at events. Having fun. High-energy social environment. Shows he works hard and plays hard.
Events / Industry TB	On stage, at masterminds, in high-level rooms. Authority mode. The expert. The person other leaders want to learn from.
Real World TB	At the gym, at the airport, in transit. Showing the grind. The 4am flights, the hustle, the commitment to the mission.
Disney Character	<i>Thor</i>
Ego	TB at full confidence. Bold claims. Strong opinions. The TB who doesn't apologise for his success and challenges others to think bigger.
Alter Ego	<i>[TO BE COMPLETED — Who is TB's alter ego? The character he steps into when he needs to perform at the highest level?]</i>

8. Supporting Cast & Props

The Cast

Sarah Hodge	Business partner and co-founder. The systems brain. Sarah brings TB's ideas to life. She is the operator, the strategist behind the strategy. Their dynamic is well-established — TB brings the fire, Sarah builds the machine.
Katie	Tristan's partner. Makes an occasional appearance in lifestyle content — adds humanity and relatability.
Woolfie	Tristan's dog. A fan favourite in behind-the-scenes content. The unofficial mascot of the brand's human side.

Signature Props & Settings

Sneakers	AI glasses	Wineries
Wine	Butter chicken & eating out	The gym
Airport / travel days	Strategy whiteboards	Resort offsites
Team laptops & brainstormers	Woolfie	High-level rooms & events

9. Strengths & Weaknesses

Understanding both makes content more authentic. The vulnerabilities make TB more human and relatable.

STRENGTHS Big-picture vision. High energy that is contagious. Marketing brain that sees angles others miss. Speed — thinks and moves faster than most. Charisma on camera and on stage. Ability to simplify complex ideas. Commercial instinct. Leader who builds loyalty.	WEAKNESSES / HUMANISING TRAITS Too many ideas at once — his brain moves fast and new ideas are always coming. This is also his superpower, but left unchecked it pulls the team in too many directions. Taking the team off track — which is exactly why Sarah exists. She is the filter, the operator, and the person who keeps the machine moving while TB keeps generating the vision.
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10. What Tristan Stands Against

TB's enemies are not people — they are ideas, systems, and industries that hurt healthcare practice owners. Having clear enemies gives the brand a point of view and creates tribe-building content.

Agencies	Marketing agencies that over-promise, under-deliver, and drain practice owners' budgets with slow, generic results. TB believes owners should own their own marketing.
SEO slow-plays	The 'just wait 6-12 months for SEO to kick in' advice that practice owners get sold on. TB believes in fast, measurable patient acquisition — not slow, unpredictable strategies.
Inaction & excuses	The 'I'll start when things settle down' mindset. TB has zero patience for overthinking and under-doing. He calls this out directly and consistently.
Complexity over results	Consultants and systems that make things more complicated than they need to be. TB's philosophy: simple + consistent + fast > complex + perfect + slow.
Undercharging	Practice owners who are scared to charge what their services are worth. TB challenges this directly — undercharging keeps owners trapped in clinical time.
Trading time for money	The model where the owner is the bottleneck. TB's entire mission is to help owners break out of this cycle.

11. Content Pillars & Topics

FUNNEL STAGE	PILLAR	PURPOSE
TOFU	Entertainment	High reach. Finds new audiences. Hooks, humour, relatable moments. Designed to stop the scroll and find new eyeballs.
MOFU	Inspiration	Viral potential. Transformations, big wins, bold claims. Designed to build belief.
MOFU	Education	Lower reach but builds trust. Frameworks, tactics, how-tos. The 'aha moment' content.
BOFU	Product	Direct offer content. Testimonials, program reveals, ROI proof. For warm audiences ready to act.

Primary Topic Focus — Patients (70%)

- Brand Builder
- Paid Ads Playbook
- Automated Patient Machine

Secondary Topics — Profits & Scale (30%)

- Profits: Conversion, Retention, Roadmap, Ascension
- Scale: Team Performance, Clockwork Operations, Founders Flow

12. Signature Outfit & Visual Identity

The Look

Tristan's visual identity is deliberately simple and consistent — which makes it instantly recognisable across all content.

Signature top	Black or white t-shirt. Clean, simple, no-fuss. The simplicity communicates confidence — he doesn't need to dress up to command attention.
AI glasses	A consistent and standout prop that reinforces his positioning as someone who is ahead of the curve on technology. Worn regularly across reels, stories, and behind-the-scenes content.
Watch	Always. A subtle but consistent signal of someone who values time — fitting given his entire philosophy is built around giving practice owners their time back.
The car	Appears occasionally in content. A lifestyle signal — aspirational without being flashy. Part of the 'real world TB' character.

What the Look Communicates

The overall visual presentation says: I don't need a suit to be taken seriously. Clean, direct, and confident — exactly like the content. The consistency of the black or white tee means the audience focuses on TB, not what he's wearing. The AI glasses and watch add dimension without distraction.

Team Consistency Guidelines

- Default to clean, minimal backgrounds when filming — the outfit is simple, the environment should match
- AI glasses should be present in tech, AI, and forward-thinking content where possible
- Avoid over-styling or over-producing TB's look — the authenticity is part of the brand
- The watch should always be visible in close-up or talking-head shots

13. Hook & CTA Formulas

Hook Types That Work for TB

Big situation hook	<i>"4 flights. 3 countries. 36 hours of travel." / "Big day ahead." / "We're here."</i>
Curiosity hook	<i>"This is where it gets fun." / "What we're building next is big." / "First session underway."</i>
Milestone hook	<i>"First day. First brainstorm." / "We just hit [number]."</i>
Question hook	<i>"Ever done a marathon travel day like this?" / "Want to see what we're building?"</i>
Contrast / payoff hook	<i>"Worth it? 1000%." / "Long trip. Big mission."</i>

Hook Writing Rules

- Lead with the most interesting detail first
- Use numbers when possible
- Be concrete — not vague
- Keep it short — make the audience want the next frame

CTA Style

TB's CTAs are always soft, not aggressive. He invites, he doesn't demand.

"Watch this space 👁️"	"More behind the scenes coming"	"Want me to show you more?"
"Drop a message / Reply and tell me"	"Follow along this week"	"Want the updates?"

14. Proven Content Formulas

Formula 1: Journey → Arrival → Insight

Used for travel, offsite, and event content. Massive travel day → arrive in destination → show team or setting → explain why the trip matters → invite people to follow along.

Formula 2: Story → Lesson

A personal moment leads to a business insight. Here's what happened → here's what it reminded me of → here's the lesson for practice owners.

Formula 3: Problem → Solution

Used for educational, marketing, AI, or operations content. Here's what most people get wrong → here's what we're doing instead → here's why it works.

Formula 4: Milestone → Identity Reinforcement

Used for birthdays, wins, anniversaries, launches. Big milestone → why it matters → what it says about the mission, team, and vision.

Formula 5: Curiosity → Reveal → CTA

Fast-moving story sequences. Big hook → short explanation → show proof or behind-the-scenes → ask a question or invite replies.

15. Quick Reference Card

Use this as a rapid checklist before publishing any TB content.

- ✓ Does this feel like a confident founder speaking off the cuff?
 - ✓ Is it short, punchy, and skim-friendly?
 - ✓ Does it avoid corporate jargon, passive language, and motivational fluff?
 - ✓ Does Frame 1 / the hook stop the scroll in the first second?
 - ✓ Does it build naturally toward a clear point or takeaway?
 - ✓ Is the CTA soft but clear?
 - ✓ Would this feel native to the platform it's published on?
 - ✓ Does it feel like Tristan — not a social media manager?
 - ✓ Are the enemies, allies, and brand values consistent with this Bible?
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This document should be updated whenever Tristan's brand evolves. Owned by the Practice Acceleration marketing team.