

Emails

Email #1

Subject Line:

A: \$1.30 text message = \$2,940 of patient bookings

B: He sent this to his patients and made \$2,940

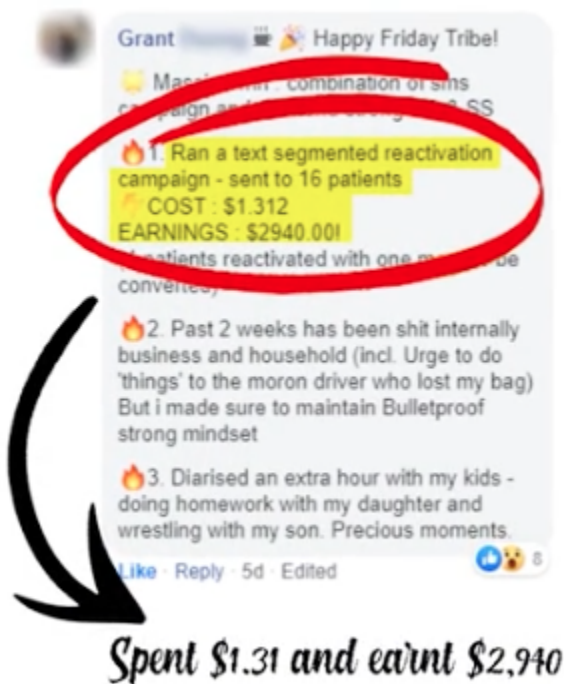
Hi (name),

Would you be open to spending \$1.30 to make \$2,940 from your patient bookings?

Because that's exactly what our client Grant just accomplished!

Grant sent a simple text message to 16 of his former patients...

The result?



As you can see, sending this simple text message made Grant end the month with an extra \$2,940 in his pocket.

Without having to spend loads of money on ads or hours posting on social media.

For a limited time, I'm giving you an opportunity to learn how to use this same strategy in your own private practice.

Normally, this is something that I charge \$1,997 for, but until the end of the month, I'm offering it for **free** to the first 5 people who claim it.

So if you want 2025 to be your most profitable year yet...

[!\[\]\(4729e517bc6a7cd81c8025b9646574fb_img.jpg\) Get this \\$1.997 strategy for FREE while you still can.](#)

To your success,

(Signature)

Email #2

Subject Line:

A: This simple message made my client \$18,850

B: No ads. No social media. Just extra bookings.

Hi (name),

I get it.

You want to grow your private practice—without the headaches that come with it.

You don't want to waste money on ads that may not work...

Or spend hours posting on social media...

Only to feel stuck, overwhelmed, and overworked in the process.

Here's the truth: Spinning your wheels and overthinking every move is what keeps most private practice owners from reaching their full potential.

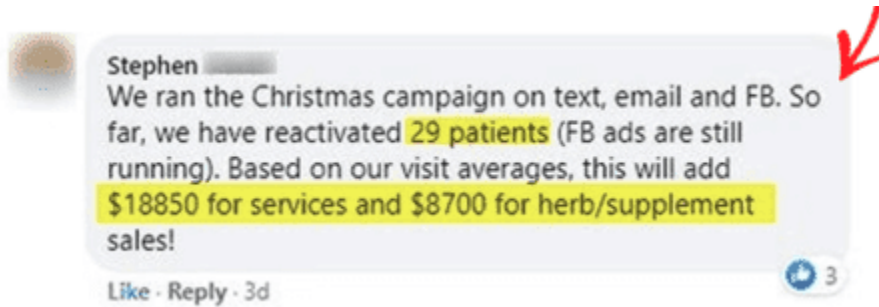
So far, I've helped over 2,000 private practice owners grow. Here's what I've found:

Most of them were sitting on an untapped goldmine of bookings.

If you've been in business for at least two years, it's likely that you already have enough past clients to add an extra five figures—without running ads or posting on social media.

All it takes is a simple 9-word text message that you can send today.

One of my clients used this exact strategy to make an extra \$18,850 (see photo below).



Normally, I charge \$1,997 to consult and implement this strategy in your private practice. But for the first five people who claim it before the end of the month, it's 100% free.

[!\[\]\(e78f798d4ea5c530c9db49e7d26e6b95_img.jpg\) Grab this \\$1,997 strategy for FREE while you still can.](#)

To your success,

(Signature)

Email #3

Subject Line:

A: If you feel stuck growing your private practice, read this

B: Become confident as a private practice owner

Hi (Name),

When I first stepped into the world of physiotherapy, I was drowning in self-doubt.

With seasoned pros just down the street and me fresh out of university, I felt like a **small fish in a big pond**. A lot of my confidence came from “**faking it till I made it**”—but honestly, it never felt natural.

Then I had a realization that changed everything...

Confidence **isn't something you're born with**. It's built—**one rep at a time**.

Every small win, every challenge, every patient I helped—it all stacked up until confidence came naturally.

But then, when I shifted into coaching, I felt like I was back at square one. I had to put in the reps all over again. But soon, just like before, I developed an instinct for what private practices needed to **thrive**. It became second nature—like muscle memory.

And here's the thing...

Growing your private practice works the same way.

If you've been feeling stuck, spinning your wheels, or unsure about your next move—I can help.

I've worked with **2,000+ private practice owners**, helping them navigate the growth stage with clarity and confidence. Until the end of the month, I'm offering a **free 1:1 strategy call** to help you do the same.

[!\[\]\(41aea2746216b27a6939d696d8e035da_img.jpg\) Schedule your free consultation call here before spots fill up.](#)

To your success,

(Signature)

Target Avatar

Target Avatar

1. Deepest Unspoken Fears About Growing Their Private Practice

- **Fear of Losing Control & Burnout** – They fear that scaling means sacrificing the quality of their work and personal freedom.
 - *"What if I build this up, and it turns into a monster I can't control?"*
- **Fear of Failure & Public Embarrassment** – Deep down, they worry about making the wrong moves and having to face their peers if they fail.
 - *"Everyone thinks I have it together... what if they realize I don't?"*
- **Fear of Being Seen as "Too Salesy"** – They don't want to be perceived as money-driven or manipulative.
 - *"I'm a professional, not a marketer. I don't want to beg for business."*
- **Fear of Hiring & Managing People** – They doubt their ability to lead a team without headaches.
 - *"What if I hire the wrong person and everything falls apart?"*

2. The Status/Identity They Secretly Wish to Embody

- **The Respected Expert** – They crave the reputation of being *the* go-to authority in their field.
 - *"I want to be the name people mention when they need real expertise."*
- **The Visionary Business Owner (Not Just a Practitioner)** – They want to be seen as a strategic leader, not just a service provider.
 - *"I don't want to be stuck doing all the work—I want to build something bigger."*
- **The "Effortless" Success Story** – They want it to look like success came naturally, without struggle.

- *"I want people to think, 'Wow, they're just naturally great at this.'"*

3. What Keeps Them Up at 3 AM Worrying

- Inconsistent Revenue & Financial Uncertainty – They secretly fear that every month might be the one where things dry up.
 - *"What if next month is terrible? What if this isn't sustainable?"*
- Feeling Stuck in a Cycle of Overwork – They wonder if they'll ever escape the exhausting day-to-day work.
 - *"Is this just my life now? Is this what I signed up for?"*
- Imposter Syndrome – They worry they're not as good as people think.
 - *"What if I'm just getting lucky? What if people figure out I don't have it all together?"*
- Fear of Letting Clients Down – They agonize over every client experience, worried about negative feedback.
 - *"Did I handle that right? Are they going to complain about me?"*

4. The Social Proof They Actually Trust vs. What They Claim to Trust

- Actually Trust: Private conversations with peers, subtle cues of financial success, real-life examples of people like them growing successfully.
 - *"I saw how much they raised their prices and still have a waitlist... maybe I should do that."*
- Claim to Trust: Reviews, testimonials, industry awards.
 - *"I check reviews, but let's be real, those can be faked."*

5. What They Tell Their Friends vs. What They Really Think

- Tell Their Friends:
 - *"I'm just focusing on growing steadily and keeping things manageable."*

- **Really Think:**
 - *"Why is it taking so long? Other people seem to be doing better than me."*

6. The Emotional Triggers That Make Them Act Impulsively

- **Seeing a Peer Succeed Faster Than Them – Comparison fuels immediate action.**
 - *"Wait, they just opened a second location? I need to step it up."*
- **Fear of Missing Out on a “Secret” Strategy – If they believe others have an advantage, they’ll jump on it.**
 - *"If this is what all the top people are doing, I can’t afford to ignore it."*
- **An Unexpected Revenue Dip – A bad month creates urgency.**
 - *"I need to fix this NOW. What’s the fastest way to get more clients?"*
- **A Client Complaining or Leaving – They’ll take drastic action if they feel their reputation is at stake.**
 - *"I can’t let this happen again. I need to change something immediately."*

7. Core Desires They’d Never Admit Publicly

- **To Be Seen as the Top 1% in Their Field – They want industry recognition but won’t say it outright.**
 - *"I just want to be respected... but also, I’d love to be THE name in this space."*
- **To Have a Business That Runs Without Them – They dream of stepping away but won’t admit it.**
 - *"I love what I do... but I also want to take a month off without everything falling apart."*
- **To Make a Lot More Money Without Feeling Guilty – They want financial success without compromising their integrity.**

- *"I'm not in this just for the money... but I'd be lying if I said I didn't want to make a lot more."*

8. What They Think Their Main Problem Is vs. What It Really Is

- What They Think:

- *"I just need more clients."*

- What It Really Is:

- *They need better systems, pricing, and positioning to escape the constant hustle.*
- *"I don't actually have a growth strategy—I'm just reacting to problems as they come."*