

I just want to preface this saying please correct me if I'm wrong on any of this stuff I'm just going with what I find and think.

Top Players Large

- <https://www.athletico.com/>
- <https://www.rockvalleypt.com/find-your-clinic>
- <https://www.atipt.com/>
- <https://texasinjurychiro.com/>
- <https://www.drshoshany.com/>

Still Top Players but smaller companies

- <https://irocpt.com/> I like the home page of their website
-

Sam's Clients

<https://www.facebook.com/meridianmassagecouk/>

<https://www.facebook.com/CitySotonChiro>

Positive reviews (Dream State)

- "I started coming to Athletico shy, scared, and timid. When I met Bryon I knew we were going to be a great pair. I went in for a simple back problem and ended up staying 3 weeks in the hospital. I couldn't even walk 30 feet and by this time I had to use a walker. Bryon was always there cheering me on as I got better and better after my illness and diagnosis. He puts his time into you. I'm now known around Athletico from Missy to other DPT's. Bryon never gave up on me. That's what I needed. I was so close to throwing in the towel. I couldn't bathe myself, dress myself, move in bed, cook, and work. With the help of Bryon I am working half days after being off since December. If I had to choose where to go again Athletico is where I'm headed. It's not often you find a provider that calls you to make sure you get home safe. Every single one of the physical therapist are amazing and I'd see any one of them. Bryon just got stuck with my sass and complaining, but he takes it like a champ. I love coming to PT just so I can see everyone especially missy. She's always there to answer my calls and fit me in places. She's great! I feel at home there. But if I have to do another sit to stand I may crumble into pieces."
-

Negative reviews (Pain State)

- Edit: just got my bill from them. This place is a rip off. They even glance your way and it's \$75. They helped but the cost is RIDICULOUS. Yikes. They just do extra stuff and then charge you without talking to you about it. If you have to go here be very VERY clear about expectations. They pulled on my back to try to adjust me, failed, then charged me a ton of money. What a scam.
- So I called to schedule an appointment and find out more information on appointment times. The lady I spoke with (Started with a T) was extremely rude to the point where i just canceled my appointment and scheduled with another physical therapist. She didn't seem like they wanted my business. She informed me my insurance deductible, I responded I already knew my insurance deductible. The tone she set was of major concern that I had a high deductible insurance. What she did not realize is, I have an HSA to cover that deductible. I then was questioned how I knew my own deductible... I mean come on. Very combative over nothing. I'm sure the place has good therapists but I am not going to put up with that. (Her having a bad day or not) She seemed very aggravated that I would not print and fill out the new patient paper work at my job vs just filling it out there. Sorry Athletico you lost my business because of the poor customer service from this lady.

Active buyers (main focus)

https://docs.google.com/document/d/1kXKreBg7714XI6b_PRP2vye_aNfrlr053O-K8slW_W_k/edit?usp=sharing

Who are we talking to?

Really anyone who is trying to resolve pain 18-85 roughly

Where are they now?

Will they buy/act

I feel like if we are talking active buys their pain is already pretty high

If they are searching for it they probably already believe it will help them

So the main focus here needs to be building trust with the company or person.

Market awareness

Level 3 they know physical therapy or chiropractic exists, they know it works, now they just need to choose our company over others.

Market sophistication

I was thinking 4 because I don't think people are completely tired of our claims yet, but let me know what you guys think. It might also be 5

Current state (pain state)

In physical pain bad enough that they are now looking for ways to treat it.

Where do we want them to be?

Dream state

Pain-Free

They like their physical therapist

Doing their favourite sports/activities

Relieved

Thankful that their pain isn't permanent

Their wife is happy

Found a drug free solution to their pain

Revitalised

Sleeping better than ever

Feel younger

Want to recommend the service to other people

"Had a great experience with their chiro - look forward to their next treatments"

Painful current state

Dream state

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Chris is an exceptional Chiro/Physio therapist. I've been seeing him for an injury that I had and from the first session itself I could see massive difference in my issue. The pain almost halved and I was able to slowly get back to my training. He is a very knowledgeable person and is an expert in his field. I would highly recommend Chris. Great work mate.

Chris is simply brilliant. He identifies root cause issues and implements a variety of techniques from a toolkit of holistic and remedial treatments including spinal adjustments, reflexology and the rather insane looking hammer therapy (one he hasn't suggested for me - yet!) He is an expert in his craft and I would totally recommend his advice and services.

I picked the place because it was highly rated, I had my doubts because of this. But I booked my appointment with them through the website anyways. Natasha was available for the time slot I wanted. She was very professional and comforting, she asked some questions and examined my posture before starting the session. She explained what she was doing

thoroughly. She was very informative and helpful, she didn't mind going overtime to give further advice. Highly recommended. Thanks for a great first session, will definitely go again.

He has treated me, my husband and my toddler. He does gentle chiropractic adjustments that don't feel like a ninja who is about to break your neck. He is great with little ones! Traci, who manages the front desk, is also very knowledgeable especially with women's and kid's health. The ambience and small talk with Traci while waiting is very calming and they have a great tea selection!

Traci, who mans (or womans) the ship and organizes the business and schedules, makes arrangements, and thoughtful suggestions, is a sweetheart and is down to earth, understanding, and patient.

Massage services are top notch (and I've had a lot of massages and am very picky) and very affordable.

And Dr. Orimenko, the chiropractor, naturopath, intuit, and jack of all trades takes a unique and diverse approach to treatments of all sorts. He is very knowledgeable and applies various modalities depending on the needs of the patient.

I've been going here for ages and plan to continue.

Highly recommended.

How do we get them to take action and book our service?

- Scheduling and payment processes are easy and convenient - streamlined process
- Give emotional support - validate their feelings
- Quick and simple online pain assessment to determine where they're at

- Back up their emotional **want** to buy with simple logic
- Show social proof
- Crank their pain and help them recognize the true ramifications of their physical problems and/or the benefits of solving them and what solving them will do for them (longevity of life, feeling younger, feeling better, bones stop aching, etc.)
- Show them people they tribally affiliate with achieving their dream state
- Boost their belief that chiro/physio will work for THEM (make it feel specially tailored for the special person (everyone thinks they're special and unique))
- Send personalized targeted emails.
- Offer a free initial consultation or a discounted service or extra bonuses.
- Implement a referral program where existing patients can refer their friends or family or **dog** or whatever to get special discounts or bonuses.
- Participate in local events, to engage with the community
- Scarcity of available appointments (FOMO).
- LIMITED TIME OFFERS

Strategies:

Social proof

- **Grow reviews**
- Email patients later in the day asking them if they enjoyed the service and would want to recommend us. (only once per patient don't do it after every appt or it will get annoying.)

Here is the idea in action:

How Was Your Visit Today?

Hi [Name],

I hope you're doing well! It was great seeing you today at (your company).

We love hearing from our patients. Regardless of your experience, would you mind leaving us a quick review? Your feedback helps us keep improving.

You can leave your review here.

Thanks a lot!

Best,

The Team at (your company)

Business cards to get people to leave a review

Incentivise leaving a review - small discount for leaving a review

Certifications

On social media or on websites make sure to include certifications to help grow social proof.

Familiarity and personal experience with company/person

Social media posts about meeting the team and tours through the practice

If possible have videos/pictures of patients getting treatment