



HOW I generate **200 new clients** a month for my physio clinic

Get the inside secrets to how you can
make this happen for your clinic

How I generate 200 new patient episodes a month for my physio clinic

In my 16 years as a clinic owner I have learned so much about what results in successful marketing.

My clinic is one of the busiest in Australia: we receive 200 new client episodes (approximately) per month - give or take.

I want to make the distinction between the fact that these aren't all brand new clients to the clinic - many of them are old clients returning for a new episode of care.

In this simple cheat sheet I will outline to you the 5 strategies that give me the most bang for my buck.

My 5 top referral strategies, from highest amount of new clients to lowest amount of new clients generated, are as follows:

- 1. Existing client referrals**
- 2. Google Ads**
- 3. GP/Health practitioner referrals**
- 4. External clinic signage**
- 5. Facebook recommendations**



Step 1 EXISTING CLIENT REFERRALS

This is my top strategy and makes up 25% of our new client episode referrals per month.

My existing clients referrals strategy is based on clients who are already happy customers of the clinic referring their family members and friends.

The reason this is the most powerful strategy is due to the concept of “know, like, trust”. Once a client has got to know their physio, other allied health practitioners at our clinic (like remedial massage therapists) and our admin team.

This is demonstrated when we have ‘bent over backwards” for them - like squeezing them in for an appointment when they need it, facilitating a referral to another top quality health professional eg PT, EP, psychologist etc. As well as or helping them out in their time of need with a letter, report, or call to GP or specialist to get them in quicker, this person becomes a “raving fan”.

In my experience raving fans like to refer. Our clinic has a multi tiered strategy to reward people who refer family and friends. And this strategy is very low cost.



Step 2 GOOGLE ADS

When someone hurts themselves and need a physio where do they go?

There is only one place they go - Google. They look for a physio in their region. Now, everyone is looking for something different. It is very difficult to understand what each person is looking for. But one thing is for sure - people who find you on google and choose your clinic make a booking then and there.

Google generates about 20% of our new patient episodes per month - so much so that my budget for Google Ads is unlimited! Currently in our clinic we advertise using Google Ads for our physio, remedial massage and acupuncture services. We generally pay between \$20-\$30 per NEW EPISODE from Google. This is not per click, this is per customer.

Ultimate Physio operates a Google Ads service where we can set up your Google Ads for you. If you are interested in this service drop me a line at Nick@ultimatephysio.com.au



Step 3 GP/HEALTH PRACTITIONER REFERRALS

When I started my career 17 years ago, GP referrals were the main source of new client referrals.

Now, things could not be further from the truth. Our clinic still gets referrals from GPs, but this number continues to be eroded by increased competition, and GPs wanting to write more and more EPC referrals compared with private client referrals (as they are handsomely reimbursed for writing EPC referrals).

My biggest tip here is to focus on health practitioners who share your ideal client.

These include specialists, PTs and EPs amongst others.

My biggest tip for generating a referral relationship with these types of practitioners?

REFER TO THEM FIRST! Reciprocity - give first in order to receive later.



Step 4 EXTERNAL CLINIC SIGNAGE

Most physio clinic owners I know underestimate the number of referrals your clinic receives from people driving or walking by.

Some months we have up to 20 people, or 10% of our new client episodes come from our strong signage around our clinic.

Our clinic is on a main road in a small business strip, with a small amount of drive by and a medium amount of walk past traffic.

We have large, highly visible professional and recently updated signage displaying not only the services we offer, but also speaking to our ideal clients' key frustrations.

Each day we put out a sandwich board with available appointment times, and we have a large 2.5 x 1.25m sign with one of our evergreen remedial massage offers on it, encouraging people walking past to take action.

Don't underestimate the power of signage to encourage people to take action to book now.



Step 5 FACEBOOK RECOMMENDATIONS

You may be aware that Facebook groups are very powerful when it comes to marketing.

In your local region there is a high chance there are facebook groups set up for community notices, and some of these groups contain tens of thousands of people!

In our local group I regularly see people posting in this group asking for a great local physio in our region.

I am pleased to see the majority of people's recommendations in these groups are for our clinic.

Not all of the recommendations are for our clinic, as there are 15 clinics in our region, but the bulk of them are.

This transfer the “know, like, trust” principle to the prospect, from the person giving the recommendation, and increases the likelihood that the person will book with us.





NEXT STEPS

Now this is not an overnight strategy - this strategy took me 7-8 years to build, and will take you time.

One of my favourite quotes is:

“The best time to plant a tree was 20 years ago: the second best time is now”.

For those who want more I delve deeper and show you how to implement the above 5 steps in your clinic in my 9 month programme Build the Ultimate Physio Clinic.

This programme is best suited to mid to high 6 figure and low 7 figure physio clinic owners, who are too busy, your clinic is too reliant on you and you want to free up more time to spend with your kids or just get back to living a more fulfilling life and not work on nights and weekends.

So get cracking, and if you need help drop me a line at Nick@ultimatephysio.com.au

Nick Schuster

Founder

Ultimate Physio

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