

Are You Getting New Patients From Facebook Every Day? If not, be sure to read this entire letter to find out how...

The bottom line is that if you're not using facebook ads and a sales funnel, **you are losing out on thousands of dollars in revenue and many new customers** every day...

Here are just a few examples of how well these types of ads and sales funnels are working for other Chiropractors...



I made my chiro 3k in 3 days 😊
Happy Chiro, Happy Life



October 26 at 2:09pm · McAllen, TX

Been having a bit of a struggle with a few Chiro trials lately - mainly because they didn't have good staff that would follow up and provide the opportunity to upsell the customer.

Finally had 1 trial (even though it didn't turn into a residual gig, he still gave me a great testimonial and working with me on other things) that I brought him 19 leads. 8 scheduled an appointment, 5 came in and he was able to upsell them all on his package. Over \$5K in profit for him.. all in less than 1 week from a \$100 ad spend.



Got my first chiro client 28 leads for \$.57 each!

Unlike · Reply · 2 · 10 hrs

The bottom line is that when you know what customers you are looking for, we can set up a campaign that will deliver those customers to you and not your competition!

Note: For those of you who want to test this out on your own, I've included instructions below, but first, if you're interested in having me help you, read on below...

Here's how it works:

1. Sign up for a chat with me (no cost) that takes 20-30 minutes
2. We determine what your average sale is for your products or services
3. We determine what type of special offer to run (I'll let you know what's been killing it for Chiropractors)
4. I will create a test campaign for you that will target people that are most likely interested in booking an appointment with you (this includes, the pixel set up, sales funnel, ad copy, targeting, online booking set up, and email follow up)
5. All that I'd ask is that you cover the ad spend for the test (approx.. \$100-\$150) will be enough.
6. If you are happy with the results, great! We can talk about running more campaigns. If you don't think it's for you, no hard feelings.

That's it! Just shoot me an email at b.super13@gmail.com and we'll talk.

Sincerely,

Bryan Super

Bryan Super
Super Solutions, LLC
913-738-4133

Although I can help you streamline this process and get your campaigns profitable, I've included instructions on how to set these up on your own as promised in the email I sent you.









Before you create your ad, you want to make sure that you have your Facebook Pixel set up. The pixel is a snippet of code that you place on the pages in your funnel that will collect data and optimize your ad to better show it to the most interested crowd. There are many tutorials on how to set this up. Once you have your pixel code installed on your pages, you're ready to set up your ad...

Step 1: Click on Create an Ad in your facebook account

Step 2: Create a Facebook Fan Page for your business (if you don't already have one)

Step 3: Click on Traffic/Clicks to website

What's your marketing objective?*

Awareness	Consideration	Conversion
 Brand awareness	<input checked="" type="checkbox"/>  Traffic 	 Conversions
 Local awareness	 Engagement 	 Purchases
...

Step 4: Choose people who live in this location (or around it) and you want your audience to be around 50,000 people total, reaching approx.. 400-1000 people per day on Facebook

Be sure to choose people who live in this location, as you don't want to show ads to someone who doesn't even live near your business and could only be visiting for a short time

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

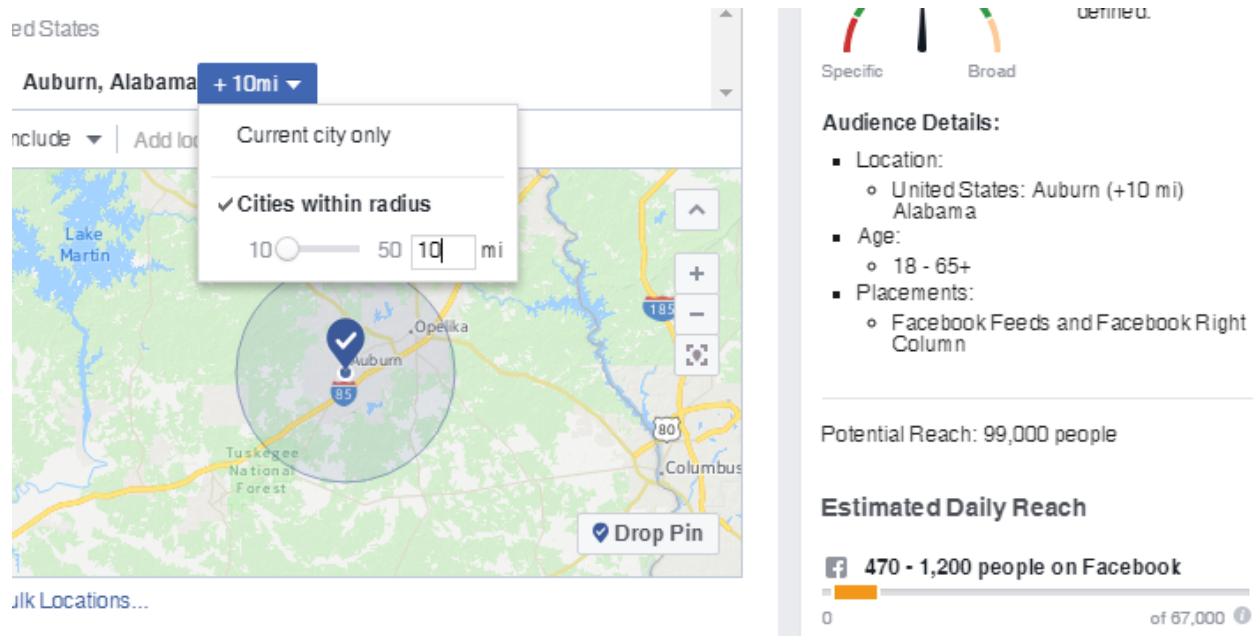
Add Custom Audiences or Lookalike Audiences

Locations ⓘ

- Everyone in this location
- People who live in this location**
- People recently in this location
- People traveling in this location

United States

Include ▼ | Add locations



Step 5: Choose people to target... This is something you can test and tweak by setting up multiple ad sets in order to see what converts best and gets you to the lowest cost per lead. Imagine setting up a campaign where you spend \$10/day and get 2-3 leads EVERY DAY! That's what's possible using this type of ad funnel...

The targeting is really endless, you can test certain age groups, people who like certain pages, people interested in certain things, people who have purchased certain things, etc.

I can absolutely help you narrow this down, but I'd need to talk with you first and find out more about your business, your location, what types of packages you offer, and so on.

Step 6: Choose your daily budget, I recommend starting with \$5 per day.


Step 7: Choose which Fanpage you want to associate with your ad

Page & Links

Choose the images and links that appear in your ads. [Learn more.](#)

Connect Facebook Page

Your business is represented in ads by its Facebook Page.

 Bryan Super ▼ +

Images/Videos and Links

- Manually choose your ad creative
- Automatically fill a carousel with images pulled from your website ⓘ

Step 8: Use a catchy text headline that will entice people to click on your ad and visit your landing page

- Automatically fill a carousel with images pulled from your website ⓘ

Text

Hey Auburn - Do you suffer from neck and back pain? Try these simple stretches to get some relief...
www.linktoyourlandingpage.com

Destination ⓘ

Step 9: Upload your image/images you want to use in your ad. Should be 600x600 pixels minimum.

Step 10: Use another catchy headline here:

contains title or no overhead text. Learn more.

For questions and more information, see the [Facebook Ad Guidelines](#).

Headline ⓘ 2

Get Pain Relief Today - Free Stretches

Description (optional) ⓘ 6

Click here now

Destination URL ⓘ

www.yourlandingpage.com| ✕

Step 10: Make sure your landing page is up and running and able to collect name, email, and phone number for your visitors and click on order ad!

Now obviously if you've never used FB ads to try to get more customers you will come across some challenges and that's where I will be of incredible value to you. I know what works and EXACTLY how to set everything up and I've seen it work over and over for many Chiropractors as well as other businesses.

What I'm offering is to set up:

1. Your facebook pixel
2. Landing Page
3. Thank you page
4. Follow up email sequence
5. Ad copy
6. Targeting
7. All I ask is that you set aside \$100-\$150 for ad spend

Let me know if you're interested and we can set up a test campaign, run it, and if you're happy with the results we can continue to work together.

Just shoot me an email at b.super13@gmail.com and we'll set up a time to talk more.

Thanks,
Bryan

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