



48 POINT **DOUBLE YOUR PRACTICE VOLUME** CHECKLIST

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Two quick steps to using this checklist:

1. Check which of the following points you are using in your clinic
2. Add up your points and calculate your Opportunity Score on the final page

Patient Guide

Self Test

You Offer Free Consultations

Webinars

Patient Open House Events

Regular Email Communication

Automated Sequential Email Follow Up

Exit Popups (Offers)

Retargeting

Text Message Appointment Reminders

Outbound Phone Follow Up

Online Scheduling Capability

Video Marketing

Video Testimonials

Language Translation Option on Website
(market dependant)

Heatmapping/Session Recording Software

Video Recording Capability in Clinic

Blog

Coupons/Savings Promotions

Traditional PR

Tradeshows/Fairs

Facebook Advertising (Paid)

Facebook Marketing (Organic)

LinkedIn Organic

LinkedIn Paid

YouTube Organic

YouTube Paid

Instagram

Google Ads (Search Network)

Google Ads (Display)

Bing PPC

Comanagement (external patient referrals from other clinics)

Display Advertising (Offline)

Display Advertising (Online)

Direct Mail

Radio Advertising

TV Advertising

Review Sites (Yelp)

Patient Appreciation Events

Direct Mail Marketing to Prospective Patients

Pricing Opt-in on Website

Landing Pages for Paid Traffic

Referral Marketing

Corporate Partnerships (employee discount programs)

Patient Chat on Website

Facebook Messenger Marketing

Seasonal/Holiday Promo Campaigns

In Office Seminars

OPPORTUNITY SCORE: _____

(48 - TOTAL CHECKED = O.S.)