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And His World Class  
Marketing Team -  
and Have all of Your  
Online and Internet  
Marketing Done for You.**

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You should also know that our programs and methods are NOT "easy" or simple. BEING SUCCESSFUL AND PROFITABLE IN BUSINESS IS HARD WORK, which is what we're all about. If you are looking for a simple and easy route — rather than putting in the necessary hard work — please find another company to work with.

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# Who is Paul Gough and Why is Everyone in the Physical Therapy Profession Talking About Him

**And why should you listen to what he has to say?...**



If you're a Physical Therapy Clinic Owner, you've heard of Paul Gough. He is an Amazon No.1 best-selling Author (on *Physical Therapy Marketing, Hiring, Leadership & Sales*), over the last six years he has coached and consulted with 1000's of Physical Therapy business owners to create marketing systems that deliver more (and higher spending cash pay) patients, increase profits and build a more lucrative, predictably profitable business.

What's more, Paul continues to run and grow his own clinic – **The Paul Gough Physio Rooms** – a clinic that he started from a spare room in his home with no money down, and zero business or marketing experience. That same clinic that started from zero has since produced a million dollars in annual cash pay revenue and has expanded to 4 locations and employs 21 staff. Paul is one of the world's first to grow a multi-location cash pay clinic (and, he has done it in a country with completely free health care.)

Paul has spoken at dozens of industry conferences including the 10,000+ APTA PPS Annual Conference, where he taught his system for attracting new patients to clinic owners like you. Paul runs his own events and has some of the biggest attended sales and marketing conferences for physical therapists, anywhere in the world.

Paul is the author of "New Patient Accelerator Method", the Amazon No.1 Best-selling book on Physical Therapy Marketing. 1000's of physical therapy businesses from all over the US and 37 other countries have learned, used and implement that marketing systems he has created to generate millions of dollars in new patient, new opportunities and new revenue streams for their business. This includes brand-new start-ups as well as multi-million-dollar physical therapy clinics.

Paul currently runs one of the largest, highest paid Mastermind groups for Physical Therapists in the world, called The 4% Club Mastermind, that is designed to teach clinic owners ALL of the skills required to be successful in business (not just marketing). It's name comes from the fact that just 4% of businesses make it to their tenth anniversary – i.e. 96% go out of business and the 4% Club is designed to teach the skills needed to thrive and survive in business.

Paul has more documented case studies than any other marketing firm or coaching firm in the physical therapy profession (just Google Paul Gough Business Coaching Reviews) so if getting actual results matter, he's the person to go to!

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Number of...**

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If you're at all interested in learning how Paul and his team can **help you scale your practice** by attracting more online patients - in the same way he did at his own clinic - request a 100% FREE **DISCOVERY CALL** where you can discover and decide if it's your best option.

**When you book a Discovery call, you'll get answers to the following five important questions:**

1. **Whether or not your clinic is even ready for scale.** Do you have the right type of clinic model that makes scaling possible? Not every clinic does and this is something we will need to discuss with you.
2. **Whether or not your practice is in an area that is even “scalable” using online marketing -** Some towns and cities work better than others online. We'll share our experience with you and if not, at least you will know, and you will not be wasting your time and money online. (Plus, we'll talk to you about other ways to scale that will be more favourable to your area).
3. **Which type of online marketing is likely to work best for you given your situation -** is it *Google Ads, Bing, Instagram or Facebook*? Or a combination of all four?
4. **Can your clinic handle the extra “stress”.** Online provides a LOT of leads, the question that often needs to be asked is *"are you ready for that influx?" Can you even handle 20-30 new leads per month?*
5. **Whether or not hiring Paul Gough's world-class team is right for you.** If so, how it works, how you participate, what is done for you, what is expected by you and what results are realistically possible for you given your ad budget and the location and size of your clinic.

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**“We have hit \$55K each month – a record for us – for the past 2 months with our cash services and Google is our primary lead source.”**

**- Dawn Andalon, Level 4 PT**

Like many of the businesses and practices involved in Online Domination, Level 4 PT and Wellness, in Encinitas, San Diego County, CA, has reaped the financial benefits. After trying to do Google Ads themselves, they soon appreciated that allowing the experts to control and conduct the output was the only way to progress.

The husband and wife owned practice helps people aged 40+ avoid painkillers and surgery. They offer ortho PT, women’s health PT with 3 pelvic floor therapists and 4 PTs. Massage, acupuncture and Pilates are a big part of the business, with contracts with Medicare and Tricare only.

“We had another business partner prior to April 2019 and he was doing the *Google Ads* and I was doing the *Facebook Ads*. *Google* was working, but we didn’t get as detailed as we are now after we hired Paul’s team,” admitted Dawn.

“We started using *Google* back in 2017 when we were a new business because we took Accelerator when we started out. We knew we were going to need marketing help, so we jumped right in to implement everything we learned from Paul.

**“We’re not sitting, spending hours and hours trying to do it ourselves – instead we’ve got more time to run the business”**

“We did *Google Ads* ourselves from 2017 to 2019, then decided it was time to delegate to the expert and have enjoyed great results from *Google* since.

“Now we don’t sit there trying on our own to modify or set up new ads - it is much better to have the expert do it! Our time is best spent actually working ON the business in other ways. We wouldn’t do it any other way unless we hired our own in-house *Google* specialist, which we don’t plan on doing any time soon.”

The back-up and support from Team Paul has proved a big boost for Dawn, who admitted: “We get on regular calls each month and having Tiffany and Cameron’s assistance to be the liaison between Liam and us has helped a lot for communication when we are going to make changes or updates.

“On going, the aim is to keep refining *Google* with Liam, Cameron and Tiffany’s assistance. It is working, so it’s not going to change much in the next few months, and we did just start a few new ads for the wellness services in the past 90 days that are converting well.

**“46 leads from a \$1000 spend – and each person spends \$3500”**

“We recently started massage and Pilates ads on top of the PT ads on *Google* and we booked 5 new people for massage and one new for Pilates in the past 30 days. All the massage clients booked a plan of care after their first session that equated to \$750-\$1000.”

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The typical monthly spend is \$1000, sometimes a bit more on *Google*. The best month brought in 46 *Google* leads and each new person spends an average of \$3500 with Level4 for a plan of care for PT, \$900 for massage, and \$1500 for Pilates POC.

Dawn added: “We shut our office down in March and April 2020 for 8 weeks but did not stop spending money on *Google*, which really helped keep our momentum when we re-opened. It does make all the difference for the person you have on the phone booking them as well as getting the leads, but we have hit \$55K in the past 2 months with our cash services and *Google* is our primary lead source.”



**“30 leads and we’re averaging  
\$15,000 per month in NEW  
patients”**

**- Jason Clemons, founder of Breakaway Physical Therapy**

“*Google* is the best lead source for everything in the world right now. We always knew that this was a great place to advertise, we just didn’t have the time or know how to properly do it.”

“If you have a properly setup *Google Ads* Account the number of leads and the consistency of the leads is tremendous.”

The hybrid practice based in Crofton, Maryland was set up five years ago by Jason and his wife Shaina to treat most common orthopaedic conditions, with a focus on women’s health and pelvic floor therapy. They have been part of the 4% Club for the past year and a half and are impressively moving forward as a business.

**“More leads allowed us to grow  
reliably and hire more staff”**

Jason added: “Due to the increase in our leads we are looking at hiring a new salesman and improving the follow up process to help convert more of these leads. Around the same time, we will be looking for another PT to handle all of the new clients. Thanks to Team Paul for helping us succeed much faster and more efficiently than we could have on our own.”

Before handing over *Google* and *Facebook* remarketing to Team Paul, Breakaway PT had little consistent online paid marketing. They did previously attempt to setup *Google Ads* but quickly came to the realization that the amount of time and effort required to do it properly was not going to be feasible. As a result they ended up doing next to nothing online.

Marketing was local, face to face events and typical leaflet drops. There was no digital reinforcement and most things fell flat. Jason’s plan was to get Shaina out of treatment, which required growth and the ability to maintain a steady number of leads coming in every month.

They quickly discovered, after trying it themselves, that it wasn’t going to work with their busy schedules to contend with. A lot of money was spent and squandered as few results showed.

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## **Utilizing Team Paul Has Been Key To Making Better Use Of Time – And Money**

Jason admitted: “The time it takes to fully understand how to properly set up your account and then maintain it can be better used elsewhere. The research time alone to figure out the process was such a waste. The more we have moved from doing everything in our business to trying to run the business we have come to the realization that having a high-level understanding of what needs to be done is sufficient.

“From there you just need the right people to implement and in this case the PG team were the right people for us.

### **“Now we have a lead generating machine that gets more cost-efficient all the time.”**

“The monthly time is minimal on our part. The initial set-up took a little time but much less than doing it ourselves. Team PG tweaks anything that needs to be changed as needed and recommends any changes we need to make on our end. Communication is easy and quick. I can review reports at the end of every month and see the potential business flowing into the business. This allows us to make decisions and move the pieces in the business better.”

He added: “To say that 2020 has been a crazy year would be an understatement. I don’t really like to think about what this year would have been like if we didn’t have our online marketing up and running with Team PG.

“I look at all the leads that we have consistently been able to maintain throughout the year, even during lockdown, and know that this has been a tremendous help in keeping us up and running.

“The rebound and number of leads coming in after lockdown are amazing. Without a doubt the PG Team and *Google Ads* has been a saviour this year.”

### **A Record-Breaking Month of Leads**

Breakaway PT spend around \$500 a month on *Google* and \$300 a month on *Facebook* retargeting. Their best month brought in 30 new leads. The ROI is around \$15,000 any given month and is only getting better as the business improves their follow up.

Jason added: “The leads that come in from *Google Ads* are pretty good. Those from the *Facebook* remarketing take a little time to a nurture. That said, we definitely notice an increase in calls to the clinic when the *Facebook* ads are running.”

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**“I wanted the time to focus on being the OWNER of the practice instead of trying to perfect a skill such as Google Ads”**

**- Jason Han, Healthfit PT, Pasadena, CA**

If you want to make the most of *Google Ads*, then use the experts. That’s how Jason Han views the situation.

For a period of up to two years, Jason, of Pasadena, CA, tried to work the system alone. It was only when he asked Team Paul to take over his Online Domination did he see the benefits of *Google* – and in more ways than one.

“After trying it alone, at the end of the day, I realized I didn’t have the time or knowledge to monitor it and make the necessary changes to optimize its capability,” he admitted.

“I wanted the time to focus on being the visionary for the practice instead of trying to perfect a skill such as *Google Ads*.

“Why not hand it over to people that know what they are doing and that I can TRUST to make the best decisions for me and the practice?”

“Now, I can just look at the metrics throughout the month and make strategic decisions regarding our marketing with both the PG Team and my operations manager.”

### **“Handing over Google Ads Has Made My Life A LOT Easier – I’ve Got TIME to run the business”**

Jason and his wife joined Planet Paul in 2015, graduating from Business Growth School and he describes Mastermind as “life changing”. He said: “We have more guidance and direction for the business and the type of life we want to create.

“I started our individual practices in 2012 renting two rooms in the back of a gym. In 2015, we rented our current space and have been here ever since! Starting with the two of us, we have now grown to a team of nine.”

As his practice has grown and flourished, Jason has been able to see the success of *Google Ads*.

He told us: “Handing over *Google Ads* makes my life a lot easier. I already do not have enough time during the day as it is, so when I can set up a monthly summary call with the team, I have something to look forward to.

“Similar to having a weekly round-up with my operations manager where we discuss Cockpit, we go over the numbers, what they are, what they mean and how to move forward to make things better. There have been ebbs and flows with our *Google* analytics so I really appreciate Team PG listening to my feedback and really analysing my specific market here in the Los Angeles area.”

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## **Having A Constant Presence Online Keeps You Top Of Mind**

Keeping a prominent profile to attract clients is important and *Google Ads* ensures your business is at the forefront of a patient's mind. That's where I see the real value of *Google* and *Facebook*.

Jason confirmed: "We definitely have more leads when it comes to phone calls and web inquiries specifically from our *Google Ads* and landing pages. I feel it is important to realize that it just isn't conversions but having a universal 'Omnipresence' online. When it comes down to it, we just want to be top of mind for people searching for both our services and solutions.

"*Google* and *Facebook* ads help create that atmosphere where people just start to see you everywhere. Our online presence is even more important now in the time of a global pandemic because people are spending more and more time on the internet."

Jason said: "As a whole, online leads are a bit colder and harder to book than self referrals. This is what I appreciate about the Paul Gough Team when we meet and discuss results. They want me to succeed and they're committed to doing it.

"When I felt the landing pages were not 'warming' them enough, we made changes to both the ads and landing pages. With the dashboard system, we can listen to each call conversion. This becomes an opportunity to better coach my front desk team on calls and how to handle harder objections while adjusting ads on the backend."

### **"10-12 Good Quality Leads Every Month"**

He concluded: "Our typical ad spend is about \$1000 a month. The normal month is between 10-12 good leads. The best month, we got 14 leads which includes both phone calls and web inquiries and many of these turn into paying patients so the ROI is well worth it for us.

"The future is about being able to continue to monitor and tweak things as needed. Take Cockpit, it's nice to have hard objective numbers to go by so we can make proper decisions moving forward. At the end of the day, don't guess and be emotional when making decisions for the business."



***"Doing it myself was a waste of time and money: Google requires a skill set that I don't have, nor the time to learn."***

**- Jason Miller Centex Rehab**

With three clinics across two central Texas cities, time is of the essence for Jason Miller. Centex Rehab has an adult facility, a sports rehabilitation centre

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and an occupational therapy business aimed at children with development delays.

Time is important; hours cannot be wasted on trying to implement his own *Google Ads* strategy. He admits: “Doing it myself was a waste of time and money.” So that’s why Jason turned to Paul’s Online Domination programme. The results – in both time and profit have been impressive.

He told us: “Before *Google* and *Facebook* I wasn’t really doing anything except relying on doctor referrals. I was constantly doing lunches and visits to get and maintain referrals. In terms of online work, I boosted some *Facebook* posts which was just a waste of money. I had attempted to run my own *Google Ads*, but I think it requires a special skill that I don’t have, to get your ads seen.

“On my own I set it up and paid, but never got a lead. I had better luck with *Facebook*, but you have to stay on top of it, which was time consuming and so I then neglected it. I’d rather get on with running the business than spending time on *Google* and *Facebook*.”

### **“With Google, You Can Attract Those Who Don’t Want To Go To The Doctor.”**

*Google Ads* has presented Jason with a whole new band of patients. It’s opened his eyes to the benefits of handing over the process to the experts, to those who know how the online world works.

He admitted: “I had to shift to *Google* because that is where everyone goes, especially since COVID: the biggest platform in the world and you simply must be on it. It’s the best way to get those people who need you, but don’t really know they need you. Relying on referrals only gets you a small percentage of the population. With *Google*, you can attract those who have a need for you but who didn’t go to the doctor.

“You get those people who have pain and are thinking about doing something about it, but haven’t acted on it yet. It’s best to get them at that level rather than wait for them to go to the doctor and then hope the doctor refers them to you. Doing it myself was a waste of time and money: *Google* requires a skill set that I don’t have, nor the time. I spent a lot of time and money never saw anything out of it.”

### **“I Get a regular 13-15 Quality Leads and My Website Traffic Is Up”**

He added: “As for results, I actually got leads! My website traffic is up every month and we get a lot of inquiries through our ‘live chat’ feature, which I recommend, and I know these leads are coming from our *Google* work as well.

“One of the benefits turning it over to the Paul Gough Team was the time I got back. Most of us don’t have the time you need to devote to it, nor do we have the money for the mistakes we will make. My best option was to turn it over to a team who had done it all before and knew what they were doing.”

#### Thanks To Online Domination, 2020 Has Been The Best Year Financially

It’s been a turbulent year for many, but not for Jason thanks to Online Domination: “Despite all that was going on in the world, 2020 was the best year my clinic has had financially. I only had one week where everything was down and I had very much considered cancelling *Google* and *Facebook* ads: I’m so glad I didn’t!

“I feel that it not only kept me afloat, but also helped me thrive in a very difficult year for businesses everywhere. I would never say that a lead is easy to book. But they are viable leads and easy to nurture. Becca has done a great job with my *Facebook* ads and has really implemented strategies that reduce the number of time wasters.

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“I have had more requests for people willing to pay for a discovery visit since she took over the ads. They have all been great and the best part is that I don’t have to do any of it myself – I’m free to focus on running the business.

**“I only spend \$500 per month –  
and I get a great return”**

“I typically spend about \$500 a month and can get 13-15 leads a month. The leads are good, so we are able to get the majority of them in for a discovery visit. Some take longer in the nurturing process than others, but they all stay in our system. Each patient is worth about \$1,500 to us so the return on our investment is very good. Paul always says the fortune is in the follow up.

“I’m looking forward to 2021. For two of the clinics, it’s wash, rinse, repeat. I’ve now bought a building and I’m going to use that to expand my paediatric clinic, which has become our most lucrative. I’m looking forward to growing it and making more money from it and I know Team PG and Google Geeks will help me grow next year.”



**“We got 32 new leads in October, and  
29 new leads in September, and on  
average, we’re converting 60% of them  
in the first couple of weeks. That’s  
a lot more than we were expecting  
from Google”**

**-Cardin and Miller PT**



Cardin and Miller PT are located in Central Pennsylvania. Using Paul Gough’s Online Domination team was the way to go from the off for the business. The technical side of *Google Ads* is, as they say, to the untrained eye, “a nightmare”.

So to focus on running the business and take away the tech difficulties that lead to frustrations, Cardin and Miller are so pleased to have moved to Paul’s Team to take care of their online advertising.

“We opted for Team Paul because of their knowledge of physical therapy, their niche background and ease of use,” said Charity Murtorff, the marketing outreach co-ordinator.

“We never went with a different company to run our ads. Already knowing the team and having a relationship with them really sealed the deal for us.

“We never really jumped into the *Google* pool before connecting with Paul Gough. Now, Paul and his band of *Google Geeks* have made it easier than ever to really help boost our leads coming in from our website - which definitely are a result of running *Google Ads* alongside of boosting our SEO levels.”

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Brian Cardin and Steve Miller believe that focusing on relating with people would give them a leg up on other practices in their area. Over 14 years later, Cardin & Miller Physical Therapy's idea of being nice – treating the person not the condition – and teaching people to move better, feel better and live better still stands!

Turning to Team Paul has been a boom to the business in attracting leads online, breaking away from the more traditional mediums of print and radio.

### **“Google is a Monster – where do you even start?”**

Charity added: “We had good success with certain print ads and direct mail with direct response/call to action focus, but radio was virtually impossible to measure ROI with.

“We’ve tried some basic *Facebook* targeting in the past but not consistently or successfully. We currently attempt to keep a consistent posting of regular content now to maintain a social media presence. *Google*... well, it’s a beast and until this year we weren’t really ready to tackle that monster.”

“Paul Gough’s team offering a way where we could get into the *Google Ads* game without having to know how to play it was HUGE, it save us so much time and money!” admitted Charity.

“The first time we spoke to Liam I knew in a heartbeat he knew what he was talking about and that was a win for me.

“It convinced me that Liam and his team knew from the off what they were talking about and could really make our *Google Ads* work. Now we have monthly meetings with our coach to talk about how efficient and effective our ads are working – and with a dumbed down version of what the heck is even happening in the *Google* realm to make our Ads work.

“By having the PG *Google Geeks* we are able to focus our time and effort on other things such as following up on the leads that are pouring in from the efforts of the *Google Ads*, by not having to watch trends, keep an eye on competitors, and make sure the keywords are working. Basically, we get to focus on the patients while Paul’s team focuses on finding them for us.”

### **“15-20 great leads per month – half of them ready to go right away”**

And to prove the system works and is a success, how about the figures?

“Our lead game has been on point since working with Paul’s team. We’re getting anywhere from 20-30 great leads per month on average. More than half of *Facebook* and *Google* leads have been ready and easy to get on the books. We are at a 28% conversation rate with *Facebook* leads and a 60% conversation rate from the *Google* leads.

“This is great, most of the leads are workable and they make their way into our marketing follow-up system. As Paul says, the fortune is in the follow up and we have a process in place to make those vital follow ups. Every patient is worth close to \$1000 to us so that is a healthy return from working with Paul’s team.”

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**“It Was Taking Up Tons of Time and I Didn’t Know What I Was Doing. I Then Handed It Over to The Paul Gough Team and then everything changed in terms of calls and new patients”**

**- Matt Calhoun, Dynamic Health, New Brunswick, Canada**

Life, for Matt Calhoun, has admittedly become a lot easier since he started using *Google Ads*.

“I did it myself for over a year and had some success with increased leads, but I didn’t know what I was doing,” he told us. “I didn’t know how to properly measure my success, how to adjust my strategy based on the numbers I was seeing.

“It was taking up tons of time and I didn’t know what I was doing, to be honest. I handed it over to the Paul Gough team because I wanted a dedicated, knowledgeable team to be monitoring and adjusting my ads and ad spend on a regular basis, while reporting the results to me in a way I could understand.”

The results have since been immeasurably improved.

Based in Fredericton, New Brunswick, Canada, Dynamic Health Physiotherapy is a small hybrid clinic (consisting of insurance and private pay with two PTs, a massage therapist, two admin staff and a clinic manager.

**“I felt I had to make a shift because I didn’t have many clients and the leads definitely weren’t reliable.**

Matt added: “Before *Google* I was relying on building my business through word of mouth and lots of face to face visits with local doctors. I had a *Facebook* page but didn’t post much and didn’t do much paid content. Everything I was trying to do meant I had to keep doing it and repeating it and that was costing me so much time”

“I wanted to grow beyond running a solo practice, which I was at the time. I also wanted more online visibility because my website wasn’t as highly ranked as my competitors in the area.”

After trying it himself, before appreciating the benefits of handing it over to Paul’s *Google* Team, Matt admitted: “The immediate difference I have found is that it has freed up my time and energy.

“I can see the work getting done and I just need to jump in for small changes and reviewing results. Reporting is so much clearer and I love being able to easily view and review the calls that are coming in from the ads.”

And the benefits and bonuses?

“The big boost so far has been a more efficient ad spend and increased time for me to focus on other areas of the business, like improving our sales process with the incoming leads.”

**Request A Discovery Call:**

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**OR, send an email to: [paul@paulgough.com](mailto:paul@paulgough.com) or call: 407 567 0086**

The fact that the leads Matt has picked up have been typically well qualified and easy to book has also helped his business to grow.

### **“3 patient per week spending \$850 – I’m very happy with that”**

He added: “I’m now getting more leads, more predictably and I’m closing about 3 patients every week from my *Google* ads. Each patient spends \$850 (which is a lot here in Canada, so I’m very happy with the return.

Matt concluded: “We plan to continue to work with the *Google Geeks* on the PG team to improve our ad performance and also work on our internal processes to better convert incoming leads. We really want to add another PT to our team, so we need consistent leads and lead conversion.”



### **“Even Through COVID, Paul’s team Continued to send me new patients”**

**- Travis Perret, Exercise Therapy, Kansas City**

When Travis Perret started with *Google Ads*, the world was a different place pre-COVID. It’s proved a decisive decision.

Previously, Exercise Therapy would mainly attract patients through live events, client referrals and introductions from other practitioners. They would visit local businesses, talk things over with their employees and discuss their problems and how to overcome them or prevent it happening. That line of engagement was suddenly called to a halt.

But Travis had already decided to shift to *Google*, working on the opinion that he could bring in even more clients on top of the regular processes.

“Once the pandemic hit, our traditional referral system slowed down a lot. *Google* then became the main way we started seeing leads come into the clinic,” admitted Travis. Exercise Therapy is based in Kansas City, a clinic which specializes in clients over 50 who have chronic back, neck and knee pain.

Their goal is to get clients back to moving better and feeling better without the limitations of chronic pain.

Unlike so many in Planet Paul they are not actually a physical therapy clinic.

Instead they are more like personal trainers who focus on clients who have limitations due to chronic pain.

Clients are given regular exercise routines they do from home. Clients purchase a 12-week package and they visit once a week for coaching sessions and re-evaluations.

### **“Doing Google on our own was a total waste of money – and time”**

Travis started out working on *Google Ads* privately, assisted by a friend, before his fortunes were transformed thanks to signing up for Online Domination. He admitted: “We did not see any success and really it was a waste of money.

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“The biggest difference when handing it to Team Paul is they know what to say and how to say it. They have experience in doing it and having success. They also have the experience from what did not work and how to apply what they learned to make it better.

“I signed up about a month before the pandemic hit and then everything went on shut down. I originally was thinking of how much more business it was going to bring in. When the pandemic hit and we could no longer do live events, so through the following months it has actually been one of the few shining lights that has consistently brought clients in the door.

“I see the leads as warm leads. But we have had a few come in after doing their own research and are well prepared. You can tell which ones have looked at the website or have read my book. Some just see a *Google Ad* and call and then come in: those we have to take a little more time to teach.”

### **\$6000 per month - a Healthy Financial Return From Using Google Ads**

The financial benefits of the programme are clear for Travis. He sees the benefits and boost to his business. He told us: “*Google* has brought in anywhere from \$3000 - \$6000 per month worth of new patients since we started with Paul’s team and best, I’m only spending \$500 in advertising.”

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When you book a Discovery call, you’ll get answers to the following five important questions:

1. **Whether or not your clinic is even ready for scale.** Do you have the right type of clinic model that makes scaling possible? Not every clinic does and this is something we will need to discuss with you.
2. **Whether or not your practice is an area that is even “scalable” using online marketing -** Some towns and cities work better than others online. We’ll share our experience with you and if not, at least you will know, and you will not be wasting your time and money online. (Plus, we’ll talk to you about other ways to scale that will be more favourable to your area).
3. **Which type of online marketing is likely to work best for you given your situation -** is it *Google Ads, Bing, Instagram or Facebook*? Or a combination of all four?
4. **Can your clinic handle the extra “stress”?** Online provides a LOT of leads, the question that often needs to be asked is “*are you ready for that influx?*” *Can you even handle 20-30 new leads per month?*
5. **Whether or not hiring Paul Gough's world-class team is right for you.** If so, how it works, how you participate, what is done for you, what is expected by you and what results are realistically possible for you given your ad budget and the location and size of your clinic.

Best wishes,

Paul Gough

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