



**Guaranteed Local Lead Generation
For Chiropractic Practices**



2976 E. State St. Eagle ID 83616 Suite 120 Phone: 208-813-1471 Fax: 209.758.0779 Email: john@tgmarketing.net

I would like to thank you for considering TG Marketing for your marketing needs. You have come across a unique offer that I am confident you have never seen before. It is very rare to come across something original in the marketing world but what we are offering you is just that. Please take a couple of minutes to review this brief document as it will clearly lay out the unique and valuable program we are offering including pricing.

There is no need for a demonstration as there is no software to manage and we handle all the prospecting and follow up for you. We also have an appointment setting option which would remove that responsibility from your staff and will save you a lot of time and money, and you will not believe how reasonable our guaranteed lead offers are.

This document contains all the information necessary to make an informed decision on our UNIQUE offer. It is very hard to find a marketing solution that comes with virtually NO RISK, but you just found one!

You see TG Marketing sets itself apart from other marketing companies and digital marketing agencies that can make a profit whether they produce results or not. We have **NO SERVICE FEES, NO SET UP FEES. NO FEES OF ANY KIND!** With our offer you ONLY pay for the leads you receive **so if we do not produce you end up paying NOTHING.**

But what really sets us apart is our ability to **include an Appointment Setting Service Option.** We have this capability because we own a call center and other lead providers/agencies do not have the infrastructure to offer an appointment setting service like we can. The details of our custom-built program are included in this overview so be sure to read through this brief document completely for all the details!

In our 10 years in business we have set a foundation for our company based on honesty, integrity, and hard work. Our approach is simple as we understand time is money, so we create leverage for our clients enabling them to maximize their returns by focusing on their patients as **we handle all the prospecting and follow up for them.**

Our system creates leads which result in more set appointments because of our **INSTANT RESPONSE** service we include with every lead purchase. We turn our **GUARANTEED LEADS** into **APPOINTMENTS** more often than if you were just buying leads and there is way less risk because of the way we structure our **NO FEE** service.

The only real risk is losing out on an opportunity to work with us. You see, to enable us to guarantee results, we will only work with **ONE** chiropractic practice per market. Once we find that partner, they get all the leads giving them a big advantage over their local competitors. **An offer like this is VERY hard to find and even harder to pass up!**

There is really no risk in trying our service and given the opportunity we will prove how well our program works. Thank you for your time and consideration. Please continue reading for program overview.

Best regards,

John Cosola
Vice President
John@tgmarketing.net
Direct: 208-813-1471

Important to Note: The information on program is detailed below. But before reviewing the details there are a few VERY important things to keep in mind regarding our **NO FEE** services.

Since we have no service fees you cannot strikeout with our service. You will only pay for the # of leads received and if we do not produce the leads you end up paying nothing. Even though we make every effort to book an appointment for you, please understand **you are paying per lead NOT per appointment!** The added value in our service is that we are not just selling you leads we are also providing a very valuable follow up and/or appointment setting service as well to set ourselves apart. There will always be leads that do not immediately turn into appointments, **but they are still leads none the less!** We focus on how many leads set appointments and become patients because providing a good return on investment to you is all that matters.

That is why working with agencies that charge fees for their services, plus charge you for the Ad spend is risky as they make money no matter the outcome. Even if they didn't get you a single lead you could still be out 1000's of dollars. We do NOT charge fees, so we must produce results to get paid. The added benefit is that since we own a call center, we can offer our custom-built appointment setting service as an option to our clients which incorporates our live **100% USA BASED agents**. Other agencies/lead companies do not have this capability, yet **their FEES cost about what our lead packages cost!**

Most companies simply sell you leads and wish you luck! **But we work the leads for you!** Depending on the option you choose we will either CALL, TEXT and EMAIL or simply TEXT and EMAIL your leads. ***Either way they are being contacted the INSTANT they inquire.*** In the event we do not reach them instantly **we will continue to reach out for 30 DAYS** to attempt to turn that lead into an appointment for you.

This a huge bonus as many lead companies charge the same or more for nonexclusive leads, charge fees on top of that, and they leave it on you to do all the follow up. The bottom line is **our system will convert more leads into new patients.** Here is why...

Our System INSTANTLY Responds to Leads. We have a system that works at all hours even when you are not! We can respond to a lead at 9pm on a Saturday. Pay close attention as the next 3 pages will clearly define the incredible value our service offers.

This next page will explain why **it's vitally important to immediately respond** to the people responding to one of our ads. You will clearly see how you can create a MUCH higher return on your marketing investment when you can instantly respond to inquiries. The problem is 90+% of businesses do not have that capability in house to instantly respond, and traditional marketing agencies do not either... **BUT WE DO!**

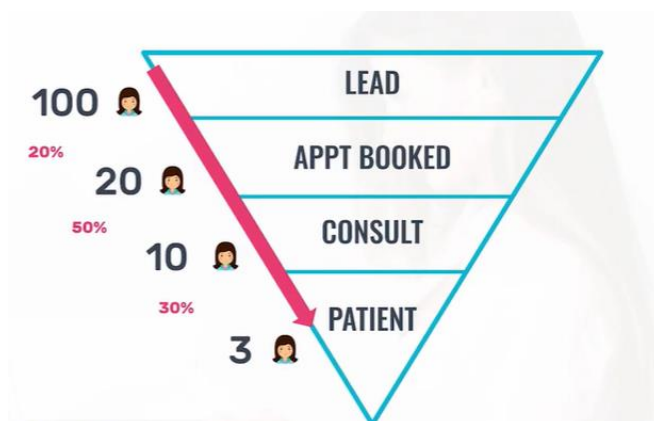
Here are a couple of eye-popping statistics which will give you the understanding why you are wasting your marketing dollars spending them with a traditional one-dimensional marketing agency or lead provider.

- ✓ Your 21 TIMES more likely to convert a lead into an opportunity if you respond to that lead in **LESS than 5 Minutes** vs 1 hour (most offices cannot do this) - *Drift*
- ✓ 78% of people will buy from the first company to respond to them – *LeadContact*
- ✓ 91% of businesses take 24 hours or LONGER to respond – *Drift*

A few questions for you...

- ✓ How much time does it take you to respond to a lead @ 9pm on a Saturday?
- ✓ Do you have a system that will respond to Leads INSTANTLY?
- ✓ What about the people who do not reply immediately? Do you marketing system that can reach out consistently for 30 DAYS?
- ✓ Most businesses/salespeople stop at 1.3 attempts (meaning they don't even try a second time in most cases!) How many attempts are your staff making?
- ✓ How many leads are leaking through the holes in your sales/follow up process?

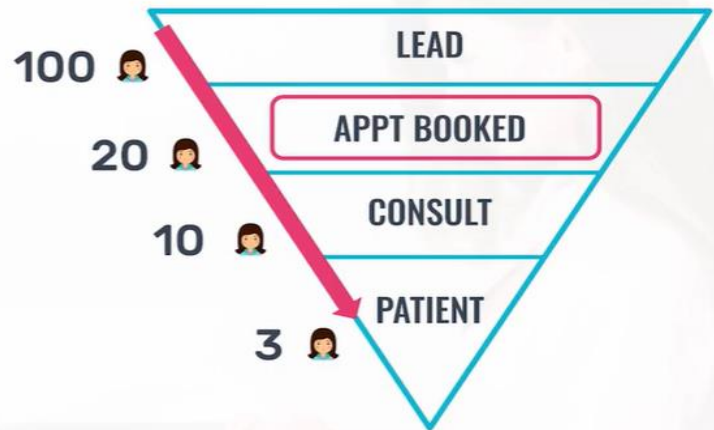
Here are some numbers to consider: For example, let's say you purchased 100 leads from a typical lead source or received 100 leads from a digital AD program where you were responsible to do all the follow up. The results could look something like this:



You bought 100 leads → 20%
Booked an appointment (20 people)
→ 50% showed up (10 people) → 30%
became patients (3 people).

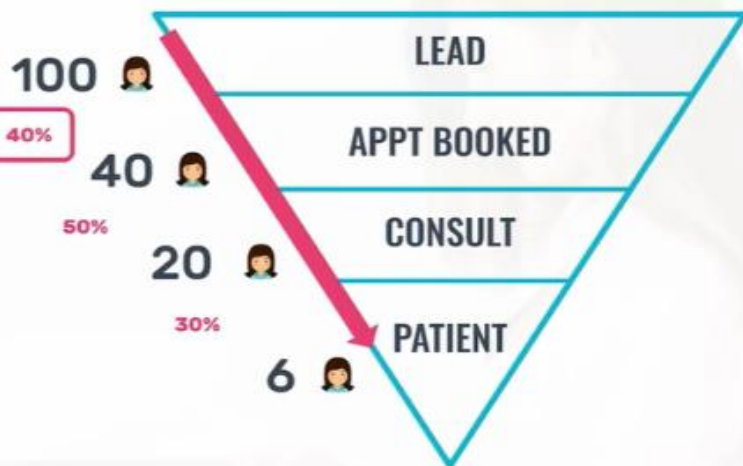
At an average long-term value of \$1500 per each new patient that would yield you \$4500 in this example.

What if we could increase % of appts booked?



Our **INSTANT RESPONSE** and Follow Up Service is focusing on turning more of the leads we gather into appointments booked! Remember responding to a lead within 5 minutes makes it 21 TIMES more likely to turn that lead into an appointment . That could easily **double the # of appointments** booked per lead from 20% to 40%.









20% 40%
Improvement =
Double Sales



So you can see how simply doubling the # of appointments booked per lead doubles the amount of new patients from 3 to 6. These are the types of results our system offers! We offer an **INSTANT RESPONSE** that replies to leads the minute they inquire PLUS does **30 DAYS of follow-up** if needed. Yet we include this service at no additional cost with every lead package! In this **conservative** example that would **double the revenue** from \$4,500 to \$9,000! **Our system works** and best part is your staff does not have to take on a lot more work to see these results as **we do all the prospecting & follow up for you!**

We know how hard it can be to reply to leads as soon as they come in. That is why we created a system to help our clients get more appointments/lead purchased. Look at the flow of exactly how we not only reach out to your leads instantly, but how we follow up as well.

Here is a flowchart of exactly how our system works:

- We place various online ads offering either a Free Consultation for Knee Pain or a \$29 Adjustment (pick one as a strong offer is mandatory) 
- The interested prospects fill out a form with their personal information including name, phone # and email address 
- The instant they submit their information they will receive a text message. With the full package the texts lets them know we will be calling to set appointment. With the text and email option the texts asks them to call the office or gives them link to calendar we provide. 
- With calling option their phone will ring right after they receive the text and our call agent will attempt to set the appointment 
- You receive Instant Notifications when a lead comes in by email and if an appointment has been set it is placed on a shared calendar 
- All leads are also sent to a shared Google Document in real time so you have all the data on the leads in one easy to track document 
- If we are unable to reach the lead on the initial attempt, we will reach out to them for up to 30 DAYS via phone, text and email. 
- This very detailed process will yield WAY more appointments than any other lead program on the market creating the highest ROI for your marketing dollars with NO RISK with our guarantee! 
- **When you consider the alternative we are confident in saying this system is your best and safest option for your marketing budget!**

Here is the General Program Agreement and Guarantee:

1. **Performance Guarantee:** The Advertiser (TG Marketing) guarantees to generate 100 targeted inquiries within 30 days. If the Advertiser fails to do deliver all agreed upon leads within the 30 days the Client will have a choice to (A) receive an immediate and full refund for the number of leads that had not yet been produced within the 30 days OR (B) choose to allow the Advertiser to continue running the program until all agreed upon leads have been delivered. It will be the client's choice.

There will be no recurring charges. Once the order is completed you can place future orders if you so wish to keep your exclusive territory. If all 100 leads are delivered prior to the 30 days, the client will be contacted to see if they would like to place another order. If they choose not to the Advertiser than has the right to offer that territory to another chiropractic practice in the local area.

2. **Delivery of the Inquiries:** Each inquiry is generated exclusively on behalf of the Client, with each lead proceeding through a proven inquiry generation process. Each inquiry is delivered in real time onto a Google Document and emailed to the client along with all lead information.
3. **Exclusive Inquiries:** The client must accept either the Free Consultation for Knee Pain offer or the \$29 Adjustment offer we use to help generate the leads. Every inquiry delivered by the Advertiser to the Client will belong exclusively to the Client. The lead will not be supplied, sold, or shared with any other business for any other reason. The lead shall always remain the exclusive property of the Client. Please be aware since we work exclusively if you want to place another order once your order has been fulfilled do so asap as there may be a waiting list for your area. You will have the right of first refusal.
4. **Advance Order Payment:** The Client will pay the Advertising Partner in advance for the 100 leads and is payable immediately upon the execution of the order. Any leads that are not delivered in the 30-day time frame will be eligible for an immediate refund as noted above.
5. **Card Billing Authorization & Refunds:** For the Client's convenience, the advertising partner will maintain a valid and authorized credit/debit card on file for any necessary refunds or reorders.
6. **Declined or Invalid Credit Cards:** If a card is declined or found invalid the Advertiser will contact the client immediately to attempt to fix the issue. If the issue cannot be resolved

within 48 hours of the order being placed the Advertiser has the right to cancel the order and offer the territory to another Chiropractor prospect on the waiting list.

7. **Order Cancellation:** Once the order has been placed and payment has been processed the Advertiser cannot offer any refunds UNTIL the 30 days of the order period has been completed. The client at that point will be able to receive an immediate refund for any undelivered leads.
8. **Account Closure:** The Client's account will be closed automatically after the 30-day period unless they choose to place another order. If they chose NOT to place another order their account will be closed and will allow the Advertiser to offer the territory to another chiropractic practice. If the client decides not to place another order no further charge will be raised in the future as there are no recurring fee or fees of any kind.

Leads with Text and Email Follow Up Only

Total Guaranteed Leads:	Program Length	Cost Per Lead	Total Package Cost:
100 Leads	30 Days	\$19	\$1900

Leads with Text, Email, & LIVE Appointment Setting Calls

Total Guaranteed Leads:	Program Length	Cost Per Lead	Total Package Cost:
100 Leads	30 Days	\$29	\$2900

EXCLUSIVITY REMINDER:

Please do not mistake our urgency for pressure. Take whatever time you need to decide whether you would like to contact us to discuss the details and how our guaranteed lead and appointment setting service can drive new business for your practice. However, please understand that we do work exclusively for one chiropractic practice in a protected territory and when we find that chiropractic practice, we can no longer accept a new practice in that territory.

We will honor the first chiropractic practice who places an order and submits payment. Once that practice does so any other chiropractic practice prospects in that territory will lose the opportunity to work with us as long as that current chiropractic practice remains a client. Since you received this proposal that most likely means we are actively seeking a chiropractic practice in your area and are currently in contact with other practices in your territory. So, if you are interested contact us ASAP to lock up your territory! Thank you for your consideration!

To schedule a call visit www.BookYourTerritory.com

John Cosola

Vice President

Direct Line: 208-813-1471