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Dan Henry <dan@danhenry.org>

Please read - FB ads for entrepreneurs

34 messages

moe <[REDACTED]@gmail.com>
To: dan@danhenry.org

Thu, Oct 20, 2016 at 2:18 AM

Hi, Dan. My name is Moe, and I had the pleasure of listening to your webinar. I own a weight loss clinic in Ft Myers, Florida, and I was wondering if you know any of your top students who is an expert in this industry? If so, would it be possible for them to work with me to attract more clients to my clinic? I would be very grateful. Thank you for your time, and I look forward to hearing from you.

Best,
Moe

Dan Henry <dan@danhenry.org>
To: moe <[REDACTED]@gmail.com>

Thu, Oct 20, 2016 at 2:21 AM

Hi Mo, I'd be happy to see if I can get you the right person!

I just have a few questions first.

Can you tell me how much one NEW client is worth to you?

Are you currently bringing in and closing new customers/patients?

Do you have any before and after examples of people that have come to your clinic?

What do you normally offer on the first visit and how much do you normally charge?

Thanks in advance,
Dan
[Quoted text hidden]

moe <[REDACTED]@gmail.com>
To: Dan Henry <dan@danhenry.org>

Thu, Oct 20, 2016 at 10:40 AM

Hi, Dan. Thanks for your email. We are an established clinic here, having been in business for 4 years. We are bringing in new clients. I want to take our business to the next level. I have several before and after photos on our testimonial page: [http://\[REDACTED\]](http://[REDACTED])

As far as the services are concerned, during the first visit we offer a consultation consisting of patient history/physical, personalized diet regimen, B12 shot, appetite suppressant, and complimentary non-surgical liposuction session. This is for \$249. For the weekly follow up visits, the clients are seen by the physician, they get a b12 shot, and if they need an additional week of appetite suppressant, they can purchase it with the doctor's approval for \$50.

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Thanks for your message, and if you have any other questions, please feel free to ask. I look forward to hearing back from you!

[Quoted text hidden]

Dan Henry <dan@danhenry.org>
To: moe [REDACTED]@gmail.com>

Thu, Oct 20, 2016 at 12:21 PM

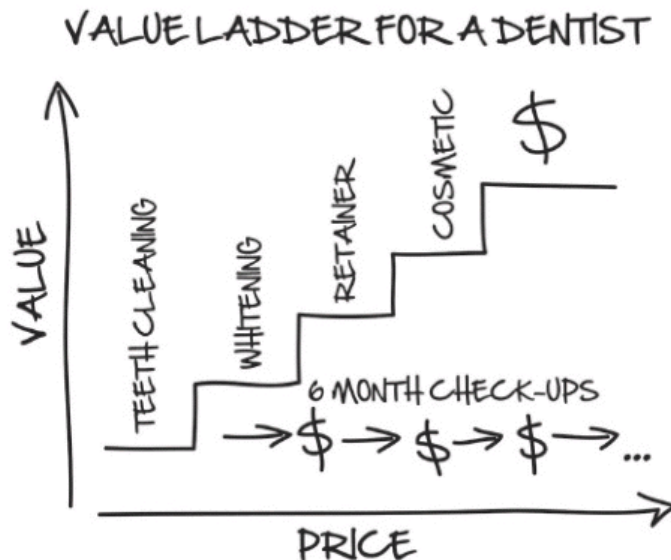
Thanks Moe. So typically we take two approaches when running Facebook ads for clients like this.

The first is what we call the crazy discount funnel. We offer something insanely low cost that no other doctor would, just to get them in the door for the first visit. If we can offer it free, that's even better.

We are usually able to get people into your office for under \$10 each, though sometimes it's more or less depending. It also takes a couple of weeks to get that cost per appointment down that low because there is some testing and tweaking we do to your campaign.

The goal here, is to convert someone that comes in to the office into a lifetime customer or sell them on a premium package. So if it cost you \$100 to bring 10 people in, and only one or two continue treatment, it's still a huge ROI for you in the end.

This concept is called the Value Ladder. It is illustrated below.



Now I just want to be totally honest, we never work with people who are not willing to do this.

This method works and has been working for hundreds of clients without fail. We are not looking to work with any business owner that feels cheapened or prideful and therefore doesn't want to give something away for low-cost or free. If that's the case, we don't want to work with you. Just being clear and the front about that.

If you are however willing to create something that falls in line with the value ladder, we can bring you a ton of patients. We have case studies and success stories out the rear end for this type of thing. **You can check**

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one out here

The second method is running ads to promote a free event, we call this the the crowd funnel. We get a bunch of people into your office where you impress the shit out of them, and as soon as one person signs up for your offer at the end, crowd psychology takes over and everybody signs up. Or at least a large portion of them!

I only recommend this if you have the time to do it and can put together an awesome presentation. If not, then I suggest the first option.

If this sounds like something you are interested in, we can talk about getting you started. I may even be able to take you on myself, as I hired some new people in my office and it has allowed me to take on a few more clients. Otherwise, I can certainly forward you to one of my students!

The price is \$1500 per month to manage your funnels, and you will pay Facebook directly for ad spend.

Obviously our goal is to make you so much money in new patients, that it more than pays for our fee and the Facebook ad spend and brings you a ton of profit.

If you are interested in this, let me know and we can talk about how we can get started.

-Dan

[Quoted text hidden]

moe <[REDACTED]@gmail.com>
To: Dan Henry <dan@danhenry.org>

Thu, Oct 20, 2016 at 12:52 PM

Thanks for your that extremely thorough info about the funnel ads. I'm super excited. Would it be possible to chat with you for a couple minutes regarding this offer?

Thanks,
Moe

[Quoted text hidden]

Dan Henry <dan@danhenry.org>
To: moe <[REDACTED]@gmail.com>

Thu, Oct 20, 2016 at 1:03 PM

I can have my assistant Stephanie schedule a time for you to hop on google hangouts with me. Unfortunately I have to schedule a time as my business has been growing rapidly and it's hard to manage things without sticking to a calendar.

She can respond in this email thread and work with you to find a good time.

I'd be happy to talk to you about the right offer we could place in front of your audience to get you qualified customers coming in. If you'd like to send back a few of your major questions in this email, I can definitely be prepared to answer them once we jump on the call.

-Dan.

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moe [REDACTED]@gmail.com>

Thu, Oct 20, 2016 at 1:33 PM

To: Dan Henry <dan@danhenry.org>

I completely understand your hectic schedule. Would it be possible to have a limited trial period where I would pay for the ads, and someone would manage them? Then if we get clients through the door, I will continue working for the regular price of \$1500/month.

[Quoted text hidden]

Dan Henry <dan@danhenry.org>

Thu, Oct 20, 2016 at 2:05 PM

To: moe [REDACTED]@gmail.com>

One of my new students may do that because they are just learning, but my experienced students won't, because they have already proven themselves to be able to get results. I tell my students to offer a single trial just so they can get a case study and get paid clients.

It does take a bit of work to split test and find a winning ad, and I (or my students) definitely need to be compensated for that. I always get more information before taking on a client to make sure I can get them results.

We can discuss it more on our call and see if we can come to a mutual agreement. But keep in mind, I wouldn't never take your money unless I knew I could run a winning funnel. My reputation isn't worth ruining over 1500 bucks!

I will have Stephanie email you back and set a time. I'm sure we can make something work.

[Quoted text hidden]

moe [REDACTED]@gmail.com>

Thu, Oct 20, 2016 at 2:11 PM

To: Dan Henry <dan@danhenry.org>

That sounds great Dan. I look forward to hearing back from Stephanie so that we can set up an appt an talk about this. I look forward to talking with you soon!

Best,
Moe

[Quoted text hidden]

Dan Henry <dan@danhenry.org>

Thu, Oct 20, 2016 at 2:17 PM

To: moe [REDACTED]@gmail.com>

Hi Moe!

This is Stephanie.

Dan has a very hectic schedule but he has an opening at 3 PM EST tomorrow Oct 21

Please confirm if this is ok!

Best,