

# How One Certified Therapist Booked 52 Appointments With NEW Clients In Less Than 60 Days Using Facebook Ads

Discover how one certified therapist used a simple ad campaign to generate hundreds of qualified leads and book 52 appointments for less than \$50 each.

## The Situation...

When this counselor came to us, he was transitioning his practice from “in-person” sessions to online video calls so that he could reach a larger audience. While he had a good reputation in his immediate area, he needed a way to extend that same authority to new locations with folks who had never heard of him before and encourage them to book an appointment.

He knew that Facebook could help him reach more potential clients, but he needed a simple campaign that would attract the right clients (ones who were dealing with situations he could help solve) and encourage them to book an appointment with him.

## How This Therapist Was Able to Get Hundreds of New Leads And Dozens of New Appointments Using Facebook Ads

By launching a simple 4-step campaign and adding a “book now” option after claiming the free guide, we were able to reach more potential clients, grow an email list of qualified prospects, and increase the number of appointments.

### The campaign consisted of four parts:

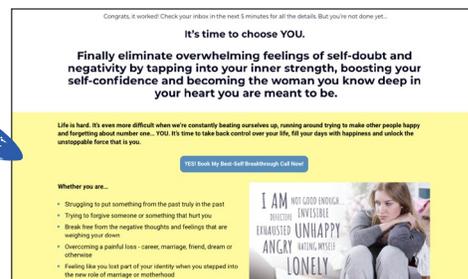
1. Location-specific targeted Facebook ad campaign
2. Creating the RIGHT front-end offer
3. BOOK NOW thank you page to increase appointments
4. Appointment-focused follow-up sequences



**The Ad**



**Free Guide Opt-In Page**



**Book Now Thank You Page**

## Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-step Facebook ad campaign. After researching “ideal customers,” including what types of messages they were responding to and what interests to target, we launched a free guide ad campaign.

After they claimed their guide, they were immediately redirected to a thank you page that walked them through the importance of having someone who knows what you’re going through AND is trained to help you and how they could book their first session immediately. If they didn’t book immediately, they would receive a series of follow-up emails pushing to the calendar page over the following weeks.

## In 2019, This Consultant Booked 52 New Appointments at \$48.36 Each

Since launching this Facebook ad campaign, this counselor has added 330 NEW, qualified leads to his email list at just \$7.62 each! Of those 330 who opted in for the free guide, 52 of them requested to book an appointment.

With 330 new subscribers to his email list, the potential for additional revenue is huge. Between the initial follow-up sequence and weekly mailings, a large percentage of these qualified prospects will likely book an appointment over time. As we both know, most people struggle for months before deciding to seek help.

The best part? This system is EASILY replicated month after month, consistently growing his email list, increasing awareness in new areas, and booking new clients.

## How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, focusing on serving clients and growing your business, book your ROI Strategy Session with our Director of Client Strategy by [Clicking here!](#)