

Fill Your Pediatric, Family-Focused Practice through Facebook Ads that Work

In my ebook, [5 Steps to Build a Pediatric, Family-Focused Practice](#), I outlined the 5 keys to building a fun, easy, profitable and impactful office.

Step number 5 was on Communication and how I have personally created a practice that works for me, supports a lifestyle I desire and massively impacts the lives of children and families in my community.

While the previous 4 steps and elements of number 5 focused on philosophy, science, art, environment and interaction, ***the Communication element of step 5 is what will attract a tremendous amount of people into your office.***

For me, that was using Facebook ads to promote my workshops on chiropractic and neurodevelopmental disorders.

** To be very clear, these talks are loaded with information and a specific learning process I outlined in the ebook. ***In no way do the workshops position chiropractic as a treatment for any condition.*** In fact, a large percentage of individuals schedule their entire families to get checked because they understand by the end of the workshop that having one's spine and nervous system checked is part of a healthy lifestyle and that vertebral subluxations can negatively impact one's health, function and quality of life due to their impact on the nervous system.

After I released the 5 Steps to Build a Pediatric, Family-Focused Practice ebook, I received tons of questions regarding how these Facebook ads work and how to get started so ***I decided to share the copy of my most successful ads so you can use the same approach in your community.***

1) Activate Your Facebook Ad Manager Account

The first step, if you have not already done so is to [activate a Facebook Ad Manager account](#).

2) Create an Event Page

I use [Eventbrite](#) because of the ease of use, the ability for users to register and to collect their emails and email them directly from that system.

3) Post and Boost the url of the Eventbrite Page

I have included my most successful ad copy below. Post the link, use the ad copy and boost the post. ***I recommend a budget of at least \$250 over 10-14 days.***

That's it!

Of course, all this requires that you have a solid workshop put together that causes people to not only understand why chiropractic is such an essential piece of their child's and family's healthcare, but also causes them to act on that new knowledge.

I have given my [Unraveling Neurodevelopmental Disorders Workshop](#) over 40 times in the past two years and can confidently say it is not only the most philosophically and scientifically driven pediatric-focused presentation available, but that it is also extremely effective for building practices. Not only my own, but also for others who have tested the program in other markets.

If you'd rather not recreate the wheel and use a time-tested, proven system, follow [this link](#) to learn more about this complete, turnkey presentation and marketing system.

Here's My Top 4 Producing Ads

(simply copy and paste the ad text and change the date and name of the workshop unless of course you have an authorized version of it)

Ad Copy #1 My top producing ad copy is below with a few of the results.

*We just added another learning opportunity next **DAY.**, **DATE** for parents, educators and providers. We've capped registration at 30 seats so be sure to reserve your seats ASAP.*

Find out why parents are saying this is a must attend workshop for those with children with neurodevelopmental and behavior issues.

This ad reached 43,152 local residents, had 282 likes, 23 comments, 66 shares, 679 clicks to learn more and resulted in 26 people in attendance by spending only \$379.90.

04/13/2016 7:57 am We just added another learning opportunity next Wed., April 20th 43.2K 679 381 View Results Boosted: \$379.90

Dr. Steve Tullius
Published by Steve Tullius (7) · April 13 ·

We just added another learning opportunity next Wed., April 20th for parents, educators and providers. We've capped registration at 30 seats so be sure to reserve your seats ASAP.
Find out why parents are saying this is a must attend workshop for those with children with neurodevelopmental and behavior issues.

Unraveling Neurodevelopmental and Behavioral Disorders
Wed., Apr. 20 @ 6:30pm

Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD,...
Childhood neurodevelopmental and behavioral disorders are rising at an alarming rate. Find out what is behind this rise. Understand the common threads of...
EVENTBRITE.COM

43,152 people reached View Results

248 8 Comments 65 Shares

43,152 People Reached

381 Reactions, Comments & Shares

282 Likes	240 On Post	42 On Shares
9 Love	8 On Post	1 On Shares
1 Angry	0 On Post	1 On Shares
23 Comments	11 On Post	12 On Shares
66 Shares	65 On Post	1 On Shares

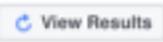
679 Post Clicks

0 Photo Views	89 Link Clicks	590 Other Clicks (2)
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

This ad with the same copy reached over 41,997 local residents, had 288 likes, 28 comments, 76 shares, 697 clicks to learn more and resulted in 22 people in attendance by spending only \$284.21.

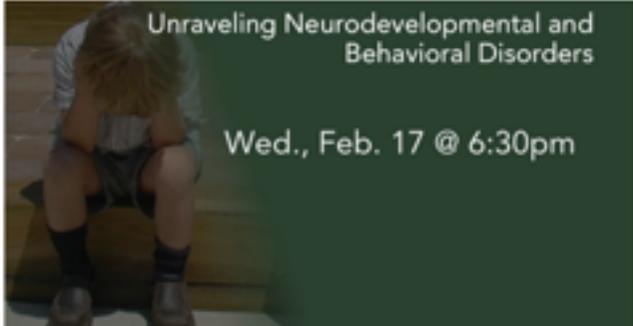
02/08/2016 4:07 pm  We just added another learning opportunity next Wed., Feb 17th   42K  697 392  View Results
Boosted: \$284.21

Dr. Steve Tullius
Published by Steve Tullius [?] · February 8 · San Diego · 

We just added another learning opportunity next Wed., Feb 17th for parents, educators and providers. We've capped registration at 30 seats so be sure to reserve your seats ASAP.

Find out why parents are saying this is a must attend workshop for those with children with neurodevelopmental and behaviors issues.

<https://unraveling0217.eventbrite.com>



Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD,...

Childhood neurodevelopmental and behavioral disorders are rising at an alarming rate. Find out what is behind this rise. Understand the common threads of...

EVENTBRITE.COM

41,997 People Reached

392 Likes, Comments & Shares

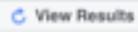
288 Likes	254 On Post	34 On Shares
28 Comments	23 On Post	5 On Shares
76 Shares	72 On Post	4 On Shares

697 Post Clicks

1 Photo Views	109 Link Clicks	587 Other Clicks 
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NEGATIVE FEEDBACK

10 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

41,997 people reached   View Results

 254  12 Comments  72 Shares 

Ad Copy #2 My second top producing ad copy is below with the results.

*Find out why parents of children with neurodevelopmental issues are saying this is a must attend event. We just added another workshop next **DAY., DATE.***

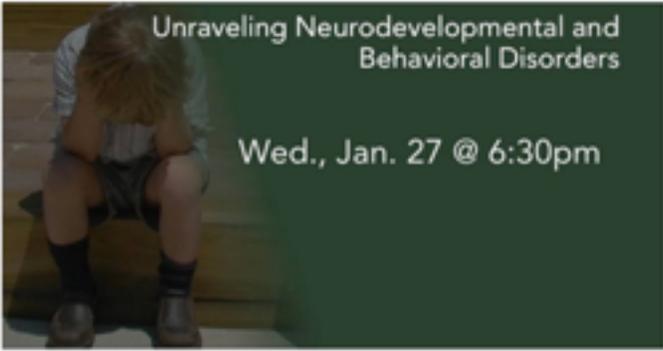
Registration fills up quickly so be sure to reserve your seats ASAP.

This ad reached 34,946 local residents, had 213 likes, 35 comments, 55 shares, 374 clicks to learn more and resulted in 20 people in attendance by spending only \$200.00.

01/21/2016 9:38 am  Find out why parents of children with neurodevelopmental issues   34.9K  642 303   [View Results](#) Boosted: \$200.00

 **Dr. Steve Tullius**
Published by Steve Tullius [?] · January 21 · San Diego · 

Find out why parents of children with neurodevelopmental issues are saying this is a must attend event. We just added another workshop next Wed., Jan 27th. Registration fills up quickly so be sure to reserve your seats ASAP.



Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD,...
Childhood neurodevelopmental and behavioral disorders are rising at an alarming rate. Find out what is behind this rise. Understand the common threads of...
EVENTBRITE.COM

34,946 people reached [View Results](#)

176 14 Comments 53 Shares 

 Like  Comment  Share

34,946 People Reached

303 Likes, Comments & Shares

213 Likes	176 On Post	37 On Shares
35 Comments	23 On Post	12 On Shares
55 Shares	53 On Post	2 On Shares

642 Post Clicks

0 Photo Views	268 Link Clicks	374 Other Clicks 
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NEGATIVE FEEDBACK

7 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Ad Copy #3 My third top producing ad copy is below with the results.

DAY., DATE we will be having another workshop for parents, providers and educators looking to improve the quality of life of children impacted by ADHD, autism, anxiety, OCD, ODD, sensory processing disorder and other disorders.

Registration was filled for our last workshop in less than 24 hours so be sure to reserve your spot by clicking the link below.

This ad reached 20,376 local residents, had 138 likes, 24 comments, 40 shares, 454 clicks to learn more and resulted in 48 registrations and 26 people in attendance by spending only \$94.58. You don't have to have a huge budget to start making a massive impact.

Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD, Dyslexia, Tourette's

Jan 20, 2016 6:30 PM

01/13/2016 10:38 pm

Wed., Jan. 20th we will be having another workshop for parent

20.4K

647 202

View Results

Boosted: \$94.58

Dr. Steve Tullius
Published by Steve Tullius (1) · January 13 · San Diego ·

Wed., Jan. 20th we will be having another workshop for parents, providers and educators looking to improve the quality of life of children impacted by ADHD, autism, anxiety, OCD, ODD, sensory processing disorder and other disorders. Registration was filled for our last workshop in less than 24 hours so be sure to reserve your spot by clicking the link below.
<http://bit.ly/201Ba0f>

Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD,...

Childhood neurodevelopmental and behavioral disorders are rising at an alarming rate. Find out what is behind this rise. Understand the common threads of...

EVENTSBRITE.COM

20,376 people reached

View Results

111

12 Comments 38 Shares

20,376 People Reached

202 Likes, Comments & Shares

138 Likes	111 On Post	27 On Shares
24 Comments	21 On Post	3 On Shares
40 Shares	38 On Post	2 On Shares

647 Post Clicks

0 Photo Views	193 Link Clicks	454 Other Clicks (i)
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NEGATIVE FEEDBACK

5 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Ad Copy #4 My fourth top producing ad copy is below with the results.

DAY., DATE I will be hosting this popular workshop which has been impacting the lives of many families who have attended. The last two workshops have filled up so be sure to register early by clicking the link below.

This ad reached 24,072 local residents, had 213 likes, 21 comments, 52 shares, 522 clicks to learn more and resulted in 50 registrations and 24 people in attendance by spending only \$200. You don't have to have a huge budget to start making a massive impact.

Unravelling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD, Dyslexia, Tourette's

Nov 11, 2015 6:30 PM

11/05/2015 10:10 pm

Wed., Nov. 11th I will be hosting this popular workshop which ha

24.1K

522 285

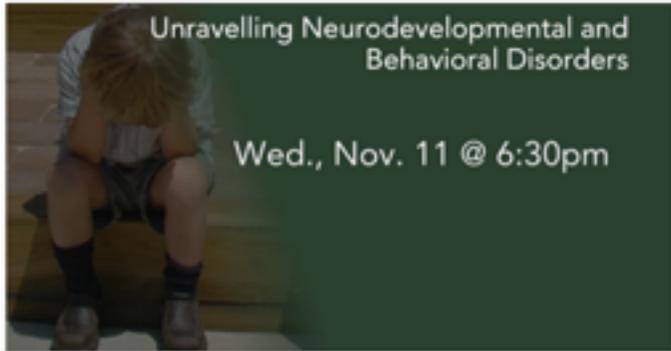
View Results

Boosted: \$200.00

Dr. Steve Tullius
Published by Steve Tullius [?] · November 5, 2015 ·

Wed., Nov. 11th I will be hosting this popular workshop which has been impacting the lives of many families who have attended. The last two workshops have filled up so be sure to register early by clicking the link below.

<http://bit.ly/1OD95dn>



Unravelling Neurodevelopmental and Behavioral Disorders

Wed., Nov. 11 @ 6:30pm

Unravelling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD,...

**** NOTE - All seats have been reserved. We will be having another workshop on Wed., Nov. 11th at 6:30pm. If you would like to reserve a seat for that workshop,...

EVENTBRITE.COM

24,072 people reached

View Results

24,072 People Reached

286 Likes, Comments & Shares

213 Likes	195 On Post	18 On Shares
21 Comments	17 On Post	4 On Shares
52 Shares	52 On Post	0 On Shares

522 Post Clicks

0 Photo Views	299 Link Clicks	223 Other Clicks (i)
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Terri Cordell, Tina Patterson and 193 others · 13 Comments · 52 Shares

Final Thoughts

These Facebook promoted talks have literally built my pediatric, family-focused practice.

On average these workshops result in 10 - 15 new patients scheduling exams and starting care. ***The 5 ads above spent \$850 total to attract 50-75 new patients. There is no greater return on investment for your time and marketing dollars than what I have explained above.***

Besides the massive influx of new pediatric patients and their families, you will naturally have all the referrals that result from these people as you dramatically improve their quality of life and they share that with others.

It will truly have a snowball effect that builds a pediatric, family-focused practice.

However, I must warn you.

You have to be ready and willing to help these children. ***It is not for everyone.*** They have intense special needs and caring for children in general is not for everyone. I refer you back to my [5 Steps to Build a Pediatric, Family-Focused Practice ebook](#) to see if this is right for you.

My hopes are that the information contained in this ebook will help you become wildly successful in practice, helping make practice more fun, easy and profitable as you massively impact the health and wellbeing of the many children and their families it will deliver to your door.

If you find yourself struggling with implementation or would rather get started right away with a complete turnkey presentation and system with email marketing, event setup and graphics, and targeted Facebook marketing to your community, our [Unraveling Neurodevelopmental Disorders program](#) is ready to take you to that next level in your pediatric, family-focused practice.

All my best,

Steve Tullius, D.C., ACP