The 48-Hour
GOOGLE REVIEW LOOPTHOLE
for Chiropractors

Our new 19-page guide on how to QUICKLY get 50+ genuine GOOGLE REVIEWS (in 48-hours) which attract 100’s of New Patients
The Fine Print…

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*Now let’s get started on boosting your chiropractic clinic reviews to a new level!*

…and YES…in just 48 hours!!!
The 48-Hour

GOOGLE REVIEW LOOPHOLE

for Chiropractors

More Reviews = More Reputation
More Reputation = More New Patients

If you have been actively marketing and promoting your practice, then for sure you have been exposed to the HUNDREDS of marketing gurus and agencies trying to woo your business.

Well, we have a treat for you that is COMPLETELY DIFFERENT than anything you have done before....and most importantly: IT WORKS!
The GOOGLE Review LOOPHOLE provides you with a new, unique marketing protocol that will help you DOMINATE the other chiropractors in your area on the internet....really!

People will always choose your practice over the other ones in Google searches. Not only that, but you will have the BEST REPUTATION IN TOWN!

That's right - this not only increases your exposure to more prospective patients, but it massively enhances your REPUTATION. This is possibly the most important factor this day and age for a prospective shopper: showing MASSIVE SOCIAL PROOF that you are the “go-to” chiropractor in your town...the ‘authority’ that everyone is very happy with.

Those may sound like some pretty hefty promises, however we have already proven this protocol over-and-over for the past 4 years. It works like magic!

Grab a latte, have a seat and read through this entire guide to get started. This should be implemented IMMEDIATELY as you have absolutely nothing to lose and everything to gain. Many (most) of our clients see results in as little as one week (many within 48 hours)!
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How Our Method Works:

Four years ago our team stumbled across a tricky internet marketing loophole that shifted our clients practices into overdrive with MINIMAL WORK. This is just ONE of our many modern marketing approaches for our clients (nudge nudge: that is a mini pitch to explore our modern chiropractic practice management consulting at The Chiropractic Business Academy!).

The most widely used method by consumers to find a LOCAL business is by Googling ‘(city name) (business category)’...for example: ‘Denver Hair Salons’. The results pop up and what do you notice? First there are Paid Ads at the very top and to the right side column...then there are Google Maps listings that show up just under those ads...then FINALLY, there are the ‘regular’ search results below those maps listings. As of September 2015...there are only 3 Google Maps results!!!! Let’s make one of those YOURS Today!

With that first top section, the Google Ads (Adwords) – these are very useful, but that is not related to our method. However, Adwords is a great medium as you can control where your ads show up and have a fixed budget. If you are not doing Google Adwords, we recommend you find someone who can set that up for you.

The section where our magic happens is within the Google Maps area. But first, before we go into that lets take one step back...

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PART ONE : An Overview of Your Potential Internet Patients
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Google has a system that continuously changes, and our method has survived over 20 major Google search engine updates....over the course of 4 years! That is quite a track record and I hope that you are now sitting upright as you realize this is something that will actually work for your local practice!!!

Google Maps has become one of the MOST TRUSTED places for a new consumer to pick their business choice...BASED ON THE PROVEN REPUTATION SHOWN for the business.

What is a PROVEN REPUTATION you might ask – well that is the NUMBER of reviews...combined with the overall average review (or star) rating.

One significant trend that we have taken heavy notice to, is that people Googling for chiropractors online are FIRST LOOKING AT THE MAPS RESULTS before they look at anything else online!!
Here is a screen grab of one of those searches:

![Google Search for Denver Chiropractors](image)

**Related Searches**

- Best Chiropractor Massage
- The Joint - Southlands
- Chiropractors Near You
- Health Based Chiropractic
- Best Chiropractor Denver
- Community Chiropractic
- Chiropractic Homeopathic
- Denver South Chiro & Rehab

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**Google Review Loophole**

- [Chiropractor](image)
- 5-star rating on Google for Chiropractic
- Save $72% off today
- Save Money, Enjoy Life
- [Care Chiropractic](image)
- Denver Chiropractor, Steven Vislentin
  - [Care Chiropractic](image)
  - Denver Chiropractor is here to help you with any health concerns.

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That is so important, that I will say that one more time: People looking for a chiropractor online are first looking at the Google Maps listings that just popped up BEFORE considering any of the ads or other organic/regular search results.

That is terrible news for your competition who probably spent hundreds of dollars a week on internet marketing to ‘try and rank in the search engines’...or for those practices that are solely relying on the Google Adwords...

Sorry guys...Google Maps Results TRUMP all the rest!

Needless to say, I am sure if you were going to choose a Mexican restaurant in your town, and you had just performed a Google search for ‘Mexican restaurants in Dallas’, that you would scan through the maps results...your eyes would then immediately narrow the search to the top 2 that had the most reviews...and then you would choose the one with the best rating...am I right?

This is EXACTLY what is happening for our clients – and they are VERY HAPPY with the results.
So how can you be the practice who gets picked out of all the rest? That is the magic method revealed below!

Part Two: How to GENERATE a MASSIVE POSITIVE REPUTATION

In this section you will quickly learn the method of the ‘loophole’ we discovered...then within Part Three we will show you ONE AMAZING PROMOTION that will FLOOD YOUR REPUTATION with positive juice! (and it can be rinse-and-repeated over and over again any time you need to increase your reputation!!)

The number one biggest drawback on generating lots of reviews about your practice is that most people don’t and will not take the time to sit down AT HOME to write a review or testimonial – UNLESS they have received such terrible service that they must take action just to get it off of their minds. So don’t waste time with that!

So the question becomes HOW DO YOU UNLOCK 100’s OF REVIEWS from your clients EASILY and INSTANTLY?
Google created another product for us that EASILY and INSTANTLY lets us get **REAL reviews** - and LOTS OF THEM - even on the same day without any compromise or penalty.

That product is the Android operating software on ALL ANDROID PHONES! Nearly 60% of the US population owns an Android phone. And guess what Google makes you do when you have an Android phone?? **They make the phone user create a Google account.** So...HERE is the best part...**THEY ARE ALWAYS LOGGED INTO GOOGLE when they have their phone with them!**

Let me explain why this is

**SOOOOOOOOOOoooooiooooo important:**

All review sites, including Google, have massive, complex filters to prevent fake reviews or fake people profiles.

When you have a real live person in your clinic who has an Android phone → right there you instantly have someone with an **AGED GOOGLE ACCOUNT** (meaning it is used and active)...they have a unique IP ADDRESS (since they are on their own provider’s cellular network - meaning the reviews are coming from unique internet connections)...and finally the kicker - **most people DO NOT WANT**
to go home, log into their computer, write a review (or take the time to create an account, then write a review)...but with the phone THEY ARE ALREADY LOGGED IN!!!!!!

So the primary purpose behind this method is to EASILY AND QUICKLY generate an ENORMOUS number of reviews from your already active clients to create an avalanche of positive REAL reviews, thereby showing any Google search prospects that you are THE LEADER, the MOST POPULAR and the business TO GO TO.

I should mention that one other phenomenon happens when you get lots of reviews: your ranking on the Google Maps jumps UP! This is not a guarantee, but this happens to nearly every one of our clients who has employed this exact strategy!

Now that you have the concept behind how this works, in Part Three below we will show you a simple, inexpensive promotion to implement this (a recipe if you will) to generate all of these reviews THIS WEEK.
PART THREE: The POSITIVE REVIEW AVALANCHE

Here is the real meat-and-potatoes of this guide: our **INSTANT review recipe to generate TONS of REAL and positive reviews.** Follow this step-by-step, even if just doing it for ONE DAY, and you will reap the rewards for your practice.

The strategy revolves around creating a gift for each of your active patients who already has an Android phone. This promotion could be done with your iPhone clients, but that takes WAAAAY more steps – our goal is to get you lots of positive reviews FAST and EASY so we will focus EXCLUSIVELY on the Android carrying patients first.

The exchange you can create is by asking your HAPPY existing patient WHILE THEY ARE IN YOUR CLINIC that day to take just a minute to leave “An Honest Opinion of Their Experience In Your Practice”...and in exchange for their time, you are giving them a gift card loaded with their favorite Starbucks drink...or favorite Jamba Juice drink. (Never, never ever ask for a ‘positive review’...that is unnecessary and frankly, unethical).
Don’t worry about the gift cards – this is very inexpensive compared to any other marketing you could be doing! Let’s dive into the exact recipe here.

To start, you need to do a Google search for ‘(your city name) (then the word chiropractors)’...so for example if you were in Tampa, you would search ‘Tampa chiropractors’.

Next, note the chiropractic offices that show up in the maps results on that first page. How many reviews did they have? What you want to take note of is how many reviews the ‘most reviewed’ ones have. YOUR TARGET: to get 15-20 more reviews than your most fierce local competitor.

In the earlier example above we did when searching for ‘Denver chiropractors’, you can see the first one and the second one have 48 and 70 reviews respectively. So, in this very competitive market, your target would be to have a total of 90 or so reviews for your clinic - in order to be THE BEST ranked and best rated (DOMINATING) practice. You could simply target to get more than the second best place (meaning targeting about 60-65 reviews in total) - the choice is yours. Both of those targets will get you higher in rank and much more likely to be selected!
Now find your practice in the maps (if you do not see your business show up – click into the Google Maps page, then in the search box, enter your primary office phone number...this will bring up your practice in the maps (unless you are completely unlisted which would be a BIG problem - meaning you need to claim your Google+ business page - go do that first if that is the case, then return here). So...how many reviews do you already have? Let’s say we looked and it shows only 24 reviews so far...well in our example of the competition we wanted at least 60...so we just need 60 minus 24 = 36...so 36 more reviews.

Next step: go to either Starbucks or Jamba Juice (the two most successful brands that nearly ALL of your clients wouldn’t mind having a gift card from) and find out how much the most expensive drink is.

In our example, at Starbucks it was $5.73. So with our example, we want 36 more reviews, so we are going to purchase 36 gift cards loaded each with $5.73. In this example, you would be spending a ONE TIME expense of about 200 bucks to dominate the search results. BOOM! (Most high-competition clinics spend $800+ PER MONTH to try and do that!!!)

NOTE: The reason we load the gift card with this particular amount is because it sounds MUCH MORE APPEALING to a client if you told
them you were going to ‘give them a gift card from Starbucks already loaded WITH THEIR FAVORITE DRINK’ instead of ‘we are going to give you a gift card from Starbucks loaded with five bucks’.

We have tested this (again we have been doing this loophole for 3+ years - with hundreds of clients)...and this version gets you the easiest and fastest participation...and hence the results from that easy participation.

The next step is to pick a day in your clinic work week where you will run the promotion at your front desk.

Let’s say you decide to run the promotion on Wednesday.

On Monday or Tuesday, be sure you have purchased the number of gift cards you are going to give to clients after they post and publish their opinion (more on how that works below).

Wednesday is here – so we spread out the Starbucks gift cards in small stacks (near the receptionist so they don’t magically disappear).
As a client comes to check out after getting adjusted – your front desk then introduces the promotion ONLY TO HAPPY CLIENTS. Here is the best dialogue:

Receptionist:  *Hi Mary! How was your adjustment?*

Mary:  *It was fantastic....Dr Mike has the magic touch!*

Receptionist:  *That is awesome to hear! So Mary, I have a random question for you: do you have an Android phone or an iPhone?*

Mary:  *I have an Android phone....why do you ask?*

Receptionist:  *Well, we have a very special promotion in the office today only where we are asking clients to find us on the Google Maps App that is already on your phone. For each person who can take a second to leave a comment, we are rewarding their time with a gift card pre-loaded with their favorite Starbucks drink! Do you have a second to pull up Google Maps?*

Mary:  *Sure...here it is.*
Receptionist: So in the app search box there - type out our office name SIMPLY CHIROPRACTIC then hit search.

Mary: Ok, there you guys are.

Receptionist: Then touch the pin (or scroll down the page) and it will bring up the clinic’s profile...
Receptionist: As you scroll you will see where it says ‘POSTING PUBLICLY’ (it shows 5 empty stars)...

Go ahead and choose a Star Rating...then you will see a pop-up where you can LEAVE AN HONEST OPINION OF YOUR EXPERIENCE IN OUR OFFICE...then hit ‘DONE’.

Mary: alright...that should be easy.

Mary: Ok...I just hit ‘DONE’...here it is.

Receptionist: Awesome! Thanks Mary, here is the Starbucks gift card...enjoy your drink and have a great day!

As soon as they hit ‘DONE, the review goes directly into Google’s system! We typically see 95% of the reviews pop up within an hour...in some areas it can take up to a day.

Wasn’t that EASY?!! You have just reinforced to the public, literally HANDED THEM THE PROOF, that you are the ONE-and-ONLY chiropractor they should consider going to!
PART FOUR: Long-term Strategies For Using The Manifesto Method

You now have a NINJA TOOL at your disposal whenever you need it. You do NOT need to do this weekly or even monthly!...only when your practice needs a boost in rankings or to buffer some less-than-ideal reviews that have slightly shaded your online reputation.

It is up to you to determine when to pull out this SECRET SAUCE to ethically ‘Stack the Deck’ to your advantage in the Google search. Our recommendation for consistent results for your business is to PREPLAN on pulling this strategy out ONCE EVERY QUARTER.

So pull out your calendar NOW - and simply pick the Tuesday or Wednesday of the next 3 quarters and schedule it on your books. For those of you in extremely competitive markets (such as Dallas, Chicago, L.A., New York, etc...), then you may choose to employ this once a month...that would prove amazing HORSEPOWER to your ranking and online reputation.
For those of you who regularly monitor your listings, rankings and/or online reputation, you can simply use this promotion every time you see that a competitor has climbed above your results or gotten more reviews than you. Using this promotion, they SIMPLY CANNOT KEEP UP WITH YOU!

We hope you enjoy this strategy and hold it close to your chest as your Ace-in-the-Hand to dominate your area!

All the best,

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