

# WHO IS YOUR PERFECT PATIENT?



1

Do they pay with cash or insurance?

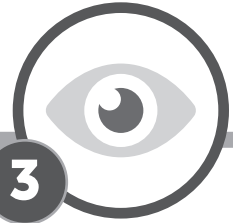
**Cash**



2

Are they seeking symptomatic treatment or wellness care?

**Symptomatic**



3

Are they teachable and willing to follow directions or a skeptic?

**Teachable**



5

Are they new to chiropractic or have they seen a chiropractor before?

**Seen a chiropractor before**



4

Do they prefer appointments in the morning, afternoon, or evening?

**Evening**



6

On a scale of 1 to 10, what value do they place on their health?

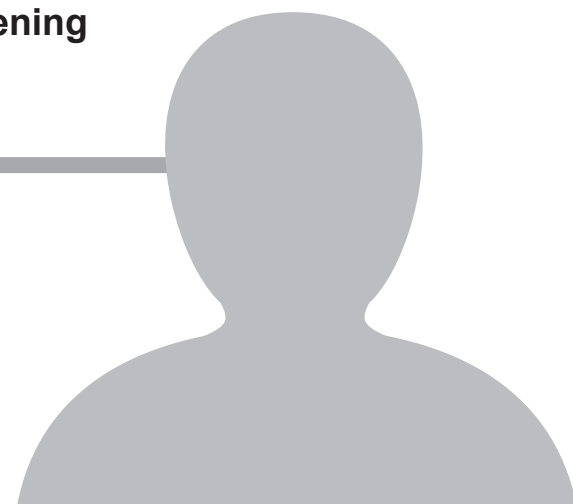
**7**



7

What is their particular health focus? (headaches, fertility, low back pain, pediatrics, athletics, etc.)

**Lower back pain**



## Description of your Perfect Patient:

Betty just moved here from a nearby city and is looking for a new chiropractor. She is a busy career woman who works out on her lunch breaks and only has time for appointments in the early evening. She struggles with lower back pain from sitting at her desk during the day and picking up her kids in the evening.

To reach Betty we should make sure our practice is ranking high enough in local search results so that she can find us in her area but we can also provide information about exercises she can do at her desk while at work to maintain her healthy lifestyle. This is one of the ways she will know our practice is ideal for her needs.



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