

## **Case Study Outline**

- 1. What's the hook / angle that's going to be on your optin page and be the general theme of the case study?**

Discover Our Proprietary Strategy For Averaging Over 83 FREE Calls A Month For Our Clients Using GMB

Discover How We Drove In 34 New Patients In The Last 32 days for our Dentistry Client

Discover How We Generated An Extra 44 New Patients and Over \$53,204 In Sales For Our Dentistry Client

- 2. Who are you? Why should someone trust you? How long have you been doing your expertise for?**

My name is David Strange and I've been doing this for over 5 years, we've worked with over 30 clients, generating thousands of calls monthly using our proprietary GMB Strategy.

We've generated over \$1 Million Dollars in extra sales due to our strategies.

- 3. What's the results you're going to showcase? (*Be specific as possible - we want to let them know we're the experts here*)**

The first thing we do is essentially setup the client's Google My Business account up correctly, you see most Dentists and business owners setup theirs incorrectly.

We make sure their keywords are setup correctly, all of their information is correct, their location, times, dates that they're open, all of their services are listed.

We want Google to have as much information about the client as possible, which allows us to rank a lot higher in Google.

So we set this client up correctly in GMB, then we moved to part 2 of the strategy which allowed our client to quadruple the reach of their GMB.

You see Google usually only allows us to hit 3-5 square miles, we use our proprietary strategy to hit 25 miles. (Which usually results in 5x the calls)

We use all of Google's assets to essentially build up their authority, to show them they're legit.

We first setup the calendars, and book them out completely which pushes all of the keywords and then pushes you up in the rankings.

Secondly we add photos with Geotags, which gives even more authority, this all points back to the business, which adds more juice to the ranking.

We also use a network of blogger accounts to add more link juice and solidify the authority with Google.

Finally to really push us up and keep us there for the long haul we used our DS3 Strategy that allows us to blanket the internet with press releases and nationally syndicate them all over Google

So we started at position 20 when we took over for this client, then we slowly and surely moved them up the rankings, it took us only 2 weeks to hit the #1 spot, which is now generating around 4 free calls a day, and over 100 calls a month.

They've brought on X amount of new patients from these calls every single month, resulting in X amount of new sales

#### **4. What images / videos for proof do you need?**

Calendar Image

Photos with Geotags

Blog Accounts

Press Release where it goes to

Testimonial Video

70% of people use call button on their phone

## **5. What's the unique mechanism that makes your method work better than others?**

We generate up to 5x more authority with our DS1 Strategy that we've perfected over the past 5 years. How it works is, you have essentially your main hub which is your Google My Business, then we attach these 4 pillars to it, that cause it to shoot up the rankings way faster than any other method.

You see, other strategies probably have failed you in the past because you only have 2 parts of the equation, then you rank only 7-14th and you get no calls to your business.

### **Note:**

***Unique Mechanism In a Nutshell:*** The unique mechanism explains why our prospect is struggling or suffering to achieve a goal... And how they can overcome that problem. At its core, the unique mechanism is always a two-part logical connection.

The Reason It's Important: Typically by the time our prospect comes to us, they've tried numerous solutions to their problem already. In the past, these other solutions may have not worked at all, worked partially, or worked fully for a period of time (before they stopped working). Our job as a copywriter is to educate our prospects about the REAL reason why past solutions didn't bring them permanent results. We do this by explaining that their knowledge about the problem is incomplete. They've been missing ONE CRUCIAL PIECE OF INFORMATION, and this "knowledge gap" is what's been holding them back.

There are two parts to the unique mechanism: 1. Unique Mechanism Behind the Problem our Prospect Faces. 2. Unique Mechanism Behind the Solution to that Problem. It's important to identify the unique mechanism behind both the problem AND the solution. By showing the unique mechanism behind the problem, you get the

prospect to understand why they've failed in the past. By showing the unique mechanism behind the solution, you get the prospect to believe that our solution will bring them success where other alternatives have failed.

**6. If you're doing the case study based on another client of yours, are you able to get a video confirming what you said in the video?**

Yes I'm able to, and here's what I'd like to have them say "We've been working with David for 3 years now, it took two weeks to get ranked to number 1, we were ranked at number 20 and getting no calls. We're now averaging over 100 calls a month, we actually are getting so many phone calls that we had to hire extra people. David and his team have been extremely helpful and they've literally handled this whole process from start to finish"

Ideally we'd like to get a dollar figure here as well 'We make an extra \$33,000 a month in sales because of David and his company'

**7. Why does the prospect need to book a call right now? What's going to happen if they don't?**

Here's why you need to book a call right now, you need to get in early before your competition starts actually ranking for the number one position. Right now every dentist in your area is seeing this exact same case study due to our advertising, and we're only able to take on dentists within 20 miles of each other, so if one dentist in your area snatches this up (which they will) we will contractually not be able to work with you.