

THE 2026

Membership System™

*How to build a highly sustainable, scalable,
and impactful Practice*

Today's Blueprint

01

The Big Idea

The difference that makes the difference

02

Why Membership Changes Everything

The maths most clinics are ignoring

03

The Membership Matrix™

Your complete Practice Membership structure

04

Pricing & Packaging

Your irresistible offer

05

Q&A

Let's build your Membership LIVE

House Rules

- 1. Camera ON*
- 2. Ask Qs / Get Involved / complete each exercise*
- 3. Just do it*

00

What's the Problem you're trying to solve?

*Business is all about learning how to fall in love with **problem solving** ...*

Biggest Challenges ...

- *Retention*
- *Long-term results*
- *Predictable cashflow*
- *Lack of sustainability*
- *Admin headaches*
- *Dependancy on NP flow*
- *Low business valuation*
- *Intimately ... **Less Impact***

01

Why Memberships Change Everything

The maths most clinic owners are ignoring

More new patients \neq growth.

It equals a treadmill ...

70%

of patients drop before
care plan ends

6-8x

more expensive to acquire
than retain

£0

recurring revenue
without a membership

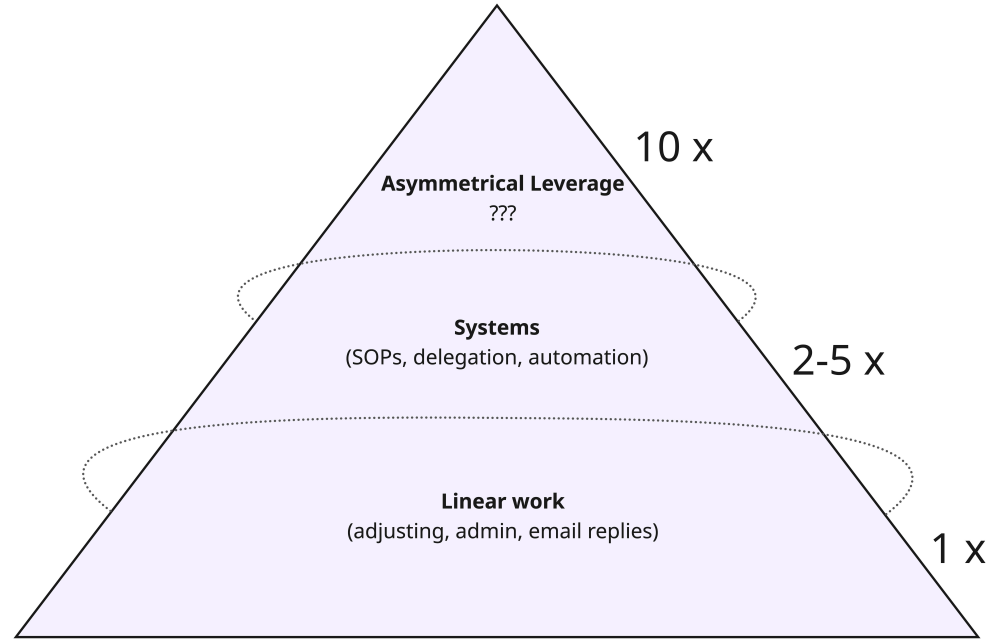
3-5x

more valuable: a MRR
business vs transactional

Asymmetrical Leverage = Asymmetrical Life

2,800 years ago Buddhism = Dukkha

Some actions create massive momentum with minimal input. Your job as the owner isn't to *do more* — it's to **find what works disproportionately well...and scale that.**



"operators live at the bottom. owners build at the top"

Asymmetrical Leverage

Step 1

Definite Asymmetrical Leverage (aka Inputs) 

Step 2

List top 3 activities in your Practice that generate the biggest ROI?!

Step 3

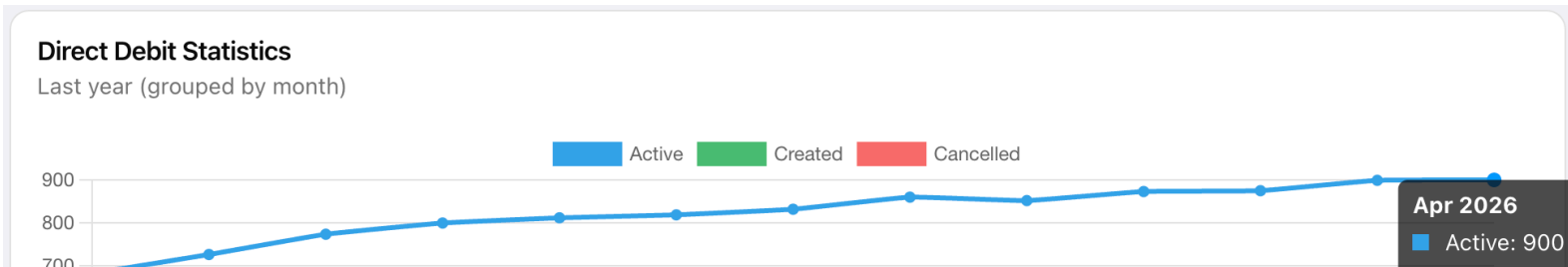
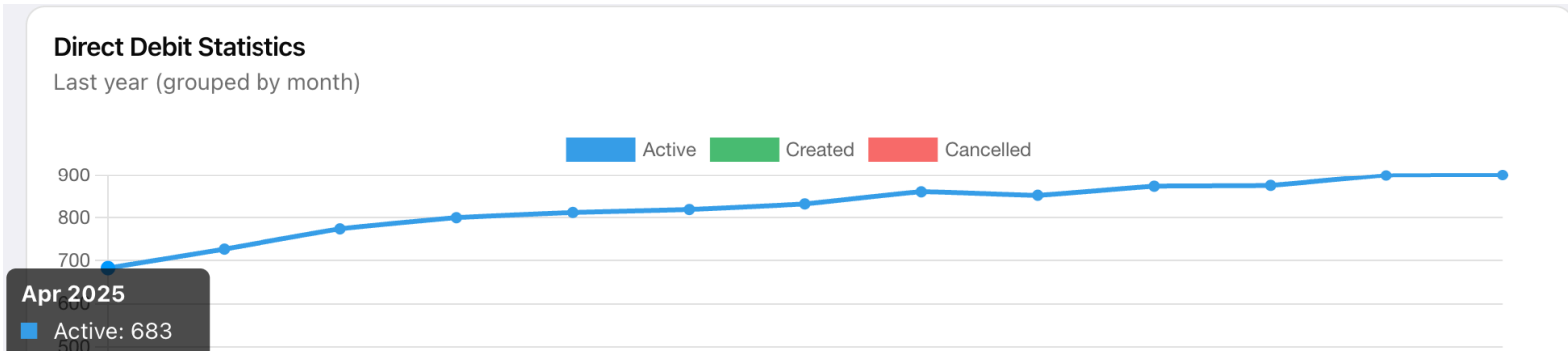
Write this down:

“If you were only allowed to work 5 hours a week ON your business ... what would you focus on?”

Memberships: The Macro Metric

One question:

Are we growing number of members or not?



The Invincible Gap

Step 1

Write down how many active patients you have right now.

Step 2

What % do you estimate stay past 6 months? Be honest.

Step 3

What would your Practice revenue, vibe, predictability look like if 60-70-80% of all active patients were loyal members ?

90 seconds - then share your number in the chat

March 2026

Date range

1 Mar 2026 - 31 Mar 2026

Generate

Print

Wickford

64 London Rd, Wickford, SS12 0AN

Report for period 1 March 2026 till 31 March 2026

Services & Products

Payment collections

Payment method	Quantity (# of clients)	Total
Direct Debit	858 (843)	£66,100.00
Credit Card	347 (235)	£44,017.50
Cash	44 (33)	£5,117.50
Stripe (Web)	38 (38)	£1,571.00
Credit Received (Bank)	2 (2)	£450.00
Credit Received (Transfer from another Clinic)	1 (1)	£135.00
Gift Card Payment	2 (2)	£94.00

Total: £113,180.00

Predictability & Growth

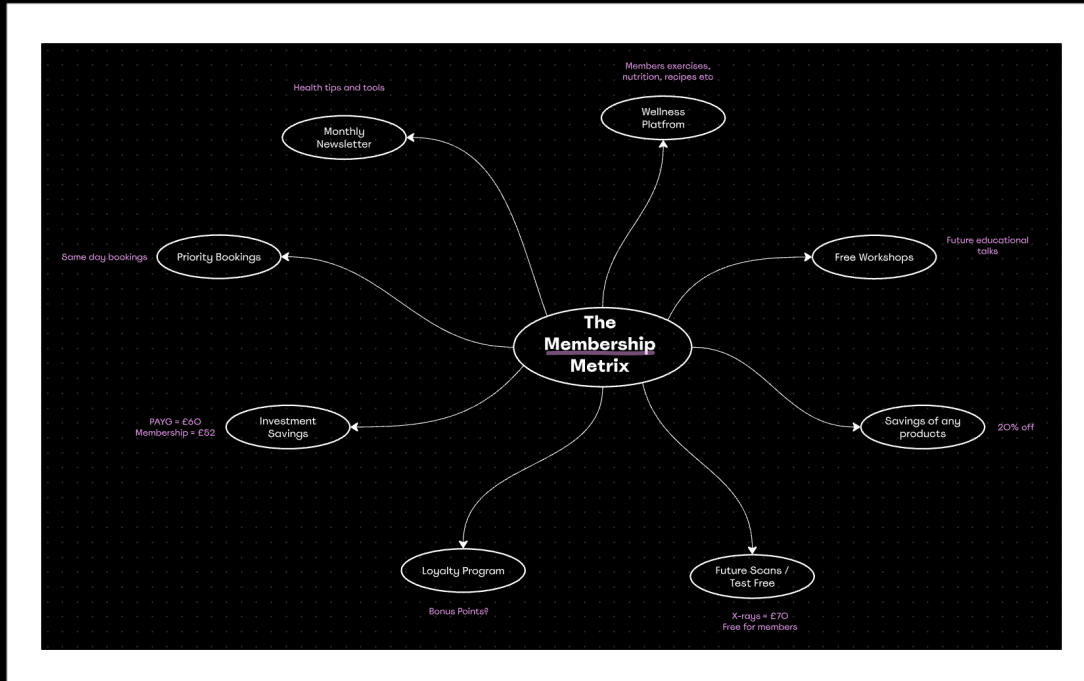
Direct Debit dry run

Payment Date	Deadline	Number Of Payments	Total
15 April 2026	12 April 2026 23:59	142	£18,322.50
1 May 2026	28 April 2026 23:59	739	£49,242.50
15 May 2026	12 May 2026 23:59	126	£11,347.50
1 June 2026	27 May 2026 23:59	740	£44,187.50
15 June 2026	10 June 2026 23:59	125	£6,682.50
1 July 2026	28 June 2026 23:59	748	£41,577.50

02

The Membership Matrix™

Architecting Your Practice Membership Model



Matrix = Ecosystem



1. Sticky



2. Scalable



3. Leverage Tech



4. Easy for Patients



5. Offer Value



6. Easy for Team



7. Offer Savings



8. Consistent

03

Pricing & Packaging That Is Actually Valuable For Your Patients

Value Stacking, Transparency, And Building Consistency

PRICE VS VALUE

It's *YOUR* narrative ... not *THE PATIENT'S*



Value Stack Your Membership

- 1 List **every** inclusion in your membership
- 2 Assign a PAYG price vs Membership investment
- 3 Verbar + Visual Representation
- 4 Consistency with team, handouts, website, internal posters etc.
- 5 Great teams NEVER practice on game day

Never lead with price. Lead with **value.**

WHAT'S INCLUDED

A	...
B	...
C	...
D	...
E	...
F	...
G	...
Total Investment	£ X

PAYG

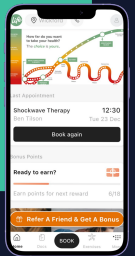
£648

£56 per visit

Member Investment

£540

£45 per visit



What's Your Value Stack ?!

I will show you what we do in a second...

Everything your members get - in one plan



Priority Bookings

Same-day access



Monthly Newsletter

Health tips & tools



Wellness Platform

Exercises, nutrition & more



Free Workshops

R2R Classes



Product Savings

20% off all products



Future Scans & Tests Free

X-rays free (saves £70)



Investment Savings

PAYG £54 → Members £45



Loyalty Program

Bonus points rewards

Let's Build Your Matrix

Draft your own membership on paper or in notes:

Membership Name	Price	List All Benefits (value stack)	When Does It Start

5 minutes — then we'll workshop one live in a hot-seat

Remember the Asymmetrical Leverage ? ...

Big question ...

practice peak

Module 6.2 The Practice Membership Ecosystem

Membership design and application.

Why Have A Membership Model

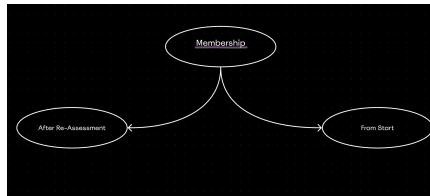
One of the most important elements of 'retention' is a sense of 'belonging'.

Retention can improve when patients stop feeling like visitors and start feeling like **members**.

Every great business model has an aspect of **membership** attached to it!

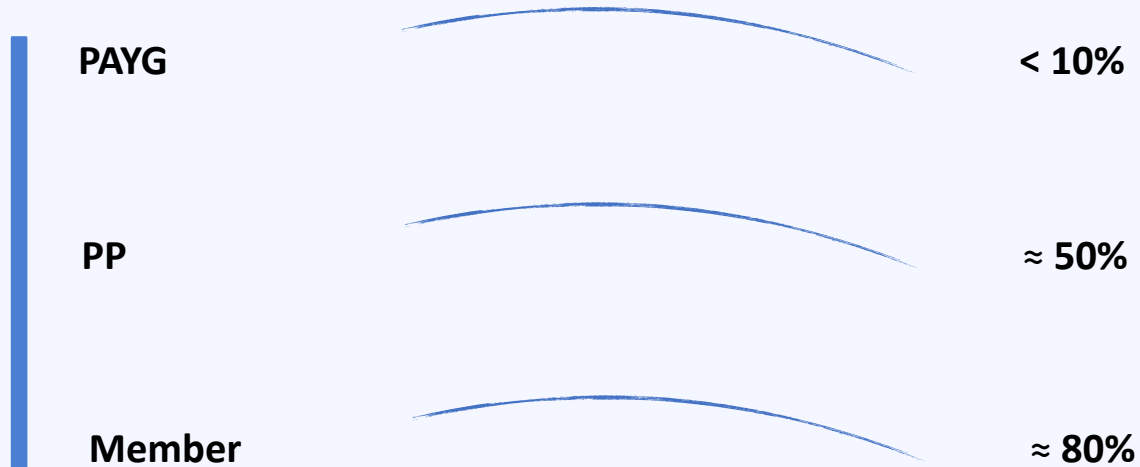
For clinics - this concept can come under many umbrella terms:

- Membership
- Wellness Program
- Performance Stage
- Preventative Care
- Wellbeing Program etc.



This will hurt ...

Likelihood % of people completing a care plan recommendation



04

The CARE Framework™

Installing A Membership Model In Your Practice Naturally, Ethically, and Without Friction

4-step membership conversation

C

Connect to their goal

The HOT button

A

Acknowledge the gap

The Black Hole

R

Recommend the structure

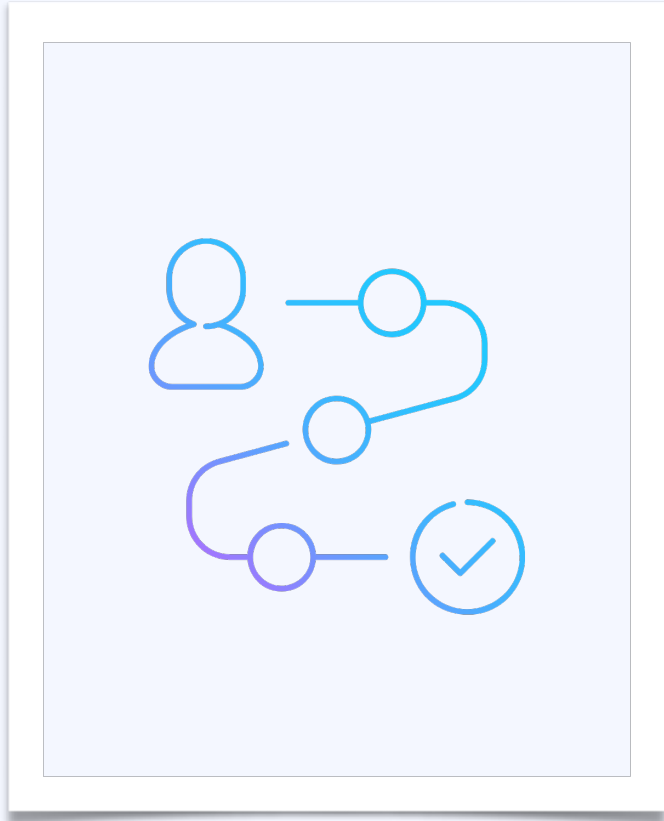
Be transparent, specific, and confident

E

Explain the investment

The job here is to NOT f^k it up!*

The Whole Membership Matrix™ Journey



Invitation - Mastermind - Lisbon



Dates:

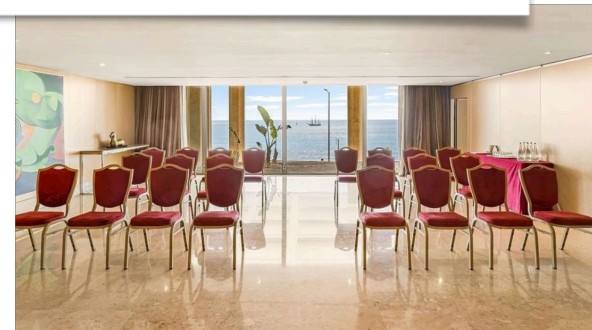
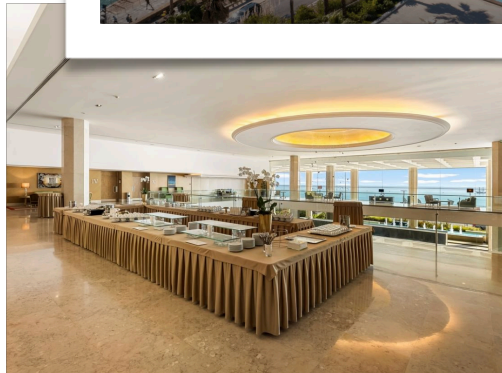
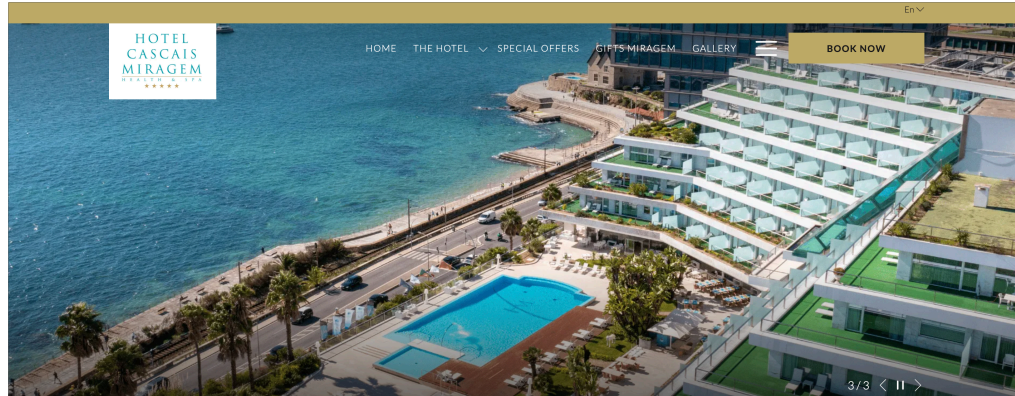
- 📍 Friday 22nd May
- 📍 Saturday 23rd May

Info:

- 📍 Business development
- 📍 Implementation
- 📍 Planning & Strategy

Tonight's Price:

- 📍 4 seats available
- 📍 £197 for next 24hrs

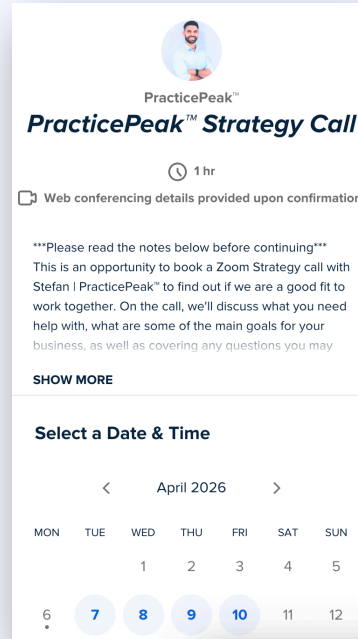


Thank You

Questions Next...



Free Strategy Call





PracticePeak

Membership Matrix™

Builder



The clinics that grow sustainably ...

aren't the ones with just the best marketing.

They're the ones who built
a recurring revenue foundation first.