



7 Days to More Patient Bookings

Simple actions to help allied health professionals
attract more local patients without ads.

See real results in just one week

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How to use this action plan

Running an allied health clinic means you focus on patient outcomes and quality care. But to keep new bookings coming in, your clinic needs to stay visible and connected within the local community.

This 7-day action plan helps you do just that. Each day focuses on one practical task that makes it easier for local patients to find your clinic and book with confidence. The steps are simple to put into action and based on proven strategies.

- » Set aside a few minutes each day to complete the task.
- » Follow them in order, each one builds on the last to strengthen your local visibility and patient experience.
- » Stay consistent - the more you apply these steps, the stronger your local visibility becomes. Think of it like patient rehab: one session won't create lasting change, but consistent effort over time leads to long term results.

By the end of the week, you'll have improved how patients find, trust, and choose your clinic - all through simple, effective actions.

Don't overthink it. Just follow the steps.

Day 7

Google Business Profile Boost

Do this

Review your Google Business Profile to make sure your details are accurate and reflect what you offer. Add recent photos that show your space or team in a genuine, welcoming way.

Why it works

When people look for help, they want someone close by and available now. Keeping your information fresh helps your clinic appear active and ready to help when they need you most.

Pro tip

Don't just set and forget it - check your profile monthly to keep it active and relevant.

Day 2

Review Check-Up

Do this

Reply to every patient reviews (Google, Facebook, anywhere), even the short ones. Thank them for sharing their experience and show you value their feedback.

Why it works

Active responses show you care about your patients, and Google rewards that engagement with better visibility.

Pro tip

Leverage negative reviews. A calm, professional reply shows patients you listen and care - it can turn a poor experience into trust.

Day 3

Community Group Drop-In

Do this

Post a friendly intro, tip, or question in a local Facebook or community group (not a sales pitch).

Why it works

Locals who recognise your name are more likely to book with you. Being visible in local spaces builds familiarity and trust before they ever visit your website.

Pro tip

Join the chat naturally. Engage with genuine replies and avoid dropping links or promos - people trust friendly faces more than faceless ads. Use a simple conversation starter like “Where’s a good place to go walking after work in [suburb]?” The goal is to connect, not promote.

Day 4

Show Your Expertise

Do this

Share one quick, helpful tip related to your profession - something simple your patients can do safely at home or to maintain results between visits.

Why it works

Educational posts position you as a trusted professional. When people learn something useful from you, they're more likely to remember and choose your clinic when they need care.

Pro tip

Keep it general but emotional - like "Getting back to the game starts with gentle movement." It connects without crossing treatment claim lines.

Day 5

Share Patient Progress

Do this

Share a short story (with permission) about a patient's success or experience. Focus on the outcome and how they felt after treatment.

Why it works

People make booking decisions based on relatable results. A simple story helps potential patients see what's possible for them.

Pro tip

Keep it compliant - focus on the patient's experience, not the result. For example, share what they appreciated about your approach, like "felt supported through the process" or "enjoyed learning practical ways to manage day-to-day."

Day 6

Local Partnership

Do this

Reach out to a nearby business that complements your clinic like a GP, gym, or wellness studio - and explore how you could refer clients or support each other.

Why it works

Partnerships build local credibility and trust fast. When another professional recommends you, it feels like a confident, genuine endorsement.

Pro tip

Begin with one local connection and one shared action by featuring each other in a post or sharing useful community information. Genuine, repeated exposure builds recognition.

Day 7

Win Back Past Patients

Do this

Reach out to previous patients who haven't been in for a while and check in with a short, friendly message.

Why it works

People who've already worked with you trust your care and are much more likely to rebook, and sometimes they just need a little nudge.

Pro tip

Keep the message simple, like "Hi Sarah, it's been a while since we last saw you. How's your shoulder feeling? We have openings this week if you'd like a check-up."

7 Days to More Patient Bookings

Print this tracker. Tick off each day as you go.

1. Google Business Profile Boost

2. Review Check-Up

3. Community Group Drop-In

4. Show Your Expertise

5. Share Patient Progress

6. Local Partnership

7. Win Back Past Patients



Keep the Momentum Going

You've spent the past seven days taking practical steps to help more local patients find and trust your clinic without ads.

The same approach applies beyond this week. Continual improvements to how you show up online can have a lasting impact on how your community sees you.

Keep building on what you've started, and you'll stay front of mind when patients need your care.

When you're ready for what's next, reach out to Simplified Marketing.

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