



the  
**[ R.O.I. ]**  
method

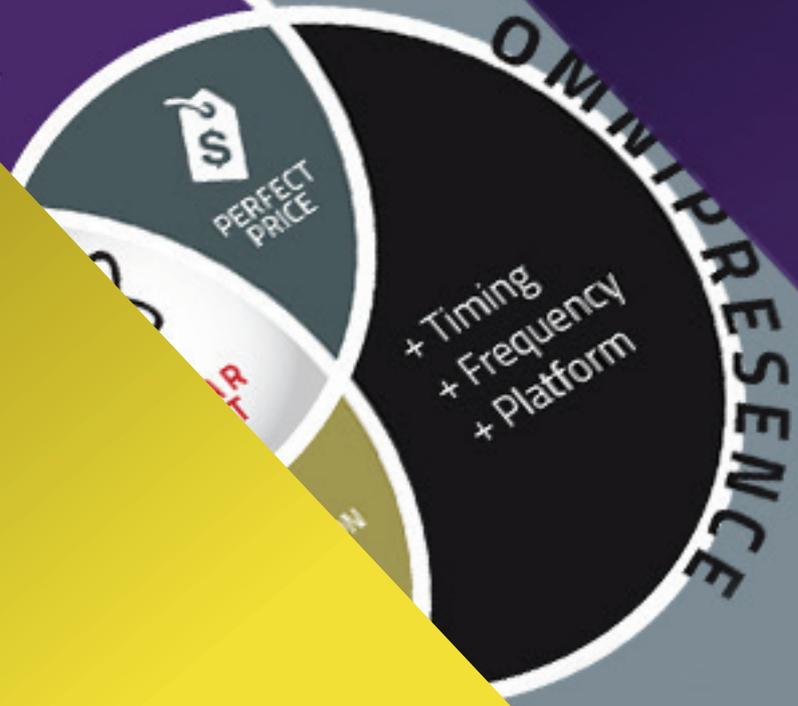
RELEVANCY + OMNIPRESENCE + INTIMACY

A Chiropractors Guide To Attracting Dozens Of  
'Referral-Like' New Patients Every Month,  
Becoming #1 In Your Community, And Quickly  
Scaling To 500+ PV/week (Or \$1M/yr Practice)



HAYDEN POWER

POWERSURGEMARKETING.INFO



## Here's the situation: I know you've been struggling to really grow your practice for awhile now.

Sure, you're working hard, screening prospective new patients whenever you can, praying for referrals and maybe you even hired yet another "Facebook Ads Guy" who "cracked the code".

Or perhaps you've built a solid reputation with online reviews proving you're as good of a doctor as you say you are.

### › YOUR BLOOD, SWEAT, AND TEARS ARE GETTING YOU SOMEWHERE...

In fact, perhaps you've done well enough that you hit \$30k last month, maybe even \$50k!

Congrats! That's a big accomplishment. Really, it is.

Take some time and appreciate it!

With that being said, I've worked with enough chiropractors in those shoes,

And I know something's missing.

It's a weird paradox, isn't it?

### › WHEN YOU STARTED, YOUR GOAL WAS TO SERVE AS MANY PEOPLE AS POSSIBLE THROUGH THE GIFT OF CHIROPRACTIC CARE.

Now?

It feels like you're on a hamster wheel.

And it's actually a huge amount of stress.

You find yourself constantly thinking about where you'll get your next new patient from.

Checking your mailbox to see if the insurance checks came in yet.

Regularly worrying about what happens if referrals dry up.

Always thinking about the next patient...

On top of that, the pressure for NPs to accept your care recommendation is unending.

And you're always wondering if this is the month that your cash flow is going to stall out.

The Six Figure Hamster Wheel hasn't brought the freedom you wanted.

You still have to hustle to replace patients who quit, which leaves little time for focusing on growth.

Maybe some new patients don't even need much care,

Yet you feel the pressure to 'recommend' it anyway because it seems like you always need the money.

Your cash flow is inconsistent...

You get stuck doing all the work in the business...

And you don't have the stability to hire up and scale...

Or maybe you've reached a point in your practice, where you've realized that you aren't serving at your absolute highest potential.

**IF YOU WANT TO MAKE A BIGGER IMPACT FOR GOOD IN YOUR COMMUNITY....**

**AND YOU WANT TRUE, LASTING TRANSFORMATIONS FOR MANY MORE PEOPLE...**



**Well, I can relate.**

**My story started in December 2016.**

## THE DAY I QUIT

› **ON DECEMBER 9TH, 2016, I QUIT MY HIGHEST PAYING JOB EVER.**

To everyone on the outside, it looked like things were going great. In fact, I “should” have been happy and fulfilled!

But inside, I was going crazy.



*Hayden Power*  
IMPACT + PURPOSE

**IF YOU DON'T KNOW ME, MY  
NAME IS HAYDEN POWER.**

**MY PURPOSE HAS NEVER BEEN  
MORE CLEAR... DO STUFF THAT  
LEGITIMATELY MAKES A  
DIFFERENCE.**

**If you don't know me, my name is Hayden Power.**

**My purpose has never been more clear... Do stuff that legitimately makes a difference.**

More money entered my bank account than ever before as I sold an expensive coaching program my friend created. It taught people how to rank simple websites online.

Selling that SEO (search engine optimization) program earned me a little under a quarter million dollars of commission in 8 months.

Prior to that, I had left a 6-figure job for a telecom company to pursue “freedom” in the online world.

It was the first time I starting making real, good money... My highest earning month was \$37k...

Yet I quit.

I was working 10+ hrs a day, taking one 60 minute sales call after the other, often working all 7 days of the week (by choice).

...which caused me to burn out and get frustrated...fast...

I realized that I wasn't living a life of freedom and impact... I was actually stuck in an aggressive hustle.



## THE POWER SURGE MARKETING TEAM

### **I longed to actually make a difference in people's lives.**

Yet I didn't feel like I was really contributing by doing what I was doing.

I forged a new path in my quest to solve my seemingly unquenchable thirst for fulfillment.

(enter stage right) Power Surge Marketing was founded by myself and my beautiful wife.

### **We canvassed countless verticals to acquire our first few clients.**

And the honest reason we started working with chiropractors is because this niche checked all the boxes of an ideal client... High LTV (Lifetime Value) for customers/patients and a huge need for effective marketing.

I started with one thing at the top of my priority list (make tons of money)....

BUT...

...as I onboarded more and more DC's... my mission began to evolve.

I saw the transformation people were having once chiropractic was introduced into their lives.

After watching dozens of testimonial videos that our clients received from patients we acquired for them, it became clear why I had to innovate to ensure more people could also receive the same gift.

Now, I had a new mission: **Introduce 1,000,000 people to Chiropractic.**

To tell you the truth... saying that out loud scares the hell out of me.

It's a BIG goal.

In order to accomplish it within the next 5 years (which is the longest my brain can actually plan for) I knew I needed to collapse time and allow for an exponential leap in new patients accepting our chiropractic clients' care recommendations.

### **So I took the brilliant advice of Richard Dawkins.**

I searched high and low to find, implement and test the most cutting edge marketing and advertising strategies on the planet.

I learned rapidly from other people's mistakes and marketing dollars.

It's the same way the highest performers cut the 'learning curve', accelerate growth & improve faster.

In my never ending quest to maximize results for my clients, I found something that completely changed my entire perspective on marketing.

It was a simple methodology, yet it felt so new.

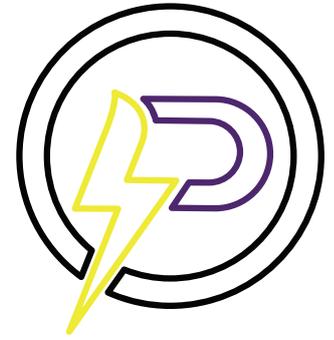
AND it's based on ethical marketing... no more manipulation, stretching the truth, or playing to people's fears.

**If you want to quickly scale to a 500+PV/week or \$1+m/yr practice, become the #1 chiropractor in your community and attract dozens upon dozens of new patients every month that convert as easily as referrals...**

Then what you're about to be shown may, honestly, blow your mind and it WILL change your life. Because it changed mine.

**It's called Relevancy, Omnipresence and Intimacy**

Or, the ROI Method for short.



## THE KEY TO EXPONENTIAL GROWTH IN YOUR PRACTICE

The ROI Method is a new approach to marketing.

It's based on illuminating your potential patient's pain by helping them understand what's happening in their body...

...And then ethically offering to help them resolve it.

This is the opposite of manipulation or scarcity-driven marketing. It's not about trying to scare potential patients into working with you. It's about putting them first, and making sure they know you truly care about them. This is an approach that aligns marketing and sales with true compassion for your patients.

**With the ROI Method, you're finally able to market to and attract new patients who actually accept your care recommendations without no-shows and rejection.**

When you implement this, you go beyond increasing your collections.

You actually build an entirely better practice, one filled with your perfect patients (higher PVAs anyone??), loyal patients, and meaningful relationships.

Furthermore, you create a valuable community that endures for years to come.

When Relevancy, Omnipresence, and Intimacy work together, you engineer massive growth in your life and practice.

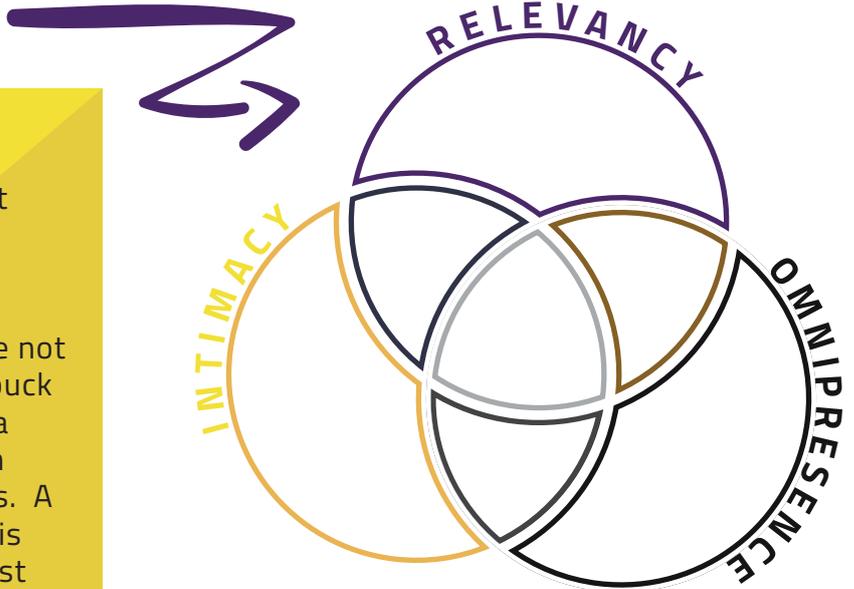
I'm going to walk you through exactly how this works...

**Stay with me...this is going to blow your mind.**



"I was skeptical at first. I've been let down by many marketing "gurus". Borderline stolen from. So my apprehension of signing with a marketing firm was scary. These are not bunch of kids that want to make a buck in their parents basements. This is a team, each one has a specialty from copy, video, distribution and metrics. A Creative bunch. Seems like Hayden is available 24/7 for me and moves fast without sacrificing quality."

- Dr. Dan Bai, Close For Chiro and Life Effect Centers



# 1

## RELEVANCY

Relevancy is your marketing message. It's what you are saying to your potential NP's to attract them to you and your practice. If the key to making a sale is having the right message to the right person at the right time and place... Relevancy is ensuring you have the right message.

There's a very specific process for becoming relevant to someone.

First, they must stop ignoring their pain and admit they have a problem.

They then go into "discovery mode" searching for a solution. You help them see why they're in pain, and the process for healing.

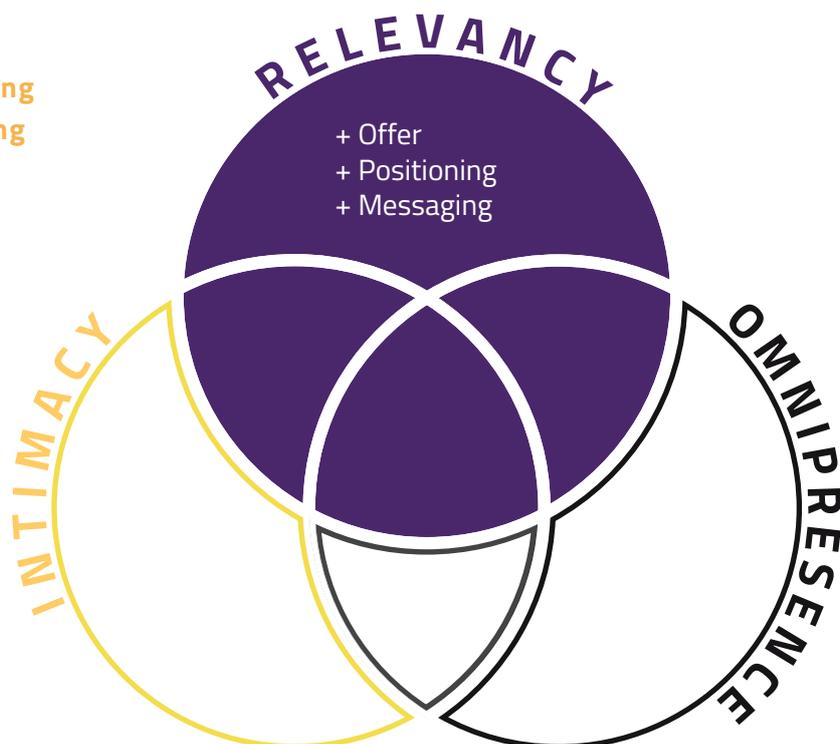
They think about buying into YOU as an authority. You show them your personal stories, your healthy lifestyle, your personal beliefs, and your experience so you can forge a true connection.

They decide if they want to go from their pain to their vision. You show them how the chiropractic care you provide helps them do that.

Finally, you show them the financial and time commitment is worth the result... then you give your new patient their first adjustment.

We can break Relevancy down into three main components:

- > Offer
- > Positioning
- > Messaging



**Your Offer** is whatever you're selling. This could be a new patient exam, an adjustment or a session in your new fat loss machine. But, it doesn't have to only be money related. It could also be education, recommendations to other experts or even "life-effect" (what seeing you allows them to do and become).

You customize your offers based on where someone is at on their journey. If they're discovering their pain, you give them a guide or a tip. If they're ready to buy from you, you offer you an exam or consultation.

For example, one of my core offers is a guide like this, or my [free R.O.I. Method For Chiropractors Facebook group](#).

Your **Messaging** is simply what words you use to describe your offer, what it does for your prospect, and how they will benefit if they take you up on the offer. You align your messaging with your NPs mindset, whether they're in "discovery mode" or looking for a paid solution.

*For example, when someone is in the "solution" stage, I can offer my done-for-you R.O.I implementation and management marketing program, for chiropractors seeing at least 150PV/week.*

And your **Positioning** is how you differentiate yourself from the competition. Essentially, it's showing what makes you special and presenting your unfair advantage.

*For example, my unfair advantage is that I've grown a new company without any external investment into a 7-figure/yr agency in less than 2 years, and have helped many DC's break through plateaus and skyrocket their practice's revenue, while increasing their impact and significance.*

When you have these things (and you must identify them)...

### **You have Relevancy.**

You can go deeper on each of these things, of course. By identifying your audience, their pain points, and how you solve them, you can craft a better offer. And that determines tighter messaging, which in turn influences your positioning.

Each element is connected, and all are necessary to have a Relevant message.



# 2

## **OMNIPRESENCE**

Omnipresence is where you appear everywhere to your target audience.

This is what happens when you show up in someone's life consistently.

It's the key to dominating the newsfeed and screen of your audience and making your soon-to-be new patients feel like you're everywhere.

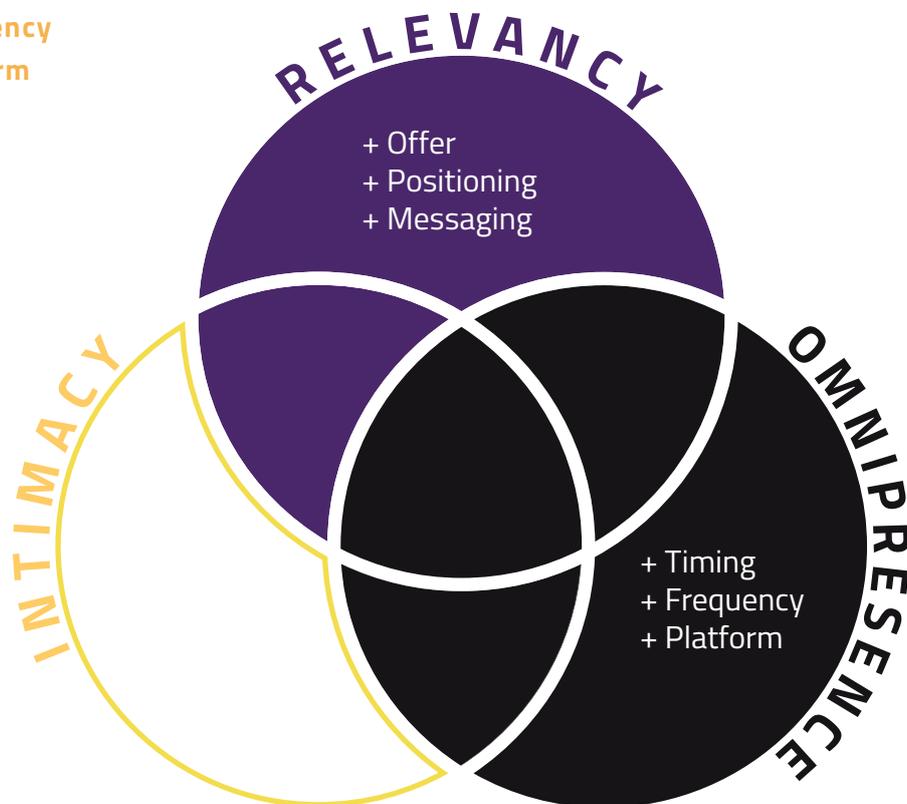
This is important because it sets you apart and helps your potential patients get to you know you before they even meet you.

"Power Surge Marketing has by far been the most effective marketing I've done for my Chiropractic clinic. No it's not the cheapest, but that's what happens when you hire a professional and get professional results. I had previously hired an amateur and the results showed. In my first WEEK with PSM I had 8 new patients. The previous company landed me 1 in 1 month. PSM doesn't just take your money and run. They check in on you to see how things are going. What changes can they make to help you be more successful. They will give you advice on your end (your staff) to help you be more successful. Very happy with the results they've provided!

- Dr. Greg Postier, Postier Chiropractic

The three components of effective Omnipresence are:

- > **Timing**
- > **Frequency**
- > **Platform**



When you're Omnipresent, it means **you're showing up at the right time.**

It's always been the Holy Grail of marketing to be in the right place at the right time.

With Omnipresence, that's what you're doing. You're getting your name in front of your audience continuously so you become the only choice for them.

Further, it's not just the timing of it, but **the frequency.** We don't try and show up magically when they're ready to make a decision. We show up consistently, in a way that offers value and builds a relationship.

And finally, you become Omnipresent with **the right platform.** For many people, omnipresence starts with retargeting and advertising on Facebook. But that's just one channel. YouTube, email, ad networks, Instagram...all are channels where you can show up for your audience.

On a strategic level, Omnipresence is about focusing most of your ad budget on someone **after** they become a lead. This way, you capture more attention, and have a higher chance of being relevant to your ideal soon-to-be new patients.



This also creates **the “small pond, big fish” effect**. Basically, you can quickly become an authority inside your community nearly overnight. Most of what we do online is always about “more, more, more”. But Omnipresence is about depth.

It’s taking a small number of leads and increasing your Relevancy by being in front of them with the right frequency, the right timing and on the right platforms.

When this happens, you become “top of mind” with your leads, and a consistent feature of their life.

This concentrated effort and attention makes it nearly impossible for your potential customers not to see you... **every... single... day**.



Power Surge Marketing is the absolute best marketing I have ever done!!! I have done Newspaper ads for 4 months that produced 2 NPs. My staff and I have done so many screenings and dinner talks we can't count. If you are looking for a turnkey marketing solution with very little effort on the Dr/Staff part than you have to give PSM a try. We had 18 new patients from mid November through the end of December all from PSM. Remember, this is during the Major Holidays season as well!!! Their system just works!!! One of the best things about PSM is that whenever someone opts in to our FB offer, I get a call on my cell phone. The phone rings so much that my kids recognize the number and tell me "Hey Dad you have have another New Patient calling"!!! PSM is a no brainer!!!

- Dr. Andrew Morningstar, Morningstar Family Chiropractic

# 3

## INTIMACY

Intimacy is all about creating real relationships.

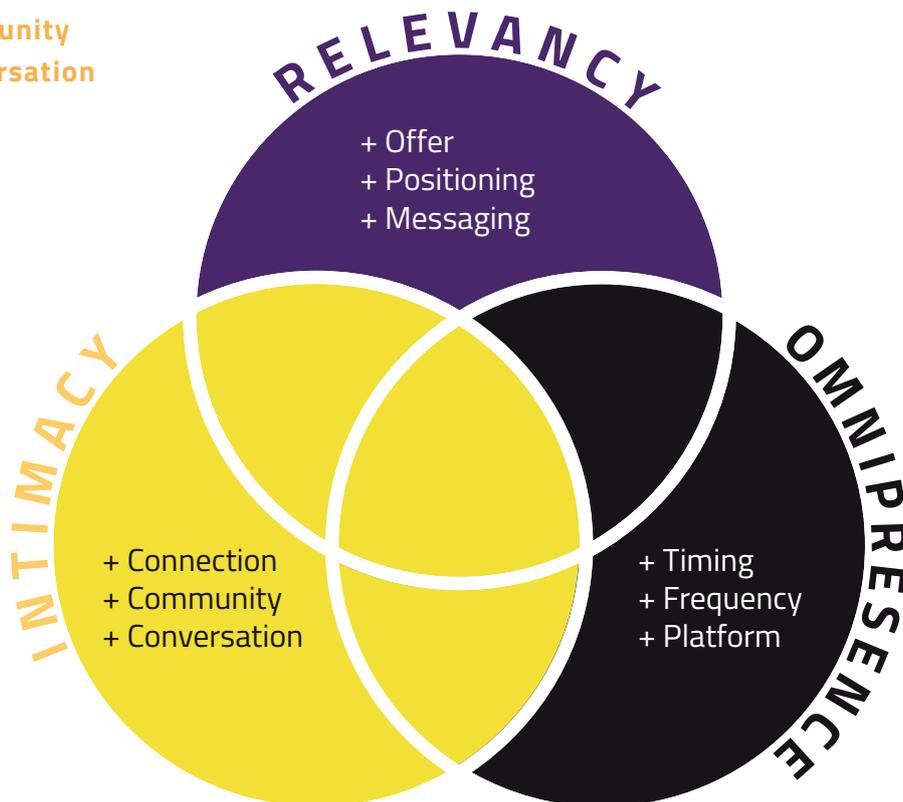
In today's world, we face constant automation and technology. The people you serve are craving a real connection with a real person. In the healthcare space, this is even more important. So many people who see a chiropractor have been burned by traditional doctors, and they desperately want to know that you are a compassionate individual who will actually listen to them.

**Somewhere along the way, healthcare became about making a quick buck rather than offering to help real human beings. Intimacy is how you prove you're different.**

When you focus on Intimacy with your audience, you develop insanely strong relationships.

When we think about Intimacy, we're talking about these three things:

- › **Connection**
- › **Community**
- › **Conversation**



When you create **Connection**, it means you're being honest and open with your audience about what's really going on in your life and practice. You don't hide things. You don't fudge results, or pretend that life is awesome when it's not. You're real. You open up about things, and get vulnerable. You allow people see that you're a human being. You present real struggles that they can relate to. And you develop stronger relationships when you do.

When you create **Conversations**, it means you actually make an effort to talk to members of your audience. So many people online will run ads and don't even do the most basic things...like reply to comments! Be involved in the Conversation. Respond to your emails. Reply to comments. Foster discussion in your Facebook groups. Care about your people enough to have deep conversations with them.

And finally, when you create **Community**, you build a safe space for your audience. This isn't just about having a Facebook group. But it's about creating a place for your audience members to network, support each other, and interact with you and your content. Humans have always needed community. Build a tribe that you support and who supports you in return.



"Power Surge Marketing is hands down the best Facebook marketing company we have used that actually produced real results with not just leads but people walking through the door. I have been with them over a year now and they still continue to produce. Also, My main office is in a smaller town, so I think that speaks volumes for their consistency after one year. I use their services for two locations, and they are steadily producing. I'm very happy with them! I think I may have been one of his first chiropractic clients and I was VERY skeptical, because I had been overpromised and underdelivered (aka burned) many times before from other Facebook 'professionals'. I don't remember how many new patients we had that first week, but he blew the doors off. No looking back! Thanks Hayden!"

- Dr. Kristi Mauldin, Lexington Family Chiropractic



WARNING:

## BEFORE YOU IMPLEMENT

Each of these concepts are powerful by themselves.

But when you combine them, that's when the magic really starts to happen.

If you've been stuck at 200-400PV/week, it's likely that you have one of these three components already working in some way. When you implement all three, you'll blow up in your community very quickly.

But before we look at what happens when you have all three components in your practice's marketing, you need to be careful of focusing too much on any one of them.

Why?

Because you don't want this to happen...

### › DR. NOBODY

If you are ONLY **Relevant**, and don't invest your time or resources into being Omnipresent and Intimate...

...you become Dr. Nobody.

Think of the last time you saw an ad for some healthcare product. Maybe you thought it would be interesting, but you weren't ready to buy at that time. You moved on, and forgot about it. And then you never heard from that company ever again. They essentially lost the sale and the relationship because they didn't follow up.

You have no relationship with them, and no real reason to want to do business with them. They're just Dr. Nobody.

### › THE MOSQUITO



Now, if you're only **Omnipresent**, but you're not Relevant or Intimate...

...you become the Mosquito.

SUPER ANNOYING. And it seems like you're everywhere.

This would be the social media guru who is constantly on your newsfeed and YouTube ads and Instagram...

...but you have NO idea what they stand for, what they're selling, or why you should care. They're not Relevant, so they're just obnoxious.

You don't want to be the Mosquito.

### › THE HARMLESS FRIEND

What about if you are only **Intimate**, and never Relevant or Omnipresent?

Well, typically, think of the people that are really great to hang out with...

...But who you'd never actually buy anything from.

You can create awesome connection, and conversation, and community...

But if you don't have a Relevant message that you're Omnipresent with...

You're just a Harmless Friend. Nice to have around, but not someone to take seriously in business.

### › NOW, IF YOU WANT TO ACTUALLY GROW USING R.O.I., HERE'S HOW IT'S DONE...

HOW TO

## GET UNSTUCK FROM 200-400PV/week

There are three major outcomes you will begin to see when you combine elements of Relevancy, Omnipresence, and Intimacy.

What happens if you only have two of the three?

Well...you still get incredible results.

Such as the ability to charge the **perfect price**, attract the **perfect patient**, and create the **perfect connection**.

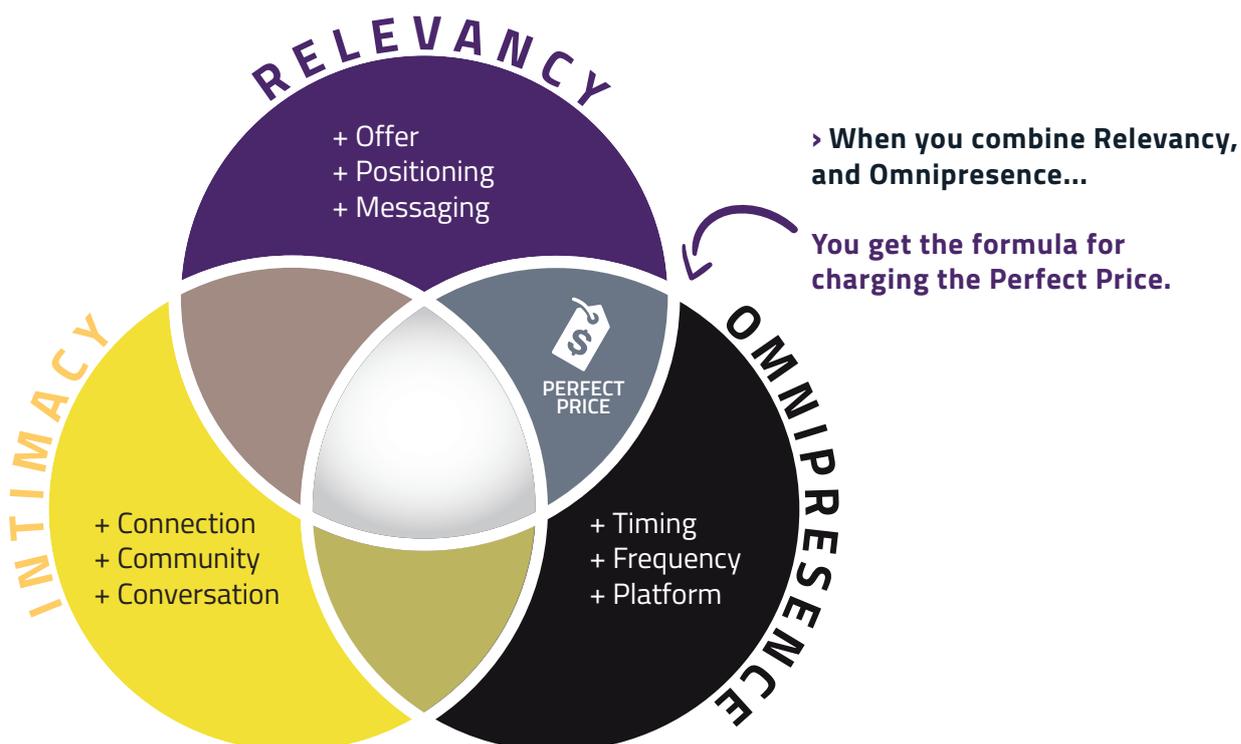
HOW TO CHARGE THE PERFECT PRICE

## WITHOUT IMPENDING REJECTION

If you're struggling with your cash flow, and it seems like there's never enough money in the bank...

And you can't hire up because you don't have the stability to really scale...

Then you likely aren't in a position where you're charging what you're worth.



When you're Relevant to someone, and you become Omnipresent in their world, you essentially become an authority in their life.

If you have the right message that hits all the pain points, and provides a real solution...

...and you consistently show up with that message and demonstrate that you actually know what you're talking about...

Then you become the authority.

*When that happens, you can charge higher fees.*

If you want to serve your audience at your highest level, then the ability to charge the Perfect Price is critical.

**That's the power of Relevancy + Omnipresence.**



HOW TO CREATE THE PERFECT CONNECTION

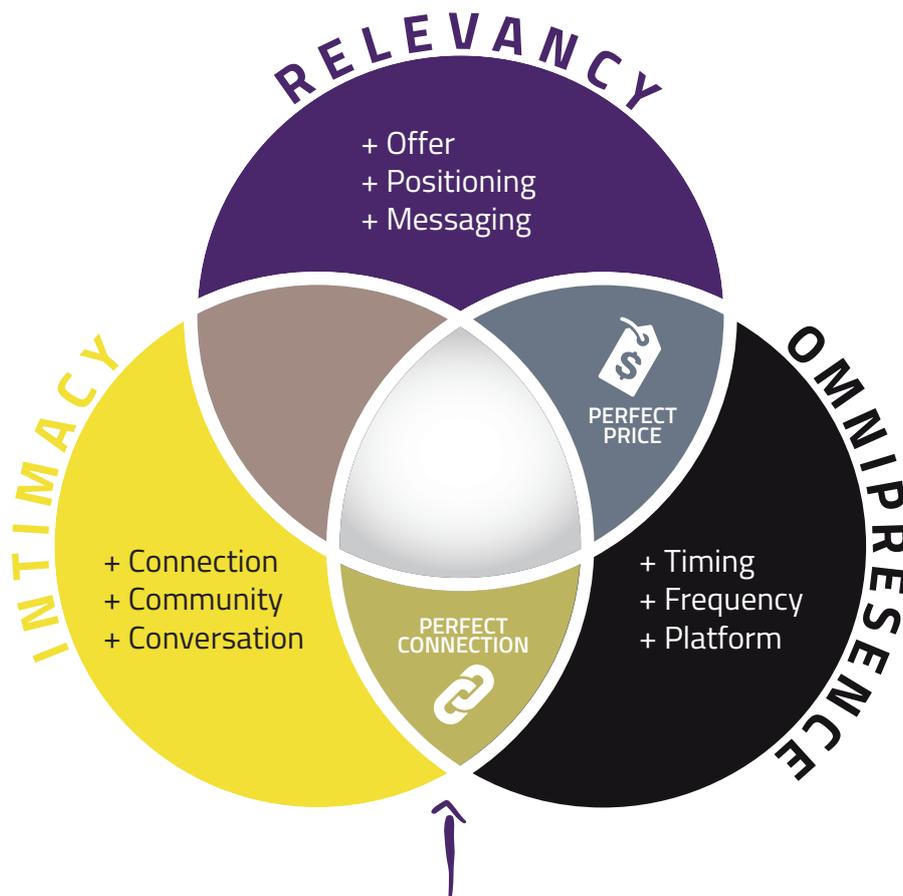
## **WHILE ALWAYS STAYING IN ALIGNMENT WITH YOUR VALUES**

Have you ever had a new patient show up for a consult and exam...and there was just no connection between you and them?

Maybe they didn't know much about you or what chiropractic really is...

Or it felt a little like they were looking at buying a car instead of being treated by a doctor who could naturally solve their problems.

**If you feel like that, it's because you're lacking the Perfect Connection.**



› And when you combine  
Omnipresence with Intimacy...

**That's what you get.**

What does this mean?

When you create connection...conversations...and community...

And then, you show up consistently, you're doing exactly what humans always do to create relationships.

But you're doing it at scale automatically, and building connection with hundreds of people at a time.

And the beauty of this is that it works both ways.

Not only do your audience members feel more connected to you because of what you share and how you show up...

...but you also become more invested in your audience because you care enough to be Intimate and Omnipresent to them.

**That's how you create the Perfect Connection.**

## HOW TO ATTRACT THE PERFECT PATIENTS WITHOUT ENTERING THE RACE TO \$0

Have you ever taken on a patient that wasn't a 100% perfect fit?

Someone who just didn't get you or chiropractic, or what you really stand for?

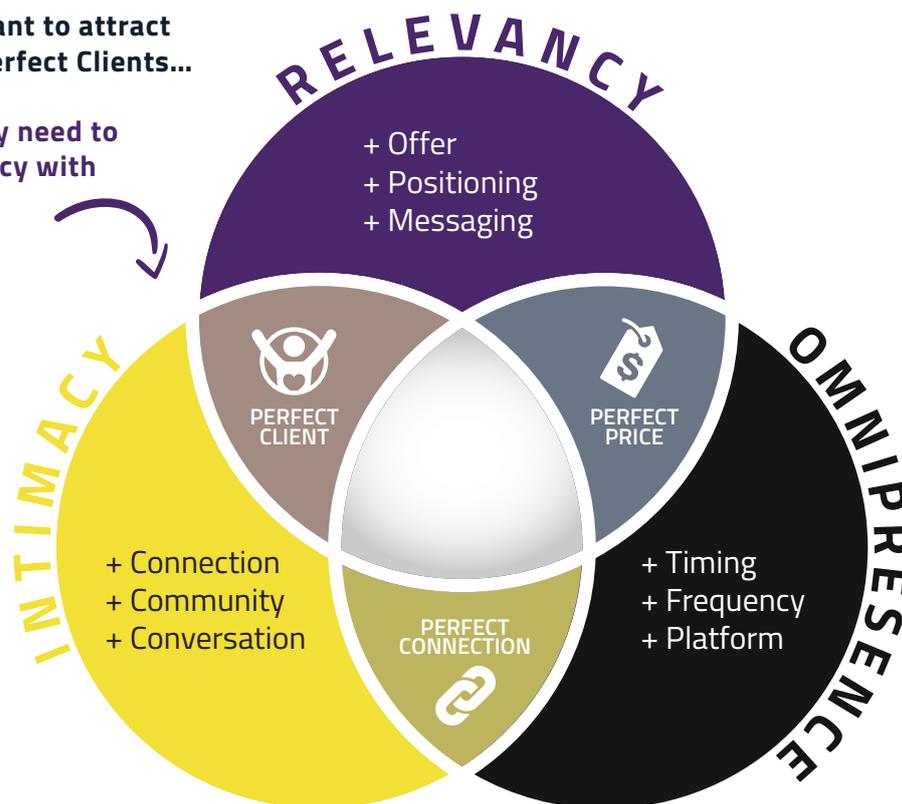
It feels like pulling teeth, doesn't it? They look to you to save them, don't take responsibility, and then complain.

We've all been there...taking on clients that aren't a great fit because we thought we needed the money.

And it's a whole lot better when you LOVE the people you're working with.

› Well, if you want to attract more of your Perfect Clients...

Then you simply need to combine Intimacy with Relevancy.



When you show your audience who you really are, you tend to attract the kind of person who really resonates with you!

When you're open about your values, and what matters to you...the people who come to you wanting to work with you also share those values.

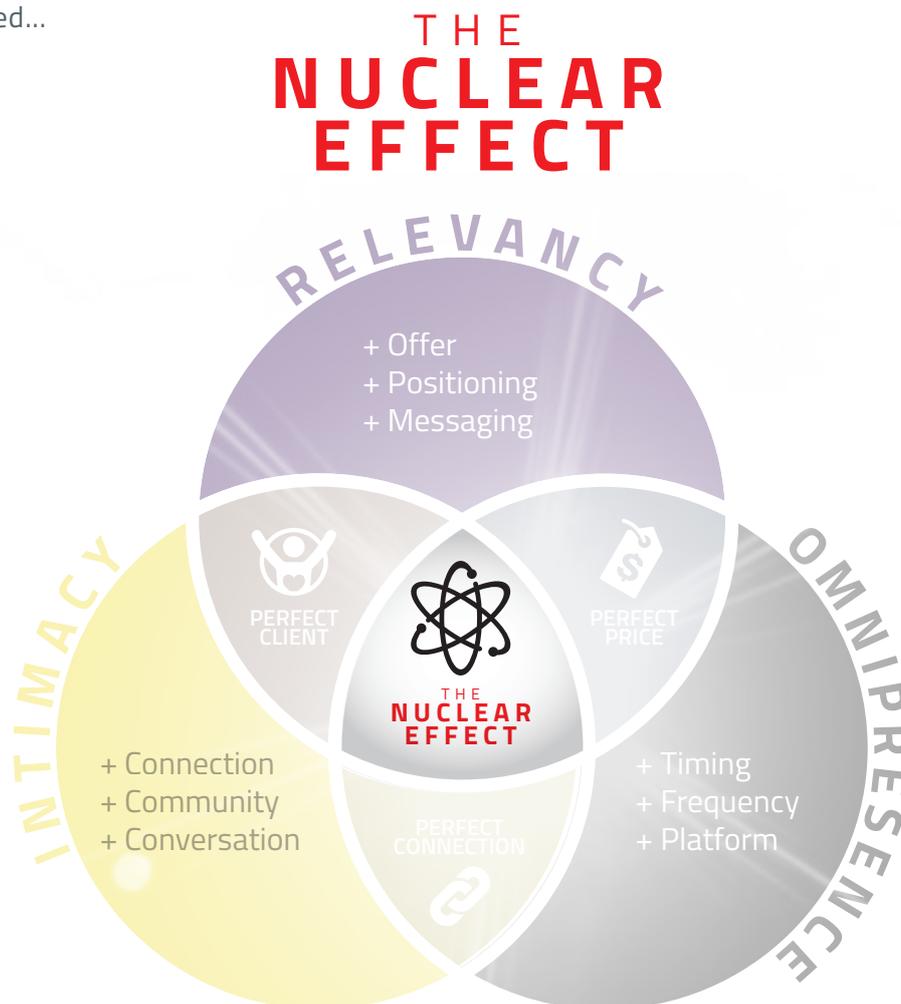
When you work with them, it feels like you're in flow. It's constant creation, and you are actually excited to start your day and get them results.

When you are able to attract the Perfect Patient, charge the Perfect Price, and create the Perfect Connection...

...the combined power of these three elements is overwhelming.

Something incredible happens.

It's called...



You unlock exponential growth in your practice. You become #1 in your community. Your revenue grows. Your audience expands. And you build deeper, more profitable relationships than ever before.

See, for years, online marketers have sold you other people's 'attention' running ads on Google, Facebook, Yellowpages, etc.

And they say the only reason to be in business is to make more money.

**But there's more to the story...**



The Nuclear Effect is about more than just growing your revenue.

It's about creating a more evolved practice filled with radical transformations.

One that's sustainable, scalable, has a rock solid foundation and is "future-proofed" from any economic collapse.

## THE TRIPLE IMPACT OF THE NUCLEAR EFFECT

THREE THINGS THAT HAPPEN WHEN YOU ACTIVATE THE NUCLEAR EFFECT:

› **YOU GROW AN ENGAGED, AND POWERFUL AUDIENCE.**

You get more social proof because of the size of your audience. You have a larger platform to get your message out. When you're ready to see more new patients, you draw from a pool of people that already buy into YOU and chiropractic.

› **MORE PEOPLE ACCEPT YOUR CARE RECOMMENDATIONS.**

You are able to effortlessly see new patients that actually accept your recommendations. And since you can charge the Perfect Price, you're able to create cash flow that allows you to both grow and take extra profit out of your practice.

› **YOU CREATE DEEPER, MORE MEANINGFUL RELATIONSHIPS.**

1-on-1 Relationships are deeper than those with your audience members. And when you have a growing practice and audience behind you, you're able to also grow your relationships. You get access to better, more profitable partnerships with influencers in the chiropractic community. You might even be invited into media outlets. You have a network strong enough to build a powerful referral base, and you get access to new, exciting opportunities.

Simply put, these are the three currencies that have been missing from your practice.

**This is what every other online marketer has completely overlooked.**

And this is what's going to help you build a foundation for 500+ PV/week or 1m/yr and beyond.

And makes you the #1 go-to chiropractor in your community nearly overnight.

When you plug R.O.I. into your business, these three currencies begin to build off each other.

Your audience helps you increase revenue...  
...which helps you build more relationships...  
...which then grows your audience even more.

This "currency flow" generates massive momentum without you directly hustling and grinding every day.

It allows you to sustainably grow to 7-figures without feeling like you're going to have a panic attack.

Something I know a lot about ;)

## HOW TO BLOW UP IN YOUR COMMUNITY IN THE NEXT 90 DAYS

When I found the ROI Method, I realized that I had been lacking Intimacy in my own business.

Thus, I wasn't working with chiropractors that were a 100% great fit nor was I connecting deeply with my audience.

Once I began to be more Intimate in my marketing...

...it immediately changed everything.

And I'm not the only one.



### JUST ASK DR. STACEY STEIN

*In May 2018 she 'made' a little over \$120,000 JUST with the patients she saw from our Facebook marketing campaign. In 2017 her practice collected \$1.2m, in 2018 she's on track for \$2m.*



### DR. JEFF REBARCAK HAD BEEN PRACTICING FOR 27 YEARS WHEN HE ONBOARDED WITH US.

*He was skeptical at first but in the first week he covered Power Surge Marketing's fees for 90 days. After the second week he almost covered the first 6 months. Now he's able to focus on opening new locations in different markets.*



### DR. KYLE KOSER IS A DC WITH TRUE RESILIENCE WHO'S WILLING TO GO BANKRUPT BEFORE SURRENDERING HIS PRACTICE.

*His story is long (it's on our YouTube channel) but the short version is he was 30 days away from shutting his practice doors for the last time AND taking his wife and newborn children to his moms - their new home. He was seeing an average of 31 PV/week and we got him up to 84 PV/week within 6 weeks. I'm happy to say he secured enough revenue to pay his practice bills and personal housing rent.*



Each of these chiropractors were exactly where you are today. They struggled to connect, they had trouble finding the right patients, or they weren't getting paid what they were worth.

But each one of them committed to **bringing together Relevancy, Omnipresence, and Intimacy and saw massive results.**

No longer are they on the "Six-Figure Hamster Wheel". They're not uncertain about where the next patient is coming from.

They have a proven, predictable system that works now and for years to come.

Which enables them to actually have the freedom they want in their practice.

Now, if you want these results, and you want to see the Nuclear Effect...

- › **SO YOU CAN BLOW UP THE SIZE OF YOUR PRACTICE**
- › **EXPONENTIALLY GROW YOUR REVENUE**
- › **AND CREATE A LASTING TRANSFORMATION FOR ALL PATIENTS**

**THEN APPLY TO WORK WITH MY AGENCY, POWER SURGE MARKETING. WE'RE A TEAM OF ALMOST 10 PEOPLE WHOSE MISSION IS TO INTRODUCE 1,000,000 PEOPLE TO CHIROPRACTIC. CARE TO HELP ACHIEVE IT?**



*\*We offer geographic exclusivity to our clients, so not all applications can be accepted.*

- › **THIS IS MORE THAN JUST ANOTHER "QUICK, NEW PATIENT GENERATION" PROGRAM.**
- › **WHO ARE READY TO CREATE A LEGACY THAT WILL LAST FOR YEARS.**

This is for the chiropractors who are ready to impact their patients at the highest possible level.

And who want the strategic guidance and implementation from an ever-growing partner.

For those who are ready to grow revenue, audience, and relationships.

That's why I've built Power Surge Marketing with a team that eats, breathes and sleeps this concept.

- › **OUR ENTIRE TEAM IS READY TO FAST TRACK YOU THROUGH A PROCESS WHICH CAN END "THE NEW PATIENT PLAGUE" ONCE AND FOR ALL.**



## **POWER SURGE MARKETING**

**IN 90 DAYS, WE HELP YOU IMPLEMENT A MASSIVELY RELEVANT MARKETING MESSAGE, BECOME OMNIPRESENT WITH IT, AND DEVELOP INTIMACY.**

**IF YOU'RE READY TO BLOW UP IN YOUR COMMUNITY AND MASSIVELY GROW YOUR PATIENT VOLUME, REVENUE, AND RELATIONSHIPS OVER THE NEXT 90 DAYS...**



"Absolutely use Power Surge Marketing! It's been a complete game changer for my practice and life. The results were immediate! Within 4 months, I was able to double to size of my practice. Furthermore, it helped me realize how unlimited practice growth can be. Quite truthfully, I am just getting started. As Chiropractors, I feel we have an ethical and moral duty to serve as many as we can within our ability. Power Surge helps principled Chiropractors stay on purpose to locate, analyse and correct Vertebral Subluxations for the masses. I am grateful to Dan Bai and the Close4Chiro group for turning me on to this masterful company. Not only will Power Surge bring quality leads, they will show how to maximize the potential of those leads so that they can become practice members that pay, stay and refer."

*- Dr. Matthew Stralka, Gateway Chiropractic of Hanover*

**BOOK A  
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**TO SEE IF THE  
ROI METHOD  
IS A FIT TO GROW  
YOUR PRACTICE**

## ABOUT

### HAYDEN

Hayden Power has been an entrepreneur for over 8 years and has never been able to quench his thirst for innovation. He's the youngest recipient of a president's club trip for a multi-billion dollar telecom company, founder of a 7-figure marketing agency, and has personally sold over 5 million dollars worth of products and services.

Hayden's real life experience working with Fortune 500 companies and even spending time with their executives during a Canadian delicacy; Hockey, gave him access to knowledge which he thinks helped shape his mental edge. When he finally took the plunge online, he committed with everything he had. The results came more plentifully, and faster than expected.

Now, he specializes in helping 150+PV/week chiropractors double or even triple their monthly new patient volume in 12 months or less without sacrificing their freedom. He's helped over 50 chiropractors treat more, higher intentioned new patients and actively works with one of the largest privately held chiropractic organizations in the United States.

Hayden's made it his mission to ensure the masses know the truth about chiropractic care and won't stop until he's equipped DC's on the front line to share their unique message.

His two drivers for attacking every day with intentionality? Transformation videos from his chiropractic clients sharing the breakthroughs they've had with a marketing program that works, and stories from their patients who've received the care they so desperately need and are now able to live the life they deserve.

In 2017, Hayden quit an almost \$250k/yr job after realizing it wasn't in complete alignment with his beliefs and values. From nothing, he birthed Power Surge Marketing and began targeting DC's who were ready to break through to the next level. His agency helps chiropractors who are already seeing 150PV/week double if not triple their new patient volume within 12 months.

#### **Have you joined the ROI Method For Chiropractors FREE community yet?**

For more of Hayden's content and exclusive trainings, you can join the free ROI Method For Chiropractors Facebook group, exclusively for 150+PV/week Chiropractors who desire to grow.

If you feel that building a sustainable practice and attracting new patients should be based on illuminating chiropractic and not manipulating people's insecurities...

If you understand that online marketing needs to be about giving value and being relevant at the right time and right place while being frequent and omnipresent to your potential patients...

If you believe that chiropractors have the LARGEST opportunity to radically improve the health of our nation for the better...

Then The ROI Method For Chiropractors group is for you.

**Join here:**

[https://www.facebook.com/groups/  
TheROIMethodForChiropractors/](https://www.facebook.com/groups/TheROIMethodForChiropractors/)





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