

Case Study

Income
from posts:
€17,600

**How 6 posts
on Facebook
took us from
getting by to
Sky High**

Total spend just €201.16





Starting Out

A few years ago I was *almost* a full time therapist. I was seeing clients every week but it wasn't enough to pay all the bills, support my family, and keep going.

I was relying on Newspaper Advertising for most of my success. It was working fairly well, but it was costing me over €5,700 a year in advertising money just to be *nearly* successful enough to keep going.

I was new to Facebook and was posting fairly frequently but with mixed results. I really wasn't comfortable using the platform and while I could see it had potential, I wasn't quite there in how to get it to really deliver.

I was constantly feeling **under pressure** to reach and help more people so that I could keep doing this. It was a lot of demand and a chunk of stress.

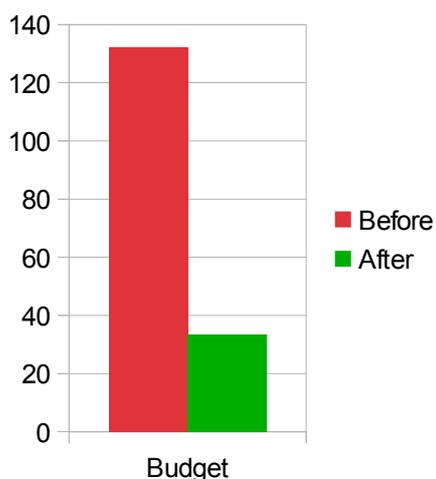
Something had to Give

Either I found more clients reliably or I was going to have to do something else to support myself and my family. Time was running out. Savings were almost gone.

I decided to get serious about Facebook.

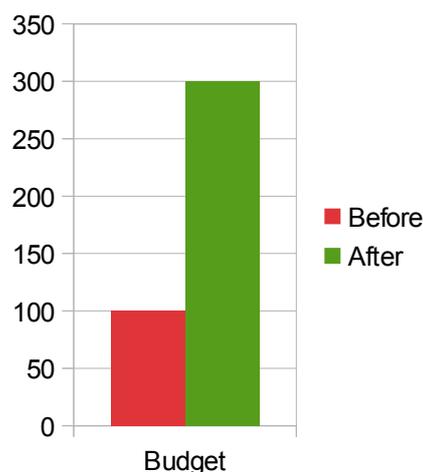
Here's what happened:

Average weekly spend in Euro before vs. after Facebook Campaign



75.5% reduction in ad costs

Numbers of new clients in the 10 weeks before vs. 10 weeks after the campaign



300% increase in new clients

What was I doing that was different?

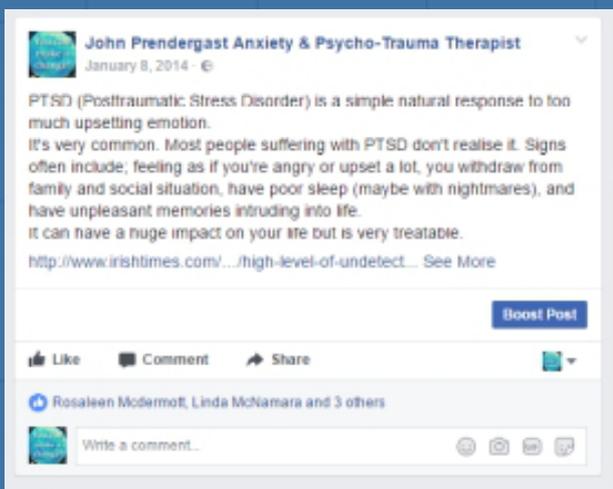
Why was there such a stark change after campaigning on Facebook?

The change was Simple

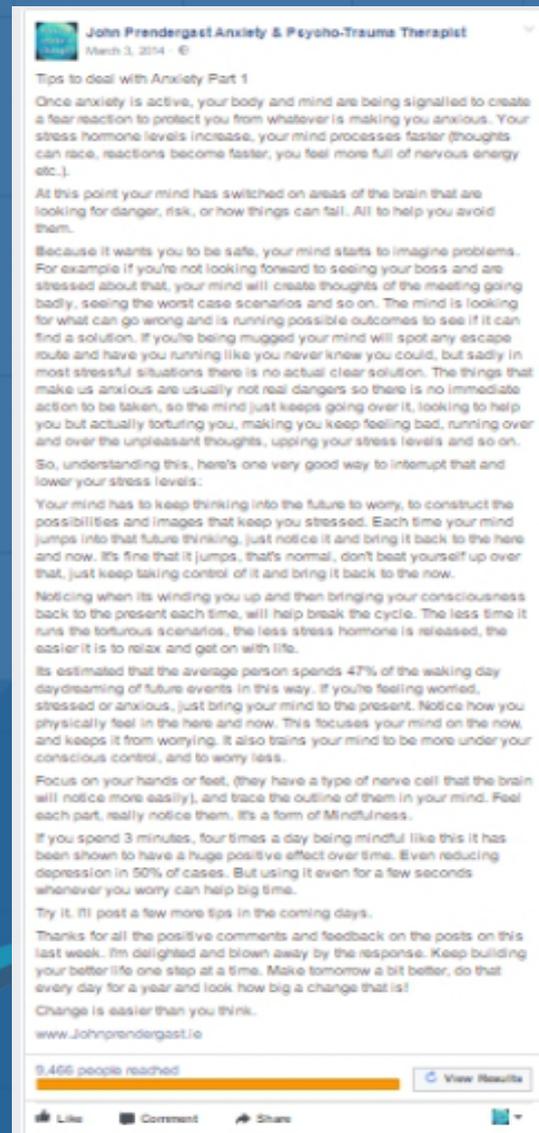
I had been posting and boosting short pieces, trying to follow the general advice of keep it short online, as people have short attention spans.

But I decided to try saying what I wanted to say and not worry about being short and snappy.

I went from posts like this



To posts like this.

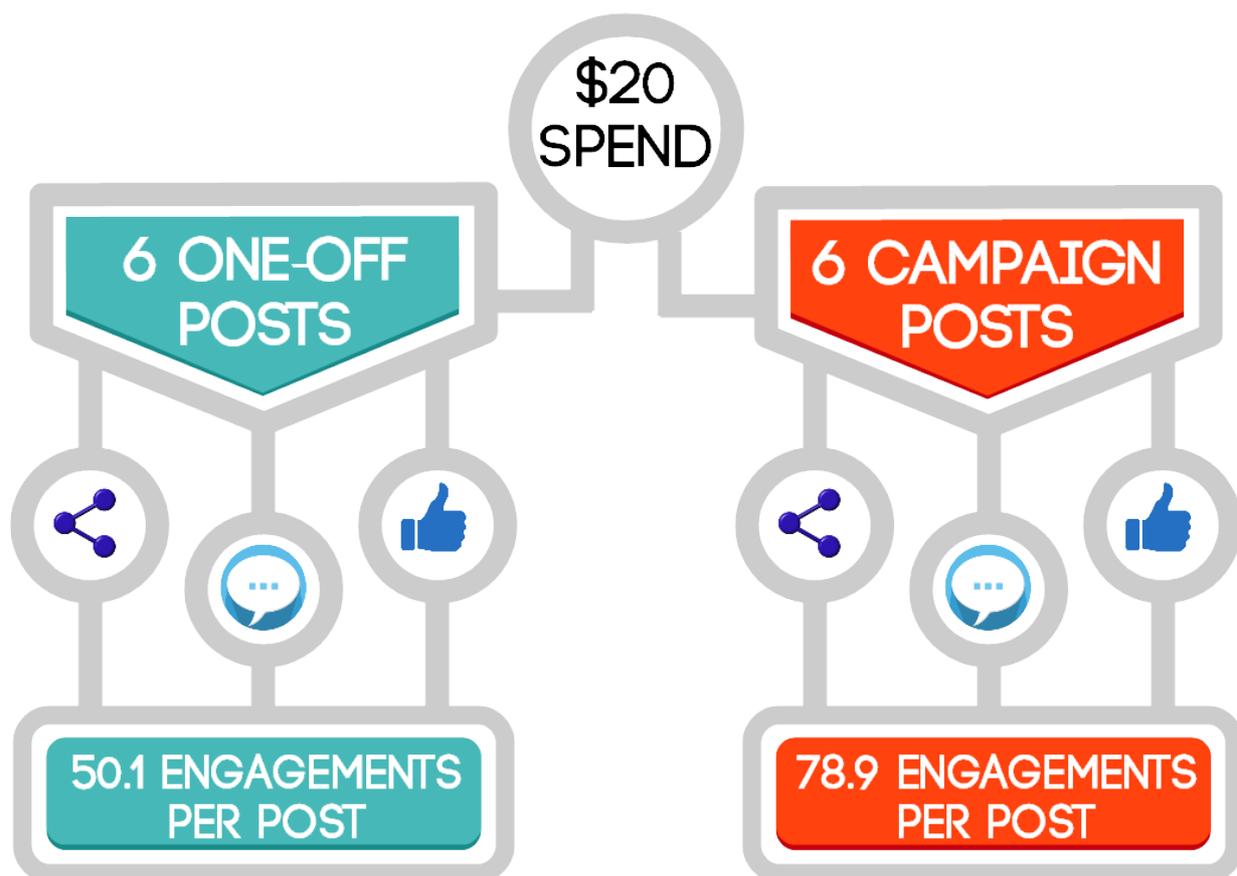


The extra length didn't put people off. So I continued posting much longer pieces than usually recommended.

I wrote **6 posts** on different aspects of Anxiety and suddenly the phone was ringing.

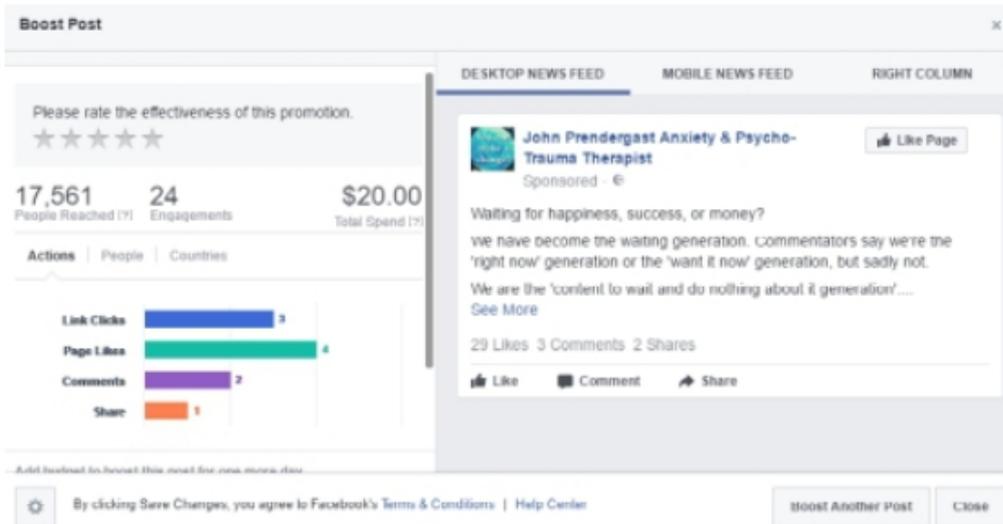
It would appear that the different approaches in the posts, gave multiple ways in which people could identify and engage with the topic. We saw a massive increase in response.

When I compare the 6 previous one-off posts and the 6 boosted campaign posts and average the results per \$20 spent on promoting them, these are the results:



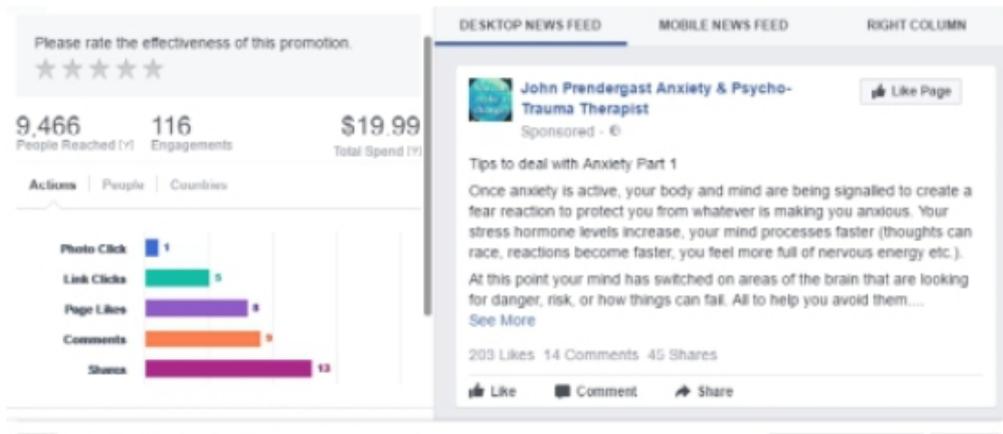
The Campaign posts increased engagement (Shares, comments, likes) by **55%**

Here are **Screenshots** of the results from two posts – both boosted for \$20. One from a one-off topic and one from the campaign:



Stand alone post.

A total of 24 Engagements



Campaign post.

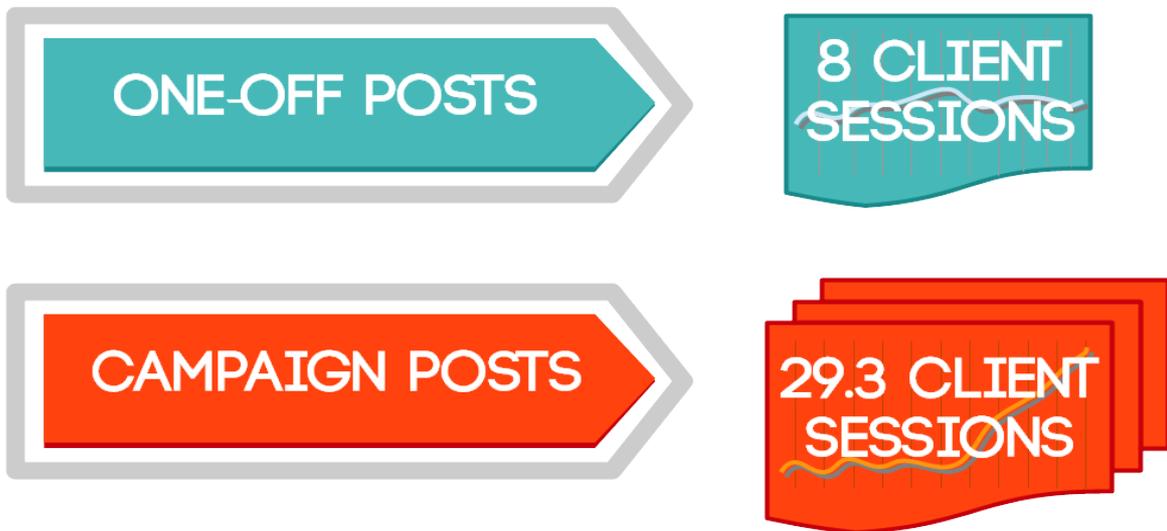
A total of 116 Engagements

This shows the power of a Campaign

Campaign: A series of posts all surrounding the same topic, but addressing different aspects of it.

When compared to one-off posts on various different topics.

On Average:



When I reposted that same content, to test it, a year later, I had to stop after three posts as my waiting list was stretching over 6 weeks.

By using what I've learned from this campaign and refining it, I've never been able to post so much again as I'm always booked up sooner than six posts.

So in Summary, here's what we did:

- We went from spending an average of €132.30 a week (*between Newspapers and Facebook*) to an average of €33.53 per week just on Facebook.
- More clients came from this lower amount than the newspapers had ever delivered.
- By campaigning on the same topic the same amount of money gave 156% more engagement and gave over 300% more client sessions than one-off Facebook posts.
- The big one though was that the number of new clients tripled in the 10 weeks (5 week campaign + 5 weeks afterwards), compared to the 10 weeks before.
- It also gave me my 1st month-long waiting list.



My Top 5 Take-Homes

- 1** Pick a topic and stick with it for 6 posts.
- 2** Take the time you need to say what you need to say.
- 3** Put small amounts of money behind it each week. *(typically less than the fee of just one client session per week)*
- 4** Post weekly and boost the post for 7 days so it keeps performing.
- 5** Ask your clients why they chose you and where they heard of you.

Please keep sharing **Your Help**

Until I tried new ways of getting my help out there I wasn't making the difference I wanted to.

I didn't know if it was possible to earn a living and help people full time.

I kept going, and you know what? It is.

Keep going!

**All the best,
John**

**John Prendergast
Founder, Therapy & Coaching Success**

John Prendergast is an award-winning Success Coach and Psychotrauma/Anxiety Therapist, specialising in helping Therapists and Coaches connect with those in need.

After overcoming decades of worry and depression, John went on to grow his practice to booked-out.

He founded Therapy and Coaching Success to help other therapists & coaches bring their help to those needing assistance in life. He works with clients around the world and his training is followed in over 100 countries.



THERAPY & COACHING SUCCESS

www.therapyandcoachingsuccess.com

© Copyright John Prendergast 2017

All rights reserved. The reproduction or utilization of this work in whole or in part in any form by any electronic, mechanical, or other means is forbidden without the express permission of the author.