

The Solo Path

01 — Focus the first 90 days on healing skills



02 — Remember that your primary goal is to provide excellent care



03 — Avoid getting distracted by complex marketing strategies



04 — Transition smoothly from initial chair time to a full roster



Month 1: The Foundation



Audit your website
for patient-centric
appeal



Humanize your
professional
profile and bio



Claim your local
Google business
pin
immediately



Focus bio content
on patient feelings
and safety

Month 2: The Connection



The Referral Circle

Send 5 handwritten notes to local "adjacent" pros (Doctors, Yoga Studios, etc.)



Value-First Content

Share one weekly tip that solves a tiny problem for your ideal patient.



The 2-Hour Rule

Respond to inquiries fast. When they reach out, they need help now.

Month 3: The Momentum



Test the Waters

Start a small, \$5/day targeted Google Ad for your specific niche.



The Safety Check

Ask patients: "What on my site made you feel safe enough to call?" Double down on that.



The Hand-Off

When admin starts eating your empathy, it's time to find a partner.

The Privacy1 Promise

We remember your Day 1. Most of our 100-employee clients still have this roadmap tucked in a drawer. If you'd rather focus on patients, let us handle the checkboxes.

**TEXT or CALL
(732) 998-5072**

**VISIT
privacy1.co**