

CHIROPRACTIC PI VIDEO SHORTS

Turn Your Personal Injury Expertise
into a Consistent Social Media Presence

THE PAIN THIS PROGRAM SOLVES

- The high cost of paid advertising, and management fees.
- Organic new patient lead generation.
- Getting more referrals from your existing attorney relationships.
- The amount of time and money you have to spend to get new attorneys to refer π patients.

WHAT'S INCLUDED

- **AI Video Shorts** or **Live Video Shorts**, choose the format that fits you.
- No ad spend.
- No management fees.
- You post, or **we post as a courtesy**.
- **Full ownership** of all video shorts.
- High-definition MP4 files emailed to you for **unrestricted use**.
- 270 videos designed to be reused to drive visibility, engagement, website traffic and leads.
- New attorney referral partner campaign.
- Optimize referrals from your existing attorney partners.

Video Shorts Organic Marketing Program

270 professionally produced video shorts. Built around your practice and specialty, with Personal Injury as a featured option. Choose AI-generated or live video, retain full ownership, and reuse the videos across the platforms you choose.

POSTED ACROSS THE TOP 6 SOCIAL PLATFORMS

Facebook	Instagram	TikTok	YouTube	X	LinkedIn
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As a courtesy, we can create any of these social profiles you do not currently have.

THE SATURATION MODEL

90	18	126	540	270	1,620
Unique Shorts Per Month	Posts Per Day	Posts Per Week	Posts Per Month Across 6 Platforms	Unique Shorts Over 3 Months	Posts Over 3 Months Across 6 Platforms

POSTED 3 TIMES A DAY:

- Morning
- Just Before Lunch
- Early Evening

Helping your practice stay visible when Social Media traffic is the highest.

A ONE-TIME ASSET THAT KEEPS WORKING

Unlike campaigns that require an ongoing advertising budget or monthly management fees, Video Shorts create a library of content you can leverage repeatedly. [Click Here to See Samples](#)

The goal is consistent visibility that turns “I’ve seen them before” into “**I’m calling them.**”

BUILT FOR PERSONAL INJURY

Every campaign is written and produced around the services you want to promote. Personal Injury is one of the specialties available, making the program a natural fit for practices seeking greater visibility among PI patients and referral sources.

INVESTMENT & VALUE

Organic Marketing Vs. Paid Advertising Comparison

Organic Video Shorts	Paid Ads	Direct Mail	Billboard
One-time Investment \$3,240 270 unique shorts Unlimited use	\$2,000 to \$3,500 Per month management fees plus ad spend	\$2,750 to \$3,750 per 5,000 targeted 6" x 9" postcards One Mailing	\$1,000 to \$8,000 per month mid-size city higher in major metros

TWO WAYS TO INVEST

MONTH-TO-MONTH	PAY IN FULL / BEST VALUE
\$500 one-time setup fee \$1,200 per month × 3 months Total investment: \$4,100	Setup fee waived: \$0 10% savings on the 3-month program Total investment: \$3,240
One-Time Setup Fee: \$500 Click to Pay Setup Fee	10% Savings on Standard 3-Month at \$1,200 per month: ~~\$3,600~~ / \$3,240 Click to Pay in Full
Payment plan: 3 equal payments of \$1,200 per month Click for 3 Month Payment Plan	Prepaying saves \$360 on the three-month program and eliminates the \$500 setup fee, a combined savings of \$860 compared with month-to-month billing.

PERSONAL INJURY ATTORNEY REFERRAL OPTION

For an additional investment of just \$260, upgrade from \$3,240 to \$3,500 and receive 90 unique video shorts, plus a comprehensive Personal Injury Attorney Referral Program designed to generate more referrals from your existing attorney relationships and develop new referral opportunities through targeted outreach to Personal Injury attorneys.

[Click Here to Learn More](#) | [Click Here to Upgrade](#)

THE VALUE IMPROVES THE LONGER YOU USE YOUR CONTENT

\$12	\$6	\$3	\$1.50
Months 1 to 3	Months 4 to 6	Months 7 to 9	Months 10 to 12

Stop Asking Attorneys for Referrals. Give Them a Reason to Send You More.

The Case Assessment & Settlement Enhancement Tool

Most chiropractors chase PI attorneys with lunches, letters, and “just checking in.” This works the other way. You hand four attorneys a tool that can raise the value of cases they already have. They feel the lift. Reciprocity does the rest, and a 12-month sequence brings in the attorneys you do not know yet.

THE GIVE, FOUR ATTORNEYS. DONE.

- You buy 12 Case Assessment reports.
- You give 3 to each of four Personal Injury attorneys who already send you patients.

That is the entire first move.

- The law of reciprocity kicks in, and because you put additional settlement money in their pocket they are very likely to return the favor by referring additional PI patients to you.

WHY A BUSY PI ATTORNEY WILL USE THE CASE ASSESSMENT TOOL

Insurance carriers do not guess. They score the firm. If the software says this lawyer does not try cases, the offer stays low, no matter how strong the records look.

The Case Assessment Tool runs the file in front of a simulated jury built from the city and venue where the case will be tried. The attorney gets a Trial Assessment Report: where the case is strong in that venue, where the story breaks, which themes to press, drop, or reframe, and what to fix before they demand or pick a jury.

Used inside the firm, it tightens the file. Used with the carrier, it makes trial look like a real option instead of a bluff. Firms that work the tool across a block of files are positioned to see settlement increases of at least 23% or more, because the carrier is no longer pricing a lawyer who will fold.

WHY THAT TURNS INTO MORE PATIENTS FOR YOU

You are not asking the attorney for a favor. You are handing them a way to make more money on work sitting on their desk right now.

That is the difference between “please send me more PI” and a gift the attorney can feel on the next three files. Reciprocity is not a slogan. It is what happens when one professional raises another professional’s number. Three reports is enough to see it. Four attorneys is enough to put that effect across every lawyer who already knows your name.

IF YOUR CURRENT ATTORNEYS CANNOT SEND MORE WORK

Some PI lawyers send you patients because they like you, not because they have volume. If they are not running enough files each month, they cannot send you more people even if they want to.

That is when this tool matters more, not less. The same block of 12 is how you open the door to new Personal Injury attorneys. They will not take a meeting to hear about how great your office is or your hours. They will take a meeting to hear how to add 23% or more to average settlements. You become the doctor attached to that number. The referral follows the result.

NEW ATTORNEYS CALL YOU

The block of 12 includes a 12-month email sequence written for Personal Injury attorneys. It does the introducing. You do not cold-call a lawyer and pitch chiropractic care.

Every email leads with the problem they already live with: carriers that lowball firms they believe will not try the case. The sequence offers a way to pressure-test a file against a venue-matched jury before negotiation. Attorneys who reply are not looking for a new treating doctor first. They are looking for a higher number. That is the conversation that becomes a referral source.

WHAT YOU HAND THE ATTORNEY	WHAT COMES BACK TO YOU
A tool that shows the attorney where the case is strong in his or her venue. Where the story breaks with local jurors. What to fix before they agree to a settlement. Which themes to press, drop, or reframe A document that makes trial look real	Existing attorneys send more PI patients New PI attorneys reply about the 23% lift You become the doctor tied to higher case value Referral talks start without a sales pitch One block of 12 pays for itself with just 1 referral. It's not unreasonable to expect 1 to 3 additional referrals per month, per attorney.

THREE STEPS. THAT IS THE WHOLE PROGRAM.

1. Buy the block of 12 CASE reports. No subscription. \$3,500. \$292 per case.
2. Give three CASE reports to each of four attorneys. Start with the lawyers who already send you work.
3. **Let the 12-month sequence work the rest. New PI attorneys reach out because they want higher settlements, not another lunch.**

INVESTMENT

\$3,500

Block of 12 CASE reports

\$292

Per case

Included

12-month PI attorney
email sequence

Pay as you go. Not a monthly plan. When the twelfth report is used, the next block is available. That is less than the cost of one serious PI file staying with another clinic, or one attorney relationship that never starts.

You already treat the patients. This is how you give the attorneys who send them, and the attorneys who should, a reason to send the next one.

Hand three CASE reports to four attorneys. Let the sequence bring the rest.

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