



Tualatin Valley Physical Therapy

Case Study



How a Physical Therapy Clinic Grew Revenue by 550% with a Marketing System They Actually Own (No Agency Required)

Most Founders Aren't Stuck on Strategy

They're stuck on execution. Ben Stokes is proof. He had everything going for him: proven market fit (physical therapy is a validated, in-demand service), real expertise (he's a Doctor of Physical Therapy), and a clear business model (cash-based, out-of-network). But he had barely scraped by because he had zero marketing or sales experience.

Sound familiar?

Ben wasn't our typical client. Most founders who join the Accelerator are already doing 6 or 7-figures and looking to scale. But his story proves something critical: **whether you're launching or scaling, the fundamentals are the same.** You have to plug the leaks before you fill the bucket. His journey from overwhelmed and unprofitable to confident and growing is a testament to what happens when you stop doing random acts of marketing and start building a system you actually own.

The Challenge

Ben's situation was a perfect storm of challenges that many founders face:

Zero marketing or sales experience in a competitive market. Ben was trying to break into a market heavily dominated by large corporations with established franchise systems and built-in support. He was a solo practitioner going up against the big guys, with no marketing background to lean on.



Doing random acts of marketing with no clear direction. Ben was spending **8 hours every week** trying to piece together a marketing plan from a scattered collection of webinars, courses, and books. The result? A meager **~1 lead per month**. He was working hard, but without a plan, he was basically playing a slot machine.

Mounting financial pressure. Ben was already **\$5,000 deep** into marketing costs with **no revenue** to show for it. The uncertainty of whether his business would even survive the next year was a heavy weight to bear. By the time he completed his onboarding questionnaire in November 2024, he had generated only \$2,179.28 in revenue total.

"I don't have a marketing background. I don't know what CAC is. I don't know what LVT I've done like different meetings, webinars, courses, books, just trying to kind of piece everything together, kind of figure out my marketing plan."

Ben felt overwhelmed and dizzy, trying to navigate the complex world of marketing alone. The fear that his inexperience would be his downfall was very real. He was passionate about his craft but stressed about the financial reality of his situation.

Planning was not the problem; taking the right action was. Ben knew he needed to market his business, but he didn't know **how** to do it effectively. That's where we came in.

The Solution

Ben joined the Lean Marketing Accelerator, and we immediately got to work building a marketing system he could actually own. So that he had a roadmap, knowing exactly where to turn.

Here's the thing: we're not an agency that wants you dependent on us. We're the GPS, you're driving. **Your team. Your tools. Your data. Your business.** We tell you exactly where to go, when to turn, and reroute you when you hit a roadblock, but you're still in control.

We applied our Minimum Viable Marketing System (MVMS)[™] to Ben's business, taking a systematic, step-by-step approach. We provided the strategy, SOPs, and accountability—Ben did the execution:

1. Clear positioning and messaging. We built Ben's website with messaging that clearly differentiated his cash-based model from insurance-based competitors. No more confusion about



what he offers or who it's for. We also added lead magnets to capture prospects who weren't ready to book yet.

2. Strategic partnerships as the primary lead generation channel. Instead of chasing random traffic, we helped Ben establish strategic partnerships with local businesses like chiropractors and gyms. These partnerships became his primary driver of new, cash-based clients—a much more predictable and cost-effective channel than paid ads.

3. Automated lead capture and nurture. We set up a CRM with email sequences, pop-ups for lead magnets, and a newsletter sign-up. For workshops, we created a simple QR code system so people could sign in and get added to segmented lists. This saved Ben **massive** amounts of time.

4. Tracking and accountability systems. We installed a health metrics dashboard, monthly KPI tracking, quarterly planning sessions, and SOPs to keep Ben organized and focused on high-impact activities. No more guesswork—just clear data on what's working and what's not.

"I actually have a plan, because what I've been doing is trying to market without a plan, so I've wasted a lot of time on things I probably didn't need to do. My 1-Page Marketing Plan guided me and taught me what to prioritize."

The Benefit

The Lean Marketing approach is built on two core principles: **Lean Sequencing** and **Strategy with Execution Support**.

There's an order to this. Instead of just chasing traffic, we follow **Lean Sequencing**: Message and offer first. Then conversion and nurture. Then—and only then—do we scale traffic. For Ben, this meant shifting from random acts of marketing to a system that creates predictable revenue.

But strategy is useless without execution. You're not getting a 47-page PDF and a "good luck." We provide a **strategy with execution support**. We're in there with you—reviewing your pages, editing your sequences, and troubleshooting your automations. We're your GPS, telling you the fastest route to your goals.

We strategize it. You build it. With our hands-on guidance, Ben built his Minimum Viable Marketing System (MVMS)[™] in his own tools, with his own team (of one!).



Here's what that meant for him:

- **An in-house marketing system that he actually owns.** When we're done, his team knows how to run it. He's not paying us a monthly retainer to keep it alive.
- **From confusion to clarity.** Ben went from spending 8 hours a week on scattered, ineffective marketing to having a clear, one-page plan that guided his actions.
- **Confidence and capability.** Ben now has the confidence to make data-driven marketing decisions because he has transparent metrics and knows exactly what's working. He's not guessing anymore—he's following a battle-tested system.

"Having all the SOPs, the quarterly check-ins are good to be like, hey, here's how the last quarter went. This is what we're looking for this quarter based on what you've been saying to me. I recommend these specific things. Without that guidance, I wouldn't be where I am today."

The Result

From Unprofitable to \$13K/Month in 10 Months

In just 10 months, Ben went from being unprofitable and losing \$3-6K per month to generating \$13K/month in revenue—a 550% increase. The results speak for themselves:

Hard Metrics:

- Grew monthly revenue by 550%, from under \$2K/month to \$13K/month
- Increased Q2 2025 revenue by 135% compared to Q1 (\$16.5K vs \$7K)
- Boosted website traffic by 545% after the website relaunch (64 to 414 visitors/month)
- Sold his first cash package worth over \$2,000, paid in full—a big boost in revenue

Qualitative Outcomes:

- Built a complete **Minimum Viable Marketing System** with automated lead capture, nurture sequences, and sales processes



- Shifted from scattered guesswork to **data-driven marketing** with a clear strategic focus on partnerships as the primary lead generation channel
- Saved an estimated **5 hours per week** through automation, freeing up time to focus on treating patients
- Gained **confidence and capability** to execute marketing and sales effectively

Ben now has a system he owns, and he's confident about the future:

"I couldn't have gotten to where I am without Lean Marketing's help. The guidance and accountability were huge for me. Now I have a complete marketing system in place, everything's becoming more automated, and I'm confident I can double my revenue. It's not guesswork anymore—I actually have a plan."

Ready to Build a Marketing System You Actually Own?

The bottom line? Ben went from overwhelmed and unprofitable to confident and growing—with a marketing system he owns and controls.

Maybe you've been burned by agencies that wanted you dependent. Or you've bought three courses you never finished. Or you've never had a marketing budget, and you're doing it all yourself—leaving money on the table every month.

Most founders aren't stuck on strategy—they're stuck on execution. That's where we come in.

Ready to build a marketing system you actually own? Learn more about the Lean Marketing Accelerator.