

One joined-up system: every enquiry answered, every pound tracked, a year of content planned

You asked to see the whole thing as one system, with how each piece links to the next, and a contract ready to sign. This is both. The proposal comes first, and the agreement to sign is at the bottom of the page.

Prepared for	Prepared by	Date	Valid until
Grayson Nolan	Paul Cowen · The AI Consultant	18 October 2026	1 November 2026

£2,400

Foundation build, paid as four instalments of £600. You own everything it creates.

£650/mo

Running it: ads, content, dashboards and the tech help you need

4 months

The initial term (your trial), then month to month with 30 days' notice

What the current gaps are costing you

These figures use your own numbers from our August call. They are worked examples rather than guarantees, but they show the scale.

GAP	WHAT IT COSTS	PER MONTH
Callers who can't book on the day	A care-plan patient brings in about £775 in fees. Your associate keeps around half, so roughly £390 stays with the clinic. About half of enquiries become patients, so each lost enquiry costs the clinic about £195, or £390 in total fees. Losing just two a week:	~£1,700 net £3,350 gross
Advertising you can't measure	With no pixel and no tracking, about £1,000 of spend showed six bookings and £118 of tracked revenue. You can't improve what you can't see, and you can't hold anyone, including me, to your 2.5x floor.	Unknown
Associates waiting for patients	Max wants more shifts and there aren't the patients to fill them. Associates who are kept busy stay. Those who aren't leave, and replacing one costs far more than any of this.	Retention
Your time on the tech	Every hour you spend chasing Meta, phone systems and logins is an hour out of a clinician's diary, and at the moment it has stalled the advertising completely.	Your diary
Proof that isn't working for you	13 patients ready to give video testimonials. 240+ five-star reviews on your website against around 10 on Google, while your nearest competitor has about 400.	Unrealised

Break-even, measured your way

This counts everything that leaves your account (my fee, your ad spend and BookedSolid) against what the clinic **keeps after the associate's half**, not the gross fee.

	MONTHS 1– 4	MONTH 5 ONWARDS
My fee (including foundation instalment)	£1,250	£650
Ad spend, for example	£300	£300
BookedSolid, approximately	£100	£100
Total out	£1,650	£1,050
Clinic's share per new care-plan patient (after the 50% split)	~£390	~£390
New patients a month to break even, net	5	3

IN PLAIN TERMS

You mentioned seeing around 20 new patients a month. From month five, **three more** pays for everything, after your associates have been paid. Every patient beyond that is profit, and work for Max and Daniel. If your split is 60/40 rather than 50/50, the break-even moves by about one patient a month.

How it all links together

This is the whole system. Each step feeds the next, and every step is measured.

1. **Content brings people in.** Patient stories, condition videos and topical pieces run on a twelve-month calendar (see below).
2. **Ads amplify the content that works.** They run on Meta through an account *you* own, with spend shifting towards whatever the tracking shows is actually producing bookings.
3. **Every enquiry is answered, at any hour.** BookedSolid, the AI receptionist Pioneer Software now lists for Clinic Office, answers calls, WhatsApp, SMS, email and web chat. It books, reschedules and handles questions 24/7, and passes anything that needs a person to your team. Patients see **one WhatsApp number, your local one**, and calls reach it through your existing number via RingCentral.
4. **Bookings go straight into Clinic Office.** BookedSolid reads and writes the live Clinic Office diary at both clinics, so there is no double-handling and no separate booking system to keep in step.
5. **The dashboard closes the loop.** It shows what you spent, how many enquiries and bookings came in, and what each booked assessment cost, by clinic and by campaign, so you can see what the money is doing.

Part one: the foundation

This is built once and belongs to you. Everything sits in accounts in your name.

FOUNDATION · ONE-OFF

Fix, connect and measure

- **Facebook advertising unblocked.** The old ad account belongs to AutoChiro and Meta won't let it be re-delegated. I'll work Meta's paid business support route (sign up on the trial, use the support, and cancel before it bills if the problem is solved) to recover what can be recovered. Otherwise I'll set up a clean ad account owned by your business. Either way, you end up owning your advertising.
- **Proper tracking.** Meta pixel and server-side conversions, plus Google Analytics 4 set up for a clinic rather than left on the default install: booking started, booking completed, call button pressed and form sent are each recorded as their own event. Links are tagged consistently so every enquiry can be traced to its source.
- **One WhatsApp number.** Your local Billericay number (01277 631025) becomes the single WhatsApp Business number. It needs releasing from AutoChiro's platform first (one step on your phone, which I'll walk you through), and then everything that currently goes to the mobile is routed to it.
- **BookedSolid, your AI receptionist, set up and tuned.** It's connected to Clinic Office at both clinics and set with your booking rules, appointment types, practitioners and clinic FAQs. It's switched on for calls, WhatsApp, SMS, email and web chat on your website. Reminders, follow-ups, waitlists for cancelled slots, and **Google review requests** after attended appointments are all set up, which finally starts closing the gap of 10 Google reviews against your competitor's 400. It runs on your own BookedSolid account, starting on their free trial.
- **RingCentral handled for you.** You hand it to me. I set up the numbers and routing so calls reach BookedSolid (around the clock, or just out of hours, as you prefer), with a transfer to your team whenever a caller needs a person. Calls that came from an ad are counted.
- **Your AutoChiro contacts brought across, where they're useful.** We hold the July export and the August sweep. Contacts and enquiry history worth keeping go into Clinic Office, where BookedSolid can reach them. That includes the past enquirers who never booked, ready for the reactivation campaign that was written and never sent.
- **No separate CRM to pay for.** With BookedSolid handling conversations and Clinic Office holding patients, you don't need the GoHighLevel platform AutoChiro ran on. That is one less subscription, and my time goes on the things that bring patients in.
- **Your dashboard.** One live view of both clinics, side by side and combined: spend, enquiries, booked assessments, and cost per booked assessment by clinic and by campaign. You can open it any time.
- **The content engine set up.** A twelve-month calendar, a landing-page template for testimonials and conditions, and an evidence-safe copy checklist (more on that below).

£2,400

Paid as four monthly instalments of £600, alongside the monthly fee. Nothing is due up front.

Part two: running it

This is what you get every month for £650.

MONTHLY

Ads, content, reporting and the tech you don't want to touch

- **Meta advertising managed:** campaigns, audiences, split-testing creative by age and gender, budget moved towards whatever is producing bookings.
- **Competitor ad watch.** I monitor the ads your local competitors and leading clinics elsewhere are running. The ones that keep running month after month are the ones making them money. Each month you get a short note on what's working for them and what we should test, so we follow what sells instead of guessing.
- **The content calendar** carried out from the footage you supply. Each month that means one patient-story video with its own landing page, and one condition video or talk with its own page. Each quarter, one topical piece.
- **The dashboard kept accurate,** plus a short monthly review together: what worked, what didn't, and what changes next month.
- **Tech support:** RingCentral, BookedSolid, WhatsApp, Meta and Clinic Office issues handled by me rather than you, up to six hours a month. Anything beyond that is quoted before I do it.

£650 / month

Advertising spend is separate and goes directly to Meta from your card, never through me.

The content system, planned a year ahead

This is your structure, as you described it. It's planned months ahead so you can always see what's coming.

LAYER 1 · MONTHLY

Patient stories

One testimonial a month from your 13 volunteers. Each is titled with the patient's first name and their story, and links to a page about their condition, such as MS.

LAYER 2 · MONTHLY

Conditions

Low back pain, headaches, knees, ankles. Videos and clinic talks, including the seminar-style sessions your team is keen to run. Seasonal pieces get reused each year with fresh graphics.

LAYER 3 · QUARTERLY

Topical

A five-minute video responding to something in the news, the only piece that isn't planned in advance.

EVIDENCE COMES FIRST, WITH NO EXCEPTIONS

Nothing will say chiropractic treats or cures a condition. All copy follows the ASA/CAP Code and GCC guidance on health claims. Where a condition is mentioned, the wording is about what patients with that condition report experiencing, never a promise. Every piece comes to you for approval before it is published, and anything I can't back with evidence doesn't get written.

Footage: you supply it at full quality, as a Google Drive or OneDrive link or from your 4K YouTube uploads, rather than through WhatsApp, which compresses it.

What you pay, month by month

	MONTHS 1-4	MONTH 5 ONWARDS
Monthly fee	£650	£650
Foundation instalment	£600	—
Paid to me	£1,250	£650
Ad spend (paid directly to Meta, set by you)	e.g. £250-300	e.g. £250-300

Other costs, which you pay directly and I never mark up: BookedSolid (from about £99 a month on their published pricing, after a free trial), RingCentral, and Meta business support if it's needed.

Not included (quoted separately if you want them)

Google Ads management · rebuilding the website · filming or editing beyond the monthly calendar above.

What happens when you sign

1. **Week 1:** Release the WhatsApp number, start the BookedSolid trial and connect it to Clinic Office, set up Meta support, get access to RingCentral, set up admin logins (including WordPress).
2. **Weeks 2–3:** BookedSolid answering calls and messages, AutoChiro contacts brought across, tracking live on the website and booking pages.
3. **Week 4:** Dashboard live, first content month planned, ads relaunched with tracking in place.
4. **Months 2–4:** Content calendar running, monthly reviews, spend moved towards what is working.

Services agreement

Please read it, fill in the highlighted details, and sign. A signed copy, scanned or photographed, sent by email or WhatsApp is enough.

This agreement is between:

The Client: WII ADJ Limited (company no. 08734725) trading as The Chiropractic Centre – Billericay, and WII ADJ 2 Limited (company no. 10716418) trading as The Chiropractic Centre – Brentwood, both of 8 High Street, Brentwood, Essex CM14 4AB, acting together and each jointly and severally responsible for this agreement (“you”); and

The Supplier: Paul Cowen trading as The AI Consultant, of [address] (“I”, “me”).

1. The services

1. I will deliver the Foundation and the Monthly Services as described in the proposal above, which forms part of this agreement.
2. Anything not described in the proposal is out of scope. I will quote any additional work in writing before starting it, and it only goes ahead if you agree.

2. Term

1. This agreement starts on the date it is signed by both parties and runs for an initial term of four months.
2. After that it continues month to month until either party gives 30 days' written notice (email is fine). Notice can be given during the initial term to take effect at its end.
3. If you end the agreement before the initial term is over, the monthly fees and Foundation instalments for the rest of the initial term remain payable, unless you are ending it because I have materially breached this agreement and not put it right within 14 days of being told in writing.

3. Fees and payment

1. Monthly fee: £650 per month. The first invoice is issued on signing, and each one after that on the same date each month.
2. Foundation: £2,400, invoiced as four instalments of £600 alongside the monthly fee in months one to four.
3. Invoices are payable within 14 days by bank transfer. I am not VAT registered, so no VAT is added to any fee.

4. Advertising spend is paid by you directly to the platform. Third-party subscriptions and message charges are paid by you directly or passed on at cost, with no mark-up.
5. If an invoice is more than 14 days overdue, I may pause the services until it is paid, and statutory interest under the Late Payment of Commercial Debts (Interest) Act 1998 may be added.

4. Your responsibilities

1. Provide the access, logins and approvals needed (for example Meta, RingCentral, Clinic Office, WordPress and BookedSolid) in good time.
2. Provide footage and images at full quality, with the patient consent needed to publish them.
3. Approve content before it is published. You remain responsible for clinical accuracy and for compliance with your professional regulator.

5. Content standards

All advertising and content I prepare will be written to comply with the ASA/CAP Code and GCC guidance on health claims, and will make no claim that chiropractic treats or cures any condition.

6. Ownership

1. All accounts, ad accounts, tracking, dashboards, landing pages, content and data are set up in your name and belong to you.
2. When this agreement ends, I will hand over any remaining access and remove my own access on request. Your data is exported to you in a usable format.
3. Any software, reporting or advertising tools I use under my own licences, along with my own templates and methods, remain mine. Your access to those tools ends when the agreement ends, but the data and results they produced for you are yours.

7. Data protection and confidentiality

1. Where I process patient or enquiry data on your behalf, I do so as your data processor under UK GDPR. I will act only on your instructions, keep the data secure, and not share it except with the platforms needed to deliver the services.
2. Each party keeps the other's confidential information confidential, during this agreement and afterwards.

8. Results and liability

1. I will carry out the services with reasonable skill and care. Advertising results depend on factors outside my control, including platform decisions by Meta and others, so specific results are not guaranteed.

2. Neither party is liable for indirect or consequential loss. My total liability under this agreement is limited to the fees paid in the three months before the claim arose.
3. Neither party is responsible for delays caused by events outside its reasonable control, including third-party platform outages and illness. Any affected timescales move by a reasonable amount.

9. General

This agreement, including the proposal above, is the entire agreement between us on this subject. Changes must be agreed in writing. It is governed by the law of England and Wales.

For WII ADJ Limited and WII ADJ 2 Limited

Signed:

Name: Grayson Nolan, Director

Date:

For the Supplier

Signed:

Name: Paul Cowen

Date:

Paul Cowen · The AI Consultant · Prepared for The Chiropractic Centre, Brentwood & Billericay · 18 October 2026