

# From referral-only to a fully automated Trust Transfer Method implementation

*built in one engagement.*

Suzy Chapman PA-C · Whole Body Wellness · Cash-Pay Functional Medicine & Peptide Therapy · Utah

9

Reels Produced

6,200

Word Lead Magnet

28

Emails Written

4

Patient Avatars Routed

## 01 · THE CLIENT

### **Excellent clinically. Invisible commercially.**

Suzy Chapman is a PA-C with a cash-pay functional medicine and peptide therapy practice in Utah. She prescribes GLP-1 peptides, BPC-157, PT-141, testosterone optimization, and cellular repair protocols. Her patient outcomes are exceptional.

**Starting state — Day One:** Zero email list. No funnel. No content system. Patient acquisition was 100% referral-dependent. No mechanism to convert a stranger into a patient. No way to educate before the appointment.

The practice serves four distinct patient types — each with different clinical needs, different emotional entry points, and radically different privacy requirements. A single-message funnel could not serve all four.

## 02 · WHAT WAS BUILT

### **The Trust Transfer Method. Nine assets. One cohesive architecture.**

*Every asset functions independently and as part of the whole. Each piece hands off cleanly to the next.*

### 9 Instagram Reels

Full production scripts, hook, body, CTA. Visual direction, B-roll, AI prompt specs. ManyChat keyword triggers mapped to avatar routing.

### 6,200-Word Lead Magnet

Four avatar sections with sovereignty-forward copy. Section-specific micro-CTAs. Domain assessment CTA at close. Domain C privacy path.

### Interactive Domain Assessment

20-question self-hosted tool. JavaScript auto-scoring. Routes to avatar-specific outcome + booking CTA. Domain C routes to DM only — no public URL.

### 28-Email Nurture Sequence

7 emails × 4 avatar tracks. Track 1 shared baseline. Tracks 2–4 avatar-specific Emails 2 & 3. Full copy written for all 28 emails.

### ManyChat + Beehiiv Architecture

Keyword → tag → email track routing. GUIDE/PEPTIDES/AGING/VITALITY/RECOVERY triggers. Separate Beehiiv automations per track. DM-only path for Domain C.

### Avatar Routing Architecture Doc

Full implementation spec: keyword map, tag assignment, email track logic, private Email 1 variant rules, booking page routing.

## 03 · THE ARCHITECTURE

# How the system routes each patient from first contact to booked appointment.

Avatar	Entry Trigger	Email Track	Booking Path	Privacy Level
Body Composition	PEPTIDES comment	Track 1	Public Calendly	Standard
Cellular Repair	AGING comment	Track 2	Public Calendly	Standard
Vitality / Sexual Health	VITALITY DM only	Track 3 — private	Instagram DM only	<b>Maximum</b>
Injury Recovery	RECOVERY comment	Track 4	Public Calendly	Standard
Default	GUIDE comment	Track 1	Public Calendly	Standard

## 04 · REPLICABILITY

# You're not the experiment.

*Every asset built for Suzy Chapman's practice was built to specification — with documented logic, production-ready copy, and implementation instructions. The architecture is not Suzy-specific.*

### **The reel scripts transfer**

Clinical domain changes. Hook structure, pattern interrupt formula, keyword-to-CTA logic — unchanged.

### **The assessment transfers**

Question count, scoring logic, Domain C privacy infrastructure — all reusable. Clinical labels and questions swap. JavaScript logic unchanged.

### **The ManyChat architecture transfers**

Keyword → tag → email track mapping, DM-only trigger for sensitive avatars — configuration is the same across all practices.

### **The lead magnet transfers**

Four-avatar structure, section CTA placement, sovereignty copy framework — identical. Content swaps to match your service lines.

### **The email architecture transfers**

7-email structure, track segmentation logic, private Email 1 rules, Beehiiv tag-based automation setup — identical.

## **Ready to run the Trust Transfer Method in your practice?**

One engagement. Complete implementation. You are not the experiment.

**[Book a Diagnostic Call](#) · [Tom Chapman](#) · [Trust Transfer Method](#) · [801-692-3550](#)**