Book Launch Planner

Prepared for Avery Quinn (illustrative sample)

September 21, 2026

1. Pre-Launch Strategy (90-Day Countdown)

Avery Quinn's 90-day pre-launch window should be spent building credibility with office managers at independent family clinics by demonstrating the Tuesday Chart framework in action. The goal is to position the book as the practical, no-budget operational fix that small clinic teams have been missing. Every pre-launch activity should speak directly to the pain of losing quiet patients to attrition without anyone noticing until it is too late.

Days 90-60

Create a dedicated landing page for the book with a headline targeting office managers: 'Stop Losing Quiet Patients Between Visits. The Tuesday Chart Shows You Exactly Who Needs a Call This Week.' Include a waitlist email opt-in with a free one-page Tuesday Chart template as the lead magnet.

Write and schedule three LinkedIn articles under Avery Quinn's byline that address the quiet patient problem: (1) 'Why Your Quietest Patients Are Your Highest Risk', (2) 'What a Weekly Chart Review Reveals That Your Scheduling Software Misses', (3) 'The Front Desk Handoff That Keeps Small Clinics From Losing Patients Silently'. Publish one every three weeks.

Identify and join five Facebook Groups and LinkedIn Groups where independent clinic office managers congregate (e.g., 'Medical Office Managers Network', 'Independent Practice Owners', 'Family Practice Management Forum'). Begin contributing value before any book mention.

Record a 10-minute walkthrough video of the Tuesday Chart framework and post it to YouTube and LinkedIn. This becomes proof-of-concept content and a preview of the book's core methodology.

Reach out personally to 20 office managers Avery Quinn knows from work, conferences, or professional associations. Tell them about the book and ask if they would be willing to be an early reader in exchange for honest feedback.

Days 60-30

Launch a 'Tuesday Chart Beta Clinic' program: recruit 10 independent family clinics to run the Tuesday Chart review for four consecutive weeks and report back. Document their results. These become real testimonials and mini case studies for the book launch.

Begin a weekly LinkedIn newsletter titled 'The Tuesday Briefing' aimed at clinic office managers. Each issue covers one aspect of patient retention between visits. Use it to tease chapters and build list subscribers.

Submit a guest article to Family Practice Management (AAFP journal) and the MGMA Connection (Medical Group Management Association) on the topic of quiet patient attrition in small clinics. Pitch the article angle: 'The One Weekly Habit That Reduces Silent Patient Loss at Independent Clinics.'

Set up an Amazon Author Central page with a complete bio, author photo, and editorial description ready to go live on launch day. Draft the book description using front desk language, not clinical jargon.

Brief a street team of 30 readers (early access participants, colleagues, beta clinic managers) on how to leave an honest Amazon review within 48 hours of launch day. Send them clear instructions on how Amazon's review process works.

Create three social media graphics using the book cover and a single key stat or insight from the Tuesday Chart methodology. Schedule these for release in the final two weeks before launch.

Days 30-7

Send the full manuscript or advance reading copy (ARC) to all 30 street team members with a target review date of launch day.

Record a podcast-style audio trailer for the book (5-7 minutes) where Avery walks through the problem of quiet patients, the cost to a small clinic's revenue, and how the Tuesday Chart solves it. Post to YouTube, LinkedIn, and the book landing page.

Pitch five podcast appearances on shows relevant to clinic operations and independent practice management. Draft specific episode angles for each (see PR section for details).

Email the 'Tuesday Briefing' subscriber list with a countdown: 'The book drops in 14 days. Here is a free excerpt from Chapter 3.' Attach or link to the front desk handoff checklist from the book.

Contact 10 regional medical associations, family medicine residency program coordinators, and clinic consulting firms to introduce the book and offer a complimentary PDF copy for distribution to their office manager networks.

Finalize Amazon categories, keywords, and pricing. Set Kindle pre-order live. Confirm paperback proof is approved.

List Building Tactics

Offer a free downloadable 'Tuesday Chart Starter Kit' (one-page PDF with the weekly review template and the front desk handoff script) gated behind an email opt-in on the book landing page.

Run a 5-day free email course titled 'Keep More Patients Between Visits: The 5 Signals Your Front Desk Is Missing'. Each day covers one of the five quiet patient warning signs covered in the book. Promoted via LinkedIn and Facebook groups.

Partner with one or two medical office manager associations to offer the email course as a member resource in exchange for promotion to their list.

Add an email opt-in CTA to the bottom of every LinkedIn article and the YouTube video description pointing to the Starter Kit.

At any webinar, association meeting, or virtual training Avery speaks at before launch, collect emails via a QR code linking to the Starter Kit landing page.

Buzz Generation

Launch a 'Quiet Patient Audit Challenge': invite office managers to audit one week of their own patient charts using the Tuesday Chart criteria and share what they find. Use a branded hashtag (#TuesdayChartChallenge) across LinkedIn and Facebook.

Feature one of the Beta Clinic participants in a short LinkedIn video testimonial about what they discovered in their first Tuesday Chart review. Tag the clinic (with permission) and encourage shares.

Create a simple, shareable one-question poll on LinkedIn: 'When did your clinic last do a chart review for patients you have not seen in 90+ days?' Use the results as a conversation-starter and cite them in launch week content.

Send a physical advance copy to five respected voices in independent clinic management (association directors, well-known clinic consultants, prominent medical office manager educators) with a handwritten note from Avery asking for their reaction.

Issue a 'Founding Clinic' badge to all 10 Beta Tuesday Chart Clinics. Create a simple PDF certificate they can share with their team. This gives them a reason to talk about the book inside their own organizations.

2. Launch Week Blueprint

Launch week is structured around a single unifying theme: 'Your Quiet Patients Are Not Gone Yet.' Each day targets a different segment of the clinic office manager audience through a different channel, building momentum from the soft open on Monday through a community event on Sunday. The email sequence runs parallel to daily social media content, and every post drives back to the Amazon listing or the book landing page.

Monday: The Problem Goes Live

Send Launch Email #1 to the full list: 'The book is live. Here is the story behind the Tuesday Chart.'

Post on LinkedIn: personal story from Avery about the moment the quiet patient problem became undeniable. Pin to the top of the profile.

Go live on Amazon: confirm all metadata, categories, keywords, and pricing are active.

Ask the 30-person street team to purchase their copy and leave their review today or tomorrow.

Post a short 60-second 'It is launch day' video on LinkedIn and in the Facebook group communities where Avery has been building presence.

Tuesday: Tuesday Chart Day (Framework Spotlight)

Post a detailed LinkedIn carousel breaking down the five steps of the Tuesday Chart review process. Slide one: the problem. Slides two through six: each step. Final slide: book CTA.

Share a short clip from the Tuesday Chart walkthrough video recorded during pre-launch.

Send Launch Email #2: 'How the Tuesday Chart actually works (a 3-minute read).' Include a direct link to the Amazon listing.

Reach out personally to the 10 Beta Clinic managers via text or direct message asking them to share their Beta experience on social media today, tagging the book.

Post in the Medical Office Managers Facebook groups with a value-first message: share the one-page Tuesday Chart template for free and mention the book as the full system behind it.

Wednesday: The Front Desk Handoff

Publish a LinkedIn article: 'The Front Desk Handoff Script That Keeps Quiet Patients From Slipping Away.' This pulls directly from the book's chapter on front desk handoff.

Send Launch Email #3 to a segmented list of Beta Clinic contacts and early readers: 'Here is what the Beta Clinics found in week one.' Feature one anonymized case study result.

Post a quote graphic on LinkedIn and Facebook with a key line from the book about the cost of quiet patient attrition to a small independent clinic.

Contact any podcast hosts Avery has already pitched and follow up with a personal note referencing the live book.

Thursday: Social Proof and Stories

Post the first batch of early reader reviews on LinkedIn as screenshots or formatted graphics. Caption: 'What office managers are saying after reading The Tuesday Chart.'

Send Launch Email #4: 'What readers are saying' with three to five testimonial excerpts and a link to buy.

Share a short video Q and A: Avery answers the top three questions office managers have asked about the Tuesday Chart during the Beta Clinic program.

Personally thank every reviewer who has posted on Amazon by name in a LinkedIn comment or direct message.

Friday: Urgency and Offer Stack

Post on LinkedIn: 'We are 5 days in. Here is what independent clinics are doing differently because of the Tuesday Chart.' Summarize Beta Clinic outcomes.

Send Launch Email #5: 'Last 48 hours of the launch bonus bundle.' Offer a time-limited bonus (e.g., a live Q and A webinar with Avery, or the editable Tuesday Chart template in Google Sheets) to anyone who buys and sends their receipt by Sunday midnight.

Run a short LinkedIn poll: 'Does your clinic currently do a scheduled weekly chart review? Yes / No / We are starting this Tuesday.' Use engagement to drive visibility of the book.

Post in relevant Facebook and LinkedIn groups with a conversational post about the quiet patient problem and drop the book link in comments if the group rules permit.

Saturday: Community and Collaboration

Host a free 45-minute live webinar: 'Run Your First Tuesday Chart Review: A Live Walkthrough for Office Managers.' Use Zoom or LinkedIn Live. Walk through the framework in real time. Offer the book at the end.

Post a behind-the-scenes photo or video of the webinar session on LinkedIn.

Send a reminder email to anyone who registered for the webinar but did not attend, with the replay link and book CTA.

Sunday: Momentum and Next Chapter

Send Launch Email #6: 'What happens after launch week.' Share the vision for what Avery is building for the independent clinic community. Announce the ongoing 'Tuesday Briefing' newsletter.

Post a gratitude post on LinkedIn acknowledging the Beta Clinics, street team, and early readers by name (with permission).

Review Amazon sales rank, review count, and email list growth from the week. Screenshot and document for future case study use.

Begin outreach to podcasts and association contacts for post-launch speaking opportunities.

Email Sequence

Monday (Day 1): The Tuesday Chart is live. Here is why I wrote it.

Avery shares the origin story of the Tuesday Chart: the moment it became clear that small clinics were losing patients not to bad care, but to silence. Direct link to the Amazon listing on all formats.

Tuesday (Day 2): How the Tuesday Chart actually works (3-minute read)

A concise breakdown of the five-step Tuesday Chart review process with a visual or table. Reinforces that this is a system any office manager can run without new software or staff. CTA to buy.

Wednesday (Day 3): What one clinic found in their first chart review

One anonymized Beta Clinic case study: what they reviewed, what they found, and what happened when the front desk made the follow-up calls. Concrete numbers where available. CTA to buy.

Thursday (Day 4): Office managers are sharing their honest reactions

Curated early reviews and reader reactions. Emphasis on quotes from office managers at small independent clinics specifically. Reinforces social proof for readers on the fence.

Friday (Day 5): Buy before Sunday and get the Tuesday Chart Google Sheet template

Launch bonus offer: the editable Google Sheets version of the Tuesday Chart template plus a front desk call script, available only to buyers who send their Amazon receipt by Sunday night. Clear instructions on how to claim.

Saturday (Day 6): Join me live today: Run your first Tuesday Chart review

Reminder about the free Saturday webinar with Zoom or LinkedIn Live link. Emphasizes it is a live, hands-on walkthrough, not a sales pitch. Book is available for those who want the full system.

Sunday (Day 7): Launch week is wrapping up. Here is what comes next.

Thank you note to the community, announcement of the ongoing Tuesday Briefing newsletter, and a final nudge to purchase with a recap of what the book delivers for independent clinic office managers.

Social Media Plan

LinkedIn is the primary platform for launch week. Post daily with a mix of long-form articles, short video clips, carousels, quote graphics, and poll posts. All content speaks directly to office managers at independent family clinics.

Facebook group posts go in three to five targeted groups for medical office managers on Tuesday, Wednesday, and Friday. Lead with value (free template or insight), mention the book contextually.

Use the hashtags #TuesdayChart, #IndependentClinic, #MedicalOfficeManager, #PatientRetention, and #FamilyClinic consistently across all platforms.

Repurpose every email into a shortened LinkedIn post the same day. What goes in the email inbox also goes in the LinkedIn feed.

Ask the street team to share, comment on, or repost at least one of Avery's LinkedIn posts each day during launch week to extend organic reach.

Pin the book launch announcement post to the top of the LinkedIn profile on Monday and keep it pinned through Sunday.

Post one Instagram story per day (if Avery has an Instagram audience) with a swipe-up or link-in-bio directing to the Amazon listing.

3. Amazon Optimization Plan

The Amazon listing for Avery Quinn's book must speak the language of an independent clinic office manager who is searching for operational fixes, not theoretical frameworks. Every element of the listing, from the title keywords to the category placement, should reflect the exact terminology this audience uses when they describe their daily problems: patient attrition, weekly reviews, front desk protocols, and patient retention in small practices.

Recommended Categories

Books > Medical > Practice Management

Books > Business & Money > Human Resources & Personnel Management > Workplace Culture

Books > Medical > Administration & Medicine Economics

Books > Business & Money > Management & Leadership > Management

Books > Health, Fitness & Dieting > Health Care Delivery

Books > Business & Money > Small Business & Entrepreneurship > Running a Small Business

Kindle Store > Kindle eBooks > Medical eBooks > Administration & Medicine Economics

Target Keywords

patient retention small clinic

medical office manager book

independent family practice management

how to keep patients between visits

weekly chart review clinic

quiet patient attrition

front desk patient follow up

small clinic operations guide

family practice office manager

patient recall system medical office

independent clinic patient engagement

medical practice retention strategy

healthcare office management book

clinic workflow improvement

patient outreach primary care

Review Strategy

Send ARC copies to the 30-person street team 21 days before launch with explicit instructions: purchase the book on launch day (even if they already have a PDF), then leave an honest review within 48 hours of the sale going live.

Email the 10 Beta Tuesday Chart Clinics individually on launch day with a direct link to the Amazon review page and a one-sentence prompt: 'Would you share what you found when you ran your first Tuesday Chart review? Even two or three sentences helps other office managers find this book.'

Add a final page to the book itself with a personal note from Avery asking readers to leave a review if the Tuesday Chart helped them find even one patient they would have otherwise missed.

In the launch week Saturday webinar, verbally mention at the end: 'If you have read the book, the single best thing you can do to help another office manager is leave a review on Amazon. It takes 90 seconds.'

Three weeks after launch, send a follow-up email to the full list with the subject line: 'Have you tried the Tuesday Chart yet?' Ask for feedback and gently invite those who have read the book to share their experience on Amazon.

Never offer incentives for reviews. All review requests are honest, unrewarded asks. Comply fully with Amazon's review guidelines.

A+ Content

Section 1: Header banner with book cover and the tagline 'The Weekly Review That Keeps Quiet Patients From Slipping Away.' Section 2: 'The Problem Every Small Clinic Knows' with a two-column layout showing the signs of quiet patient attrition on the left and the cost to the practice on the right. Section 3: 'How the Tuesday Chart Works' with a simple five-step visual of the weekly review process. Section 4: 'What the Front Desk Handoff Looks Like' with a sample dialogue or checklist excerpt pulled from the book. Section 5: Author bio for Avery Quinn with a professional photo and one-paragraph credential summary focused on independent clinic experience. Section 6: 'Who This Book Is For' with three bullet points specifically naming office managers at independent family clinics, clinic administrators managing solo or two-physician practices, and front desk leads responsible for appointment scheduling and patient outreach.

Pricing Strategy

Kindle eBook: Launch at $4.99 for the first seven days to maximize the number of purchases that drive Amazon rank. Raise to $9.99 on Day 8 as the permanent price, which remains accessible for individual office managers buying on a personal or small office budget. Paperback: Price at $18.99, which is the standard range for a professional operations guide of this type and covers print-on-demand margins with room for royalty. Hardcover (if produced): Price at $27.99 for clinic owners and practice managers who purchase for staff training or shelf reference. Consider a bulk paperback discount offered directly (outside Amazon) for clinics that want to buy five or more copies for their full front desk team, priced at $14 per copy with a minimum order of five.

4. PR & Media Outreach Plan

Avery Quinn's PR strategy should target the narrow but highly engaged world of independent family clinic management. National health business media is a secondary goal. The primary goal is dominating the watering holes where clinic office managers and independent practice owners gather: specialty podcasts, association publications, and professional development events run by groups like MGMA, AAFP, and state-level family medicine societies. The Tuesday Chart framework is the hook for every pitch because it is concrete, counterintuitive (it requires no software), and immediately actionable.

Podcast Pitching Plan

Target: 'The Profitable Practice Podcast' and similar shows aimed at independent clinic business operations. Pitch angle: 'The One Weekly Meeting That Stops Quiet Patients From Walking Out the Back Door of Your Clinic.'

Target: MGMA's 'MGMA Talk' podcast. Pitch angle: 'A low-tech patient retention system built for small independent practices that cannot afford enterprise recall software.'

Target: 'Practice Management Nuggets' (Medical Group Management). Pitch angle: 'How a Tuesday morning chart review becomes the highest-ROI 30 minutes in a small clinic's week.'

Target: 'Healthy Practice Podcast' or any show hosted by a healthcare consultant who serves independent practices. Pitch angle: 'The front desk handoff that turns a weekly chart review into patient appointments without a single marketing dollar spent.'

Target: Family medicine or primary care physician podcasts where office managers are a secondary audience. Pitch angle from the physician's perspective: 'What your office manager can do every Tuesday to protect your patient panel without adding to your clinical workload.'

Send all podcast pitches within 48 hours of launch. Include a one-paragraph episode summary, three bullet points of what listeners will learn, and a link to the Amazon listing. Attach a professional headshot and one-sentence bio.

Follow up on every podcast pitch exactly 10 days after sending if no response. Follow up once more at Day 20. Then move on.

Press Release Outline

Headline: 'New Book Gives Independent Clinic Office Managers a Weekly System to Stop Losing Patients Between Visits.' Subheadline: 'The Tuesday Chart by Avery Quinn introduces a structured chart review process designed for small family practices with no recall software budget.' Key talking points: (1) Independent family clinics lose a measurable percentage of their patient panel each year to quiet attrition, patients who simply stop coming without ever formally leaving the practice. (2) The Tuesday Chart is a 30-60 minute weekly review process that any office manager can run using the clinic's existing patient data. (3) The book includes a front desk handoff protocol that converts chart review findings into outbound calls and rescheduled appointments. (4) Beta Clinic participants found the process identifiable and repeatable within the first two sessions. Include a quote from Avery Quinn and, if available, a quote from one Beta Clinic office manager. Close with book details: title, ISBN, Amazon link, formats available, and author contact information for interview requests.

Media Targets

Independent practice management trade publications (Family Practice Management, Medical Economics, Physicians Practice)

Medical Group Management Association (MGMA) publications and digital channels

State-level family medicine society newsletters and member communications

Healthcare business and revenue cycle management blogs and newsletters

Small business and entrepreneurship media that covers professional services and healthcare private practice

LinkedIn newsletters and Substack publications authored by healthcare consultants who serve independent practices

Regional business journals in markets with high concentrations of independent family clinics

Speaking Opportunities

MGMA Annual Conference: Submit a session proposal titled 'The Tuesday Chart: A No-Software Weekly Review System for

Small Clinic Patient Retention.' Proposal deadline is typically 6-8 months in advance.

State family medicine society annual meetings: Contact the program chairs of 5-10 state chapters of the American Academy of Family Physicians (AAFP) and offer a 30-minute breakout session on the Tuesday Chart system for office managers.

AAFP Family Medicine Experience (FMX) Conference: Apply to the Practice Management track as a speaker. The audience includes both physicians and office staff at independent practices.

Local or regional healthcare administrator meetups and study groups: Offer to present the Tuesday Chart as a free educational session for any group of 10 or more clinic office managers.

Medical billing and coding company webinars: Partner with a billing company that serves independent clinics to co-present a webinar on the link between patient retention and revenue cycle health.

Community health center and rural health clinic networks: Many of these networks run quarterly staff development webinars. Offer the Tuesday Chart as a training topic.

Influencer Partnerships

Medical office manager educators and instructors at community colleges or vocational programs that train healthcare administrators: Offer them a desk copy of the book and ask if they would assign or recommend it as supplementary reading.

Independent clinic consultants with an active LinkedIn or YouTube presence: Offer a co-created piece of content (a joint LinkedIn post, a short interview video, or a guest newsletter) where they apply the Tuesday Chart concept to a real client scenario.

Healthcare attorneys or compliance officers who serve independent practices: They often speak at association events and have credibility with office managers. Ask them to reference the book in their own educational content.

EHR vendors that serve small family clinics (e.g., companies serving practices on Simple Practice, CharmHealth, or similar small-clinic EHR platforms): Explore whether the Tuesday Chart template could be featured in their customer resource library or newsletter.

Medical billing companies that serve independent practices: Co-brand a patient retention tip sheet based on the book's front desk handoff chapter and distribute it to their clinic clients as a value-add.

5. Post-Launch Growth Strategy

The 90 days following launch are where the Tuesday Chart framework transitions from a book into a recognized operational standard for independent clinic management. The focus shifts from driving immediate sales to building Avery Quinn's authority as the go-to resource for small clinic patient retention, generating ongoing word-of-mouth through clinic teams who are actively using the system, and building the pipeline for consulting and course revenue.

Days 1-30

Send the launch bonus (Google Sheets Tuesday Chart template and front desk call script) to everyone who claimed it during launch week. Include a personal note from Avery and a request to reply with what they find in their first review session.

Publish the Saturday webinar replay on YouTube with a searchable title: 'Tuesday Chart Review Tutorial for Independent Clinic Office Managers.' Add the Amazon book link in the description.

Resume the weekly 'Tuesday Briefing' LinkedIn newsletter. For the first four issues post-launch, dedicate each one to a specific element of the book: quiet patient identification, chart review workflow, the front desk handoff script, and tracking outcomes over time.

Follow up individually with all 10 Beta Clinic participants. Ask for a 15-minute call to hear how their Tuesday Chart routine is evolving. Use these calls to collect refined case study data for future content.

Submit the guest articles drafted during pre-launch to Family Practice Management and MGMA Connection if not yet published. Follow up with any podcast hosts who have not yet confirmed a recording date.

Monitor Amazon reviews weekly. Respond to any questions or critical reviews with a professional, helpful tone. Screenshot positive reviews and share them on LinkedIn with the reviewer's permission.

Days 30-60

Launch a free 'Tuesday Chart Office Hours' session: a monthly 60-minute Zoom open to any office manager who has read the book and wants to troubleshoot their review process. Cap at 20 participants per session. Use a simple registration form.

Pitch three to five additional podcasts in adjacent spaces: rural health, telehealth for small practices, healthcare revenue cycle. The book now has reviews and a track record to cite in the pitch.

Write and publish two LinkedIn articles that feature anonymized case study results from Beta Clinics and early readers. Title examples: 'What 10 Clinics Found in Their First Tuesday Chart Review' and 'How the Front Desk Handoff Changed One Clinic's Patient Retention Numbers.'

Approach one state-level family medicine association about including the book in their member resource library or featuring it in their newsletter as a recommended read.

Begin building the outline for a paid online course based on the book's content (see Revenue section for details). Record the first two modules.

Run a second LinkedIn poll or short survey to the email list asking: 'What is the hardest part of running a weekly chart review at your clinic?' Use the results to create a new free resource (FAQ one-pager or short video) and to inform course content.

Days 60-90

Open enrollment or waitlist for the first cohort of the paid Tuesday Chart online course. Target 20-30 clinic office managers for the first cohort.

Pitch a column or recurring contribution to Family Practice Management or a similar trade publication. Proposed column angle: 'From the Front Desk: Operational Fixes for the Independent Clinic.'

Compile a 90-day impact report: total readers, Beta Clinic outcomes, course waitlist size, podcast appearances booked, and speaking invitations received. Publish this as a LinkedIn post and send it to the full email list. This report builds credibility and becomes a pitch tool for future speaking and consulting.

Formalize a referral program for the book: offer clinic consultants and association members a co-branded version of the Tuesday Chart Starter Kit that they can send to their own clients, with attribution back to Avery Quinn and the book.

Begin outreach for MGMA Annual Conference speaker proposal if the deadline falls within this window.

Plan the first anniversary edition update: reach out to early readers and Beta Clinic managers to collect updated outcome data for a potential revised edition or supplemental guide at the one-year mark.

Content Repurposing

Each chapter of the book becomes one episode of a future podcast or YouTube series titled 'The Tuesday Clinic', a short-form audio and video show for independent clinic office managers.

The Tuesday Chart five-step framework becomes a repeating LinkedIn carousel series, one step per week, cycling every five weeks with new clinic examples.

The front desk handoff script from the book becomes a standalone downloadable PDF offered as a lead magnet to grow the email list beyond the launch window.

Beta Clinic outcomes and anonymized case studies become the core of a white paper or research brief that can be submitted to healthcare management journals or used as a speaking proposal attachment.

Quotes and statistics from the book become 52 weeks of social media content: one insight per week posted across LinkedIn and Facebook, each with a link back to the Amazon listing.

The Saturday launch webinar replay becomes a lead-generation asset: anyone who watches more than 50% receives an automated follow-up email with a book discount code or the course waitlist link.

Speaking Strategy

Position Avery Quinn as the 'small clinic patient retention' speaker. Every speaking inquiry bio and one-sheet should lead with: 'Avery Quinn created the Tuesday Chart, a weekly review system used by independent family clinics to identify and re-engage quiet patients before they leave the practice for good.'

Set a target of six paid or association-sponsored speaking engagements within 90 days of launch. Unpaid association talks are acceptable if they reach 50 or more office managers and lead to book sales or consulting inquiries.

Create a one-page speaking menu with three talk options at different lengths: a 20-minute keynote overview ('The Quiet Patient Problem'), a 45-minute breakout session ('Running the Tuesday Chart: A Live Workshop'), and a 90-minute half-day training ('Implementing the Tuesday Chart System at Your Clinic').

After each speaking engagement, follow up with the organizer to ask for a written testimonial and a referral to one other association or conference that serves a similar audience.

Track every speaking inquiry in a simple CRM or spreadsheet. Note the organization, contact name, date of first contact, and outcome. Set a 14-day follow-up reminder for every unanswered pitch.

6. Revenue Maximization Roadmap

The book is the front door, not the final destination. Avery Quinn's revenue model is built on a clear value ladder: the book earns trust, the course teaches implementation, the consulting engagement solves a specific clinic's problem, and the licensing model scales the Tuesday Chart beyond what Avery can serve personally. Every offer is rooted in the same core framework so that each step reinforces the next and the Tuesday Chart becomes the recognizable brand asset at the center of the business.

Backend Offers

Tuesday Chart Implementation Toolkit ($27 to $47)

A digital download bundle that expands the book's templates and tools: an editable Google Sheets Tuesday Chart tracker, a front desk call script in three variations (overdue well visit, chronic condition follow-up, inactive patient reactivation), a staff training slide deck for onboarding the front desk to the Tuesday Chart process, and a 30-day check-in tracking log. Sold directly from the book landing page and through the post-launch email sequence.

Timeline: Available at launch or within the first two weeks

The Tuesday Chart Online Course ($197 to $297)

A self-paced online course for clinic office managers that walks through the complete implementation of the Tuesday Chart system from scratch. Six modules: (1) Identifying your quiet patients in your current EHR, (2) Setting up your Tuesday review workflow, (3) The front desk handoff protocol, (4) Tracking and reporting outcomes to the physician, (5) Handling patient responses and reactivation scheduling, (6) Sustaining the habit and training new front desk staff. Hosted on a platform such as Teachable or Kajabi. Includes the full Toolkit as a bonus.

Timeline: First cohort within 60 to 90 days post-launch

Tuesday Chart Clinic Audit ($497 to $797 per session)

A 90-minute paid consulting call where Avery reviews the clinic's current patient retention data, EHR structure, and front desk workflow, then delivers a customized Tuesday Chart implementation plan specific to that clinic's size, staffing, and patient panel. Delivered via Zoom with a written action plan sent within 48 hours. This offer is for solo-physician or two-physician independent clinics.

Timeline: Available immediately post-launch; promoted through the book's final chapter and the email list

Tuesday Chart Practice Accelerator (Group Consulting) ($1,200 to $1,800 per participant)

A 90-day group coaching and implementation program for 8 to 12 clinic office managers. Includes bi-weekly live Zoom calls with Avery, a private community channel for between-session questions, access to all Toolkit materials, and a monthly review of each clinic's Tuesday Chart outcomes. Designed for office managers who want guided implementation rather than self-paced learning.

Timeline: First cohort 90 to 120 days post-launch

Done-With-You Tuesday Chart Launch for Your Clinic ($2,500 to $4,000 per engagement)

A four-week hands-on implementation engagement for one clinic. Avery works directly with the office manager and front desk lead to install the Tuesday Chart system, run the first two live review sessions via Zoom, troubleshoot the front desk handoff protocol, and build a 90-day tracking dashboard. Delivered entirely remotely. Includes a 60-day follow-up check-in call.

Timeline: Available by application only; promoted to Accelerator graduates and consulting audit clients

Consulting Framework

The book positions Avery Quinn as the operational authority on quiet patient retention at independent family clinics. Every consulting inquiry begins with a free 20-minute discovery call where Avery asks five diagnostic questions pulled directly from the book's Chapter 1 patient audit framework. This call surfaces the clinic's specific attrition problem, quantifies the revenue impact (using the simple formula from Chapter 2), and creates immediate buy-in for a paid engagement. The Tuesday Chart Clinic Audit is the natural next step. Consulting clients who complete an audit are offered the option to move into the Done-With-You engagement or the group Accelerator. The book becomes the leave-behind for every consulting call: Avery sends a signed paperback copy to the clinic owner after every discovery call, regardless of whether they book a paid engagement.

Online Course Concept

Course title: 'The Tuesday Chart System: A Step-by-Step Implementation Guide for Independent Clinic Office Managers.' Six modules delivered as pre-recorded video lessons (10-20 minutes each) with downloadable worksheets and templates. Module 1: Why Quiet Patients Are Your Clinic's Silent Revenue Problem (framing from Book Chapter 1). Module 2: How to Pull Your First Tuesday Chart List from Your Existing EHR (step-by-step for 3-4 common small-clinic EHR systems). Module 3: Running the Review: What to Look For and What to Flag. Module 4: The Front Desk Handoff Protocol (scripted and customizable). Module 5: Tracking Outcomes and Reporting to Your Physician Within 5 Minutes. Module 6: Sustaining the Tuesday Habit and Training New Staff Without Starting Over. Bonus module: How to Handle the Three Most Common Patient Responses When You Call. Course includes a private student community for ongoing peer support among office managers at different clinics.

Membership Model

The Tuesday Clinic Membership: a monthly subscription community for clinic office managers who want ongoing support, updates, and peer connection around patient retention operations. Monthly deliverables include: one live Office Hours call with Avery (60 minutes), one new Tuesday Chart case study from a participating clinic, one updated tool or template (seasonal patient recall list, holiday scheduling script, etc.), and access to a private member forum for between-call questions. This model creates recurring revenue, deepens relationships with the most engaged readers, and generates a continuous supply of real-world case study data that Avery can use in future content and course updates. Priced at $47 per month or $397 per year. Target initial membership of 30 to 50 clinics within six months of launch.

Licensing Opportunities

Tuesday Chart Certified Clinic Program: independent clinics that complete the full implementation course and can demonstrate a 90-day track record of weekly reviews may apply for a 'Tuesday Chart Certified' designation. The certification is renewed annually with a fee and updated training. This creates a recurring revenue stream and a quality signal that clinic owners can display to patients and staff.

Healthcare consultant licensing: medical office consultants and practice management advisors who serve independent clinics can license the Tuesday Chart curriculum to deliver it to their own clients under Avery Quinn's brand. License includes access to the slide deck, training guide, and certification materials in exchange for a per-client licensing fee or an annual flat license.

EHR integration partnership: approach one or two small-clinic EHR vendors about embedding the Tuesday Chart workflow as a named feature or integration within their platform. Revenue model could be a co-development fee, a royalty per activated clinic, or a co-branded training program sold to their customer base.

Association bulk licensing: offer state family medicine societies or MGMA regional chapters a site license for the Tuesday Chart Implementation Toolkit, making it available to all member clinics as part of their dues benefits. Price this as an annual institutional license.

Medical education licensing: license the Tuesday Chart module as a standalone continuing education unit (CEU) for certified medical office managers (CMOM credential via PAHCOM) or practice management certificate programs at community colleges.