



Case Study: El Paso Manual Physical Therapy

Client Background

Client: Dr. David Middaugh – El Paso Manual Physical Therapy

Location: El Paso, TX

Specialty: Manual physical therapy

Model: Local cash-based clinic + online courses + YouTube influencer

When we began working together, Dr. David had a solid patient base but was still very much in the **building stage of his clinic**. He had started experimenting with YouTube and blogging, but without a clear strategy, those efforts weren't translating into consistent growth or revenue. I came on as an **independent marketing strategist and consultant** to help him create a roadmap for both local patient acquisition and long-term online success.

The Challenge

At the time we began working together, David was relying primarily on **word-of-mouth referrals, networking, and limited ads he managed himself**. These efforts brought some patients in the door, but nothing scalable.

When COVID hit, his in-person clinic was hit hard, forcing us to look for **new ways to generate income and reach patients outside of his local area**.

Key challenges included:

- No clear **YouTube strategy**, even though the channel already had ~10K subscribers.
 - No online courses or digital products in place.
 - Reliance on local patients only, leaving the business vulnerable to disruptions.
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The Strategy

We built a long-term growth plan to expand both his local and global impact.

- **YouTube Growth:** Developed a content strategy, optimized videos for search and engagement, and built consistency to grow the channel rapidly.

- **Course Creation & Passive Income:** Mentored him in creating and launching multiple online courses, building systems for sustainable revenue.
 - **Digital Marketing:** Supported with website development, Google Ads, and YouTube ads to keep local patient flow steady while scaling online visibility.
 - **Brand Positioning:** Helped establish him as an **industry authority**, trusted by audiences worldwide.
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The Results

Within three years, David went from a local PT clinic owner to an online authority generating **multiple six figures annually** through digital marketing and passive income.

- **YouTube Growth:** From **10K to 300K+ subscribers** in 3 years.
- **Online Course Success:** Reached **\$25K+ per month in course sales** by the time we finished working together.
- **Total Passive Income:** Exceeded **\$40K+ monthly** through YouTube monetization + courses.
- **Expanded Reach:** Built a global audience on YouTube and TikTok while strengthening local patient acquisition.
- **Local Clinic Growth:** Continued to attract cash-based patients consistently through optimized ads and online presence.

This success positioned Dr. David as not only a local PT but also a **worldwide influencer and educator** in the PT space.

Client Feedback

Dr. David Middaugh – El Paso Manual Physical Therapy

“I’ve been working with Kay for years now, and Kay has been a tremendous help to help me grow online, specifically on YouTube, as well as our website development and some of the other things such as Google ads, and YouTube ads. Her knowledge in the digital world is phenomenal.

Thanks to the help from her on the marketing side, the YouTube side specifically, we’ve grown our channel from just over 10,000 subscribers to over 200,000 subscribers. If you’re considering hiring help for this kind of a job, you won’t go wrong with Kay.”

Key Takeaway

By combining YouTube growth, online course creation, and digital marketing, I helped Dr. David transform his business from a **local-only PT clinic** into a **global brand generating \$40K+ in passive monthly income** — all while continuing to thrive locally with a steady stream of patients.