

The SYSTEM



2nd Cousin, Incorporated

This analysis is prepared specifically to develop an effective means of communicating with current patients, past patients, and potential patients.

Marketing Guide

An interactive marketing guide for the success oriented chiropractor

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Table of Contents

Current Situation	3
What You Can Expect.....	3
Why Do Patient's Disappear?	4
Three Things Every Marketing Program Must Accomplish.....	5
The Association of Health	5
The Secret to the Practice of Your Dreams	5
The Patient's Verb	6
The Social Networks	6
Getting Exposure	6
The Learning Curve	7
Implementation.....	7
What Else Do I Need?	7
The Social Network Dilemma	7
Lead Generation	8
The Power of Leads.....	9
What Are Your Leads Worth?	9
Why Most Chiropractors Struggle	10
Do I Really Need A Marketing Program?	11
What Kind of Marketing Program?	11
The Proof Is In the Numbers	11
The Follow-Up - The Game Changer	13
The Survey Results	13
How Does My Marketing Plan Look?	14
Is There Anything I Can Do?	14
The Biggest Mistakes Chiropractors Make	15
Can I Do This Myself?	15
Won't I Save Money If I Do It Myself?	15
Why Won't I Save Money Doing It Myself?	15
How Do You Convince People To Reach For Success?	16
Conclusion	18
Appendix A: Questions You Must Ask Yourself	22

The headlines are speaking of economic doom and disaster. The stock market has pulled way back. The housing crisis is expanding. Our financial institutions are going bankrupt. We sit and wait for the next domino to fall.

Prevailing wisdom says hunker down, tighten your belts, squeeze tight, play defense and hope for the best...ride the storm out - right? Wrong. Dead wrong!

From the Desk of Dr. Patrick Gentempo, Jr., co-founder and CEO of the Chiropractic Leadership Alliance.



Most chiropractic practices are like leaky faucets. Patient's drip out faster than you can replace them because you have no way to keep them in the game.

1 Current Situation

Most chiropractors do not have a marketing plan and yet wonder why it is such a struggle to build their practice or just maintain it. A website, a chiropractic newsletter, a business card, a brochure and a free examination is not a marketing plan.

Anyone that has been in practice for any length of time knows most marketing programs available to chiropractors are ineffective, outdated and do not deliver what they promise. If the problem was only new patients, then the programs (and there are plenty of them) that promise you dozens of new patients each month would solve everyone's problem and they never do.

It is for this reason that chiropractic has not increased its market share in 50 years. Most chiropractic practices are like leaky faucets. Patient's drip out faster than you can replace them because you have no way to keep them in the game. All that is going to change from this point going forward.

2 What You Can Expect

There are four things you will learn as you go through this Market Analysis that we have prepared for you.

1. What tools you need to effectively market yourself and your practice.
2. How you will change your practice forever.
3. How this will change chiropractic forever.
4. How to be part of something big.

3 Why Do Patient's Disappear?

There are basically eight reasons that patients disappear.

- Reason #1 - You got them better. **A positive patient outcome.**
- Reason #2 - They chose pain relief and you delivered the goods. **A positive patient outcome.**
- Reason #3 - You educated them or maybe you didn't and they are not sure they need to be there. **A positive patient outcome.**
- Reason #4 - Time became an issue. **A positive patient outcome.**
- Reason #5 - You dismissed them. Maybe they ran out of insurance, or they were a personal Injury or Workmen's Compensation case. Whatever the reason you decided to dismiss them. **A positive patient outcome.**
- Reason # 6 – Some people are full and they just can't commit. This is the patient that wants to come in but keeps canceling appointments because they get called away or they have a last minute meeting they can't get out of. **A positive patient outcome.**
- Reason #7 - They owe you money. This patient is not coming back. They are going to find another doctor they can owe money to.
- Reason # 8 - You didn't deliver the goods. Although it is rare, let's face it not every patient gets better and a few may even get worse. They are not coming back.



Six of the eight reasons patients leave are positive. What does that tell you? It tells you they are not disappearing, you are. You are simply not keeping your name in front of your patients.

Six of the eight reasons patients leave have positive outcomes. What does that tell you? It tells you they are not disappearing, you are. You are simply not keeping your name in front of your patients.

Why? Because you do not have the tools to do it, the tools that fits with their verb (what they are looking for), the tools to build the association between you and health in your patient's mind. Just remember if your name is always in front of your patients you won't have to figure out how to reactivate them, they will reactivate themselves.

Unless you have been living under a rock for the last few months, you are acutely aware of the changes that are occurring in the financial sector of our country. Of course these types of changes will affect how we do business in the future, and most people's natural reaction is often to become more conservative. This is not the most prudent approach, however, and may put you in greater distress. Set aside 10% of your profits toward both internal and external promotion? The need to promote is always greater when your statistics are down.

Dr. Peter Meinhofer is a customer sales representative for Integrative Practice Solutions Inc, the makers of ChiroTouch, a complete chiropractic practice management software system designed to make your job easier and your patient's experience better.



...every marketing program must accomplish three things.

- 1. Whenever they think of health they think of you.*
- 2. You are a source of everything health.*
- 3. You have what your potential patient's want.*

4 Three Things Every Marketing Program Must Accomplish

Regardless of how it is achieved, every marketing program must accomplish three things. First, the marketing program must **create an association** in the mind of your patient and potential patient that whenever they think of health they think of you, and whenever they think of you they think of health. Second, it must show the patient that you are **a source of everything health**, not just chiropractic health. Third and lastly, it must **offer the patient or potential patient something they want and need (their verb)** so that they want to become part of your data base.

4.1 The Association of Health

There is only one way to create an association so that every time the patient thinks of you they think of health and every time they think of health they think of you. Repetition!

Repetition breeds association. What does that mean? It means that through repetition we can create an association in your patient's mind that every time they think of you they think of health, and every time they think of health they think of you (notice how just by repeating the above sentence a few times, it has already stuck in your mind).

How many repetitions? It takes 8 to 10 impressions to develop the association. That's 8 to 10 impression per month, not per year. Plus it has to be about everything health, not just chiropractic health, not just chiropractic educational literature, chiropractic newsletters or chiropractic videos.

4.2 The Secret to the Practice of Your Dreams

Did you ever think about what your best patients have in common? The patients that keep coming back and refer their friends. The patients you never have to reactivate because they always reactivate themselves. It's very simple. They believe you and chiropractic are

their source of everything health, not just chiropractic health but everything health. They believe if you turn on the innate intelligence that heals the body, they will get better. So they call you whether they have a headache, a backache, feel run down, have a cold or just want to make sure they are functioning at the top of their game. They have an association that you and chiropractic are their key to health.

There is one marketing truth you must understand: People become patients when they are ready to become patients, not when you are ready for them to become patients.

4.3 The Patient's Verb

If you look at statistics, what do most people want? What is their verb? We know from the research that most people want (their verb) someone to help them manage their health. According to the Hartman Report, 83% of consumers are now interested in wellness simply to stay healthy. The Yankelovich Group study of 78 million baby boomers showed 86% are conscious of the need to take measures to ensure their health will be good when they get older. It revealed 62% seek health information actively and they are open to non-traditional approaches. They see health as part of their sense of self.

People want somewhere to go where they can find out about drug interactions, about drug-vitamin interactions, they want to know about exercise and diet. They want to know about healthy food choices.

The problem in this day and age is the consumer has found there is so much information out there on the internet, that they now need someone to help them through the maze so they know what is reliable, useful and pertinent to them.

Are you that someone? If you are, people will want what you have to offer. They will want to be part of your database. This is the key to building the practice of your dreams. The stress free practice that feeds upon itself and grows and grows. When you understand this simple concept it will change you and your practice forever.



5 The Social Networks

Right now the things that everyone is talking about are the Social Networks and YouTube. Facebook, MySpace, Twitter, LinkedIn, the list goes on and on. People spend hours and hours everyday sending Tweets, posting pictures to Facebook, writing articles for Ezine, exchanging business profiles on LinkedIn and uploading videos to YouTube. Everyone should join these networks and create their presence on line. The real difficulty is learning to monetize your presence.

5.1 Getting Exposure

There are some great programs around that will flat out tell you that you can get four, five or more patients a month using the Social Networks and creating videos for YouTube. For only a few hundred dollars you can learn exactly how to build your presence on the internet so that when people search for a chiropractor in your locality your name will pop up on the front page of Google. These are great

programs and they do work. What most people do not understand is that there is no secret to doing this and anyone can get on the first page of Google. Staying there is another matter.

5.2 The Learning Curve

Of course, as with everything there is a learning curve and when you jump into these programs you are going to get dozens of videos to watch and hours and hours of notes to read. People call this value added information and when you are paying you think, what a great deal, I am getting so much for so little. The problem is the hours upon hours you will need to spend watching these videos and reading all these hours of notes learning how to do this yourself. Unfortunately, all the information you need to digest this is time away from patients and that is costing you money, big money (see 10.3 below).

Having internet presence is a full time job and unless you can hire someone to do it for you, internet marketing can become one of the Biggest Mistakes Chiropractors make.

5.3 Implementation

Now that you have mastered the “How to” of internet marketing, you need to do it. Writing articles, shooting videos and posting in all the Social Networks takes many hours. Have you ever noticed how many videos and articles and Tweets those that sell you their programs post each day building their presence? Having internet presence is a full time job and unless you can hire someone to do it for you, internet marketing can become one of the Biggest Mistakes Chiropractors make. As we said, having presence on the internet is very important and we definitely recommend it. What is just as important to realize is that by itself, internet marketing is not a marketing program rather just one piece of the puzzle.

5.4 What Else Do I Need?

Understand that getting new patients whether from the internet or anywhere else is still only step one of building your practice. You still have to get them in the door; you still have to educate them on the value of what you do and why they should seek solutions from you, and then you need to convert them into actual patients.

Once you do, you still need to create the association you are a source of everything health so that every time they think of health they think of you and every time they think of you they think of health. Not just chiropractic health but everything health.

Regardless of whether they came from the internet or anywhere else, you still must keep your name in front of patients using repetition so they do not fall through your leaky faucet.

5.5 The Social Network Dilemma

If you have been involved with the Social Networks for any length of time, you start to realize they are not the new patient panacea you thought they would be. The reason for this is quite simple.

If we look at Facebook alone we know that every person on Facebook has on average 138 friends. You do the math. Take how many friends you have and multiply by 138. Talk about viral!



The problem is none of your Friends or Fans (Like) live on your Wall, they live on their Wall, so the only way they get to see what you post is via the NewsFeed or through email notifications from Facebook. If all your Friends and Fans start to post things then literally hundreds of posts go by each day, and the only way to see yours, is if they happen to be at the NewsFeed at exactly the right time. Add to that everyone's Twitter Feeds, and LinkedIn Feeds and MySpace Feeds and you can see the dilemma.

Your ability to communicate with your patients or potential patients via these channels becomes too much of a hit and miss and that is no way to make yourself a source of everything health.

Welcome to the World of Lead Generation!

...regardless of your clinical skills as a chiropractor, your business and your practice will both be struggles without the ability to bring prospective patients into your office. As much as you are in the business of bringing more life to people with chiropractic, you are in the business of marketing first.

Dr. Steve Hoffman – Discover Wellness, Inc. – 2nd Cousin Media and Marketing, Inc.

6 Lead Generation

The ability to generate leads is the most important aspect of a marketing program. Chiropractors have been programmed to think the goal of everything they do, whether a lecture or a screening, is to get new patients and that simply is not true. The goal is to get leads.

There is one marketing truth you must understand: People become patients when they are ready to become patients, not when you are ready to for them to become patients. So, just because your lead is not ready to come in today, doesn't mean they aren't important. After all, today's leads are tomorrow's patients, or next month's or next year's.

Regardless of what business you are in, leads are the life blood of your business. Nothing is more important, and everything you do should be geared to get more leads. The reason that no one tells you this is because up until The SYSTEM, no one had a system to get leads. Therefore everyone tells you that the goal of everything you do should be to get new patients.

Why is it that every business regardless of industry is willing to pay good money for leads? You pay for leads or you want leads because leads are basically just patients or customers waiting to happen. The best part is, you have the ability to market to them over and over and over again.



6.1 The Power of Leads

Once those people are in your database you can market to them repetitively until they are ready to become patients,...

If you do lectures and screenings and your goal is to get new patients, you will find; as most chiropractors do, you are going to get the typical 8% to 12% of the audience to become a patient and you don't even know if that is a good patient. I use the 8 to 12% rule because that is how much of the general population chiropractors attract with their services, only 8 to 12%. So if you lecture to 100 potential patients a month you can expect to get 8 to 12 new patients on average.

What happens to the other 80 or 90 people in the room that were not ready to become patients regardless of the reason? If you give them your business card, or a brochure, or your website address you can hope that they will one day contact you. That unfortunately is putting your fate in their hands and that is never a good business strategy.

Now let's change the scenario so your new goal is to get leads every time you lecture or do a screening. If you have something of value that they want (see 4.3 The Patient's Verb)), then out of 100 people 70, 80 or 90 will give you their name and their email address and the 8 or 12 people in the room that need your services right away will still come in as new patients.

Once those 70, 80 or 90 people are in your database you can market to them repetitively until they are ready to become patients, creating an association with them so every time they think of health they think of you and every time they think of you they think of health.

That is power!

If your strategy for surviving the recession is to hunker down and try harder, you don't have a strategy. You have a bomb shelter. And a bomb shelter won't save you from the fundamental changes shaking the business world—namely, unprecedented speed and overwhelming choice. When customers have nearly unlimited options and competitors play a perpetual game of leapfrog, the only real barrier to competition is brand strategy.

Jamey Aiken - Brand Strategist

6.2 What Are Your Leads Worth?

How much would you be willing to pay to have a new lead in your database knowing that you will be able to market to these potential patients repetitively? Knowing every lead in your database is a potential patient.

Unfortunately, most chiropractors do not have the tools to generate leads (business cards, websites and chiropractic newsletters are poor lead generators) so they do not know how to calculate their value.

How many patients do you need to bring into your clinic each month to grow your practice? If you need 8 or 10 patients a month, you will need to lecture to, or screen 100 people a month. Then you would



What is the value of being able to market to those people every week and then compound that number every month so that by the end of the year you are now marketing to over a thousand people or more every time?

need to find another 100 people to screen or lecture to the following month because unless you have the tools to make those 90 people that were not ready to become patients, leads, they are gone. This is the difficulty most chiropractors have. They are constantly looking for an audience and they need a huge one.

However, what would it be worth to you not to lose 70, 80, or 90 people each time you lecture or do a screening? What is the value of being able to market to those people every week and then compound that number every month so that by the end of the year you are now marketing to over a thousand people or more every time?

More importantly, we know that the more a lead hears your message the greater likelihood they will become patients so that instead of 8 or 10 people out of every 100 people you are in contact with, you may now generate 25 or more new patients out of every 100 leads.

Once again we ask how much you would be willing to pay to have a new lead in your database knowing that you will be able to market to these potential patients repetitively. Knowing every lead in your database is a potential patient. Ten dollars per lead? Twenty dollars per lead? Fifty dollars per lead?

Marketing is not an event, but a process . . . It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.

Jay Conrad Levinson - Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business



7 Why Most Chiropractors Struggle

Most chiropractors struggle because they do not understand the magnitude of building a practice. They want a big practice, they want to have a full schedule, and they want to concentrate on getting people better without the worries of where the people will come from.

Unfortunately, being a good doctor is not enough. The streets are littered with great doctors that could not pay their bills. To build a big practice you have to be a business first, and every business must have a marketing program.

Next to doing the right thing, the most important thing is to let people know you are doing the right thing.

John D. Rockefeller

7.1 Do I Really Need A Marketing Program?

You only need a marketing program if you answer yes to any of the following questions:

1. Do you plan to stay in practice?
2. Do you want to make more money?
3. Do you want to get off the new patient Merry-Go-Round?
4. Do you want a stress free practice?
5. Do you want to help as many people as you choose to help?
6. Do you want a better life for you and your family?



I'm not kidding. Let me make it perfectly clear. You cannot stay in business without a marketing plan unless you like to struggle.

Do you have any idea how many of your peers are struggling to survive? Do you know how many chiropractors are one step away from closing their doors? Do you know how many chiropractors have to wait for the end of the week to see how much money comes in so they can pay their bills? Every one of these doctors has one thing in common. They do not have a marketing plan.

7.2 What Kind of Marketing Program?

First you need to understand that a Chiropractic Newsletter, a website and a business card are not a marketing plan. These are good tools to have and with the right marketing program can become very effective. Unfortunately, by themselves, they do not meet the criteria outlined above (see #4 above - The Three Things Every Marketing Program Must Accomplish).

You need a marketing program that allows you to generate leads

What kind of marketing program do you need? **You need a marketing program that allows you to generate leads** and then follows up with those leads automatically i'm going to prove it to you.

8 The Proof Is In the Numbers

The following interactive spreadsheet is going to be life changing for most of you. We call it **Breaking the 90/10 Rule**. The knowledge you will gain from using it will be worth thousands of dollars, maybe tens of thousands of dollars in terms of understanding the reality of building a practice. Be warned, it will be a rude awakening for some of you. It is a dose of reality about your practice that most likely no one has pointed out to you and only a handful of you have ever really contemplated. Never the less, it will prove beyond a shadow of a doubt why a lead generating marketing program, The SYSTEM, is essential. As you will see, the ability to build the practice you want without it is very difficult, and why would you want to? It basically costs you nothing and saves you plenty.

Market Analysis

*To use the spreadsheet below, simply click on it and it will open a new window to download an active version for you to fill out with your actual numbers.

To view a complete tutorial on using this spreadsheet click on the following link:

<http://tinyurl.com/7oem94>

Understand this! If you do not have a lead generating program such as The SYSTEM and you need to generate 20 patients per month as in the example below you may need to do 120 to 150 lectures and screenings in the coming year. Let's take a look!

Fill in F2, F4, F6, F7 and F14 to calculate	
Annual Profit	\$100,000.00
10% of Profit for Marketing	\$10,000.00
Less chiropractic newsletter or Yellow Pages cost per month	\$300.00
Amount for marketing	\$6,400.00
Number of New Patients needed/month to maintain	20
Number of New Patients needed/month to grow	25
Number of New Patients needed/year to maintain	240
Number of New Patients needed/year to grow	300
10% conversion - attendee/year from lecture/screening to maintain	2400
10% conversion - attendee/year from lecture/screening to grow	3000
25% conversion Leads/year needed to maintain	960
25% conversion Leads/year needed to grow	1200
Average number people that attend your lectures/screenings	20
Number of lecture/screenings at 10% conversion based on attendees to maintain	120
Number of lecture/screenings at 10% conversion based on attendees to grow	150
Number of lecture/screening at 25% conversion based on attendess to maintain	48
Number of lecture/screening at 25% conversion based on attendess to grow	60
Number of lectures/screening year 2 without leads to maintain	120
Number of lectures/screening year 2 with leads to maintain	12
Cost per Acquisition (CPA)	\$41.67

*In the above example, a practice that generates \$100,000.00 in profit should take 10% or \$10,000.00 and pump it into marketing their practice. Subtracting \$300.00 a month they now spend on their once or twice a month chiropractic newsletter and their yellow page ad, leaves them \$6,400.00 for their internal and external marketing. In order to maintain their practice they need 20 new patients a month, and 25 new patients a month to grow their practice. On average the attendance at their lectures and spinal screenings is 20 people. Based on these figures (make sure you plug in your own) this doctor will need to conduct 120 to 150 lectures and screenings in the coming year if they do not use the Twelve Ways lead generating marketing program. If they do use our program, they will only need to conduct between 48 and 60 events in the coming year. Actually, using lead generation, if you schedule your events with greater frequency in the first part of the year, you will need to conduct far fewer events in the second half. The important part, of course, is year two. In year two, because The SYSTEM allows you to develop a database you can repetitively market to, you will be able to maintain and grow your practice only doing one or two events a month whereas without the Twelve Ways lead generating program you will have to perform 120 to 150 events year in and year out.

Market Analysis

My marketing prediction for 2011 is that it will be known as the "Follow-Up" year in marketing.

In my experience, 80% of profits are in the "follow-up" marketing activities ... especially these days with the "attention crisis" that social media has caused.

Alex Mandossian

9 The Follow-Up - The Game Changer



It takes 7 to 10 follow-ups for most people before they will even consider doing business with you. Most chiropractors don't do any and if you do, it is usually one, or if you are really good, two. Do you see the problem?

Most doctors don't understand that if you do a presentation or a screening and the person does not set up, it is not the end of your relationship it is the beginning of your relationship.

Think about this. You test drive a new car or take a tour of a new home if you are in the market. When are you most likely to actually buy the car or buy the new home? You are most likely a buyer within the first 30 days. That is the reason the salesperson or the real estate agent starts to follow-up with you right away? You need to do the same thing.

The Perception of a Difference

I cannot buy from you until I know you exist. I will not buy your product until I know how it will help me reach my goals.

Wes Zimmerman

10 The Survey Results



The survey (if you have not yet taken the survey visit <http://www.surveymonkey.com/s/JSWR2NF>) was designed to get an overview of your current marketing strategy if you have one. An important thing we learn when we do a survey of this type is how few chiropractors actually have a marketing plan. Unfortunately, we know this is one of the primary reasons so many chiropractors struggle to grow their practice and so many struggle to pay their bills.

However, the most important thing we learn is how to help you develop a strategy that works for you and your clinic. That is what this manual is all about. We know that your job is to treat patients, not be a marketing expert. That is our job.



Realize helping you create a marketing plan for your practice is simple and we will show how we can do that for you. The difficult part is for us to change your thinking.

10.1 How Does My Marketing Plan Look?

Based on the survey results submitted by hundreds of doctors, the most important things to keep in mind are the following:

☑ You must have the tools necessary to develop leads. Chiropractic newsletters, websites, business cards, and even giving away your services, i.e. free spinal exams, are not tools that are good at generating leads. Without a lead generating marketing program, the road to a successful practice is very difficult. There are just not enough months in the year for you to be able to schedule enough talks and screenings to achieve any real success in your practice without a great deal of stress on you personally, your staff and those people around you.

☑ Keeping your name in front of your client base (Follow-Up) on a regular basis (6 to 8 times per month) is paramount to building your practice and keeping your patients and potential patients in the game. Repetition is the key to fixing the leaky faucet most chiropractors experience. It is work enough to get new patients without always wondering how to keep the patients you already have. Repetition is the only way to do this, but it requires making sure your marketing message is of value to your audience and delivered how, when and where the patient desires (Time Shifted). You must keep in front of your patients 6 to 8 times a month.

☑ The secret to building the practice of dreams is to build an association between you, your patients, and your potential patients that every time they think of health they think of you, and every time they think of you, they think of health. Not just chiropractic health but everything health. This requires a constantly updated database of health information such as The SYSTEM Doctor's Resource, easily accessible that you can present to your patients and potential patients. Not just the information they can find on Google on their own. The ability to deliver this information is dependent on your ability to bring information to your audience in a repetitive manner as noted above.

10.2 Is There Anything I Can Do?

Absolutely! Helping you create a marketing plan for your practice is simple and we will show how we can do that for you. The difficult part is for us to change your thinking.

There are three things you need to accept. The first thing is every practice needs a marketing program. In fact, every business does and since you are running a business you must have one.

Second, a marketing program is an investment and you need to invest in your business. If you look at a marketing program as an expense then you will come to the conclusion that right now you cannot take on anymore expenses. A good marketing program will give you a better return on your investment than anything else. Make the investment!

Third and lastly, you must accept that you do not have to do everything yourself. Marketing is so important that unless your expertise is in marketing, you should let someone else do it. Just remember, you make money taking care of patients and anything that takes you away from that, costs you money, big money.

Market Analysis

Don't let what you can't do interfere with what you can do.

John Wooden, a Basketball Hall of Famer

I just want to add one thought to that quote... if you can't do something, find someone or some system that can, and you will see your business grow!

Clate Mask President, Infusionsoft

11 The Biggest Mistakes Chiropractors Make

The number one mistake that chiropractors make in building their practice is that they try to do everything themselves. Have you ever heard of another business where the CEO is also in charge of marketing, sales, products, services, customer support, finance, strategy and then has to treat the patients. You do not have to do everything yourself. An effective marketing program pays for itself hundreds of times over.



You do not have to do everything yourself. An effective marketing program pays for itself hundreds of times over.

11.1 Can I Do This Myself?

Sure, as long as you have marketing expertise and an extra twenty hours of free time. The real question is, why would you want to? As Clate Mask says, "There are basically two types of business owners - those that work incredibly hard and those that find systems to work for them. Both types of business owners can achieve incredible success. However, only one type of business owner is free to take vacations when they choose. Only one type of business owner can go home at the end of the day. Only one type of business owner is capable of doubling their sales in a single year." Which one do you want to be? You're in the treating patients business and that is what you get paid for.

11.2 Won't I Save Money If I Do It Myself?

No, in fact you are going to lose a lot of money. Understand this! First, you are the greatest revenue generator in your practice. You, not your associate, not your front desk person and not the massage therapist in the back. You! Second, the more time you spend actually seeing patients, the more money you generate. This one needs no explanation, seeing patients pay the bills. Lastly, the more hours you spend in non-patient activities the less money you make.

11.3 Why Won't I Save Money Doing It Myself?

Not only won't you save money trying to create your own marketing program, but as we have shown hundreds of doctors, trying to create and run your own marketing program will cost you tens of thousands of dollars in lost revenue.

The average chiropractor generates about \$200.00 per hour seeing patients. Let's just say, for argument sake, you generate \$200.00

Market Analysis

per hour. Now, I want you to figure out how many hours per week you spend in the office doing non-patient activities. Do you spend an hour answering emails each week? An hour writing or pasting together your newsletter, if you write it yourself? How about an hour a week with patient phone calls...some if not most you could teach any of your assistants to handle? How many hours did you spend creating that yellow page ad this year? Or the newspaper or Val Pac ad?

The average chiropractor spends a minimum of 10 hours per week at the office in non-patient activities minimum, and worse, some of these like marketing, media and publicity are areas where you have no expertise. Ten hours per week at \$200.00 per hour is a loss of \$2000.00 a week. If you work 50 weeks a year that's a hundred grand a year you're giving away.

This is crazy! Doing things yourself like marketing, things you have no expertise in, things that do not give you the return on investment they should, is just crazy.

Want to know how much you earn an hour? Simply fill-in the below spreadsheet!

*To use the spreadsheet below, simply click on it and it will open a new window to download an active version for you to fill out with your actual numbers.

Fill in column F2, F4, F8 and F9 to calculate Revenue per Hour	
Actual Collections	0.00
Revenue Generated , products, massage, PT etc.	0.00
Collections from seeing Patients	0.00
Average hours seeing patients per week	0
Number of weeks worked per year	0
Total hours seeing patients per year	0
Revenue generated per hour	#DIV/0!

Unless your campaign has a big idea, it will pass like a ship in the night

David Ogilvy in Confessions of an Advertising man



12 How Do You Convince People To Reach For Success?

This may be the ultimate question. Everyone says they want to succeed, but only a small percentage of our profession actually does. Why? The answer lies in the fact you think you have to do everything yourself. That belief makes the process overwhelming. When the process appears overwhelming, you start to doubt if you can do everything you need to achieve your goals. Once your mind is full of doubt you are dead in the water.

Market Analysis

So how do you avoid that trap? You do what every business in the world does. You outsource your weaknesses. You figure out your strengths and weaknesses and you find people whose strengths are your weaknesses. You make the process less overwhelming and it automatically becomes much more achievable.

Is your strength taking care of patients or developing a marketing plan? Is your strength doing an x-ray report or building brand identity? Is your strength helping people understand the value of chiropractic care or writing ad copy?

How do you convince people to reach for success? You show them it is not an overwhelming process. You show them it is achievable as long as they focus on their strengths and outsource their weaknesses.

If the circus is coming to town and you paint a sign saying "Circus Coming to the Fairground Saturday", that's advertising.

If you put the sign on the back of an elephant and walk it into town, that's promotion.

If the elephant walks through the mayor's flower bed, that's publicity.

And if you get the mayor to laugh about it, that's public relations.

If the town's citizens go the circus, you show them the many entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's sales.

And, if you planned the whole thing, that's Marketing!

Unknown

13 Conclusion

A marketing program is the difference between success and failure in business and that includes the business of chiropractic. It is an investment in your business that will reward you many times over.

The SYSTEM is the right program to bring you and chiropractic into the 21st Century.

Success - It's time to start planning the whole thing.

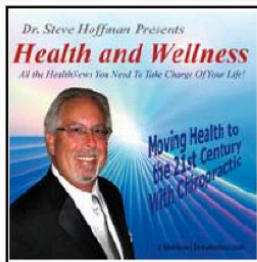
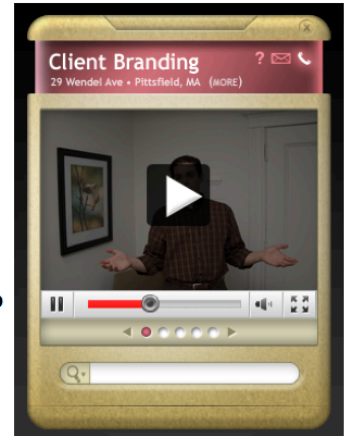
Click the image below to watch a 3 1/2 minute video on The SYSTEM



Learn how the The SYSTEM can make your practice stress free, and give you the tools you need to bring your practice into the 21st Century. All, for what you are probably paying for your current Chiropractic Newsletter. Visit our website at www.healthnewspodcast.com and contact us at healthnews@healthnewspodcast.com.

Some of the Great SYSTEM Tools

Imagine communicating with your patients without having to worry about whether you wind up in SPAM or if they open your email or click on it. Now with our Cross Platform Widget your message always get in front of your patient and potential patient. Whether you want them to see a special video, listen to an audio message, a Health and Lifestyle Tip or you just want to blog, the Cross Platform Widget delivers the goods.



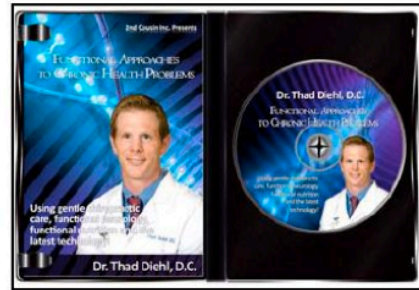
Your own monthly iTunes Radio Show bringing your patients and potential patients all the HealthNews they need to take charge of their lives.

With the Twelve Ways Program you can add content to every Social Network with just the click of your mouse.



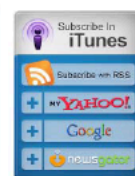
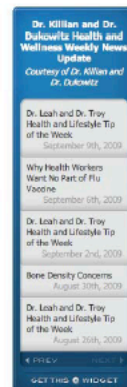
The Doctor's Resource and Pharmaceutical Index. The most comprehensive health resource on the internet right on your website to constantly drive traffic to your site.

Build credibility with the **Twelve Ways Interview Program. Credibility builds practices and this is the most powerful way to do it.**



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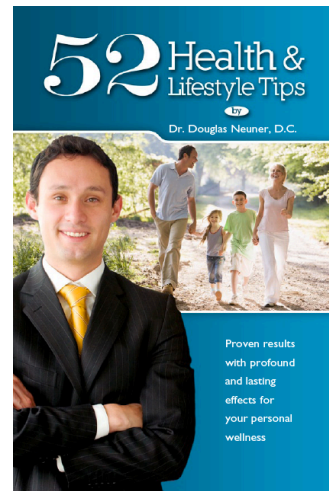
Everything **"Time Shifted" so your patients get your message when and how they want it keeping, you your name in front of your patients to stop the Leaky Faucet Syndrome.**

Market Analysis



52 weekly audio Health and Lifestyle Tips presented to your patients and potential patients, customized for you and your clinic, and proven to have a profound affect on your patient's health.

Your own 52 Health & Lifestyle Tips Book and e-book with your picture on the cover and your testimonials on the back. What better way to offer an ethical bribe to get people to give you their name nad email address right on your website.



The greatest value in chiropractic today. A weekly HealthTip Newsletter totally customized for you and delivered to your entire patient database for a fraction of the cost of any other newsletter on the market today.

Appendix A: Questions You Must Ask Yourself

- ☒ What does my marketing plan look like?
- ☒ Will my marketing plan make me a source of everything health?
- ☒ Does my marketing plan focus on my patient's "verb"?
- ☒ Does my marketing plan take advantage of the proven laws of repetition?
- ☒ Do I have the expertise to create an effective marketing plan?
- ☒ Do I have the time to implement it that won't take me away from treating patients?
- ☒ Do I have a way to effectively track my results?
- ☒ Do I have the technical know-how to bring it into the 21st Century?
- ☒ Does my marketing plan effectively reactivate patients?
- ☒ Does my marketing plan keep my patients in the game so they do not need to be reactivated?
- ☒ Does my marketing plan help bring chiropractic to millions of people each month?
- ☒ Can I develop a marketing plan with a high reward to risk ratio?
- ☒ Will my marketing plan work regardless if the economy is good or bad?
- ☒ Does my marketing plan help build business affiliates?
- ☒ Can I get another company to pay for half of my marketing expense?

For a one on one consultation with me, Dr. Alan Weinstein to discuss how The SYSTEM can make your practice stress free, visit our website at www.healthnewspodcast.com and then contact me at dralan@healthnewspodcast.com.