

You Can Grow In This Economy!

I travel over ten thousand miles per month to help as many chiropractors (and their teams) as possible. More of you have reached out (even cried out) for help in these past six months, than in the last five years combined. Practices that have been profitable for years are losing their margins, while those who have been making it month-to-month are hanging on by a thread. How is it then these past thirty days have posted more record breaking growth across the country?

There are twelve premises that determine your future success, which our clients engrain into their hearts, their teams and their practices. The **second** premise says, “ninety percent of your town can afford you.” That doesn’t mean these people can afford anything they want. However, they can afford what matters most to them. Perhaps you haven’t completely realized that it’s a central aspect of your purpose to ensure people see their health and chiropractic care as one of their utmost priorities for life. The chiropractors who are growing strong today don’t question whether people can afford the care, the only question is if they have the passion and purpose to lead people to a better way of life. In fact, patients paying in full has never been higher. It’s never been about gas prices or house values, it’s always been about saving people’s lives.

The **fourth** premise reminds us, “seventy percent of your town is in pain.” The chiropractic practices that are taking off all have something vital in common; they have been trained to focus on “other people’s problems,” more than their own. Of course, if this was easy, everyone would already be doing it and reaping the rewards. Ask yourself, other than your current patients, whose problems do you think about most throughout the day? I’m not sharing a good idea, I’m describing a highly developed habit which is based upon universal law. If the people of your town aren’t on your mind before you get to work, what makes you think they’ll call you once you’re there? Real growth begins when you realize (in your heart) how many people are in need of your care, who would happily invest their hard earned money in chiropractic to become well again.

The **sixth** premise is the revelation, “fifty percent of your town has told at least two other people about their health problems.” Do you remember the principle of six degrees of separation? The formula proves we are no more than six people away from any of the six billion people on earth. How many degrees of separation do you think there is between all the people who want and need your care in your town, and the people you already adjusted? Our clients don’t ask for referrals as if it was a “shot in the dark.” They are trained not to ask “do you know someone who...” but instead “who do you know who....” If your practice isn’t growing today, the economy is not your problem. It’s the fact you perceive people’s finances and the economy **as** your problem, that you’re violating the laws of success and growth. Once you snap out of your trance, you will communicate again with compassion and boldness, rather than fear and uncertainty. The average patient you are currently adjusting knows forty eight other people. How many of your patients do you think know about or have heard about their friend’s health problems?

The **ninth** premise assures us, “twenty percent of your town are ready to invest today in a new and different approach to their health problems.” I spoke with a working mom last week, who invested in a Reformer (pilates equipment for home). She told me

it was a way she could try and solve the terrible spine and back pain that she suffered from everyday. Even though it cost over four thousand dollars, she wasn't mad that it didn't work to relieve her pain. When I suggested she try chiropractic care, there was no hesitation to take down the chiropractor's name and Web site so she could call that afternoon and schedule an appointment. All these people are already past "if" they will invest in their health, and are actively seeking "what" and "who" to try. This doesn't mean they won't challenge you at their report or question how much it will cost to undergo corrective care. Our clients are trained to "stay in the raft" just a few minutes longer in the report and lead them to a decision that will change their life.

The first eleven premises give way to the **twelfth** and most vital premise, "twenty people are thinking of calling you today." They have met you somewhere before, they have gone through a spinal screening, they talked with one of your patients, they have seen your sign, read your ad, heard your radio commercial...they woke up with the intent to call you. You will have between zero and twenty people call you today, largely based upon the strength of your team's first eleven premises. By the way, have you ever put anything off before? That's what many people do every single day. Once you understand how to work these premises to your favor, you can begin to expect more new patients (who are ready to invest in something new and different) calling you everyday.

I invite you to join me this November 14,15 in Tampa where the twelve premises will be taught in depth, along with their accompanying practice strategies. Chiropractors are building big, beautiful, prosperous practices across the country today. People can and will afford your care, when you believe they can't afford not to invest in chiropractic. Call me anytime and I'll help construct a specific plan for your growth and prosperity.

Until next time, practice with passion.

Coach CJ