

## **What Are We Waitin' For?**

In the second Rocky movie, Balboa has all but given up on his dreams of a rematch with Apollo because his wife has suffered a coma during the birth of their new baby. After spending several days not sleeping and constantly praying, Rocky is there when Adrian finally awakens. Other close friends and family are also present as the two embrace. Then, Adrian looks her husband straight in the eye and says, "Do me a favor. . . Win!" To that point, all of Rocky's hard-core training had come to a complete stop. However, when his trainer heard those words from Adrian, he yelled out right in the waiting room, "What are we waitin' for?!"

The rest, as they say, is history. Ladies and gentlemen, welcome to the year 2007. It's time to wake up and see the possibility that's right in front of you. I'm asking you to do yourself a favor, to do chiropractic a favor, to do Me a favor. . . Win!! Some of you have been lured into a trance (or Coma), thinking everything is O.K. This can (and should) be the best year you have ever had in practice. It needs to be your best. A New Year's resolution to affirm this goal is a great start, but it's not enough by itself.

Isn't it strange how, for many people, their best moments often follow some of their worst moments? Decide today that you're not going to let things slide any further. It's time to snap out of it. Whatever reason you had for putting things off has come and gone. You have to ask yourself if you have been called to be an average, ordinary, run-of-the-mill chiropractor out there to make a living, OR an on-fire, on-purpose highly passionate chiropractor who's blazing a new trail (of hope and healing) for the people of your community.

Take charge of your future now. In Team WLP, we have coached more chiropractors to fulfill their dreams because they have learned the power of starting strong and finishing strong in practice. Your decisions, your actions, your intensity in the first quarter of 2007 will largely determine the degree of your success for the whole year! You can no longer use the excuse of being afraid of making a mistake. One of the most important lessons I have ever learned in my own life is, "You don't have to be perfect to be great." Making new decisions and taking new actions (even imperfect actions) creates momentum. That's why "fail forward fast" is an awesome strategy that leads to victory and is in common with all chiropractors who are training to become champions.

If two chiropractors traded places for six months, one is seeing 100 adjustments per week and the other is seeing 500 adjustments per week, what would you think would happen to those two practices? It's obvious, isn't it? You must choose to adapt the exact same mindset of the more successful chiropractor and inject that back into your current practice. If someone else can change places with you and double your practice, then so can you!

A common fear chiropractors have about making new decisions and changes in their practice is that people will quit coming for care. I'm going to let you in on a secret: There are patients in your practice now that are ready to leave if you don't change something. There is also another group of patients (both groups are very small, by the way) who will leave over almost any new change you intend to make in your practice. Why do you keep letting the fragile few discourage you from boldly serving the magnificent many?

You might be wondering, what exactly do you need to change? The answer is simple...EVERYTHING. Fortunately, you don't need to (and couldn't) change it all at the same time. Growth requires constant and never ending improvement, right? Do you realize if you only changed eight percent of your practice per month, you would have changed virtually 100% of your practice with in a year (which is the ultimate perpetual strategy). More importantly, you would have immediately created new momentum and come out of the gates in the beginning of 2007 heading for the winners' circle. Our clients average a ten-to-one return on their coaching fees. Why would you think you would need to re-invent the wheel or go it alone? Statistically, only five thousand chiropractors will have record-breaking years in 2007. You could be one of them, so what are we wait'n for?! Until next time, practice with passion.

*(Dr. C.J. Mertz is the founder and head coach of the prestigious Waiting List Practice chiropractic training organization. See our 300 patient per week opportunity on the back page of this issue. If you would like more information on WLP coaching services, please call The Waiting List Practice at 877-TEAM WLP).*