

Mastermind Business Demographic Chiropractor Profile



Buyer Type: This niche calls a buyer a **PATIENT**.
Most **PATIENTS** need **ADJUSTMENTS TWO** times a **MONTH**
The top Products / Services are as follows...

Top Selling 1x Services Services Not Needed More Than 1x A Year

Service	Low	High	Profit %	Service Use
X-Rays	\$100	\$250	75%	1 time
Employment/ Sports Physical	\$50	\$199	50%	1 times
Wellness Progress Check up	\$50	\$150	35%	1 times

Top Selling Residual Services Needed More Than 1x A Year

Service	Low	High	Profit %	Service Use
Chiropractic Adjustment	\$50	\$75	25%	2 time
New Patient Treatment Plan	\$1000	\$5000	50%	1 times
Wellness Plan	\$50	\$129	50%	4 times



Ecom Product / Services Opportunities: Dietary Supplements, Massage Therapy, Infrared Sauna Treatment, Bio-Cleanse
Client Education Training Opportunities: Exercises to Relieve Back & Neck Pain, Exercises to Strengthen Injured/weakened areas, Dietary plans for joint health

The Value Of A Buyer Type Are As Follows

Average Yearly Value: **\$750**

Average Life Time (5 year) Value: **\$3750**

Client Referral Value: **[Life Time x 2] \$7,500**

Active Yearly Buyer Types Based On Business Income

\$1M Income: $/750 = 1350$ Active Yearly Patients or 112 a month

\$5M Income: $/750 = 6750$ Active Yearly Patients or 562 a month

How can Chiropractors service 5M Number+ Patients a month? Explanation of what is needed in this niche as a staff profile and services profile to be at 5 million+

An Office seeing 500+ Patients per month would need at least 3 Chiropractors, and 6 General Staff members, in order to reduce staffing the practice would need to have at least 2 specialized service technicians I.E, Massage Therapists, and Services they require minimal staff time, ie Infrared Sauna, Hydro Massage Therapy, etc.

Average Marketing Costs

Average Costs Per Click: The average of an Adwords click is around: [\$5.25 - \$11.50]

Average Cost Per Optin Lead: The average cost of an optin lead that gives their name and information is: \$64

Average Cost Per Call: The average cost for call or a "Hot Lead Transfer" is: \$ 41

Average Cost Per Aquisition: Average cost to acquire a new [patient] through marketing is: \$165

Marketing Seasons

Busiest Months: Spring seems to be busier time of year with most practices seeing a 30% increase in new patients due to more outdoor activity

Slowest Months: Winter months tend to be the slowest due to a reduced level of outdoor activities

Best Selling Times: Mondays & Tuesdays tend to be the busiest days of the week due to accidents/injuries from weekend activities.

Marketing Strategy Insights

Best Marketing Strategies: Paid Traffic Lead Funnel, Reputation Marketing, Social Media, Referral Programs

Worst Marketing Strategies: Since the visits are typically event driven traditional advertising/marketing tend to be ineffective, i.e., Radio, TV, Print Ads.

Best Strategic Referral Sources: Happy Patients, Personal Injury Attorneys, Homeopathic Care Providers, Massage Therapists

Who does the selling: To get the patient in the door it is usually the Receptionist, to sell the higher end treatment plans once the prospect is in the door, it is usually the doctor.

Income Insights

Average Income: the average income for a chiropractor between age 41 and 50 was \$164,700, compared to the \$64,923 average for chiropractors under 30

Average Business Revenue: Average Billings = \$689K - Average Collections = \$448K

Average Profit Of The Business: Of the \$448K collected with a 50% Profit margin = \$224K. The average DC pays his Chiropractic Assistants \$34,180 annually. DCs also spend \$22,800 on office leases or mortgages, \$13,440 on advertising, and \$2,715 on malpractice insurance on average and 98% of Practices are below \$1M/yr

Top Struggles [Niche]s Have With Growing Their Business: There are about 75,000 Chiropractors in the US and Competition of Low cost Franchises and creating a USP to stand out as the preferred provider in the market place

Education And Credentials

Education For The Owner And Staff: Chiropractors must earn a Doctor of Chiropractic (D.C.) degree and get a state license. Doctor of Chiropractic programs typically take 4 years to complete and require at least 3 years of undergraduate college education for admission. Staff Positions usually do not require advanced degrees.

Credentials For The Owner And Business:

https://en.wikipedia.org/wiki/List_of_chiropractic_credentials

Top Associations For [Niche]: American Chiropractic Association, State Associations

Regulation Organizations: Federation of Chiropractic Licensing Boards

