



Lifetime
WELLNESS PRACTICE
Gratitude • Service • Abundance

Chiropractic Success Newsletter ★ Member News

October 2017 Issue

QUADRUPLE YOUR PRACTICE

As one of your mentors, I want to give you the best-of-the-best when it comes to my newsletters so you can find something new every month. But if you don't read each issue you're going to miss out on some golden nuggets that will turn your practice into a goldmine. So, let's dig into this month's featured article right now. Let me give you a way to add more to your practice by a rundown of your first couple of visits. We, as doctors, all have a system for handling new patients. Whether you realize it or not, you are operating in a system right now. And if you're studying information that I put out or coming to our lifetime wellness training, you realize that we have a simple system. Here's a rundown.

First, the phone call. When people call for a new patient exam, your receptionist is trained to do one thing—get the callers into the office and receive all their contact information. Again, the receptionist's job is not to answer questions; it's to get the callers in the door and scheduled for an appointment. They should be on and off the phone as quickly as possible. Once they come in for their initial consultation and their evaluation, what's important is to be sure to communicate that you're determining if they're a candidate for care and whether they are someone that you can help or not. Tell them that you're assessing vital information about their spine and nerve system and coming to a conclusion. Then when they come in and meet you at their next visit you will go over the results of the evaluation procedures that you did. It's important to note that you should not adjust them during their first visit. I know there's lots of controversy on this. However, you'll do more harm than good by adjusting them at day one. In that initial visit, another thing that you want to emphasize is how much you care and understand. People must feel connected with you.

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UPCOMING EVENTS

mark your calendars

**Success Training Tele-classes for
Lifetime Wellness
Inner Circle Members**

Stream Lined Success Strategies for Growth

October 20 – 21, 2017
Atlanta, Georgia

✪ Dr. Daniel Knowles, D.C., Ben Donahower,
Simon Senzon and Hugh Liddle ✪

Register now at
www.lifetimewellnesspractice.com/seminars

Mastering the Money

Westminster, Colorado
December, 8-9th
Registration Opening shortly

Mile High Chiropractic Weekend

August 16 – 19, 2018
Denver, Colorado

Register now at www.milehighchiro.org



TRICK-OR-TREAT



LEARN HOW TO ADD VALUE TO YOUR PRACTICE

One of my family's favorite autumn traditions is to visit Estes Park every September during their "Halloween Weekend" event. They take the month of September—which is typically a cold month when people don't want to go camping—and they make it a wildly successful theme weekend. Every year they dress up the campground, have contests, and then host trick-or-treating cabin to cabin. It's brilliant. Estes Park accomplished something that we should all learn from. They took something with little value and made it more valuable. Not only that, but they also increased their prices. And the event is so popular that people pre-book, my family included.

How you can creatively add value to your practice and your care? What can you do to make people want to "pre-book" their care in your office? Think outside the box and incredible growth can happen. Give people your best. Become more. Give more. Serve more. The result? You'll receive more while you're helping people.

"Choose work
you love and
you'll never have
to work a day in
your life."

Confucius

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If everything is done right on the first phone call in the first visit, then the report of findings is a piece of cake. When they come in for the report of findings they should have the experience that you're purposing a solid plan to help them achieve their health goals based on the chiropractic model that you subscribe to. In your plan, you should emphasize that now is the best time to get started. Their issues and concerns will not resolve themselves by waiting. In our office, our report of findings involves a video, a 50-minute lecture in a group setting, and then we individually go over their findings in front of our X-Ray view box. We deliver their first adjustment and the staff goes over their finances. Following this system makes things simple and easy. Stay focused on the system and give people your best.

Dan Cole, D.C.

FINISH THE 4TH QUARTER STRONG!

Happy Fall! October marks the beginning of the fourth quarter, and we all know that the fourth quarter of any game is when you want to give it your all. So what's your plan for finishing strong? If you don't have an immediate answer then use the four Q's we've listed below to get organized, focused, and committed to having your best end of year yet.

1. Have crystal clear personal goals & business goals

Exactly how much do you want to earn by December 31st? And exactly how many new patients are you going to attract to earn that dollar amount? If you can't answer that with absolute clarity than this is the first step for you. Knowing exactly how much you are going to earn acts like a magnet that attracts clients, opportunities, patients, and business your way. Having the exact number in your mind also motivates you to take action and continue taking action throughout the quarter. Take some time today to identify the two key numbers that you want to focus on. For example, new patients or collections, or numbers of visits per day. Write them down on a card and keep it with you at all times. Post it at your desk, on a bathroom on the mirror, in your car, etc. Remember, what you focus on is what you create.

2. Reach out to your best practice members first

Your greatest source of new practice members are referrals. Take a close look at your current list of practice members—your BEST and MOST EXCITED practice members. Did you know that 80% of your business comes from your top 20% of your members? So this is where you want to focus your attention. Make a list of those practice members and begin reaching out to them this week. Call them, send them a postcard or a thank you card, give them extra attention when they are in the office, give them referral packets. Identify a number of people you would expect to generate from your top practice

members and add 10% of it. Remember, if you're not asking for referrals someone else is.

3. Identify your promotional opportunities

Identify your most valuable possibilities for promotional locations and contact them before mid October. One of the smartest things that you can do is start screening the companies that you want to reach out to for events such as lunch talks and dinner classes, and then spend your time in early October focusing on those areas. Bottom line, reach for those places first.

4. Start visualizing and feeling now what it is like to have accomplished your goals

Begin acting and feeling as if you've already accomplished your goal. I call it the "Be" state. So project yourself to the holidays and ask yourself, "What does it feel like now that I've accomplished all that I wanted to achieve this year? What are the things that I'm doing/enjoying now that I've reached my goals?" Start thinking about the holiday vacation and what it feels like to take your family on a larger vacation because you've met your goals. What are your loved ones feeling now that they know that you've met your goals? How confident, positive, and happy are you? These are the feelings you should identify now and begin affirming every night when you go to sleep and every morning first thing when you wake up.

Again, you become what you think about all day long. These are the four keys to having a great fourth quarter and finishing the year strong. I'm organizing my business to be in an alignment with them and I can already feel how good it is to have accomplished these things. It's a great state to be in and I encourage you to get in line with these keys as well. Have a great October and fourth quarter.



THANKS FOR RAVING ABOUT Us....

I want to share my experience of taking Dr. Danny Knowles' seminar on lifetime wellness practice. I've been in practice for about 30 years in NSA as a practitioner and one of my weaknesses is managing my practice. I am a good practitioner but I definitely had some interest in learning how to serve more people, help more people, and have effective management skills. Danny was excellent, his delivery was great, his passion is catch-fire, and I strongly recommend that you take his seminar. You will learn a lot. And a lot of great information on how make your practice grow and become a practice of your dreams.

Good Luck.

Dr. Richard Kronen

I had an amazing weekend with a great group of folks at the Lifetime Wellness Practice seminar with Dr. Daniel Knowles. He did a great job making practice strategies accessible and easy to understand. I learned a ton and I'm super excited to put my new playbook into action! Thanks Danny, Richelle, and the team!

Ryan Marchman

It's just been a great experience. Dr. Danny is so clear and so precise in teaching and really communicating concepts are gonna help you starting on Monday pretty much. I've already put into practice some of his stuff and we've doubled our practice since January, so it's been phenomenal here.

~ **Kristopher M.**

I just finished an amazing weekend with Dr. Danny Knowles doing the Lifetime Wellness New Patient explosion program.

Being a recent graduate and trying to figure out how to build my new practice seemed like a daunting task I hadn't much clue even how to begin. Through Danny's masterful communication of the gems he has learned in practice, I got some great tools for not only being able to plan and build my practice and create future sustainability, I also got some great tools to use in the office right away. Some of the most helpful things I learned was when to hire and who to hire as your clinic grows and in a way that will maximize that growth. How to get your headspace right and that of your employees, which is foundational to your practice. The importance of the phone call and how to make a lasting first impression, and how to create an efficient and impactful first visit culminating in one of the best, most well presented and moving report of findings that I have yet witnessed! And that is not an exaggeration. This is something that practice members get and are excited to get care in your office.

I highly recommend getting to Danny's seminars, especially the students and recent graduates thinking about starting a Network practice or any kind of wellness cash practice. You will be glad you did!

-Sharn de Wet DC