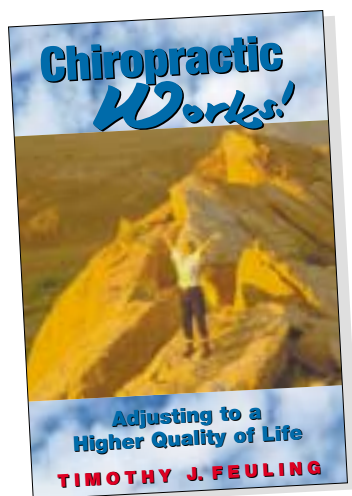


What if I told you, you were missing out on tens of thousands of dollars in additional income every year and that you could change your current situation immediately?

You'd probably want to know how, right?

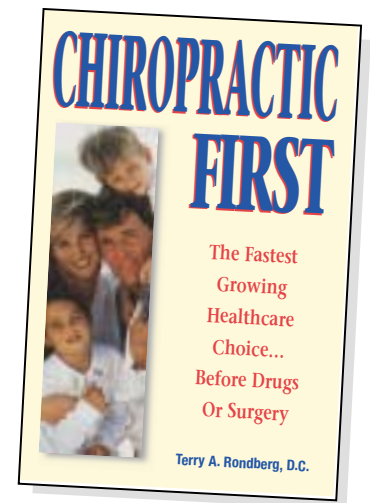
Every patient that walks into your office ultimately represents a minimum of 10 more patients. That's right 10 more! If you had powerful tools full of valuable chiropractic information capable of teaching them how and why chiropractic allows the body to function at a higher level, maximizing their opportunity to achieve greater health & wellness, most patients would anxiously refer their immediate family and friends to your office.

If your patients read a book documenting miraculous true stories of patients all over the world, living with less pain and suffering, living a higher quality of life with chiropractic care, wouldn't they tell everyone else about your services?



Most people have a circle of influence made up of friends and family they communicate with on a regular basis who trust their opinion or suggestions.

Many of your patients know as many as 100 family or friends. This represents only ten percent of the people they could refer to you for chiropractic care.



The average chiropractor sees 117 patient visits per week. At an average of \$30/adjustment, that represents \$3,510/week or \$14,000/month. So, after an average of \$7,000/month in expenses, that leaves \$7,000/month in income or \$84,000/yr for you.

Let's not focus on AVERAGE. Let's concentrate on ABOVE-AVERAGE, let's focus on PROSPEROUS!

117 patient visits per week represents about 55 patients/week. If every one of those patients was properly educated and possessed a passion for the power of chiropractic, and they all referred at least 1 friend/family member, you would instantly double your practice and experience a 100% increase in your annual income without doing any outside marketing or screenings! This is a very conservative estimate regarding new patient referrals.

Read what a few of your colleagues and professional consultants are saying about these books:

“Chiropractic First teaches why everyone needs, wants and ultimately loves chiropractic. Totally recommended.” — *Mark Victor Hansen*

“Feuling’s book has been an integral part of our offices achieving over 90 new patients a month. Your book has helped us achieve this number of new patients for over 6 months now. In addition to helping us increase our number of new patients, your book has helped to increase our retention rate dramatically.” — Dr. Michael P. Grego

“Our first order of 100 Chiropractic First books has already produced over fifty new patients for our office.” — *Dr. Richard DeLisle*

“Timothy Feuling’s book is, without a doubt, the single best patient education/referral tool we have found in 17 years. I especially like the index which allows the patient to look up case studies of results with various conditions.” — Dr. Scott Marsh

“Chiropractic First is truly a must read for new patient education. Within one week of giving this book to patients and new patients, my practice has increased literally 50% and my passion for chiropractic has increased 10 fold. “ — *Dr. Jeffrey Swella*

With the right patient education system in place, patients could easily refer up to 10 or more family/friends into your office. Patients who understand the value of chiropractic care will want lifetime wellness care. Your practice will continue to grow exponentially. Soon you could be making in excess of \$1 million/year in personal income after expenses.

When every patient understands chiropractic the way you do, they will turn into referral machines - your personal chiropractic supporters.

Many chiropractors are among the most prosperous and affluent members of their community. If you're not, you need to ask WHY?

I can guarantee you it is because you don't have a successful, custom-designed patient education program in place. Let's build your practice from the above down and inside out, in the same way all healing occurs.

Most successful members in society networked their way to the top.

Building a chiropractic practice, like any other business, is based on your ability to influence others.

The greater number of people you reach with the chiropractic message, the more people you have educated with the confidence and awareness of chiropractic's miraculous healing ability. Chiropractic is the greatest health secret in this new millennium and the more lives you touch the more prosperous you will be.

Our most successful doctors have a large circle of influence. Each circle includes thousands of people - family, friends, patients and colleagues. They tap into that circle to increase their patient base and increase the number of new patients every month. These are the doctors who have mastered the art of patient education through better communication.

First you must have the desire. Everyone had to start somewhere. It doesn't matter if you're currently only seeing 20 patients/week or 150 patients/week, you can see more. You just have to want it enough to follow a few simple steps.

With a base of 50 patients/week, you could create a

new base of 300 patients/week or about 600 patient visits/week, with just 5 referrals from each patient. That would equate to \$18,000/week in income. That's \$72,000/month and \$864,000/year in personal income. As your practice grows exponentially, you will be serving larger numbers of patients. This is a very conservative example achieved by many doctors already. You can become one of the most well-known and affluent members of your community, known for your ability to deliver lifetime, sublaxation-based family wellness care.

Sound too good to be true?

It's not. A few thousand chiropractors around the world are making in excess of \$1million/year in personal income. Shoot for the stars, and you won't be disappointed.

It's very easy to think small and therefore, limit your practice. Unfortunately it's easy to have a negative outlook and it's your job to change your attitude and take charge of your life. We call this a poverty consciousness. A poverty consciousness is when you don't think you deserve to be ultra-successful and you settle for a life of mediocrity - a below-average lifestyle.

When you refuse to believe you don't deserve what others have in their lives guess what? You will receive exactly what you think you deserve. If you think you are successful or you think you are a failure, you are right! Adopt a positive attitude and the world becomes your oyster. Every new patient represents pearls in that oyster, capable of introducing you to more pearls (patients). First you must believe, then you can achieve.

Who deserves to be wealthier more than you? You are a doctor who increases the life force in humanity. You offer the hope and freedom to humanity of achieving increasing health and wellness without the fear of drugs and surgery. You are a doctor who can take an individual suffering with pain and discomfort and often times help them create a happier and healthier lifestyle. You are a doctor who understands where health comes from and knows what positive benefits lifetime wellness care can offer.

"I use Timothy Feuling's new book "Chiropractic Works!" every day in my practice. It's full of well-organized testimonials that are designed to educate, and inspire patients to refer. And, armed with this book, they really do refer! I made back my investment in the books on the very first day I used them. When a friend covered my practice the other day, the first thing he asked me was "where can I get some of these books?"

— Dr. Rob Manna- Georgia

"When a patient understands where health comes from, they'll pay to have it. The book, Chiropractic First, is the most complete, easy to understand introduction to the health giving powers chiropractic offers. In a town of 5,000 people, I've handed out over 1,100 copies and know that it has produced an abundance of patients." — Dr. Kelly Kramp

"I have been working as a chiropractic assistant for over 11 years. During this time I have always found it challenging to educate and motivate our patients. "Chiropractic Works!" is one of the greatest patient education tools ever created. Our patients now understand the value of choosing the chiropractic lifestyle. In addition, I feel that all chiropractic assistants should be required to read this book as part of their training. — Cheryl Furlaiter, CA, Office Manager

"We find Chiropractic First to be an extremely professional, inspiring and passionate intro-

duction to chiropractic. Easy to read but full of tremendously valuable information, Chiropractic First belongs in every chiropractor's office. I would make sure each new patient receives a copy on their first visit, knowing with certainty it will make them better ambassadors of chiropractic. Why every chiropractor in North America doesn't do the same still remains a mystery to me. We have bought over 1,500 copies and intend to keep on buying more and more." — *Laurent Goldstein*

"Chiropractic Works!" is like the handbook of chiropractic! It is phenomenal in providing important case study, answers to common questions, and chiropractic success stories that are out of this world. This book would be a valuable tool to any chiropractor, and even a greater benefit for your patients.
— *Dr. David Singer, Founder, David Singer Enterprises, Inc.*

"Chiropractic First" contains all the information everyone should know about chiropractic. Terrific!" — *Dr. Richard Plummer*

"Chiropractic Works!" brings current the facts, the chiropractic principle is alive and well. That chiropractic is not limited to low back pain is obvious from the stories of those having recuperated from a multitude of dysfunction. The power that made the body still heals the body. Reading this book will add years to your life. — *Dr. Jim Sigafosse*

So, how do we help you attain the abundance and prosperity we have described?

The ultimate patient education system.

We have written 2 books for the sole purpose of providing you with the ultimate patient education system. Both books are 160 pages with full-color covers. Written to accommodate all levels of reading, these books will stimulate and excite your patients about the miraculous benefits of chiropractic care for life.

"Chiropractic First," by Dr. Terry A. Rondberg, president of the World Chiropractic Alliance and publisher of *The Chiropractic Journal*, shows how chiropractic uses the body's miraculous resources to heal itself naturally ... overcome the need for unnecessary surgery and dangerous drugs ... provide safe, natural childbirth and healthy babies ... and extend and improve life.

There are chapters about chiropractic research and education ... chiropractic for children and the elderly ... the Wilk case ... and much more. It's an ideal introduction to chiropractic that will excite readers and convince them that chiropractic is an effective means of reaching higher levels of health.

"Chiropractic Works!" by Timothy J. Feuling, vice president of the World Chiropractic Alliance and of Chiropractic Benefit Services, spotlights more than 200 celebrities, entertainers, and professional and Olympic athletes who have used chiropractic, proving to readers that chiropractic is a totally accepted and often preferred method of health care.

But it's much more than a Who's Who of chiropractic patients. Chiropractic Works! also contains documented case histories and personal stories from people all over America who have benefited from chiropractic. Readers can check the index, look up a specific health problem, and find hundred of testimonials written by actual patients.

We have created a **Special Report** with 5 simple steps which will show you the best ways to use these books to increase patient referrals and retention, and we have included this report which starts on the next page.

SPECIAL REPORT

FIVE EASY STEPS to increase referrals and patient retention.

You know how powerful chiropractic is.

However, most people in this country still don't realize that chiropractic care can improve their quality of life.

Americans are skeptical about unsupported health claims. They want PROOF, not hype. That's why, in order to convince them of the validity of chiropractic, you have to give them solid information about chiropractic, as well as credible evidence showing precisely how it can help them.

More important, you have to give them this information in writing.

The power of the written word is incredible. You can tell people something and they may or may not believe you. But if they read it in a book, they'll accept it as fact. How many times has a patient come into your office because they "read about chiropractic somewhere....?"

Now, you have two powerful tools that can help convince even the worst skeptic!

Chiropractic First and ***Chiropractic Works! Adjusting to a Higher Quality of Life***

Using these two books, you can significantly increase referrals and patient retention. Just follow these **FIVE EASY STEPS**

STEP ONE: Give patients a free copy of *Chiropractic First* and/or *Chiropractic Works* after their first adjustment and talk to them about chiropractic. Here's a typical dialogue between a doctor and a patient:

Doctor: "Mrs. Jones, your case history says that besides the back pain that brought you here, you've had some problems with allergies, asthma and stomach problems. These are all very common problems that millions of people suffer from needlessly. Did you know that most patients who are checked for subluxations and adjusted on a regular basis enjoy significant relief from the various problems you've told me about?"

Patient: "But I thought chiropractic is only for back pain."

Doctor: "Oh, no. Chiropractic is not just for back pain. In fact, chiropractic isn't for any specific symptom, condition or disease. Chiropractic is based on the premise that three different types of stresses — physical, emotional and chemical — can cause nerve interference in your spinal column. This nerve interference, also known as vertebral subluxation, is a misalignment of one or more of the vertebrae [show your patient a picture of a spine or use a model] in the spinal column, which causes changes in nerve function and interferes with the transmission of mental impulses.

"In simple terms, Mrs. Jones, due to different stresses in your life — like the car accident you were just involved in — you become subluxated and subluxations can be responsible for symptoms such as back pain, allergies, asthma, stomach problems, etc. The list goes on. This is not to say all of your problems stemmed from the car accident, but at one point or other you became subluxated, and this may be why you suffer from these different problems."

Patient: "How can chiropractic help my other problems?"

Doctor: "Chiropractic will correct the nerve interference so your body is able to function at its maximum health potential. You see, when the vertebrae become subluxated, you are putting pressure on the nerves your body relies on to send messages to every part of your body — cells, tissues, organs, etc. Often, this pressure makes it impossible

"In the last year I have ordered over 1000 Chiropractic First books. After every new patient exam, I make sure this is one item in their hand to use for going home and explaining chiropractic to family and friends. This leads into a referral."

— Dr. George Buckler

"Chiropractic Works! Adjusting to a Higher Quality of Life" offers a series of inspired, heart-felt testimonials and case studies which will be of interest to anyone interested in improving their health. It demonstrates the power of chiropractic in an exciting, uplifting, and highly readable presentation. Timothy Feuling's book belongs in your library. — Christopher Kent, D.C., FCCI, 1998 ICA "Chiropractor of the Year"

"...bringing a new, clearer and dynamic insight to chiropractors, patients and the public, your book is on my must-read list (*Chiropractic First*)."

— Dr. Guy Riekeman

Timothy Feuling's new book, "Chiropractic Works!" is contemporary and has mass appeal. It's timing for the marketplace couldn't be better. Get it and use it, so you can adjust to a "Higher Quality of Practice."

— Dr. Patrick Gentempo, Co-Founder, CEO, Chiropractic Leadership Alliance

"Being in a large volume practice (700 visits/week), patient education is the most important aspect of our practice, besides the adjustment, Chiropractic First is one of the major spokes

in our patient education wheel. We've given out over 1200 copies in the last 18 months. Our patients use this book to educate their family and friends." — *Dr. Mark Hoffman*

Patients and Chiropractors alike will benefit from this extraordinary compilation of facts and patient stories. Thank you from chiropractors everywhere for providing us with a long overdue resource. This book not only provides the social validity the public seeks, but additionally teaches patients how to communicate the story and refer others. Chiropractic Works! is on my patients "must read" list.

— *Drs. Stuart and Theresa Warner, Founders, Kids Day America, Chiropractic Pediatric "U"*

"My company has sold over 1200 copies of Chiropractic First to our clients since its publication date. I highly recommend every chiropractor stock this book for their patients and for people in their community." — *Dr. David Singer*

Reading the myriad examples of the miraculous innate healing ability of the human body in Chiropractic Works! will open your patients eyes as it opens their heart. — Dr. Stephen Hoffman, Founder, Moms With A Mission

"Chiropractic Works!" fills a previous void in patient education, presenting a wide scope of confirmed chiropractic and clinical testimonials that will give the prospective patient the added confidence needed to choose chi-

ropractic for the specific nerve that travels to your stomach to perform its duties and stomach problems result. The same is true for numerous other problems."

Patient: "How do I know that if I stay under chiropractic care, I may be able to get relief from these other problems?"

Doctor: "I have a book called 'Chiropractic First' that will give you more information about chiropractic in general and show why so many other people just like you have been helped. I'd like you to have it, free of charge, so you can understand why it's important to continue receiving chiropractic care until your subluxations are corrected.

Before patients leave, be sure to mark the pages you feel they should definitely read. In addition, always make your patients aware of the index, so they can read the chapters that interest them the most.

In just a few minutes, you've accomplished three important things. You have:

1. emphasized that chiropractic is not a treatment for any specific symptoms, condition or disease
2. provided them with a source of detailed information about chiropractic
3. shown them that you care enough about them and their health to give them a free book which sells in book stores for \$12.95 each!

STEP TWO: On their next visit (after you have presented them with the free book) talk with patients about the book. Ask if any of their family, friends or colleagues suffer from any of the problems they read about.

Most people know others who have headaches, asthma, allergies, and other health problems associated with nerve interference, and will say Yes.

Hand them a copy of the book and ask them to pass it along to those friends or family members, so they can see for themselves how chiropractic care can help them.

In the front of the book, you can insert a coupon offering a free spinal checkup, along with one of your business cards. This is a very easy way to stimulate referrals from your patients.

Since additional books cost you only \$2 this can be an extremely cost-effective way to generate new patients.

Be persistent with your patients about referring their family, friends and colleagues. Emphasize that too many people are completely unaware of the benefits of chiropractic care — and you need their help to educate them!

You might try saying something like this:

"Mr. Smith, I'm trying to teach everyone in our community about chiropractic, and I could use your help, especially since you not only understand how helpful chiropractic is, but are experiencing great results yourself.

There's nothing more powerful than third-party endorsements of chiropractic by your patients, so enlist every one of them in this effort.

Since your patients are experiencing positive results, they will be eager to spread the word about how great chiropractic is.

Of course, you need to make sure that, along with their endorsement of chiropractic in general, they praise you and your staff. You want patients recommending chiropractic — AND directing family and friends to YOUR office.

The best way to do this is to ask your patients to give their friends a free copy of the book, as a gift from you.

STEP THREE: Offer a free health care class in your office.

Publicize the class, and announce that everyone who attends will receive a free book that reveals the secret to increasing quality of life. Let them know that the book normally sells in bookstores and at amazon.com for \$12.95!

Invite all your patients and ask each of them to bring a guest. Let them know that, if their guest becomes a patient, their next adjustment is free.

Hand out a free copy of *Chiropractic First* or *Chiropractic Works!* to each person who attends. Keep your meeting short (30-60 minutes) and go over the book with everyone, highlighting various parts of particular interest.

To establish immediate credibility, turn to the chiropractic success story on page three of *Chiropractic First*. Then share B.J. Palmer's words of wisdom on page 1 and pages 129-131.

Highlight your favorite parts of the book and use it to teach your patients the basics about chiropractic care.

Don't do all the talking. Give patients and guests an opportunity to ask questions. Ask whether any of them are wondering if chiropractic has been successful with the specific problems they're experiencing. Share success stories your past and present patients have experienced while under your care.

Be sure to explain why you became a chiropractor and stress that you are committed to increasing the quality of life in your community.

End the class by announcing that if anyone has a friend, family member or colleague who suffers from any symptoms, conditions or diseases — or simply has the desire to be healthier — you'd be happy to provide a free copy of the book with your coupon and business card, so they, too, can learn about vertebral subluxations and chiropractic.

STEP FOUR: Make sure you sign every book you distribute to your patients and their family members, friends and colleagues. Write a special message on the inside cover saying you're concerned about them and want them to know you are available for their health care needs.

This is one of the most important steps to take if you want to fully capitalize on the power of these books. Your patients respect you as their doctor. When you write a special note to them in the book, they will never throw the book away. You have just taken a \$12.95 book and made it priceless. Write a compassionate note, emphasizing how much you care about their health and wellness.

STEP FIVE: Place numerous copies of the books in your waiting room clearly marked OFFICE COPY.

This will get your patients' attention. They'll pick up the books and read them each time they are in your office. When you present them with their personal, signed copy of these books, they will feel honored.

Office copies ensure that patients are given the opportunity to read more of the books in the spare time they have while they wait to get adjusted.

Create an office environment that promotes chiropractic only. Toss out copies of *People*, *Time*, *Newsweek* and other magazines that are filled with drug ads and medical stories. Your patients are bombarded with enough of that propaganda in their own homes. When they're in your office, make sure they are being educated about **chiropractic**.

If you have confidence that chiropractic works — and follow these FIVE EASY STEPS — your patients will be positively affected by your energy and enthusiasm.

Armed with a copy of either or both of these great books, they will develop the love and passion for chiropractic that will keep them coming in for lifetime care.

ropractic for their health care needs. “Chiropractic Works” also gives the current chiropractic patient the boost in commitment needed to follow through with wellness care once the entrance complaint has been resolved. — *Dr. Joseph Flesia, Renaissance Seminars/Palmer Instructor*

Extremely educational and thoroughly enjoyable... Dr. Rondberg writes in a clear, concise style that is easy to follow and holds the reader's attention. With “Chiropractic First” he takes the reader through a step by step account of how the body works, what chiropractic is, and how chiropractic can enhance health and wellness. — Pamela Hertzberg, CA

“Chiropractic Works!” makes chiropractic real. No gimmicks. No hype. Real People. Real stories. After reading this book, every chiropractor will be more committed, every patient will more readily embrace the chiropractic lifestyle, and every prospective patient will be more willing to fearlessly and wholeheartedly begin care. — *Dr. Eric Plasker, Family Practice Program*

Wow! What an outstanding book! “Chiropractic First” is one of the best books written on chiropractic for the patient. It is simple, easy to understand and strong in philosophy. What a powerful referral tool. I have received over 50 new patients from my first order! Please send me 100 more copies right away!
— *Dr. Lynn Sullivan*

