



Secrets Revealed!

**How to Keep Your
Schedule Booked Solid
& Build Your Income
with Low Cost Marketing
Methods That *Really* Work ...**

An urgent special report

TEDD KOREN, D.C.
KOREN PUBLICATIONS, INC.

Dear Doctor,

Recent years have been difficult for many of us in chiropractic.

But in spite of the economy, Obamacare, changes in Medicare and other concerns, practices with a strong focus on marketing have been and are doing remarkably well.

With this in mind, I put together this Urgent Special Report on practice-building.

My hope is you'll dive in and discover practice-building ideas and strategies you can put to work to attract patients right away. Look for 46 Secrets throughout the following pages.

The strategies you're about to discover in this report are LOW COST and HIGH IMPACT. They work. Use them and you will attract more patients and do more business.

In the report ...

- You get the best strategies I've used to build a highly successful practice.
- You get marketing secrets and ideas I've learned from other doctors around the country who have built large, profitable practices.
- And to make this even more valuable for you, I asked one of the top direct marketing specialists in the country, Russell Martino, to contribute an article detailing what he considers the most powerful practice-building strategies of all time.

I hope you enjoy this report and benefit. Pick the strategies you like best and use them to build your practice and help more people.



Please feel free to pass this report along to any doctor you know who would benefit.

And if you have a big win because of an idea you pick up in the report, or if you have a strategy you'd like to share, drop me a line at dr.koren@korenpublications.com.

I love good news!

Give 'em health!

Tedd Koren, D.C.

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Candid Thoughts on Getting and Keeping New Patients

Attitude Adjustment!

You are a unique doctor; you have an incredible gift and talent: the ability to remove obstructions to the flow of health within. At this moment people are ill and suffering for want of your gift; children die for want of what you can do.



Look at your hands, hold them out and see them radiating energy, filling your office, and your town and city, offering what no other healer can give, attracting thousands and tens of thousands of people from near and far. Visualize your office as a source of life and health and hope for thousands, for tens of thousands.

Tune Into Your Patients

Every patient has a lesson to teach you; one more profound than you could ever learn in a classroom. Every healing is a miracle. Every failure is an opportunity. Your patients can help you adjust yourself. They can inspire you as you help them.

Educate



The better educated the patients, the more successful the doctor.

An attorney once said to me: "I see your materials in the most successful doctors' offices I visit. Why is that?"

I told him, "These brochures are teaching tools. Patients feel it when they read them. They are not being "sold" chiropractic, they are being taught.

You don't need to act or feel like a salesman to get and keep patients. You are a doctor educating people, telling them some of the most important things they will ever hear in their lives.

Learning is infectious, and life and healing are inspiring miracles.



Believe in yourself. See the power of your gift. Respect the lessons patients bring you. Teach them in a compassionate, understanding way. These are the magic ingredients for a successful practice.

10 Incredibly Quick, Inexpensive Ways to Build a Solid Practice

I've used all of these practice-building methods and they work very well.

Secret 2

Have a low-stress Patient Appreciation Day with some great healthy snacks and drinks in your waiting room. Everyone will love it! People really do need to feel appreciated. Send out flyers, hang up signs, tell your Facebook crowd, Twitter, do lots of social media and **GET THE WORD OUT**. Tell everyone. Just do it! Pick your busiest day of the week or month. Have fun stuff to eat and drink (food always attracts people) and give them something to take home. Your patients will love you for it. Give free stuff to adults, kids, everyone, even the mailman.

Secret 3

Patient Appreciation Day gifts can include stickers, temporary tattoos, coloring books, pens, booklets, etc.

Secret 4

Laugh and joke with patients. Not only does it help you connect with them, but it helps protect you from malpractice.

Secret 5

If a patient forgets their checkbook, have your CA give them a pre-stamped envelope on the way out. They are much more likely to mail the check that way.

Secret 6

Don't forget to ask for referrals. It's the most overlooked way to get referrals. Many patients simply don't know that it's OK to tell their friends to see you. Even if you've told them once, tell them again, because they forget.

Secret 7

People learn by repetition. The best lay lecture or orientation is mostly forgotten on the way home. They'll remember if you were pleasant and sincere, and how you made them feel, but the intellectual reasons for being under care are usually forgotten. So repeat things. Repeat yourself.

Secret 8

Repeat yourself. Repeat yourself. Repeat yourself ...





Secret 9

Listen to your patients with your heart and entire body, not just your head. What are they really saying to you? What does your heart tell you to say to them? It'll seem difficult to do at first, but as you get more comfortable listening with your whole body rather than just your head, it'll be easier and much, much more rewarding.

Secret 10

Give a birthday gift to patients. It doesn't have to be anything fancy or expensive, just something acknowledging them.

Secret 11

Go on vacation; get a hobby—anything to get away from the office. It gets you out of your routine. Even if it's a pleasant one, it's still a routine.



10 Secrets for Growing a Powerful Practice

Secret 12

Practice managers all agree that internal marketing by referral is the least expensive and most effective way to get new and more permanent patients.

Secret 13

Doctor is Latin for teacher. Live up to the name. Always ask if they have any questions.



Secret 14

Personalize literature for maximum effectiveness. Personalize every piece you give out, even if it's just circling a paragraph you want your patient to read. If you emphasize it, they will read it.

Secret 15

Show your patients a holder full of literature and say, "Do you know anyone who would benefit from this information?" Then say nothing. Let them take or ask for brochures on their own. That way they are active, not passive, recipients.

Secret 16

Tell your patient the condition of their spine, the seriousness of their problem and how long it could take to achieve correction. Be upfront. Tell a patient they have to keep their appointments. "I just can't help you if you aren't here."



Secret 17

Call your patient education class a "Chiropractic Health Secrets Workshop." They have to bring a friend to check them in the workshop and they'll be checking their friend's spine. Tell them it'll be fun and a great learning experience. It'll double attendance.

Secret 18

Don't forget: healing is a psycho-physical phenomenon. After the adjustment, inspire your patient to encourage their healing. Tell them about their body now working without nerve interference, about their energies balancing, that you're proud of their progress, encouraged with their response (when applicable).

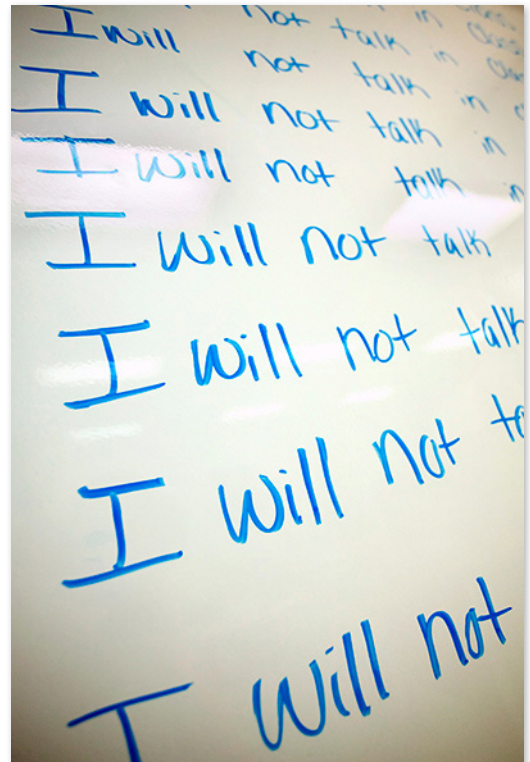




Secret 19 Listen to your patient. Listen between the lines. Wait and think about what you're going to say before you respond. Listen to your heart first. Patients' biggest complaint about doctors is that they don't listen.

Secret 20 I know it gets frustrating sometimes, and life doesn't play by your script. Your spoken words are often forgotten, and your message becomes lost in the background noise. Be patient.

Secret 21 Remember, the secret to education is repetition, the secret to education is repetition, the secret to education is repetition, the secret to education is repetition, the secret to education is repetition ...



Lifelong Patients in 30 Seconds or Less

You can do this anywhere—at screenings, in your office (it should be part of your exam), after (or during) a lay lecture or spinal class or even at parties. It works very, very, very well. Guaranteed!

What's one of the simplest ways to get motivated, lifelong patients?



Measure their height.

That's it. It's that simple.

It brings you excited, motivated patients and it works, very, very, very well but only if done PROPERLY. I've done it for years and when I showed other doctors how to do it they too got excited patients.

Here's how you do it.

We know that chronic subluxations create spinal degeneration: discs get thinner, spines distort, meninges tighten, posture is affected and people get shorter—they lose height. Sometimes a lot of height in a short period of time. And they don't know it's happening until you show them. It hits them like ice water. That's what's so scary about it.

Most people are very sensitive about their height. They see loss of height signifying getting old, bent over and frail. People like height. Being tall signifies strength, power, wisdom, command and control. We say "Your Highness" to kings and queens. "Your Smallness" sends you to the dungeon, if not the executioner.

People speak about their doctors the same way: "I go to a really big doctor. One of the biggest. You have to wait six months to get an appointment." "Oh yeah, my doctor is even bigger. You can't get an appointment to see him."

How to Get Maximum Effect

You have to do it right for maximum effect. It doesn't matter if you use a fancy doctor's scale or a cheap tape measure or a measuring device attached to the wall. You've got lots of options here (medical supply houses will sell you all kinds of gadgets to measure height.)

First measure their height. BUT DON'T TELL THEM WHAT THEIR HEIGHT IS! Not yet anyway.

Now ask them, "What is your height?"

This is how the conversation usually goes. They'll tell you what they think their height is. You will hear something like, "I'm 5 foot 9 inches."

"Hmmm (make a doctor sound). Well, you just measured 5 foot 7 inches." (Almost everyone has lost height as an adult; sometimes it starts in adolescence.)



Your patient or prospective patient will usually be shocked. "What? 5'7? No way!!! Check it again. I must have slumped a little."

"OK, hmmm. Yes, it's 5' 7". When was the last time you had your spine checked?"

"Doctor, this is terrible. How did this happen? I can't believe I lost so much height."

"Do you know about subluxations and spinal degeneration? Long-standing subluxations can cause height loss. When was the last time you had your spine checked....?"

Try it yourself. People get concerned. No one wants to get smaller. Your patient (or prospective patient) is now very concerned. All of a sudden he/she has an image of themselves in ten years—shrunk, bent over, frail and being mugged by a gang of girl scouts. Not a pretty picture.

At this moment of concern and vulnerability, you might quietly suggest a good tailor who can alter their clothes as they continue to shrink. Or, there is an alternative: chiropractic!

"If you want to prevent this height loss from continuing and maybe even restore some height you'll need to get under chiropractic care so your spine will heal."

Tell them about spinal degeneration caused by the subluxation complex. Fill in the pages on spinal degeneration and the inside back cover from our introduction to chiropractic book, *Chiropractic: Bringing Out The Best In You!* (you can pick a few other pages as well). Fill out The Vital Connection poster and give them the corresponding handout to take home and put on the refrigerator. Give them brochures on chiropractic.

"I'll be in for care, Doc. Can I bring my wife? Will you measure her and check her spine? I don't want her shrinking away."

"Of course, bring her with you when you come. Let me tell you about subluxations and your children ..."



13 More Simple-to-Use Practice Building Secrets

Secret 22

Coordinating posters and handouts work synergistically. Mark up a laminated, dry erase poster and have the patient markup the handout to take home. Active participation increases learning, retention and referrals.



Secret 23

Empower your patients on their journey to greater health. Our easy-to-read chiropractic philosophy classic, *Your Body ... The World's Greatest Drugstore*, will help them understand their innate healing and wellness ability.

Secret 24

Many doctors who use our Wellness Report Folder supplement the information with our patient handouts and/or brochures to

further personalize their patient's healthcare education.

Secret 25

To create a lifetime patient, use our Phases of Care forms to show your patients the Big Idea - where they are now, where they are going and where they want to be. Use them along with our Wellness Report Folder and realize the synergistic effects!

Secret 26

If your office is too small to give seminars, use the community room at your local, public library (it's often free) and advertise on flyers in the

library and local health food stores.

Also, radio stations will give you free public service announcement commercials. For example, one doctor I know used the community room at his local library (for free). He offered to give a free talk on Childhood Vaccinations: The Other Side of the Story. Four hundred people signed up - the room only held one hundred - so he gave four separate talks and gave out vaccination information. His practice exploded!

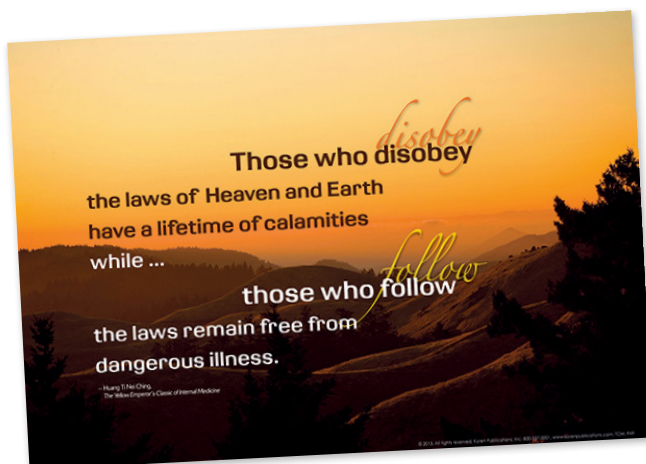


Secret 27

Set the stage for a positive experience with chiropractic. Inspirational posters in your waiting room greet your patients with a positive message.

Secret 28

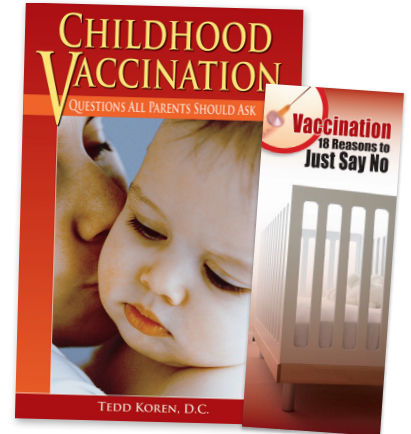
Postcards are an easy and cost effective way to connect or re-connect with your patients. Keep a variety (birthday cards,





Secret 29 Sending out postcards is a perfect project for staff downtime. Mail postcards to inactive patients and watch appointments grow.

Secret 30 Educate your patients but first educate yourself. You may be their only source for balanced information. Koren Publications' book *Childhood Vaccination: Questions All Parents Should Ask* is for doctors as well as patients. Send pregnant patients and patients with young children home with vaccination handouts as well as books. The book is a perfect gift for couples that are pregnant. Why wait until a child has autism, asthma, bedwetting, allergies, ADD/ADHD, digestive problems and any one of dozens of immune system issues - prevent them all by avoiding vaccination.



Secret 31 Keep a selection of stickers and temporary tattoos on display for your patients to choose from. They are sure to have favorites that they'll look forward to getting each time they see you. Stickers give kids a positive experience at the doctor's office and Koren Publications' stickers have happy pro-health messages.



Secret 32 Coloring books entertain your youngest patients and start their education early! They teach your most impressionable patients about health. Every practice that has children in it (and that should be every practice) should have coloring books available.



Secret 33 Add DVDs to your waiting room - people don't always sit and read when they are in your waiting room even if they are surrounded by great patient education materials. Koren Publications' waiting room DVDs are designed to educate and stimulate conversation.



Secret 34 Patient newsletters are a great way to keep in touch with patients and build your practice. It's quick and easy to use Dr. Koren's Patient Newsletter (www.patientnewsletter.com) to communicate with and educate your patients. And, it's 100% personalizable and turnkey.

How to Talk to Patients or, What I learned from Being on the Radio

When I started out in practice I figured out how to get free advertising: get on radio and TV on talk shows. It worked! It was a great way to promote chiropractic and grow my new practice.*

I was fairly idealistic when I started out. I made some big mistakes.

I thought that telling listeners about the innate intelligence of the body, our natural healing ability, the need for subluxation correction and our body as the world's greatest drugstore would inspire them.

I expected calls for help with exotic diseases, incurables calling from hospitals, mothers with sick children in their arms who would want to know where my office was and everybody would have a friend or relative to refer.

It didn't go that way. Not at first. After our initial interview the host would say, "We're going to open the lines for people to call in to speak to Dr. Koren."

"Hello, I'd like to speak with the doctor. Dr. Koren, I hurt my back picking up groceries about a year ago and do you think chiropractic could help, you see I was bending over..."

"Hmm," I thought, "He probably called up before I started talking about subluxations, one of those guys who has to be first all the time."

Here's our second caller, "You're on the air."

"Hello, Doc, can you tell me about how my back hurts in the morning. Do you think it's my bed?"

But the third caller called with an exotic disease. He wanted to know, "Can chiropractic treat my lumbago?"



With all the wonderful things chiropractic offers humanity, to so much of the public, we're just identified with backaches. It was frustrating but eye opening.

Oh sure, callers would occasionally ask about arm, shoulder or leg pains. Occasionally a stiff neck would call in and even a menstrual cramp or a migraine.

As helpful as I was to my patients in getting rid of chronic and acute back and neck problems, I considered my role as a chiropractor incomplete if that was all they used my services for.

What do to?

I started talking about health conditions. How subluxations could impinge nerves going to the heart, liver, stomach, kidneys, bladder, ears, eyes, nose, throat and more and

affect their function leading to lowered tissue resistance and even disease.

I discussed how the entire body might develop systemic conditions such as arthritis, cancer, heart disease, high blood pressure (I would usually throw in

*Those experiences inspired me to write *How to Get on Radio and TV*. It is available from Koren Publications, Inc.

conditions the radio talk show host looked like he had – they’ve always got something wrong with them; must be the job).

I’d comment on children needing care, the first subluxation, ear infections, fevers, asthma, allergies, the need for chiropractic checkups, the dangers of constant medication use, unnecessary surgery and natural childbirth, vaccinations and other health issues.

That got their attention!

The board lit up with calls. People started to respond! I learned an obvious lesson – people relate to pain, disease, sickness, malaise and overall yeechiness!

Turn Up the Pain

Humans are hardwired to move from pain to no pain. Stimulus/response, on some level we’re little more than amoeba (but with better hair).

Talk about their natural healing ability and they change the channel. Talk about their pain and they will come; it’s human nature.

This experience inspired me to write patient education brochures about chiropractic and asthma, allergies, menstrual problems, ear infections, headaches, migraines, back pain, neck pain, whiplash, arm pain and on and on and on. Dozens of different brochures on dozens of different topics.

Of course I also wrote about subluxations, wellness, nerve interference and philosophy.

Patients loved them and chiropractors loved them – Koren Publications became the most popular patient education literature in the history of the profession.

Today

Today I lecture, write and speak on the wonders of the body, our natural self-healing ability, our innate intelligence and our need to correct subluxations. But I first turn up the heat – turn up the pain. Give them a reason to begin a new beginning.

I first describe how sick we are, how our children are so ill, how we may be the first generation to live longer than our children – and the drugs and vaccines, refined foods, genetically modified foods (GMOs) and hospital birth practices that are contributing to this.

This turns up the pain and opens their eyes.

Now I let them know that chiropractic is an answer to our unnatural lifestyle and for many, a beginning in their journey to heal themselves, their families and their community.



How to Make Sure Your Patients Appreciate You

Patient education is no different. When a patient has an initial consultation let them tell you everything that is wrong with them, and don't forget to ask. Have them fill out a form in detail. It's very important.

Why?



Because when you do your re-exam and they are doing so much better they may forget all their old problems that have diminished or disappeared. If they are all there on the intake sheet you can refer to it.

I've heard this too often.

You: "How are you feeling after a month of care?"

Patient: "Not much better doc."

You (looking at their intake sheet): "How is your indigestion?"

Patient: "Oh, I forgot about that. What indigestion?"

You: "Sleep?"

Patient: "Much better, I forgot I had that problem when I came in."

You: "Headaches?"

Patient: "A lot less in intensity and now down to once a week."

And on and on and on. People often don't remember their pain after it's gone. Keep good records to remind them about their progress.



How to Introduce Yourself

When someone asks you what you do, what do you say?

Don't say, "I'm a chiropractor." You've ended the discussion. They know what a chiropractor is, what you do, everything about you and they've either said, "You guys are great for backaches" or they think you're an MD wannabe.

Instead answer his or her question with a question: "Have you ever met someone who is able to locate deep stress in you and correct it? Release conditions and problems that you've had for years? That's what I do."

Of course, if you like you can add health problems and conditions (remember to turn up the pain) - their response? They'd like to know more about you.

It's called the Quick Pitch. It opens doors and begs the question. It's a great ice breaker. Try it - it really works.

How to Get on Radio and TV (and Get Thousand\$ in Free Advertising)

Want your phone ringing off the hook with new patients? Don't spend a dime on publicists or advertising until you read this report! I got on many radio and television station in the Greater Philadelphia area using these simple techniques and it didn't cost me a dime. I got 86 new patents in one week from one show! Here's how to do it, step-by-step.

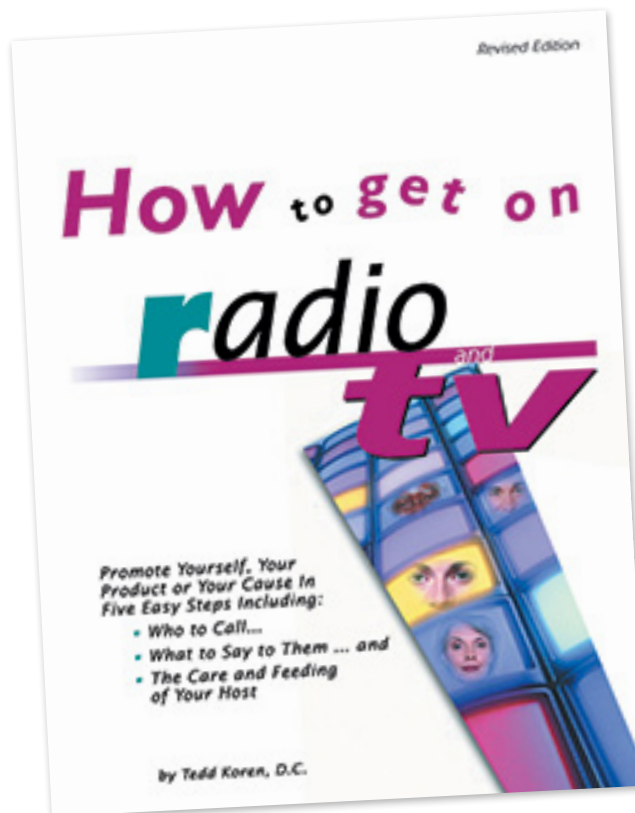


I thought, 'This cannot work, it's too simple.' But with two phone calls I was on the radio within ten days. I received three excellent personal injury cases and expect more. (Now I'm on TV.)

- Richard Lohr, D.C., Bloomington, IL

We received fifteen new patients from our first radio show - thanks for helping me conquer my fear of radio.

- Dean Fuller, D.C., Smyrna, GA



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How to Get MDs (and Others) to Refer to You

“Because That’s Where The Patients Are”

At one time I had a practice in an office building across the street from Hahnemann Hospital in downtown Philadelphia. Don’t let the name fool you, Hahnemann was not a homeopathic institution any longer; the homeopaths had been chased out long ago.

For some reason a bunch of orthopedic surgeons from Hahnemann set up a clinic on the second floor of my building. I think they did it just to annoy me.

Some days, when things would be slow in my 6th floor office and I’d be bummed out, I would take the elevator down to see how the “orthopods” were doing. I’d open the door and peek in. Their waiting room was filled. A waiting room larger than mine, I might add.

My mild despair was now becoming suicidal depression. I was really upset.

Willie Sutton, the bank robber, was once asked why he robbed banks. “Because that’s where the money is,” he reportedly answered.

So I took a tip from Willie Sutton.

“I’d Like To Get To Know You ... ”

I wanted the local MDs to start referring their patients to me, but the trick was in how to approach them.

You might be thinking, “I’m supposed to believe that MDs will refer to me?”

Yes, they will. MDs want to get to know you. It wasn’t like that in the past, but it is now.

I was once speaking in New Hampshire at a big conference center with a large



hallway. Next to my seminar, in the adjacent room, was a medical seminar sponsored by a managed care group.

We all took a break at the same time and both groups started milling around in the hall. You could tell the difference – the MDs wore suits and ties and had a nice buffet of FREE FOOD. (Hey it was sponsored by a managed care company – need I say more?)

One doctor from our group infiltrated theirs (probably to get some free food). He was wearing their uniform (suit and tie). He managed to return unscathed and gave this report that I asked him to repeat to the audience after the break

was over: “I was listening to a bunch of the MDs talk and one of them pointed to our group. ‘Look at them,’ he said. ‘They’re happy and chattering away, hugging each other. Look at us, we’re dead.’”

Managed care is killing them. Doctors are checking themselves into stress clinics,

leaving practice, getting second jobs. They know "natural health" is increasingly popular and their patients are asking more and more about alternatives to drugs and surgery.

One evening my brother calls me. He is an ob/gyn in Orlando, Florida. "Managed care is killing me," he said, "How can I get to meet the chiropractors in my area?" This is an example of the way many, many MDs are feeling today.

They Fantasize About You

So let's start connecting with MDs. They have fantasies about you. They think chiropractors all drive expensive foreign cars, have no money problems, their patients pay cash and their offices are packed with enthusiastic patients. (As they say, "It's always greener in the other person's wallet.")

So Make That Phone Call

So make a phone call. But do it right. Don't call the medical doctor and say, "Hi, I'm your local chiropractor, and I'd like for you to start referring patients to me." Not good.

Instead say this, "Hi, I'm Doctor _____ . I practice chiropractic in your area. (You may be surprised to find that they've heard about you already.) I occa-

sionally get a patient who needs a referral to a [gynecologist, pediatrician, allergist, general practitioner, dentist, osteopath, naturopath, optometrist, orthopedist, internist, surgeon, etc.] and I'd like to discuss referring people to you.

Let's face it, occasionally people need medical care, and it would be nice to know local medical doctors that you can have a civil and productive relationship with. Now the fun starts. Ask the MD if you can meet, perhaps over lunch (you should pay the first time) and possibly you can visit their office.

That's right – actually eat with them. If things go well have lunch another time and invite them to see your office.

You may hear the sound of the telephone falling to the floor as they faint, thinking they just won the lottery. Ka-ching!

So go out to lunch with them, listen to them tell you all about their practices and themselves. Get to know them. If it goes well, have another lunch.

At the first luncheon, the talk may be more about their practices, but at the second luncheon tell them about your practice, invite them to your office and get their mail and/or e-mail address to send them your newsletter. You may wish to edit it specifically for your medical/osteopathic/dental/optometric etc. contacts.

This also works really well with body workers and massage therapists.



Call body workers and massage therapists in your area and do the same thing.

Tell them you'd like to get to know them and their work with the purpose of referring people to them. If you have a massage therapist in your office, you can still do this because no one massage therapist is an expert on all types of body work.

Offer them free chiropractic care to exchange services. You'll get a lot of great bodywork and they'll get your great care. Before you know it, you'll start getting loads of referrals and have a bigger circle of friends. I'm not making this up - it's a perfect way to build a practice, make new friends and get some TLC (all at the same time).



There are certain primary care providers that are more aligned with chiropractic philosophy you should especially get to know:

- Behavioral optometrists (they're holistic and into body alignment and vision)
- Mercury-free dentists (ditto above)
- Dentists who treat TMJ (they are also into alignment)
- Podiatrists
- Nutritionists
- Homeopaths
- Naturopaths

I did the same thing as above with personal injury attorneys in my area.

But I didn't like the relationship as much. The lawyers seemed much less interested in their client getting better than I thought they'd be. They were into making a big settlement. In fact, they didn't like doctors who got their clients better too quickly. It undermined their case. Be careful with your relationship to the legal profession, at least in this regard.

Daniel R. Rowe, D.C. told me this great story:

I gave a carpal tunnel lecture to a law firm. After the presentation, the attorneys asked for a demonstration, and they expected a miracle. They brought in two employees with carpal tunnel for me to work on. One had a left grip strength 15-20 lbs. stronger than the right. The second had a previous cervical acceleration deceleration injury and was experiencing carpal tunnel and also demonstrated reduced grip strength. After adjusting them, each one gained nearly 20 lbs. grip strength! After they saw this, the attorneys referred me to several corporations for my services.

Don't forget to give them literature such as *Chiropractic: Bringing Out The Best In You!* and articles relating your care to health and disease as it relates to their specialty. If you're contacting pediatricians, show them literature and some research about chiropractic and infants and children.

Use caution on the vaccination issue. Don't freak them out. Play it by ear. Be prepared to be surprised as you'll find allies in places you would never have expected.

Offer to speak to the local medical society or some informal groups they have to introduce them to inter-professional cooperation. I've spoken at hospitals and physicians groups and was pleasantly surprised at how open and curious everyone was. The attitude is usually, "What are these chiropractors doing that patients love them so much?"



I know D.C.s who get a good percentage of new patient referrals from MDs using techniques similar to these. Remember: You do something unique that other health care professionals are not trained to do — locate and correct subluxations. Let them know that.

Never try to be a pseudo-MD. You're a first-rate D.C. and they need you. The world needs your services. Let them know how people get sick and stay sick, live in pain and die because of lack of an adjustment.

Remember that almost all of D.D. Palmer's first students were MDs or osteopaths.

Under your influence, your new referral sources might enroll in chiropractic college. Imagine how many referrals they'll send to you then!

So that's it — a great way to get lots of referrals without spending (almost) any money. This works.

Doing this is low cost or no cost but the returns are huge.

Doctors who have connected with the MDs and other professionals in their area are reporting very, very successful relationships. And they didn't have to advertise for it.

The best advertising is a good one-on-one personal relationship.

Secret 35

When you send your reports, put them on a colored piece of paper. That way they always know it's from you and they are subtly reminded of your work.

Secret 36

Because so many MDs are overworked and exhausted they may not have time to meet for lunch. In that case offer to bring lunch in. One D.C. I know brings in lunch for the MD AND his entire staff. A friendly staff is a great bonus—they're the ones who put calls through, give messages, etc.

How to Save Money on Advertising

To start, here's an idea that can save you thousands of dollars in advertising per year. It is the most effective way I know to screen potential advertising campaigns for their effectiveness. Let's begin.

You are sitting at your desk, minding your own business, when a call comes through: "Doctor, I'd like to talk to you about a phenomenal advertising campaign in your area." What is it? It doesn't matter.

I've been approached by the following (notice anything familiar?):

- Billboards
- Newspaper ads
- Internet marketing
 - Gadgets that attach to the telephone
 - Gadgets that attach to motel beds ("Doc, sometimes they throw their backs out.")
 - Park bench ads
 - Supermarket coupon ads
 - Church bulletins
 - Bowling alley scorecard advertising
 - Direct mail coupons
 - Calendars
 - Beauty salon ads
 - The police department newspaper
 - The Association for Retired Police
 - The Association for Tired Police
- The Association for Police Chiefs
- The Association for Police who want to be Chiefs
- Etc. ad nauseum



I was a sucker for all kinds of advertising when I started to practice. Boy, did they see me coming. During the depression years, hobos used to place a special mark on the fence or near the house of people who were soft touches for a warm meal or some money. I swear the advertising people did something like that to my office. I looked but couldn't find any marks (maybe I needed special glasses?).

Anyway, they found me. In droves. And even though I was new in practice and had almost no money, they could wheedle some out of me. Talk about lousy sales resistance. And then one fateful day ...

... I got a call from the police.

"Hi Doc, this is Officer Greene from the Philadelphia Police Department. There's



no trouble, this is a friendly call, heh, heh, heh. Will you help us out and place a small ad in our police magazine?"

I told him "Sure." I didn't want to upset the cops and besides, maybe this is how you start getting them to fix tickets and stuff. Also, he mentioned that I could send him a bunch of my business cards and he would "put them around" the station house. I could just see all those guys talking in the locker room like they do on those cop shows telling each other about this chiropractor who helped them. Soon my waiting room would be loaded with cops. I would have the safest office in the city. I'd never get another ticket ("Don't worry Doc, just make sure you don't run over anyone again, okay?").



I mailed them a check and waited for the phone to start ringing. Three months later I got my first call from the ad. It was from Officer Greene. He said I still wasn't in trouble with the police ("heh, heh") and would I like to run the ad again?

"Well, I'd like to help you out but I really didn't get any business from the last ad." He answered in a gravelly voice that reminded me of the trainer from Rocky, "Ya wanna know why that ad didn't work?"

he said, "I'll tell ya why: it was tiny, it was just a business card. What ya really need is a real ad, a quarter page or half page."

"Okay, but please let me see what my last ad looked like. I wasn't sent a copy of your magazine."

A few afternoons later Officer Greene popped up in my office with the "magazine" in his hand. As he looked on, I opened my checkbook.

"By the way Doc," he said, "here's a copy of the last magazine that came out."

The "magazine" was really a tabloid style newspaper. I started leafing through it, unable to locate my ad, but did notice a large ad from a chiropractor I knew in another part of town. A thought came to me, "Why not call him, and ask if he was happy with the ad?" I mentioned this great idea to the man sitting across from me but he did not seem to share my enthusiasm. I called anyway.

"Hi, I'm Dr. Tedd Koren in Center City. I have Officer Greene from the police newspaper across my desk. I'm thinking of putting in an ad like yours. How did it work for you?"

"It didn't. I didn't get a single call."

"Oh."

Hmm. Well, he's only one person. I called a dentist who took out a very nice, very large ad.

"How was the ad?"

"It stunk."

I called an optometrist who advertised.

"I'm sorry the number you dialed is no longer in service...."

I closed my checkbook. "I'm sorry." I told the salesman. He gave me a dirty look, pulled out a gun and aimed for my leg....

Just kidding (heh, heh, heh). He left without incident. (Well, the dirty look was real.) I just saved four hundred sixty big ones and got an idea. Why not use this strategy on the next person with a hot advertising idea who came through my door? It didn't take long.



"Yes," I said, "This is a great ad idea; let me call some people who have used your campaign and see if it worked for them."

"Uh, they're not local, Doc."

"That's okay, my phone can call people far away."

The more I did this kind of "research" the more money I saved—and you can too. The great thing about it is that you do not need any sales resistance. Actually, quite the opposite. My talk to salespersons goes like this:

"I'm really interested in your ad campaign..."

"That's great Doc, you made a wise decision, now I'll just..."

"...but I'd first like to call your previous advertisers and see if they did well. If they did well, I'll definitely sign up. Can you give me some names and numbers?"

They'd never call back.



What if you are asked to participate in a brand new, first time ad campaign, magazine, coupon book, mass mailer, internet marketing plan, etc? There's no one to call since it's never been tried before. Just say "No, thank you."

Advertising is enough of a gamble. Let them find another guinea pig.

What if they give you a great deal? Don't. If it were worth a lot, they would charge a lot.

If you are new to an area and want to know what form of advertising is best, ask the people advertising. Ask D.C.s, dentists, podiatrists, massage therapists and others which

advertising methods work best for them.

Secret 37

Be careful. Be cautious. It's your money. Keep in mind what John Wanamaker once said: "Half of all the money I spend on advertising is worthless; the problem is I just don't know which half."

No Cost Marketing While You Work

The most effective marketing is internal marketing meaning marketing to those already in your practice. There are two very simple ways to do this.

The first and simplest internal marketing technique is to tell your patient that your schedule permits you to see new patients and they may refer people to you. I know that sounds too simple but you'd be surprised at the patients who think you aren't seeing more people because you are too busy or limiting your practice or never thought about referring to you. Simply by telling your patients they may refer people generates more referrals.

It doesn't get simpler than that. But the next technique works even better: teach patients while you care for them.

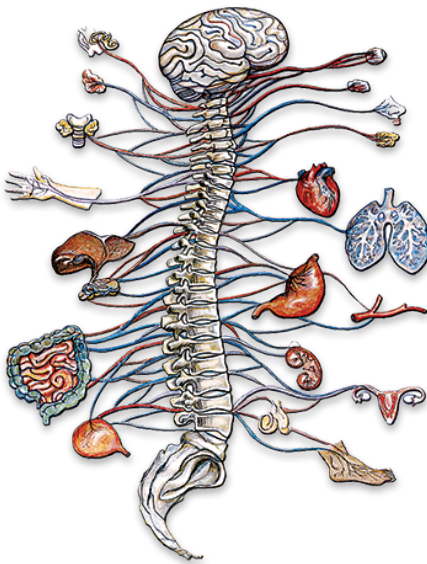
How do you do that?

As you are analyzing, checking, adjusting/correcting, talk to them. Tell them what you are finding and, very importantly, tell them what the subluxations/fixations/blockages/interference can do to them.

What do vertebral subluxations affect?*

You've got 24 vertebrae plus an occiput, sacrum and coccyx that are all related to various organs, glands, muscles and body/mind functions.

This harkens back to the days of DD Palmer—look at his magnum opus *The Chiropractor's Adjustor*. Towards the back are pages of diseases and related vertebral subluxations. Palmer based his work on what worked—adjusting this helped that. It wasn't theoretical; it was based entirely on clinical experience and success.



It still works today—the meric chart associating various vertebrae with organ dysfunction is still valid and sometimes amazingly so.

Tell them what you find, what the subluxations can do to them and why it's so important for them to bring their family members in for care. It's simple and it works.

For example, one might say, "Your atlas is subluxated. That can affect the nerves connecting your brain to your body and cause many nervous system and organ problems."

"T1 and T2 are subluxated. That is often associated with upper extremity issues—arms, shoulders, wrists, hands, fingers—any numbness or pain or weakness there?"

"Your fourth thoracic or T4 is subluxated— that can relate to gallbladder issues."

"Your sixth thoracic is subluxated—that relates to stomach and digestive disturbances."

"Your lower lumbar are rotated—that can relate to lower back pain, leg pain, sciatica, menstrual cramps."

The chiropractic profession survived and thrived on the meric system. The spine/organ relationship is very powerful.

A wonderful story on this relationship that was discovered by a medical doctor and published in a respected medical journal is called "The Winsor Autopsies."

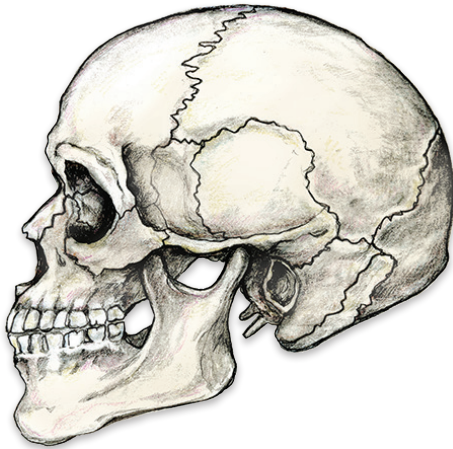
*The meric chart as a poster and brochure is available in both English and Spanish from Koren Publications at www.korenpublications.com. The title of the brochure is "Your spinal column and nervous system: The vital connection."

Dr. Winsor discovered numerous relationships between various diseased organs (kidney, lungs, uterus, bladder, heart and more) and vertebral subluxations.**

Cranial corrections are ideal for that***

"Your sphenoid is subluxated. Sphenoid subluxations may be associated with headaches, migraines, depression, vision problems, brain fog, endocrine issues and a host of other problems..."

"Your temporals are both anterior—we often find that in people who worry a lot or have obsessive thinking and even bad habits." You'll be amazed at how accurate this is. You may wish to add, "Temporal fixations are also related to hearing, balance and TMJ issues."



Do this with all the cranial bones and your patients will turn to you and say, "Are you seeing more patients? I'd love to bring in my spouse/children. Also, can you help my friend who is suffering from (migraines, headaches, depression, vision problems, etc.)?"

The front of the body?***

A few years ago I was invited to speak about KST at the Thomas Jefferson University Hospital in Philadelphia. One MD came up to me after the presentation and said, "Your description of the spine and its relationship to internal organs is fascinating but I'm also so glad you chiropractors have discovered the front of the body."

What was he referring to?

Using KST we have discovered that subluxations on the front of the body can dramatically affect patients' health. For example, "Your hyoid is subluxated. Hyoid subluxations are often seen in people who snore, have sleep apnea, voice problems, throat problems, etc."

"Your sternum is subluxated—sternum subluxations are associated with heart palpitations or panic attacks, atrial fibrillation, skipped beats, tightness in the chest and breathing issues, and other issues."

"Your xiphoid is subluxated—that may be associated with digestive and stomach pains and issues."

"Your pubic bone is subluxated—we often see sacroiliac pain in people with pubic subluxations." By the way, correcting the pubic often releases the SI joint subluxation immediately.

Amazed?

Will you be amazed at the accuracy of these correlations? Yes, and so will your patients.

In addition to these being wonderful ways of increasing patient referrals and retention you'll also get incredible results. Actually, incredible results are really why you'll get increased patient referrals and retention.

**Dr. Winsor's work is in a brochure entitled "The Winsor Autopsies" available from Koren Publications.

***KST is a simple, quick and easy way to include cranial work in your practice in addition to working on hyoid, sternum, xiphoid and other "the front of the body" areas. Go to www.korenspecifictechnique.com or call 267-498-0071 for information. A KST home study is available so you can learn at your own pace in the privacy of your home or office. It includes 16 hours of videos as well as other teaching materials.

Your Patients are Your Reflections

I remember two doctors I met at a seminar. One said, "I love your patient education brochures and booklets. My patients are always grabbing them from the holders and asking questions. I'm always giving them information to read."

Another doctor said, "I can't use any of this stuff. My patients don't read."



"Wow," I thought. "I guess one doctor must be practicing in maybe a university town while another is in the outback." I found out where they practiced. I was shocked: same town, same section of town, a few blocks apart.

Huh? I've heard of specializing in "diseases of the rich," but "diseases of the dumb?" So I asked the doctors about themselves.

One said he didn't like to read, had been practicing the same way for his entire career ("Why change?"), was only at the seminar for the credits and would I be offended if he left early?

The other liked reading and learning ("My practice is way different from when I started") and often went to seminars of interest even if they didn't offer continuing education credits (shocking!). He asked me about research studies I mentioned during the seminar.

Guess which doctor had which patients?

I'm not saying that a smart D.C. doesn't have patients that are thick as a brick or a D.C. who let us say, isn't the sharpest knife in the drawer, can't have a practice filled with professors. I'm simply saying that who you are is a part of who you attract and keep as patients.

We often create our practice in our own image.

What are you creating?

You and your family are under chiropractic care for the rest of your lives because of what you know. Are you giving that knowledge to others?

Give your practice members your knowledge and you'll have lifetime patients, come hell or high water, HMOs, PPOs, insurance or cash.

Why do some doctors have family practices in the same town that others have musculoskeletal practices? Or pregnancy and infancy practices or personal injury practices, geriatric practices, sports practices? Why are some doctors successful in the same town where others go bankrupt?

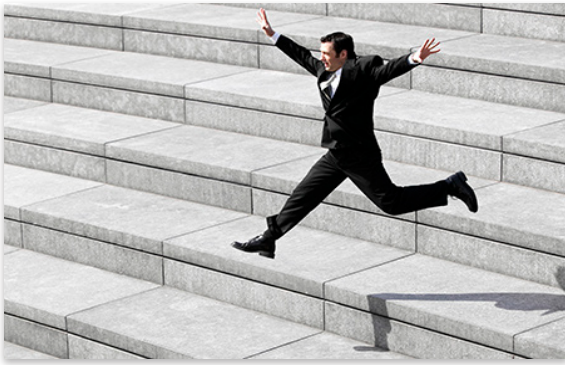
Limiting chiropractic to back and neck pain is limiting your practice. Why not expand your practice to include everyone with a spine? Are you waiting for your advertising to bring in another low-back pain patient or are you educating, lecturing, teaching and letting others know what you are really all about?

It's harder than doing things the same old way but what isn't? Is it worth spending a couple of extra dollars on patient education if one in ten patients comes in more often and refers others? You decide.

The word doctor is Latin for teacher. You are a guide, teacher and mentor to your patients. You can lead them to a greater understanding of the wholeness that is their potential.

Please rise to your calling, to the vision that inspires you, whatever it is. Give to your patients knowledge and they'll spread the word for you.

Feel frustrated? Burnt out?



Years ago I heard Charlie Ward, D.C. speak and I'll never forget something he said: "When I'd feel burnt out, I would walk through the pediatric ward of my local hospital. I went from one end to the other end. I was there so often the nurses thought I was on staff. By the time I walked to the end of the ward, I was on fire again."

Try it.

Three Masons

An onlooker sees three masons hard at work.

He walks over to the first mason, "Excuse me sir, what are you doing?"

The mason glares at him, takes his cigar out of his mouth and says, "What does it look like I'm doing? I'm stacking bricks."

He thanks the man for his time and moves on to the second mason.

"Excuse me sir, what are you doing?"

The second mason puts down his tools and with a sigh says, "What am I doing? What I'm doing is supporting my family."

He thanks the man and moves on to the third mason. "Excuse me sir, what are you doing?"

The third mason looks at his questioner and looks at his handiwork. "What am I doing? I'm building a temple."

The parallels with chiropractic practice (or with any work really) are powerful.

What are you doing? Which mason are you?

Are you like the first mason, mechanically working and nothing more? Are you just moving bones, or "cracking backs," or mechanically doing the same thing over and over?

Are you like the second mason, laboring to support your family and lifestyle, so caught up in day-to-day reality that you can't see anything else?

Or are you like the third mason, in touch with the higher ideals your work is based upon?

Are you seeing your adjustments as getting rid of the static on the line between your patient's mind/body and their inner or innate wisdom? Are you helping people better attune to the perfection within them and be more sensitive to others and the world around them so they may become the best they could be?

Are you removing interference so your patient may better communicate with their innate intelligence?

One final note:

New discoveries in psychoneuroimmunology (PNI) are revealing that the doctor's intent may have a powerful influence upon the patients' response; what we see or visualize will be closer to manifesting.

If you see yourself helping people better attune to their innate wisdom, to their perfection, it will be closer to manifesting. If you see yourself giving the perfect adjustment, it will be closer to manifesting.

But there's more to it than that. As an old saying goes, 'What we appreciate, we to some degree appropriate.'

In other words, what you see for others will rub off on you as well. You will be better attuned to your inner wisdom, you will be in more harmony with your perfection and you will be a better chiropractor.

So which mason are you most like?



How to Attract All the Patients You Want and Become the Dominant Chiropractic Practice in Your Market Area

by Russell J. Martino, Direct Marketing Specialist

When Dr. Tedd Koren invited me to contribute an article to his *Secrets Revealed Special Report* I was both honored and challenged.

Honored, because like many in Chiropractic, Dr. Koren is far more than 'just a doctor'. He is, in my opinion, a healer. He can locate serious problems in seconds. Relieves terrible pain surprisingly fast. And proves beyond all possible doubt that you do have a choice in health care. I am fortunate to know this first hand.

Next I was challenged. Not because I can't deliver. I've helped professional practices of all types, including chiropractors, MDs, JDs, CPAs and others fill schedules and stay booked weeks in advance.

The challenge is not showing you how to keep your schedule booked and grow your practice with low cost marketing methods. That's easy.

The challenge is to GET YOU TO REALIZE YOU ACTUALLY CAN DO THIS. You can double or triple your patient load. You can double or triple your income. And you can do this and more in much less time than you think ... IF YOU DO THE RIGHT THINGS ... AND STAY MOTIVATED.

The RIGHT THINGS, the strategies you can use to attract patients and keep your schedule full, are in this report. The challenge is to get you motivated enough to select a strategy and implement it in your practice. This is critical because ultimately, nothing works unless you do.

Einstein said insanity is **"doing the same thing over and over and expecting a different result."** He also said **"nothing happens until something moves."**

With this in mind, first I am going to reveal the mindset, which if you adapt, will keep you focused and compel you to make building your practice a top priority.

Then I'm going to detail a handful of marketing strategies, any one of which is powerful enough to bring you a flood of new patients in a short time ... and keep 'em coming.

The strategies are tested and proven. They have brought my clients hundreds and hundreds of thousands of dollars in business. So be assured -- this is as real as it gets.

Take this seriously. Act. And your practice will grow. You'll help more people. Your cash flow may skyrocket. And you may start feeling better about your practice than you have in in a long time.

Now the adventure begins!

Your Marketing Mindset

Little hinges swing big doors. And so it is with business growth and mindset.



This may shock you. But it's true. Most business owners have no idea what business they are really in.

Lawyers think they are in the business of being a lawyer. Plumbers think they're in the plumbing business. And doctors think they're in the business of providing chiropractic or medical services.

Nothing could be further from the truth!

This mindset of believing you are in the business that names what you do ... practically guarantees years of struggle, and all but guarantees your business will never prosper on a big scale.

That mindset is why 80% of all new businesses fail in the first five years.

That mindset is why 90% of the businesses that survive give the owners little more than a 60-hour a week job, plus the constant burden of worrying about making payroll and keeping the lights on.

So what business are YOU in? And what possible difference can the distinction make?

If you answered ... you're in the chiropractic business ... prepare for enlightenment.

Your FIRST STEP to grow your practice and skyrocket your income is to recognize that while you are a doctor, you are MOST DECIDEDLY NOT in the doctor business or anything even remotely like that.

Secret 38

YOU ARE IN THE PATIENT ATTRACTION BUSINESS PURE AND SIMPLE.

MORE SPECIFICALLY, YOU ARE IN THE BUSINESS OF ATTRACTING PEOPLE TO YOUR PRACTICE WHO WILL BENEFIT FROM THE CHIROPRACTIC CARE THEY RECEIVE FROM YOU.

A chiropractic practice can do without a lot of things. But one thing you can never do without is patients. Without enough patients you go broke. Your practice is gone. And everyone loses.

That's why it's critical you accept that, whether you like it or not, you are in the patient attraction business. This is a decision you MUST MAKE if you are serious about growing your practice.

And the better you get at patient attraction, the more people you serve and the more money you earn.

You taking direct, personal responsibility for getting patients through the door is the first and most important step you can take to build your practice.

Doing this means everything. Because when you make patient attraction a PRIMARY OBJECTIVE in your practice, you WILL make it happen. And your practice WILL grow. ***This is the KEY to the kingdom!***



DECISION

So now you have a decision to make.

You can recognize the truth. Decide to take personal responsibility for patient attraction right now. And decide that wild horses can't stop you from implementing at least a few of strategies that follow.

Or you can say, "I'm a doctor. I'm far too important to bother with being concerned about marketing."

If you are too busy or too proud to be bothered, then I wish you the best and sincerely hope, for your employees' sake, that your practice survives.

On the other hand...

If you accept you are in the patient attraction business ... and have made up your mind to take your practice to a whole new level of service and income, then CONGRATULATIONS. Because I'm about to share with you a set of powerful marketing strategies that will help you do exactly that.

Off we go...

The Smart-Fast Way to Flood Your Office with Patients Practically Overnight without Spending a Penny on Radio, TV or Print Advertising

This is one of my personal favorite strategies to flood a chiropractic office with people and sign up potentially dozens of patients for care.

I've personally helped three different chiropractors do this. And each of them put over \$70,000 in services on the books in about a week.

Secret 39

If you've been in practice for at least a few years, your patient database is worth its' weight in gold.

The first doctor I helped was located in a trendy part of Houston, Texas. She specializes in sports injuries. And was just starting to promote a weight loss program when I showed up.

She had about a thousand people in her database. And was very interested in selling weight loss.

We changed the message from 'weight loss' to 'Return to Health & Claim the Body You Deserve'.

Everyone in the database received a nice invitation to an all-day open house at the doctor's clinic. There'd be snacks, music, free consults to ask health questions, and exciting information on the doctor's revolutionary new RETURN TO HEALTH PROGRAM.

On the big day, a Saturday, the clinic was FLOODED with people all day long. It was like a festival! And between knees, hips, shoulders, backs ... and people who signed up on the spot for the several thousand dollar Return to Health Program, she put over \$70,000 on the books during the following week.



This was not a fluke. And she was not lucky.

Inviting past and current patients to an open house is a SOLID marketing strategy that can reactivate former patients, attract new ones and put a lot of money on your books in a short time.

The second time I helped a doctor with an open house, the practice was completely different, but the result was the same. This doctor had a suburban practice in a city of about 200,000.

We invited everyone in the database to show up and bring a friend. And the doctor's wife, a big shot at city hall, gave an invitation to practically everyone who worked there. The invite was simple. Free snacks. Free short consults with the doctor who will answer any health question. And so on.

The result was overwhelming. Over two hundred people filtered in and out over the day. Nearly everyone had a question for the doctor. And again, over the next week, more than \$70,000 in services was put on the books.

I did this a third time with similar results, more than \$70,000 on the books.

Why \$70,000? Good question. At the time I was consulting for a company that made high-quality decompression tables, which sold for \$70,000. They had struggled to sell tables and ended up calling me for help. The solution was simple and to prove it I sold three tables in less than a month.

How? I selected three successful chiropractic practices that been in the same location for years and did not have a decompression table.

Then I made them an offer they couldn't refuse. Take delivery of the table and the exercise device that came with it. Do an open house at your clinic and mail your entire patient database. Don't sign the purchase agreement on the table until you book enough work to pay for it. If you don't book enough work to pay for the table during the open house, I'll help you with marketing free of charge until you do.

All three practices booked over \$70,000 during the open house. And now you know why I stopped counting at \$70k. This strategy works. Apply it and it will work for you too.

A Simple Strategy to ZOOM to the Top of Local Search without Spending a Cent on SEO, AdWords, Social Media or Anything Else

I learned this strategy from one of the top media organizations in America. They charge attorneys \$15,000 to set this up. Plus several thousand a month to maintain it. And you are about to get the whole enchilada absolutely free. Right now!

This is simple. You may be able to implement the entire strategy in a couple of days and begin dominating local search in your area in less than week. **And do all without spending a penny.**

You need to know three things, then you're ready to go.

First: Google is the number one search engine on the planet. YouTube is the number two search engine. Google owns YouTube. It's self-serving for Google to serve a YouTube video.



Second: Google Profile Pages, YouTube, LinkedIn, Facebook, and other social media sites are considered **AUTHORITY SITES** because they get a zillion hits a day. And that makes them **HIGHLY RELEVANT**.

Third: Google serves information to people in local search based almost entirely on **RELEVANCE**. Which means **AUTHORITY SITES** (sites that get a lot of traffic) typically dominate the first page of Google.

Dominating local search is as simple as getting your message on highly relevant authority sites. And that is as simple as posting videos on YouTube and picking keywords wisely.

Here's the strategy pure and simple...



Pick a topic (knee pain, neck pain, asthma, allergies, ear infections, sports, headaches, ADD, menstrual problems, hip pain, low back pain, disc conditions, anything you like) and write down twenty bullet points about that topic. For example, neck pain: Most Frequent Cause of Neck Pain; How Posture Effects Neck Pain; 3 Things You Need to Know About Neck Pain; How to Know If Your Neck Pain Indicates A More Serious Problem; and so on. These same titles could work equally well for many other topics.

Set up a video camera. Make sure you have a good microphone and good lighting. You can literally film this sitting at your desk or standing next to an x-ray view box. Now your camera is set up and you have 20 narrowly focused points to make on neck pain.

Make 20 short videos ... **one to three minutes each MAX** ... with you answering each specific question or making each point, one per video. (Twenty one-minute videos is 20 TIMES more valuable to you in local search than one twenty-minute video.)

Post the videos on YouTube and be sure and put in keywords for neck pain and the name of the city you practice in. (Neck Pain Tulsa: 3 Things You Must Know about Neck Pain)



That will do it. But if you want to absolutely CRUSH local search - DO NOT link to your web site from your YouTube video. Link to an article or another video on your Google Profile, LinkedIn, Facebook or other AUTHORITY SITE page. And from there, link to your practice site.

Do this and anytime anybody searches any possible keyword regarding neck pain - YOUR authority site videos and YOUR authority site articles will dominate the local search.

Now do it again. 20 videos on How To Choose A Chiropractor; 20 on low back pain; 20 on sports injuries; and 20 plus 20 plus 20 more on everything you address in your practice.

Start with just 20 and you'll see results almost immediately. Add 20 more every month or so ... and before you know it you will ABSOLUTELY OWN local search in your practice area. You're welcome!

3 Deadly Marketing Sins that Drive a Stake in the Heart of Any Practice and What You MUST KNOW to Avoid These Mistakes in Your Practice

You're about to meet the deadly sins of marketing.

I call them deadly because in my 30 years' experience in direct sales with close to half a billion dollars in sales attributable to my work, I can say with certainty that business owners who take the positions I'm about to reveal ... always struggle. And virtually always fail.

If you hold these beliefs and want to grow your practice, now is a good time to change.

Adopt the right attitudes. Follow through with the right actions. And you can make up for lost time and get what you want from your practice MUCH FASTER than you may realize.



Deadly Marketing Sin #1 Not Taking Personal Responsibility for Driving your Business Forward

Like all deadly sins, this is non-negotiable. It's your business. It's your practice. It's your livelihood. It's your bank account. And it's that simple.

No one cares about your business as much as you do. And if you don't care enough to be involved, at least in an executive level, in building your business, then your practice and your bank account suffers.

You taking responsibility for marketing does not mean you have to design flyers and lick stamps.

It means you have a strategic plan to grow. It means you assign someone responsibility to follow the strategic plan. It means you hold them accountable for getting things done. It means you FREQUENTLY evaluate progress. And it means if progress is not what it should be, you figure out why and fix it fast.

If you want your practice to grow, take responsibility. If you're not willing, don't complain.

The winning attitude is ... ***If it's to be, it's up to me!*** Adopt it. Rejoice in it. Apply it. And profit.

Deadly Marketing Sin #2 Engaging in Random Acts of Marketing & Spend & Hope Advertising

People who sell advertising are not marketing experts. They're experts at selling advertising.

Graphic people who design ads for sales people who sell ads are not marketing experts. They're experts at designing graphically pleasing ads.

So if you run your marketing based on whoever walks in selling print, radio or TV ads, or selling SEO, banner ads, branding on social media, ads on grocery store



receipts or anything else ... you are guilty of engaging in RANDOM ACTS OF MARKETING and SPEND & HOPE ADVERTISING.

How's that working out for you?

This kind of marketing is deadly because it almost never works. And when it does work out, your return on this kind of thing is a TINY FRACTION of what you could be doing.

When was the last time you spent a thousand dollars on marketing and booked over \$70k in business the following week like our doctors in the above case study?

That's the difference between Random Acts of Marketing and Direct Strategic Marketing, which is the only kind of marketing that makes any sense for a small business.

And that brings us to deadly marketing sin number three.

Deadly Marketing Sin #3 **Not Engaging in Direct Strategic Marketing**

The goal of marketing is to understand your prospects so well and communicate so effectively that your ideal prospects seek you out, ignore competitors and contact you ready to go.

Most marketing messages fall desperately short of that goal because most marketing messages are purely tactical. They convey only the most basic information: name, phone number, Web site, logo, slogan, photo and so on.

In other words, most marketing conveys NO USEFUL INFORMATION beyond the fact that somebody is in business and they'd like you to spend money with them. So what!

Compare that to the ad that invited you to download this report. The title is: **Secrets Revealed! How to Keep Your Schedule Booked Solid & Build Your Income with Low Cost Marketing Methods That REALLY Work.**

Now let me ask you a question. Where in that title is a single word about anything or anybody that does not DIRECTLY affect YOU? The answer is, there's not. And that's the difference between direct marketing and tactical marketing.

Direct marketing is ABOUT THE PERSON YOU WISH TO ATTRACT. And not about anything else.

3 Secrets to Stop Nagging Back Pain – a Special Report by Dr. So-In-So

What Jaw Pain Tells You about Your Health ... CAUTION ... This May Shock You!

Why You Get Cricks in Your Neck - What They Mean & How to Eliminate Them Forever

What Ear Infections Tell You about Your Child's Health ... CAUTION ... This May Surprise You!

The Mystery of Migraines Revealed – a Special Report by I-Know-All-About-It, D.C.

These messages are patient oriented.



If you deal with nagging back pain, TMJ, neck problems, ear infections or migraines, these would be great titles for reports or short videos for someone who finds you in local search.

How much better is a report that answers a nagging question and positions you as an expert compared to finding a normal old Web site that looks like a million others?

The secret to building your practice to any size you want is to CONSISTENTLY get the RIGHT message to the RIGHT market. This is what direct marketing is all about -- consistently getting a meaningful message to the people who will benefit.

Aim for this in marketing and your practice will grow ... and grow ... AND GROW.

How to Find & Nurture 3 Key Relationships that May Add 100+ New Patients a Year to Your Practice with ZERO Marketing Cost

This is short, simple, and straightforward and it works.

I learned this strategy from a Chiropractor friend of mine in Houston.

It just so happened he was friends with a busy orthopedic surgeon -- who referred his non-surgical cases to his friend the Chiropractor, resulting in several referrals every week or so.

This blossomed and eventually the Chiropractor was getting regular referrals from the surgeon, from the surgeon's neurologist friend and from the Chiropractor's GP.

This worked so well my friend ran his entire practice for two years on these referrals alone.

So here's the strategy.

If you have MD friends who can refer to you, ask.

If you don't have these friendships in place, create them.

Send personal letters to doctors in your area. Tell them you often see patients that need care beyond what you provide and you want to know the doctor you refer to.

Invite them out to lunch. Invite them to visit your clinic. Tell them you'd like to visit their clinic. Develop a relationship. Become a resource. Make a friend!

Yes this is work. It is also smart, strategic marketing. One key relationship with a neurology group or a busy surgeon could bring you no telling how many new patients a month.

My recommendation is to pick ten MDs you'd like to connect with. Send them each a couple of letters requesting a short get-to-know you visit to their clinic. If they don't respond, call. If you're persistent, out of ten, I'd say the odds are exceptionally high you'd get three.



The worst thing that can happen is nothing. The best thing is you getting a string of referrals you'd never have otherwise. In my opinion this is a MUST DO strategy. It's low cost, with no downside and HUGE upside potential. What more could you ask for!

How to Get Massive Free Publicity that Keeps Your Schedule Booked, Keeps Phones Ringing & Makes YOU the GO-TO Doctor in Your Local Area

Public Relations as a Business Building Tool

Free publicity, radio, TV, print, is a powerful strategy that can get you massive exposure.

Several years ago I used the FREE PUBLICITY STRATEGY to get a client over a million dollars in free airtime on radio across the US.

In about six months of aggressively pursuing this free PR strategy, sales of his nutrition products had grown over \$100,000 a month above any previous level.

As a Chiropractor you may not sell nutritionals, but maybe you have your own program of How to Be Abundantly Healthy & Live Pain Free.

But whether you sell a product or not, intelligent pursuit of free publicity can get thousands of people to your Web site and get a huge number to your clinic in a surprisingly short time.

With a powerful message, proper positioning and a well-planned local PR strategy, you can become widely known in your local community in a short time.

The mechanics of getting free PR are purely tactical.

Secret 41

The key to getting massive free publicity is making connections, building relationships and methodically selling show producers, editors, bloggers and program hosts on the idea that their audiences will love hearing what you have to say.

To set up a system to get local free publicity:

Develop a list of every PRINT MEDIA SOURCE in your market area. This includes every newspaper regardless of size, every local free or paid publication, and anything else you can think of.

Develop a list of every RADIO MEDIA SOURCE in your market area. Get a list of all the stations that have talk shows, especially shows with local hosts, not political shows beaming in Rush Limbaugh. Get a list of all stations that do interviews. Get the names of the producers.

Develop a list of every LOCAL TELEVISION STATION. Get the names of all producers of all newscasts and local interest programming.

This entire media list can likely be compiled from the Internet. Look for every media source that features things of local interest ... then call them ... and ask HOW they like to receive ideas for content. Most will give you an email or fax number.

Write PRESS RELEASES that TIE IN WITH SOMETHING IN THE NEWS... and email or fax them to the key individuals ... follow up with a voice mail.

Once you get your media contact list set up, it's easy to fire off a press release anytime.

The key is to have an interesting story angle.

Producers are under the gun to provide good programming.

They need good ideas worse than you need publicity.

So if you bring them a good idea for story or interview their audience will enjoy ... they are open. And you may be featured on a local television talk show or news program, on a radio talk show, in a feature news article and so on.

This is easier than you may think. People do it all the time.

Secret 42

The better you tie your Press Release topic to CURRENT NEWS, the higher the probability you'll be contacted. Snappy titles tied to current news ALWAYS GET NOTICED.

With your **Local Media Contact Data Base** established, you can fire off show ideas anytime via email. Scour the news wires; find current news on health, aging, weight loss, neck, back or knee pain, hip replacement, ANYTHING that you can connect to what you do in your practice. Then write a press release ... leading with the tie in to current news and fire it off.

Do this well and you'll be interviewed by newspaper and magazine editors and be invited as a guest expert on radio and television programs.

A well-executed free PR strategy can work well for ANY professional practice anywhere.

Find out how to open doors (and microphones) and share the message of chiropractic with thousands. Get on the air for free. Get *How To Get On Radio & TV* by Tedd Koren, DC at <http://www.korenpublications.com/kp/product/how-to-get-on-radio---tv>.

How 2 Hours & Some Email Can Bring You a Steady Stream of New Patients Every Week

Secret 43

Public speaking in your local community will build your practice FASTER than just about anything.

Once you get the system I'm about to show you set up, figure two hours round-trip to show up, give a talk and return to your office.

With the system in place, a few phone calls (a staff member can make) and a few emails is all takes to get booked to speak.

Here's how to get as many local speaking appearances as you care to have.

The key is to deliver something of value ... so they want you speak. Your topic can be health, wealth or happiness. Or How to Avoid Hip Replacement, How to Eliminate Back Pain and Reverse Bulging Discs Naturally ... or anything you want.

Here's what's involved:

1. Design a 30-45 minute talk on a topic like: **Health by Choice - How to Live to 100 and Feel Great Every Day... by Dr. I'm Not Afraid To Do This, D.C.** OR any topic you are passionate about.

The key is to make it POSITIVE, something people are excited to hear about.



2. Practice your talk and record it. Have it edited and burned on CDs with nice labels and packaged in a nice holder with shrink-wrap. Your total cost on this will be a little over \$1.00 each if you buy by the hundred.
3. Then write a letter that introduces you as a health, or a back pain expert, or however you want to position yourself. Put the letter on a MEDIA PAGE online with some photos, quotes from people who've heard your talk. The media page supports you as a public figure and gets the idea across you have a great message people love.
4. On the media page explain that you're on a mission to spread your message AND you want to help churches and service organizations in the process. Explain you have a CD

of a great talk that sells for \$15 ... and when you speak, they can sell as many as people will buy and reimburse you only \$2.00 each to cover cost. And they keep all the rest. This makes your talk a FUNDRAISER.

5. Show up. Do a great job. Give everyone a tip-sheet with notes from your talk, and with all your contact information and all the ways you help people.

Taking this approach makes you an asset to the church or organization.

They not only get a great talk. With your generous offer, they get a nice contribution to the cause. And that is worthy of writing a Press Release and firing it off to your other media sources. Or just putting it in the PRESS RELEASE section of your Web site.

This strategy takes a little work to make it work. But so did going to chiropractic college.

Once again, this is a LOW COST strategy that can deliver gargantuan results. Like so many other things in life, and business, it works if you do.

Once everything is in place, a staff member can spend a half-hour a day and keep you booked to speak locally as often as you like.

There are a dozen ways to PLUS this strategy. But no matter what you do, if you speak regularly in your local community, people you meet will drive past your competitors with a smile on their face and be excited because when they see you speak they feel like they know you and want YOU to help them.

Turnkey PowerPoint lectures are available from Koren Publications on chiropractic, nutrition, and other topics. It's all done for you, you just need to show up and read the presentation. Go to: www.korenpublications.com/kp/results?utf8=%E2%9C%93&q=powerpoint

How to Use Patient Education Materials to Generate Massive Referrals without Even Asking

This strategy is short, simple and effective.

First, use only the best patient education materials. Used properly they are powerful selling tools that help your patient understand the cause of their problem and value your care more.

In my experience, Koren Publications material is the best I've seen.

Here's how to use the materials to get referrals.

After you personalize the appropriate brochure by circling sentences or paragraphs ask your patient to read it over when they get home. **But don't stop there!** Ask if they know anyone with hip, back or knee problems, children with health conditions, etc.

Get them to identify at least one person they know ... then pull out the appropriate brochures from the display holder, CIRCLE A FEW THINGS ... and ask your patient to give the brochures to their family and friends. That's it.

Do this with every patient you see, and if each one names just one or two people with a problem, over a week or a month, you have a small army of patients delivering information on your behalf to friends.

This is another simple, low-cost way to build your practice.

For Koren Publications brochures go to: <http://www.korenpublications.com/kp/category/chiropractic-patient-education-brochures>

The #1 Strategy to Make Yours the Best-Known Go-To Chiropractic Practice in Your Area Even if You're Surrounded by Much Larger Practices

The #1 strategy is to use a combination of everything we've discussed PLUS add in print advertising and direct mail in your practice area.

The key to print advertising is to use BIG ads, which can be expensive but can produce great result. **OR use small, business card ads that get people to go online.**

Secret 44

A small ad with the right hook can drive thousands of people online. Offline to online advertising is one of the hottest trends in marketing today.

Think about it. No search engine optimization. No social media. No spam complaints. No getting slapped by Google and pushed down in the rankings. No nothing!

Just place your ad, and make sure you have a good landing page to capture email addresses. And off you go.

How powerful can print advertising be?



I wrote a full-page ad that cost \$14,000 to run in the Houston Chronicle for a chiropractor selling a \$5000 back-pain treatment package.

He had run full-page ads before and barely broke even. The ad I wrote resulted in about 120 phone calls, 50 office visits and brought in just over \$105,000 over seven weeks. The RIO was off the chart. A few weeks later the doctor ran the exact same ad with similar results.

Next we tested a smaller ad and discovered that a HALF PAGE ad pulled almost as well as the full-page ad.

If you think print advertising is dead, think again! Print advertising is still one of the more powerful advertising mediums available.

Secret 45

Another "master secret" to get people in your practice area to drive past competitors and seek YOU out is ... drum roll please ... Val Pac.



Val Pac gives you extraordinary reach at a very reasonable price.

You can select zip codes; you can exclude apartments and all commercial and city buildings. You can get a highly targeted message in front of people who are demographically well-suited for a few pennies per household.

But remember, message delivery systems like Val Pac and print advertising are tactical. People only notice what you send them if you are STRATEGIC. Your message must be interesting to the recipient or it will never be noticed.

"Are you the victim of failed surgery? Visit: www.RecoverFromFailedSurgeryNow for a Free Report on how to FEEL BETTER FAST and leave the pain of failed surgery behind."

If you were in pain because of a failed back surgery and saw those words in a business card size ad in your local newspaper, would you visit the site and download the free report?

By the way, you're reading a report you downloaded from: www.DCPracticeBuildingSecrets.com.

Of course this stuff works!

Formulate Your Plan

Ok. We've discussed eight strategies, any one of which can bring you more patients fast.

Now it's action time. Decide which strategy you'll do first, second and so on.

If it were me, I'd mail my database first. This is a no-brainer and probably the fastest thing you can do to get a big flood of business fast.

Next I'd film 20 short videos and follow the second strategy we discussed in this

report. It's powerful. It works. It's free.

Then I'd test small ads in local publications, do local speaking as often as possible, and I'd go WAY out of my way to nurture relationships with MDs who can refer patients.

Besides all this, I'd commit to myself every day to take personal responsibility for my marketing. I would never again engage in random acts of hope-and-spend marketing.

And knowing how much time and money expert guidance can save you, I'd probably look into getting some expert oversight to make sure all my new patient-attracting activities are set up right from the very start.

Wrapping Up

Early in this report we discussed how "doing the same things over and expecting a different result is the very definition of insanity." And we discussed how Einstein was fond of saying, "Nothing happens until something moves."



Now, once again, you are at a crossroads.

You can keep doing the same old things in the same old ways ... and keep getting the same old results. And if you're happy with those results, congratulations!

But if you want more, if you want a bigger practice, more income, greater security or anything else ... the strategies in this report will

help you get it.

All you have to do make up your mind, and get to work. Seize the day!



Always Save Your Data: Why you Need a Business IT Disaster Recovery Plan

by Rob Esposito

If you have ever had a computer go down you know how frustrating and potentially disastrous it could be. Lost data and lost business can cost thousands of dollars to recover if at all possible.

Most small businesses fail to recognize the importance of a complete disaster recovery plan until it's too late.



When a computer system crashes, it can be an office and income disaster. Most people can't even remember where they stored the software and backup files or even if it was downloaded onto the crashed system. (Yikes!)

Can you operate your business if you do not have your computer? Can you spare \$1200 or more to recover the data from a crashed hard drive? Can you spare the 3 to 5 days it would take a data lab to extract the data and send it back?

Every chiropractic office needs an IT disaster recovery plan. It will eliminate or significantly reduce downtime, cost to recover and ease your mind that you are protected.

Making a plan is easy

1) First do a Business Impact Analysis

This is usually very easy and not very time consuming. Evaluate how each computer is used in your office and what data is stored on it.

Take note of all the software being used and its main purpose, i.e. if you use Microsoft Outlook for email or Microsoft Word for documents, etc.

Most businesses usually earmark one computer as the "main" computer. So this computer should be scrutinized more carefully to make sure you document all data and software used and why.

2) Data Protection Overview

Depending on budget and comfort level with basic computer tasks I recommend a 3-step data protection plan.

a. Create a computer image of each "mission-critical" computer.

Creating a computer image requires software such as Acronis True Image or Norton Ghost that cost less than \$100. A computer image will ensure that if your main or mission-critical computer goes down, in most cases a hard drive crash, you will be able to restore your computer and get back up and running in a matter of a few hours instead of a day or two (or more). Install the imaging software and save the image to an external hard drive attached to the mission-critical computer(s). At a minimum, I recommend creating a new image after

any new software is updated. This might be hard to track so I would create a new image weekly. Pick a day of the week that the system is not in use (Sunday as an example) and it will automatically capture all programs and all updates as well as all data as of that date.

b. Create local daily data backups of all data, all computers.

Create local backups of all data files all computers and save the backup on the main or mission critical computer. These data files should include MS Office documents, office management software data, EHR data, S.O.A.P notes, images and any other data (not programs or operating system) that is critical to your business.

c. Create remote daily data backups of all data, all computers.

In-office backups are easier and quicker to recover data from but are use-



less if you have a fire, flood or theft. Remote data backup protects your data off-site. Many remote data services offer this service. And you can also access files when not in your office. Sign up with a reputable company that specializes in remote data backup solutions for HIPAA compliant offices. This service should include data encryption at 256 bit level. (If the remote data backup company is HIPAA compliant then they most likely are 256 bit level.) Backup all the data that was selected in the previous step.

Secret 46

Implement a simple 3-step IT disaster recovery plan and you will be protected from hard drive failures, data loss and a catastrophic business event.

About Tedd Koren, D.C.

Tedd Koren, D.C. is the most widely read doctor of chiropractic today; writing for Koren Publications over 100 million of his popular patient education brochures and other products have been distributed in the United States alone. His patient education materials are also distributed throughout Europe and in Australia and New Zealand.



Dr. Koren was born in Brooklyn, New York and after surviving Tilden High School and Brooklyn College he graduated from the University of Miami in Coral Gables, Florida.

He studied at Sherman College of Chiropractic in Spartanburg, S.C. where he was editor of both the student and school newspapers, assistant chemistry and neurology instructor and school photographer. He graduated as class valedictorian in 1977. After his release, he was instrumental in co-founding the Pennsylvania College of Chiropractic in 1978. There he taught histology, neurology, chiropractic spinal adjusting techniques and assisted in the preparation of school publications.

Dr. Koren is a frequent guest on radio and television and is often mentioned in the national media. He produced and hosted a successful weekly two-hour radio call-in talk show "Holistic Hotline," which was devoted to healthcare issues. He ran a busy downtown Philadelphia holistically-oriented practice for 14 years. He co-founded the Foundation for Health Choice (www.foundationforhealthchoice.com) to fight for healthcare freedom.

Dr. Koren's seminars on chiropractic philosophy, art, research and mind/body relationships are among the most popular in the chiropractic profession.

A serious accident left him partially disabled. After 10 years of suffering, he discovered Koren Specific Technique (KST) and his disability resolved in a few days. KST is a protocol that permits doctors to better fulfill their role as healers. Dr. Koren is now teaching KST. For information, go to www.korenspecifictechnique.com.

He and his wife Beth, having raised their son Seth and daughter Shayna, reside in Montgomery County, Pennsylvania.

To find out more about Dr. Koren's patient education products (brochures, booklets, posters, stickers and more), go to www.korenpublications.com or call 800-537-3001. Dr. Koren can be reached online at dr.koren@korenpublications.com.



The Next Evolution of Health Care Is Here And As a Chiropractor... You Are On Center Stage

Dear Doctor of Chiropractic,

Health care in America is dead. Of course you know this. Every year millions suffer needless surgeries.

We swallow countless drugs that create horrible side effects.

Ultimately most people do things that make their health worse not better.

It's time for that to end. And I have a solution. But the solution will only work if you and other Doctors of Chiropractic join me. Together I know we can make a difference that matters.

I'm Tedd Koren, D.C.

Years ago I closed a door in a home we were having remodeled. I didn't realize the door was holding a huge piece of laminate against the wall until it was too late.

When the laminate crashed down on me, I tried to hold everything from falling ... but it was too heavy. It hit me like a bomb. I was crushed under the mess and seriously injured.

I couldn't open or close my hands without pain. My fingers felt like huge sausage links. I could barely move them. Within 24 hours I was in excruciating pain. I couldn't walk. I couldn't think. I was in agony.

It was the worst pain you can imagine. In that condition my life was effectively over.

I was terrified and wanted a solution. Living this way was not an option. So I sought out the best doctors I could find, hopeful they could help. After seeing 40 top specialists I was only marginally better. Walking across a room was still agony.

Nothing worked. That's when I discovered you can live with unimaginable pain, which is exactly what I did for ten long years as so many others do, unnecessarily. The healing professions' approaches had nothing for me.

I finally accepted that if I were going to get better and reclaim my life ... it was up to me. So I stopped feeling sorry for myself and got to work.

Being a chiropractor helped immensely. I put my knowledge to work and began experimenting on myself. At first nothing ... but I kept at it.

And as improbable as it may seem, over a five-day period, with nothing but self-care alone at home, I was completely out of pain and had full use of my arms.

Without realizing it, I had developed an entire new health care protocol that allows you to "listen" to the body in a unique way and make lightning-fast changes usual care may never produce.

After I recovered from the shock of not being in pain, and adjusted to the thrill of being able to function normally, I threw myself heart and soul into developing this new way of helping get people out of pain, sickness and dis-ease fast.

My second patient had suffered with terrible migraines for years. Nothing touched the pain. It was completely debilitating. I know because this patient was my beautiful wife Beth.

I used my new protocol, KST, on Beth exactly once. And as God is my witness, the migraines left and have never returned.

That was over ten years ago.

Since then I've seen thousands of patients and trained thousands of doctors in KST. And those doctors have thousands of success stories of their own.

KST works so fast and delivers such undeniable results; doctors who add KST to their practice often enjoy a huge increase in patient flow.

It's not uncommon to use KST on a patient ... and have five or six referrals from that patient the same week.

People get excited when you help them. Some feel so much better so fast they break down in tears. And tears are good because crying is part of letting go of emotional stress that keeps pain locked in the body. Releasing that stress through tears speeds the healing process.

People who experience KST know they are better. There is no guess work. The improvement is clear. They feel better. They know it. They love it!

Master KST, add it to what you do now, and your practice may grow substantially in a short time.

At least this is what has happened repeatedly for doctors who attend my KST seminar and begin using KST in their practice.

Join the New Revolution In Health Care

If you are not familiar with the remarkable healing power of KST it is critical you visit...

www.KorenSpecificTechnique.com/KSTereport

UNLEASH THE POWER OF
HEALING
DISCOVER **KST**



Tedd Koren, D.C.

KST seminars include:

- One-on-one instruction
- 200+ page manual
- Powerful personal care
- Refreshments

KST seminar follow-up includes:

- Follow-up support
- Personal mentor
- Access to online resources and forums
- Online video tutorials to review the seminar in the privacy of your home or office
- An exciting new future!

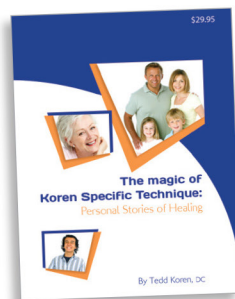
Discover how to take your practice to the next level. Locate subluxations you never knew existed. Help people (and yourself ... with self adjusting) to a degree you never could before. *And watch your practice grow!*

What you can do with KST:

- Adjust people in the physical and emotional posture of subluxation—clear out hidden subluxations.
- Adjust any patient of any age with any condition—newborns, pregnant, elderly, incapacitation, coma, etc. Animals too!
- Adjust subluxations in the order the body wants them corrected and get better results.
- Adjust yourself—easily and quickly.
- Adjust for allergies, dyslexia, vision, discs, phobias, bad habits, scars, organs and much, much more.
- Add years to your practice life—save your arms, shoulders, back and hands.
- Get the best results of your life.

What you will learn at a KST seminar:

1. The philosophical foundation for vitalistic care and how to apply it using a protocol that is in harmony with vitalistic principles.
2. A unique and specific analysis procedure.
3. The proper order in which to work.
4. How to adjust cranial bones.
5. How to adjust discs.
6. How to adjust extremities.
7. How to address musculoskeletal problems, addictions, phobias, emotional stress, bad habits, learning disorders and other mind/body problems.
8. How to address dental health and dehydration.
9. How to free yourself from the “tyranny of the table.”
10. How to locate hidden interferences quickly and easily.
11. How to enhance your own health and productivity by addressing physical, emotional and financial blockages.



Download your **FREE KST eBook**
www.korenspecifictechnique.com/kstmagic

KST is the next revolution in health care.

Join the revolution! Together we can make a difference!

To find out more about KST, call **800-537-3001** or **267-498-0071** or go to www.korenspecifictechnique.com where you can watch videos, read articles and see our seminar schedule. Home study course available.