Marketing Kit

We show you how
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A

Introduction

At Educhiro, we deliver a revolutionary Patient Education and Marketing System exclusively for Chiropractors. We’re leading the way providing unique, modern ‘high yield’ marketing products to effectively brand and grow your business.

As you know, in today’s multiple-media marketplace it takes more than being a great chiropractor to grow your practice; you must also market your services in ways present consumers expect. If you’re not engaging in visual media, social media, reaching wireless devices like iPods and cell phones, your business can quickly go the way of the dinosaur. The new rules of PR and Marketing take a lot of getting used to. The old ways are fast becoming obsolete, and most of them are wildly expensive when you compare them to social media and other options.

**What Does the Outreach Advantage of Social and Visual Media Bring You?**

If you’re passionate about what you do but marketing leaves you cold, now you have an ally to help you.

The Educhiro Power Marketing Kit is specifically designed to help you implement “Big Idea” Packages, Single DVD’s, Reports of Findings, and Web-Streaming into your practice.

**Here is what Educhiro products can do for you:**

1. Save you huge advertising dollars and lots of time so you can focus on your chiropractic service. Retain patients and increase referrals, all in one package!
2. Provide a fresh, innovative, personalized approach to educating your patients, their families and friends, and the general public about chiropractic health care.
3. Help meet your practice goals by making sure your business stands out from the crowd. Your “Unique Selling Proposition” is key.
4. Develop and retain an ‘A’ list of educated patients to generate referrals and position your practice for success.
5. Provide a series of marketing ideas around the use of the “Big Idea” to reliably grow your practice.
6. You’ll discover how the “Big Idea” can be used as an in-house or take-home spinal care class.

By branding your practice with a “Big Idea” (logo-watermarked Single DVD’s & personalized slideshow with distribution packages) you’ll create maximum impact. Each DVD you share with your community will ensure you’re #1 in prospective patients’ minds when they think of chiropractic care. After watching the “Big Idea” videos, they’ll remember you as the one who provides professional, informative, natural health care solutions.

**Our system is, by far, the most cost-effective answer to reaching your target market.**

By using the Educhiro program and the following marketing strategies and ideas, we’re confident you’ll see positive changes almost immediately.

Choose the movie length that will best fit your education plan:

- **19min** – Chiropractic 101 — everything you need to share with your patient
- **11min** – Shorter version of the same; gives you more time to educate your way, too
- **7min** – Shorter-still version - great for when you’re confident with your current educational model; simply polish it off with this concise video
- **Report of Findings** – same as 7min but with a different intro and ending (to let your patients know you will be with them in a few minutes)
- **4min** – Use on your website to engage and captivate inquiring Internet users
As you know, patient education is one of the toughest parts of running a practice. Many chiropractors follow the traditional approach, speaking to their patients one-on-one about chiropractic health issues then giving them brochures and other handouts to explain the benefits. It’s just not enough.

In a marketplace dominated by social and visual media, your customers want more. Studies suggest that offering modern, real-time information helps you make chiropractic a better-understood and more accepted modality. An engaging, professional educational tool is what’s required these days to convey the facts of chiropractic care.

Several years of research and development have gone into the creation of Educhiro’s “Big Idea” patient education program. Our program delivers a clear message to a wide audience about the unparalleled benefits of chiropractic health care.

Our “Big Idea” is being adopted by chiropractic professionals around the world as a foundational tool to educate and retain patients, generate referrals, and effectively market chiropractic businesses.

Without question, some of the most successful practices today implement our “Big Idea” patient education system to deliver a captivating, consistent message about chiropractic health and wellness. Patient education helps you keep existing patients while increasing patient visits, patient retention and patient referrals, resulting in increased health to your community and your bottom line.
Did You Know?

The wellness industry is the largest growth sector in health care today, predicted by some authorities to be the next “trillion dollar industry.” But something just under 10% of the population is currently using chiropractors, so there is serious room for improvement. By raising awareness and increasing the effectiveness of your marketing, you’ll be in a top position to capitalize on the burgeoning wellness revolution.

How many referrals or repeat clients are you missing out on because your patients, your families and your friends aren’t aware of the many health care benefits of your profession? You know they’ll “talk it up” once they know more and feel confident of their facts. And when they do, all of their conversations become free publicity!

MARKETING Inside & Outside your practice

Are you spending your marketing dollars in the right places?
- TV, radio, newspaper, magazine advertising
- Telemarketing
- Direct mail
- Internet (Social media, dedicated website, wireless devices, etc.)
- Email marketing
- Direct sales
- Strategic alliances
- Referral systems

There’s no need to feel discouraged. We’ve done the research for you!

With direct, brand and targeted marketing, we have it all wrapped up. We can propel your business into the public consciousness quickly, making you the “go to provider” in your region. You simply cannot afford to be without it! Fortunately, brand marketing is an actual formula, and we’ve already created it for you.

At Educhiro, we know your target market. We make it easy to hit the bull’s-eye. You’ll be able to quickly and confidently design special offerings and promotions. And you’ll increase your ability to convert your marketing efforts into long-term patients.

By using our “Big Idea” videos and Educhiro’s other products, you’ll create major changes in the way the general population views chiropractic care. Our “Big Idea” video educates, inspires and motivates patients and prospective patients. The chiropractic profession has never had this easy or inexpensive a tool to give to the people who really need the information... until now!

Our “Big Idea” positions you as the “go to provider” in your realm. It gives your patients an experience they won’t find in other practices. “Big Idea” lets you develop your patients’ understanding and take ownership of their chiropractic care in a non-manipulative way.

Internal and External Marketing Defined

There are many ways to market your practice. Internal marketing reaches your current patients. Leading authorities estimate that much of your marketing should be internal. Essentially, the better you attend to the needs of your current patients, the more likely they are to return and to refer you to others.

The rest of your marketing time and dollars should go toward external marketing. Here, your strategy is to target the 90% of people who have never been to a chiropractor. Having spoken to hundreds of chiropractors who have spent between $500-$40,000 on external marketing, it’s safe to say that if you don’t get it right, you’ll have very little impact on new patient numbers. Result: a huge waste of your advertising dollars.
How to USE

This Power Marketing Kit outlines ideas and suggestions for improving your internal and external marketing efforts using the “Big Idea” DVD’s. The more information about chiropractic you can distribute locally and regionally, the greater your opportunity to help people discover the truth about what you offer so they’ll decide to give chiropractic care a try.

DVD PACKAGES

Our Big Idea packages provide maximum impact. Each time you hand out the DVD’s (inside or outside your practice), you send your business brand and your chiropractic message out of your office to the people who need chiropractic care and haven’t yet tried it.

How? – Your videos are packaged individually and beautifully presented with your logo and contact details printed on an inspiring DVD cover with your practice name, photo slideshow, and all contact details featured inside the video at the end of your chiropractic movie - branding you as the foremost local service provider. The people who view the video will call you first!

What we’ve developed with the “Big Idea” packages is a great method of getting high-quality chiropractic information into the hands of your current patients’ family and friends. As you know, getting them to come to spinal health care classes isn’t always easy: people live busy lives. And face it: as a busy chiropractor, you have a hectic lifestyle, too, and don’t always have the time to conduct them.

So now, your patients have the choice to have a Spinal class in the comfort of their own homes on their own time.

Our method is a proven way to build and maintain a high-quality practice. Now, with the Big Idea, you have another option for conducting Spinal Health Care class inside your office and out.

The following section will give you ideas and guidelines for implementing the DVD’s into your normal business practices. And at the end of this document, you’ll find suggested scripts for what to say to patients to get them to watch the DVD and share it with their friends, family and business associates. In this way, you can reach many more potential new patients without ever leaving your office.

Take home spinal health care class and video business card IN ONE NEAT PACKAGE

SINGLE DVD’S

Our Singles DVD range includes 7-, 11- and 19-minute Big Idea videos

These videos are ideal for

1. In-office education of all new and existing patients
2. Spinal care classes
3. Health fairs/expos
4. Spinal screenings
5. Open house clinic days
6. In-office patient appreciation events
7. Pre-consultations (show before Dr. sees a patient on their first visit)
8. Spinal screenings to attract more attention
9. Speaking engagements as part of your presentation
10. Reception areas

Many doctors use the 7 or 11 minute DVD as their pre-consultation videos. After new patients have filled out their history/intake form, they are escorted to the exam room where they are seated and asked to watch a video while the doctor is reviewing the forms they’ve just completed. When the doctor enters the room at the close of the video they introduce themselves and ask the patient “So, what did you think of the introduction video? Was that information new to you?” Then the doctor can go into their normal new patient consultation procedure.

The 7, 11 or the 19 minute “Big Idea” videos can be used as the spinal care class or make up a big part of any chiropractic talk. Please see the Spinal Care Class section on the procedures for this.

WEB STREAMING

Do I Need A Website?

Short answer is YES. But only if you want the following:

- To expand your market base and attract new patients
- To have people and patients access your products or services more readily
- To allow patients to communicate with you easily at their convenience
- Greater exposure in your local market place
- To stay in regular touch with your patients

If you answered “yes” to any of the above options, consider a business website. The Internet is one big reference book where most consumers go these days to research products and services and find information. Get your free website here.

Today, most small businesses need an online presence every bit as much as they need a phone or mailbox. Customers and patients -- current and potential -- expect you to have one. Most people begin their search for a product online using a search engine like Google, Yahoo or MSN. Having a website, especially a web site designed as an effective Internet marketing tool, is vital for most small businesses. Without the right web site, people may not be able to find your business or learn more about what you offer.

71% of Internet users look online for the latest market and trend information. As a business owner, consider how potential customers find your business and communicate with you.

Internet video broadcasting has evolved into a popular delivery method of information. Users listen and see new applications right before their eyes. Over 25 billion videos are viewed every month on the web. If your site isn’t streaming videos, you’re losing out on potential new customers.

Costs of having a website are low compared to other marketing methods. And websites are easy to update. With a website, you have access to your local market 24/7/365.

If you don’t have a website or want to update and save money, our suggestions are:

- www.clinicapps.com
- www.chiropracticiq.com.au
- FREE transfer from current site or plan.
Website Streaming Patient Procedures

Website Video Streaming Procedures and Suggestions -

By streaming the “Big Idea” videos to your website, you have an incredibly cost-effective patient education tool. You can:

1. Direct all new patient calls to your “Educational Page”
2. Have anyone asking questions over the phone to visit your videos page
3. Offer re-activation specials to inactive patients
4. Include advertising on your website address that links to your specials page
5. Advertise to current patients a “send a friend” referral special

And much, much more, limited only to your imagination.

Our recommendations for streaming are to have the 4 or 7 minute “Big Idea” playing on your home page, then have a dedicated Big Idea “educational video page” (this is just a sample) with the 11 or 19 minute video. This is where you can send new patients to view the video to answer any questions they may have. This also ensures they have watched the video to validate your special offer.

When you set up an “Educational Page,” each new patient fills out the form below the video then submits it to your email inbox. Your email will contain the new patient’s name and contact details. They receive a confirmation in their email with the special offer, instructions to your office, and any other advertising you want them to see. All your CA has to do is call the new patient, book their appointment, and explain how the special offer works.

OR

On your videos page, have a link where they can easily download your “special offer,” print it out and bring it with them to their first visit.

Example script of where a new patient phones in for their first visit.

CA: “Alive Chiropractic. This is Mary.” “Hi. Joan here, I would like to make an appointment to see the Dr.” “When was your last visit?” “Oh I have never been in before.” “So you would like to make a new patient appointment?” “Yes.”

Go through your normal new patient phone procedure and have the CA close with the following.

CA: “Thanks for your information. Now, Joan, do you have internet access?” “Yes.”

“Well, we have a great offer going right now and if you go to our website www.ouroffice.com and click on the videos tab, all you have to do is to watch the 19 or 11 minute video and answer the five questions regarding the Big Idea video and you can save ?? on your visit tomorrow. How does that sound? Great, see you tomorrow at 3:45.”

If they don’t have internet, they can come in early for their first appointment and watch the video in your office. Or if you’ve purchased one of our packages, they can come in and pick up the DVD and special offer and view before their first visit.

We don’t recommend streaming the video with the express purpose of running it in your office. This is because of the variations in internet download speeds. Even if you have a very fast connection, it can be slowed down substantially if your office is networked. This will not make a good first impression with your new patient because the videos will play at a lower quality and can occasionally pause. If you want to check the speed of your connection at your office we suggest to go to www.cnet.com.au/broadband-speedtest. This is why we recommend our single copies of the “Big Idea” to play in your office: they are DVD quality and will give the best first impression.
Target your ideal client and inform him/her about your Unique Education. Your advertisement must include the following key items:

a. Grab attention: the headline must get the attention of your ideal client and screen out others who don’t qualify. DON’T take a “shot-gun” approach and appeal to everyone. It doesn’t work!!

b. Engage their interest further with a subheading to make them read on.

c. Body of the advertisement needs to contain the details of your product or service.

d. Call to action: this is the compelling offer or time frame, which motivates them to act NOW.

However you decide to advertise, make the “Big Idea” a FREE, integral part of a first visit special offer for contacting your office.

Our DVD’s have been used successfully by chiropractors who have implemented our program in their practices. The most important thing to remember is the power of your brand. Each “Big Idea” DVD actively markets your practice, to make sure viewers call you first!

1. Have all your patients watch the “Big Idea” DVD.
2. Give the “Big Idea” DVD to new patients at the end of their initial consultation.
3. When your patient comes in for their second visit (ROF), have them watch the Report of Findings video. This will ensure that your patient understands the facts behind chiropractic care and will help build trust and confidence in the care they will be receiving. The video also reinforces the message they heard in the “Big Idea.” (Research tells us that people have to hear something at least 7 times before they “get it.”) Then simply provide your normal ROF and follow through with your recommendations of care.
4. Ask for referrals: The best time to ask for a referral is when your patient is showing his or her appreciation and enthusiasm for the results they’ve received while in your care. At this point, simply inquire, “Do you know any others who would benefit from chiropractic care as you have?” Naturally, your patients will be likelier to provide referrals because they’ve just expressed their satisfaction with your service. At this point, give your patient several DVD’s (as many as they want, up to a point!) to hand out to friends, family, or at their workplace, in the same way you would a business card. You can even create a further incentive through a patient referral program. (More on this later.)
5. Hold a Patient Appreciation Day. Provide free adjustments to current patients when they bring in potential new clients to meet you. Advertise a courtesy posture scan or initial consultations to the potential new clients. Give all visitors the “Big Idea” DVD when you meet or examine them. Make sure you provide food and refreshments so they’ll linger and talk amongst themselves. Have the “Big Idea” playing nearby to create a lively atmosphere so your patients can relax and have fun.

6. Spinal Care Classes: the “Big Idea” video can be used as a basis to run a spinal health care talk. Ask all new patients to bring along a family member or friend who will be supporting them through their care. Let them know you’ll have a free gift for everyone at the close of the class. Hand out the free gift (the “Big Idea” DVD’s) to all who attend. See Spinal Care Class Section for more detail.

7. One of the most overlooked passive marketing opportunities is the new patient phone call. After your patients’ first adjustment, call to ask if they have any questions from their initial visit. Don’t ask them “How are you feeling?” They usually tell you anyway! Ask them if they have watched the “Big Idea” video and, if they have, congratulate them on the first step to getting their health back. If they haven’t, mention how important it is for them to watch the video before their next visit. Why call the patient after their first adjustment? Because no other health practitioner would even consider it! You are showing the patient your genuine concern for them. Doing this builds rapport with your patients and their families. Most patients are momentarily stunned with to silence gratitude but you can bet they’ll mention your concern and courtesy to their network of friends and business associates immediately thereafter!

8. Send a personalized letter and the “Big Idea” DVD to existing patients and ask them to refer their network of friends and business associates to you. Explain why you appreciate them, and ask if they can refer others to you who they feel will benefit
Ideas for Educating Your Patients

from your care. Create additional incentive through a Patient Referral Program: explain that any person they refer to your office will receive a special offer for their initial visit simply for watching the DVD. The best idea is to package all these together in a “referral pack” and have multiple copies in each adjusting room ready to hand out when the right moment presents itself. You can even keep a rack of them in your reception area with a note inviting clients to share them with whomever they feel will benefit.

9. Give the “Big Idea” DVD’s to select groups of patients who you know are benefiting most from your chiropractic care, such as sports injury patients, new mothers, or patients who work with children. (This is known as your “niche market,” specific groups you have personal experience with and passion for.)

10. Reactivations: Use the “Big Idea” to reactivate patients who haven’t been in for a while, inviting them back to your practice by watching the DVD and getting a discount on their return visit. If you’ve purchased an existing practice, e-mail the client database and introduce yourself then invite them in to watch the “Big Idea” and receive a discount on their next visit. Or direct them to your website (if you have the streaming option) to watch the video.

11. Newsletters: One of the most effective internal marketing tools is sending newsletters to active and inactive clients regularly. Most chiropractors understand the benefits of staying in touch with their clients but don’t get around to doing it. With professional companies like Optimal Health University, which offers a personalized weekly newsletter for you, the work is already done!

12. Themes: Running themes-of-the-week or month keeps the excitement and energy flowing in your office and keeps patients asking, “What’s next?” This is a fantastic way to stimulate patients’ memories about other potential clients they may know that can benefit from your services.

13. Your website makes it easy to stay in touch with your client base. Direct your active and inactive clients to your site to watch the “Big Idea” videos Web Streaming and view your current newsletters and specials. If you don’t yet have a website, click here for a FREE website.

14. Small Business and Community Organizations: Actively create reciprocal relationships with other local business owners. All business owners love getting referrals as much as you do. Refer your patients and friends who may be looking for services provided by your local business partners (e.g. dry cleaners, local travel agents, florists, coffee shops etc). Consider setting up a local business card directory in your office so your patients can leave their business cards and other patients can find them when they’re looking for a particular service. Every time one of your patients gets a referral through you, they’ll reciprocate by referring others to you.
1. Contact local business or community organizations with lots of members or employees that you would like to welcome as patients. Supply them with a number of the “Big Idea” DVD’s and explain the benefit of watching the video to learn more about preventative health care. Offer them an incentive for providing the DVD’s to their members or employees and tell them about your special offer for a reduced price initial visit. Alternatively, return a percentage of proceeds from the initial visits directly to a volunteer organization or charity of their choice. People will choose you as their chiropractor because they know you’ve supported their organization.

2. Community presentations: Offer a free health seminar to workplaces and community groups where your ideal patients are members. Simply screen the “Big Idea” DVD as an integral part of your health talk or speaking engagement to generate excitement and interest.

3. Professional Networking Partnership Programs: Use the “Big Idea” videos to create referral partnerships with MD’s, naturopaths, massage therapists and other health care professionals. Write a letter to prospective professional partners proposing a partnership to promote greater health and wellness. Follow up the initial letter with a personal phone call or introductory visit to give them a number of “Big Idea” DVD’s. Add further incentive by offering a reciprocal arrangement if you feel you’re able to refer your patients to their businesses.

4. Letterbox Mail-out: Use the “Big Idea” DVD for neighbourhood marketing. Send local residents a letter introducing yourself. Offer them a free health information evening. Rent a mailing list composed of your ideal prospects and mail a letter to them.
5. Print and Radio Advertising: The first step to successful external marketing and advertising is identifying your ideal client. Is it families, retired senior citizens or sports enthusiasts? Do some market research; find out what they want and then come up with ways of providing it. Knowing this information will highlight your Unique Selling Proposition, better known as your “USP.” This is the information that will brand your business and help you stand out from competitors who may appear to be just like you to the public.

6. Spinal Screenings: Organize a screening in a location where your ideal patients are likely to be, then play the “Big Idea” in the background during the screening. Really important tip: Don’t try to sell your product directly to your prospects at the screening. Use the screening to generate interest and a database of leads that you can follow up at a later date. Sending each attendee a referral pack with a health questionnaire, then following up 3 days later with a personal phone call to see if they received the information and to find out what they need is a much better way of creating “warm leads” who want what you have to offer.

7. Advertise in media that your ideal prospective patients read, offering them an opportunity to learn more about chiropractic health care. Advertise a free DVD and a first visit special offer for visiting your office.

8. Offer a free health seminar to workplaces and community groups. Screen the “Big Idea” DVD as an integral part of your speaking engagement to generate excitement and interest.

9. Host a ‘new friends’ get together for local business and community members and invite them to find out more about chiropractic care. Similar to a patient appreciation get together, make sure you have food and refreshments on hand and have the “Big Idea” playing in the background to create a lively atmosphere. Offer DVDs as part of the get together.

Use The Big Idea DVD for neighbourhood marketing. Send local residents a letter offering them to come in for a free health information evening.

Target your ideal client and inform him/her about your USP. Your advertisement must include the following key items:

a. Grab attention: the headline must get the attention of your ideal client and screen out others who don’t qualify. DON’T take a “shot-gun” approach and appeal to everyone. It doesn’t work!!

b. Engage their interest further with a subheading to make them read on.

c. Body of the advertisement needs to contain the details of your product or service

d. Call to action: this is the compelling offer or time frame, which motivates them to act NOW.

However you decide to advertise, make the “Big Idea” a FREE, integral part of a first visit special offer for contacting your office.
After your new patient’s first visit:
Give them a “Big Idea” 19 minute customized DVD (if you purchased the package) to take home and watch with his or her family. After they’ve seen it, ask them to give the DVD on to someone they think might benefit from the information (see scripts at end of this document).

Procedure for ROF on patient’s second visit:
Before your patients’ ROF visit, they will have already viewed the 19 minute DVD. Have your CA escort them into the reports/exam room to view the ROF video. They will have already viewed all of the information in the ROF video during the 19 minute “Big Idea” video but research shows that people have to hear and see things up to seven times before they “get it”. After they have viewed the ROF video, you will perform their normal ROF and give the patient his or her care plan.

Procedure for practices that do a mini report on their first visit:
After the history, exam and x-rays are taken, escort the patient back to the exam room to view the ROF DVD. When it finishes, the chiropractor should ask, “So, what did you think of the video? Is that information all new to you?” Listen to the patient’s response and reply appropriately. “Now I have viewed your x-rays and will cover them in detail with you on your next visit. What I would like to do first is give you your first adjustment to see how you respond; this will help in determining your care plan which I will cover in detail on your next visit along with your x-ray findings.” Before the patient leaves the exam room, the Dr. will give the patient a “Big Idea” DVD to take home to show the family and pass along to friends as outlined above.

Please see our “Scripts” section for more details on what to say when handing out the videos.
Use your Big Idea videos as a platform to run a spinal health care talk. Have your new patients bring a friend or family member with them as a second set of eyes and ears. This way, more people will be introduced to the topic and your patient will have help remembering the many things he or she will learn—and you’ll probably pick up more clients.

In your opening, introduce yourself, give them some of your personal history, why you’re a chiropractor, family history, possibly even a story of one of your amazing patient outcomes. Thank them for taking the time from busy schedule to attend, and congratulate them for taking the first step to better health.

Then ask them, “Who here would like to know more about how to have better health”? After you have engaged the audience by asking them how they define health, introduce what you are going to show them.

For the body of your presentation, explain to them what they are about to watch, then show the “Big Idea” or, if time is short, show them the 7 or the 11 minute “Big Idea” versions. If some clients have already seen the video, you can play short sections then pause the video and explain the key points further.

Best approach: Use a laptop and projector, which offers more WOW factor. When the video is over, summarize what they’ve heard, answer their questions, and let them know you have a gift for them for attending the talk.

Wrap up your presentation with a heartfelt story then close with a call to action. Make this is a special offer to encourage them to book family or friends IMMEDIATELY, while they are still “in the moment.”

Now close the talk by giving all guests a copy of the DVD to take home with them. Normally it is difficult for attendees to remember everything you shared, so family and friends tend to miss out. Having a DVD makes it easy for them: all they have to do is to hand the DVD to a family member or friend and encourage them to watch it. It’s like handing out a business card, only better.
Running themes of the week or month will keep the excitement and energy flowing in your office and keep the patients asking, “What’s next?” Stimulate your patient’s memory about someone they may know who can benefit with chiropractic care; give them newsletter and a copy of the Big Idea.

The following all make great themes of the week.

- Chiropractic and Pregnancy
- Arthritis
- Sports
- Auto accidents
- Immune system and Chiropractic
- Valentine’s Day
- Mothers day
- Spinal Care Week
- Back to School ADD/ADHD
- The “Cranky Bone” and Chiropractic (Adults and Children)
- Teenagers and Chiropractic

- Is there such a thing as Growing Pains?
- Infertility
- Headaches/Migraines
- Men’s Health
- Asthma
- Sleep Disorders
- Neck and Shoulder Pain
- Sciatica
- LBP (Lower Back Pain)
- Behavioural Changes and Chiropractic
- Chiropractic and Bedwetting
- Perfect Posture Month
- Colic and Croup
- Irritable Baby Syndrome, Does it Exist
- Spinal Health Month
- Knee Pains and Arthritis
- Plantar Fasciitis (The bottom of my feet hurt)
- Children and Chiropractic care
- Chiropractic and the World’s top Athletes

Go to www.preventicare.com, where you’ll sample newsletters professionally done for you.
INTRODUCING THEMES TO PATIENTS

- **DR/CA** “Mary, do you have our newsletter on children and chiropractic (example)?” “No not yet.” “Well this is an information newsletter on how great chiropractic is for children and some of the childhood health problems chiropractic can help with. Do you know anyone who has children with any type of health issues?” “Yes my daughter’s children.” “Could you please give her this newsletter and a copy of our DVD? There is a special offer in there for them if they decide to come and see us, and the voucher can be used for all of her children.”

### INTRODUCING PACKAGE VIDEOS

What we have outlined here are the most common uses of the “Big Idea” videos and suggested scripts. Like all scripts, they might not suit everyone’s personality, so you can alter them to your liking, but stick to the natural flow of the information to insure the best possible outcome.

#### INTRODUCING TO Current Patients

Hand out the Big Idea to all current patients; they are your greatest source of referrals. Remember, your DVD is personalized, so anyone who watches it will identify with you and your office and you will be the first one for them to phone for an appointment.

Use the following scripts to encourage handouts of the Big Idea DVD’s.

- **DR.**
  “Mary have you seen our new DVD yet? No? I would like to give you a copy, it’s yours to keep. Could you please watch it for us and let me know what you think? It is a very entertaining video and explains why chiropractic care is a very important part of your general health and wellbeing. Also while you are watching it, if you can think of anyone who might benefit from this information, please pass this along to them. I have enclosed a special offer in it for them. This is yours to keep and hand on. Thank you for your help.”

- **DR/CA**
  “Mary, do you know of anyone who might benefit from chiropractic care?” “Yes I have a few friends that I have tried to explain what you do.” “Yes, we know how hard it is to explain chiropractic care to someone else. Have you seen our new DVD the Big Idea?” “No not yet.” “Well, It’s a new DVD on chiropractic health care, and don’t worry; it’s not the old dry and boring type; it is actually very entertaining. Could you please watch it for us and let me know what you think? Once you have watched it could you please hand it on to a family member or one of your friend’s who you think would also benefit from chiropractic care? All you need to do is hand the DVD to them and tell them why they need to watch it. Simple; and it has a special offer in it for them if they decide to make an appointment with us.”

#### INTRODUCING TO NEW PATIENT VISITS

However you handle your new patient visit, always give the new patient a DVD to watch before their next visit. The only exception to this is if the new patient is in so much pain that they will not view the video. It is best to wait until they have some relief so that they can better focus on the information in the video.

After their first adjustment, follow the script to ensure they watch the DVD.

- **DC**
  “I know I have given you a lot of information today and you probably have a lot of questions you don’t even know to ask yet about chiropractic. This is a very informative and entertaining DVD on chiropractic and answers the most common questions you and your family will have on chiropractic health care. By watching this before
How to Introduce Videos into Your Practice - Suggested Conversations

your next visit, it will give you all the information you need to make a decision based on facts about your chiropractic care”.

The CA’s must back you up at the front desk with the following:

- CA - After NP visit
  “I know the Dr. has given you a lot of information today and I understand that you may have further questions, so if you need anything clarified please feel free to call and ask me and also, did the Dr. pass on the DVD to you and explain how important it is for you to watch it before your next visit”?

ADJUSTMENT ON FIRST VISIT

After the exam and x-rays, the patient is shown to the video room to watch the ROF video. After they have watched the ROF, explain that their X-rays will be marked later and that we want to do their first adjustment to see how they adjust because will help us determine their care plan. Continue with your normal new patient procedures and close with the “New Patient Script” on this page.

FIRST ADJUSTMENT ON THEIR SECOND VISIT OR ROF VISIT

When you have them return for their second visit (ROF) and first adjustment, have them arrive 10 minutes before their scheduled ROF time and have them watch the ROF DVD in your office, then follow through with your normal ROF office procedures. They would have already watched the Big Idea at home, but this will help re-enforce the information. As we said before it can take up to seven times before they “get it.” Then follow through with your normal ROF visit procedures.

INTRODUCING TO THE PATIENT WHO IS A BUSINESS OWNER OR MANAGER

This script can be used for the business owner or even someone who works in a company with many employees. Just change the script as required.

- DR/CA
  “Robert, you have been coming here for a few years now and are aware of the health benefits of chiropractic care. How many employees do you have? Did you know that chiropractic care has been proven to improve immune systems, reduce colds and flu’s and help people work more productively? Chiropractic can really help people become more effective and productive in their work. We have a special offer going right now where your employees can receive a discount off their initial consultation if they watch the “Big Idea” DVD and decide to come in. Would you like a few copies to pass along to others”?
INTRODUCING BEFORE ROF VISIT

Insuring that your new patients have watched the video before their ROF visit is as simple as a phone call from your CA.

If they haven’t watched the DVD, have them arrive earlier for the ROF visit and play the 11 minute or the full 19 minute Big Idea instead of the ROF DVD.

CA CALLS BEFORE ROF VISIT

“Hi, Mary, this is Angela. I’m confirming your visit tomorrow with Dr. Scott. I also wanted to ask you how you enjoyed the Big Idea video.”

If patient has not watched the DVD, say “Mary, it is very important that you watch the video before your next visit. It contains important information about chiropractic, and will help you make an informed decision on your chiropractic care.”

If patient says they will not have the time before there next visit, ask, “Mary is it possible to change your appointment from 2:15 to 2 o’clock? Great see you tomorrow at 2”.

INTRODUCING TO THE CURRENT WELLNESS PATIENT

DR/CA “Mary, have you seen our new DVD yet? Well, It’s on chiropractic health care, and don’t worry it’s not the old dry and boring type it is actually very entertaining. Do you know anyone who might benefit from chiropractic care?” “Yes, I do.” “Well, all you need to do is hand this to them and ask them to watch it, simple as that. And because they are your friends and you are such a great patient here, there is a special voucher in there for a full NP visit; all they have to do is watch the video and fill in the five questions on the back that validates the certificate. When they come in and tell us you gave them the video, then your next visit is complimentary. How does that sound? Great! How many would you like?”
Thank you again for using The Big Idea videos in your practice. This is just a first step in elevating chiropractic to the position it rightfully belongs. We’ll be introducing new products in the coming year to help your business succeed. As our Marketing kit grows, we’ll mail you updated versions.

AND PLEASE UNDERSTAND...

You must use the tools we provide; they don’t magically work all by themselves. You already have the faith, confidence and belief in chiropractic; it’s what you do with these that make our program work synergistically with your own efforts to create success.

If you have any ideas or suggestions about what you would like to see in this kit, or just want to let us know how what we’ve provided is working for you, we would love to hear from you. Please email us at clientcare@educhiro.com.

Thank you for your support of our vision to bring chiropractic care into the 21st century so more people avail themselves of the best natural health care system in the world.

Dr Scott Stephens

Testimonials

“If you are dedicated to educating your chiropractic patients and having them follow through on their adjustment or treatment programs then these Educhiro DVDs are the tools.”

Dr John Demartini, Chiropractor, Teacher and Best-selling Author

“The Big Idea is by far the best video I’ve ever seen to educate patients”

Dr Rick Wren, Dallas USA International Lecturer, Founder of Society of Chiropractic Masters

“The Big Idea is an essential tool to keep our practice at our projected high level of patient retention and new patient acquisition. I love the Big Idea & ROF – they are working brilliantly, it certainly gets the message across. These modern tools are simple to use”.

Dr Michael Stott

“We have only used the presentation twice so far but have already had fantastic feedback. In sixteen years of practice using several pre report presentations, this week is the first occasion I have had a patient use the term subluxation, correctly and in context before I even open my mouth! I’ve had a patient ask, “Do you have a copy of that I can take home to show my husband? After seeing that I need to have my son checked”. Again before I even say a word, another first! You really have done a superb job. This is a product that truly lives up to its claims and more”.

Dr Tessa Henville

“Best thing I’ve ever used. We have had great response from current and new patients. They understand more of what I do. It’s entertaining and informative and has grown our retention rate”.

Dr Paul Lockhart

“«CSI» Quality Graphics, entertaining, and promotes Chiropractic very well.”

Dr Andrew Vincent

“Extremely well presented. The best patient education media in its class that I have seen, and it’s home grown. It has definitely raised the bar.”

Dr Aidan McGuigan

“Finally someone has explained Chiropractic without using long-winded medical terminology. A simplified, yet informative explanation of Chiropractic. The best Chiropractic DVD I have seen.”

Dr Mark Whitfield