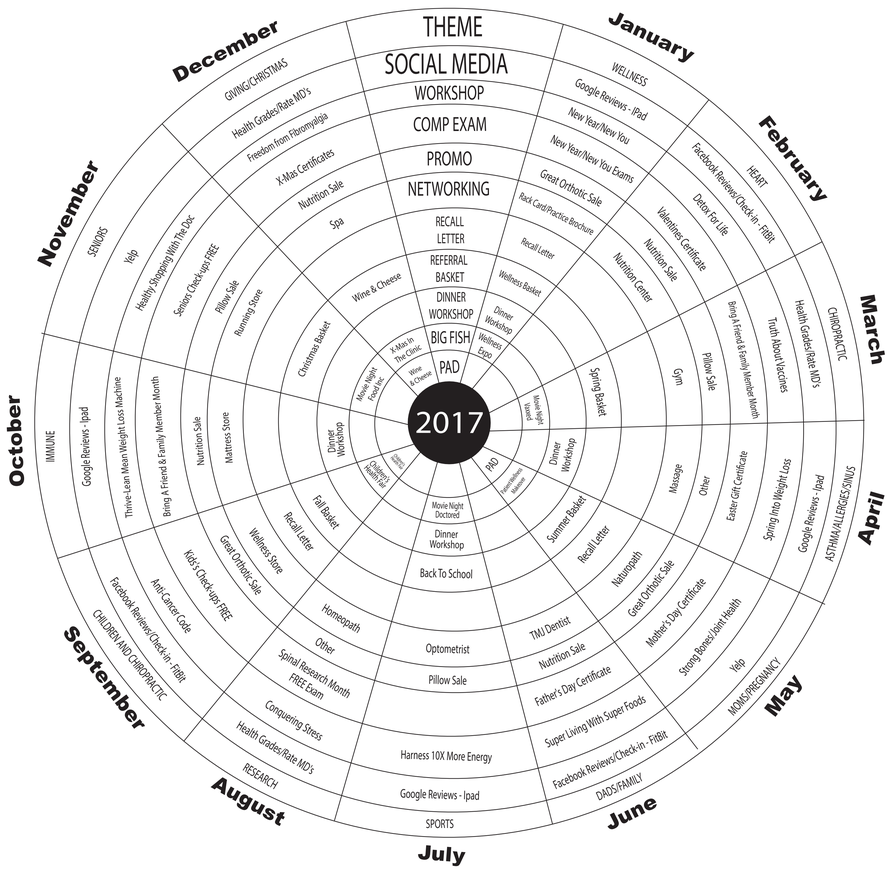
CHIROPRACTIC MASTERS
INTERNATIONAL

CHIROPRACTIC MASTERS
12 MONTH MARKETING WHEEL



PROPERTY OF CMI™
DESIGNED BY DR. MIKE REID

CHIROPRACTIC MASTERS INTERNATIONAL
12 MONTH MARKETING CALENDAR AND BLUEPRINT FOR SUCCESS

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Theme: Wellness Referral Basket - Green; A-Z TEAM TRAINING	2 NEW YEAR	3	4 Email Blast	5	6 YouTube Video	7 Screening
8 Reactivations; Supplement	9 Blog Post; Handout; Newsletter; CDW/POW/MOW	10	11 Email Blast, BNI; Doctors Report	12 Outside Lecture	13 YouTube Video	14
15 Direct Mail; Social Marketing	16 Blog Post; Handout; Newsletter; CDW/POW/MOW (Martin Luther King Day)	17	18 Email Blast; BNI; Doctors Report	19 Outside Lecture	20 YouTube Video	21 Screening
22 Radio/T.V.; Supplement	23 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	24	25 Email Blast; BNI; Doctors Report	26 Testimonial Day	27 YouTube Video	28 Wellness Expo - BIG FISH
29 Network; Corporate Wellness; Spinal Sprint	30 Blog Post; Handout; CDW/POW/MOW; Power Workshop	31 One With The Doc	Email Blast; BNI; Doctors Report		YouTube Video	MUSTS

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Heart; Valentines Day; Certificates; TEAM PARTY	Blog Post; Handout; Newsletter; CDW/POW/MOW		1 Email Blast; BNI; Doctors Report	2	3 YouTube Video	4 Screening
5 Supplement	6 Blog Post; Handout; Newsletter; CDW/POW/MOW	7	8 Email Blast; BNI; Doctors Report	9 Outside Lecture	10 YouTube Video	11
12 Radio/T.V.; Supplement	13 Family Day (Canada)	14 Handout; CDW/POW/MOW; Anniversary Report	15 BNI; Doctors Report	16	17 YouTube Video	18 Screening
19 Network; Corporate Wellness	20 Blog Post; Handout; CDW/POW/MOW; Anniversary Report; Presidents Day (USA)	21	22 Email Blast; BNI; Doctors Report	23 Bring A Friend/ Family Member Week	24 YouTube Video	25
26	27 Blog Post; Handout; CDW/POW/MOW; Power Workshop	28	Email Blast		YouTube Video	MUSTS

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Female; Referral Basket - Spring; Team Evaluations			1 Email Blast	2	3 Screening; YouTube Video	4
5 Supplement	6 Blog Post; Handout; Newsletter; CDW/POW/MOW	7 BNI; Doctors Report	8 Email Blast	9 Outside Lecture	10 YouTube Video	11
12 Supplement; Direct Mail	13 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	14 BNI; Doctors Report	15 Email Blast	16	17 YouTube Video; Screening	18
19 Supplement; Radio/T.V.	20 Blog Post; Handout; CDW/POW/MOW	21 BNI; Doctors Report	22 Email Blast	23 Outside Lecture	24 YouTube Video	25 Network; Corporate Wellness
26 Network; Corporate Wellness	27 Blog Post; Handout; CDW/POW/MOW; Power Workshop	28 BNI; Doctors Report	29 Email Blast; MOVIE NIGHT (BIG FISH)	30	31 YouTube Video	MUSTS

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Spring Decorations; Theme: Asthma, Allergies; A-Z Team Training						1 Screening
2	3 Blog Post; Handout; Newsletter; CDW/POW/MOW	4 BNI; Doctors Report	5 Email Blast	6 Outside Lecture	7 YouTube Video	8
9	10 Blog Post; Handout; CDW/POW/MOW	11 BNI; Doctors Report	12 Email Blast	13	14 YouTube Video; Good Friday	15 Screening
16 Handout; Newsletter; CDW/POW/MOW; Anniversary Report	17 Blog Post; Handout; CDW/POW/MOW; Easter Monday	18 BNI; Doctors Report	19 Email Blast	20 Outside Lecture	21 YouTube Video	22
23 30	24 Blog Post; Handout; CDW/POW/MOW; Power Workshop	25 BNI; Doctors Report	26 Email Blast	27	28 YouTube Video	29 MUSTS

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Families; Reactivations; Referral Basket - Summer; Mothers Day Certificates; Team Party	1 Blog Post; Handout; CDW/POW/MOW	2	3 Email Blast; BNI; Doctors Report	4	5 YouTube Video	6 Screening
7/8 Supplement	Blog Post; Handout; Newsletter; CDW/POW/MOW	9	10 Email Blast; BNI; Doctors Report	11 Outside Lecture	12 YouTube Video	13 Patient Appreciation Day
14 Mother's Day	15 Blog Post; Handout; Newsletter; CDW/POW/MOW	16	17 Email Blast; BNI; Doctors Report	18	19 YouTube Video	20 Screening
21 Radio/T.V.; Supplement	22 Victoria Day (Canada)	23 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	24 Email Blast; BNI; Doctors Report	25 Outside Lecture	26 YouTube Video	27 Patient Wellness Makeover (Big Fish)
28 Network; Corporate Wellness	29 Handout; CDW/POW/MOW; Power Workshop; Memorial Day (USA)	30	31 BNI; Doctors Report			MUSTS

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Fathers Day/Men; Fathers Day Certificates; Team Evaluations	Blog Post; Newsletter; CDW/POW/MOW		Email Blast; BNI; Doctors Report	1	2 YouTube Video	3 Screening
4 Supplement	5 Blog Post; Handout; Newsletter; CDW/POW/MOW	6	7 Email Blast; BNI; Doctors Report	8 Outside Lecture; Bring A Co-Worker Week	9 YouTube Video	10
11 Direct Mail; Social Marketing	12 Blog Post; Handout; Newsletter; CDW/POW/MOW	13	14 Email Blast; BNI; Doctors Report	15	16 YouTube Video	17 Screening
18 Radio/T.V.; Father's Day	19 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	20	21 Email Blast; BNI; Doctors Report	22 Outside Lecture; Testimonial Day	23 YouTube Video	24
25 Network; Spinal Sprint; Corporate Wellness	26 Handout; CDW/POW/MOW; Power Workshop	27	28 BNI; Doctors Report	29	30 YouTube Video	MUSTS

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Sports; Referral Basket: Back to School; A-Z Team Training						1
2 Supplement	3 Canada Day; Blog Post	4 Independence Day	5 Handout; Newsletter; CDW/POW/MOW; Email Blast; Doctors Report	6	7 YouTube Video	8 Screening
9	10 Blog Post; Handout; Newsletter; CDW/POW/MOW	11 BNI; Doctors Report	12 Email Blast	13 Outside Lecture	14 YouTube Video	15
16 Radio/T.V.; Supplement	17 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	18	19 Email Blast	20	21 YouTube Video	22 Screening
23 30 Network; Spinal Sprint	24 Blog Post; Handout; CDW/POW/MOW	25 BNI; Doctors Report	26 Email Blast; Bring A Friend/Family Member Day	27 Outside Lecture	28 YouTube Video	29 MUSTS

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Research/Drugs; Referral Basket: Back to School; Team Party	Blog Post; Handout; CDW/POW/MOW	1 BNI; Doctors Report	2 Email Blast	3	4 YouTube Video	5 Screening
6 Supplement	7 Civic Holiday (Canada)	8 BNI; Doctors Report; Handout; CDW/POW/MOW	9 Email Blast	10 Outside Lecture	11 YouTube Video	12
13 Handout; Newsletter; CDW/POW/MOW	14 Blog Post; Handout; CDW/POW/MOW	15 BNI; Doctors Report	16 Email Blast	17	18 YouTube Video	19 Screening
20 Radio/T.V.; Supplement	21 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	22 BNI; Doctors Report	23 Email Blast	24 Outside Lecture	25 YouTube Video	26
27 Network; Corporate Wellness	28 Blog Post; Handout; CDW/POW/MOW; Power Workshop	29 BNI; Doctors Report	30 Email Blast	31	YouTube Video	MUSTS

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Kids/Family; Reactivations; Referral Basket - Fall			Email Blast		1 YouTube Video	2 Screening
3 Supplement	4 Labour Day	5 Handout; Blog; CDW/POW/MOW	6 Email Blast	7 Outside Lecture	8 YouTube Video	9
10 Direct Mail; Social Marketing	11 Handout; Blog Post; CDW/POW/MOW; Anniversary Report	12	13 Email Blast	14	15 YouTube Video	16 Screening
17 Radio/T.V.; Supplement	18 Handout; Blog Post; CDW/POW/MOW	19	20 Email Blast	21 Outside Lecture	22 YouTube Video	23 Children's Health Fair (BIG FISH)
24 Network; Corporate Wellness	25 Handout; Blog Post; CDW/POW/MOW; Power Workshop	26	27 Email Blast	28	29 YouTube Video	30 MUSTS

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Theme: Immunity; Halloween/Fall Decor; A-Z Team Training	2 Blog Post	3	4 Email Blast	5	6 YouTube Video	7 Screening
8 Supplement	9 Thanksgiving (Canada)	10 Blog Post; Handout; CDW/POW/MOW	11 Email Blast; BNI; Doctors Report	12 Outside Lecture	13 YouTube Video	14
15	16 Blog Post	17 Handout; Newsletter; CDW/POW/MOW	18 Email Blast; BNI; Doctors Report	19	20 YouTube Video	21 Screening
22 Radio/T.V.; Supplement	23	24 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	25 Email Blast	26 Outside Lecture; Testimonial Day	27 YouTube Video	28
29 Network; Corporate Wellness	30 Blog Post; Handout; CDW/POW/MOW; Power Workshop	31	Email Blast; BNI; Doctors Report		YouTube Video	MUSTS

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Seniors; Referral Basket - Christmas; Team Party	Blog Post; Handout; CDW/POW/MOW		1 Email Blast; BNI; Doctors Report	2	3 YouTube Video	4 Screening
5	6 Blog Post; Handout; CDW/POW/MOW	7	8 Email Blast; BNI; Doctors Report	9 Outside Lecture	10 YouTube Video	11 Veterans Day
12 Supplement	13 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	14	15 Email Blast; BNI; Doctors Report	16	17 YouTube Video	18 Screening
19 Radio/T.V.; Supplement	20 Blog Post; Handout; CDW/POW/MOW	21	22 Email Blast; BNI; Doctors Report	23 Thanksgiving (USA); Outside Lecture	24 YouTube Video	25 Movie Night (Big Fish)
26 Network; Corporate Wellness; Christmas In The Clinic	27 Blog Post; Handout; CDW/POW/MOW; Power Workshop	28	29 Email Blast; BNI; Doctors Report	30	YouTube Video	MUSTS

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Christmas; Giving; Holiday Mailers; Christmas Decor; Team Evaluations					1 YouTube Video	2 Screening
3 Supplement	4 Blog Post; Handout; CDW/POW/MOW	5	6 Email Blast; X-Mas Party PRO; Wine & Cheese; Adults Only!	7 Outside Lecture	8 YouTube Video	9
10	11 Blog Post; Handout; CDW/POW/MOW	12	13 Email Blast; BNI; Doctors Report	14	15 YouTube Video	16
17 Supplement	18 Blog Post; Handout; CDW/POW/MOW; Anniversary Report	19 BNI; Doctors Report	20 Email Blast; BNI; Doctors Report	21	22 YouTube Video	23
24 31	25 Christmas	26	27	28	29	30 MUSTS

YOUR 8-PART BLUEPRINT FOR SUCCESS:

FOR EVENTS, PRACTICE BUILDING PRODUCTS OR COACHING:
VISIT WWW.CHIROPRACTIC-MASTERS.COM
CALL US 1.800.781.8127

QUARTERLY OBJECTIVES

1st
1) _____
2) _____
3) _____
4) _____
5) _____

2nd
1) _____
2) _____
3) _____
4) _____
5) _____

3rd
1) _____
2) _____
3) _____
4) _____
5) _____

4th
1) _____
2) _____
3) _____
4) _____
5) _____

SELF
- ☐ Daily Morning Rituals
- ☐ Exercise
- ☐ Pure Nutrition
- ☐ Meditation And/Or Prayer Daily
- ☐ Supplementation – 6 Core Essentials
- ☐ Reading 15-30 Minutes Per Day
- ☐ Hobbies
- ☐ "Me Time" (Minimum 1x/week)
- ☐ Adjustments
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

SOCIAL MEDIA

☐ Facebook	2-3 X Per Day
☐ Twitter	3 X Per Day
☐ LinkedIn	1 X Per Day
☐ YouTube	1 X Per Week
☐ Google+	2 X Per Day
☐ Instagram	1-2 X Per Day
☐ Blog	1 X Per Week
☐ Podcasting	1 X Per Week
☐ Pinterest	1-2 X Per Day
☐ Email	1 X Per Week

- ☐ _____
- ☐ _____
- ☐ _____

INTERNAL MARKETING
- ☐ Family Gift Certificate
- ☐ Who Do You Know
- ☐ Power Workshops
- ☐ Testimonial Day
- ☐ Bring A Friend/Family Member
- ☐ Basket/Gifting For Referrals
- ☐ Unconditional Gifting/Card
- ☐ Products Specials (Supplements/Orthotics)
- ☐ Handouts (4 per month)
- ☐ Doctor's/Anniversary Reports
- ☐ Correction / Patient Of The Week
- ☐ Message Of The Week (Whiteboard, ChiroTV)
- ☐ Patient Appreciation Day (3 x Year)
- ☐ Christmas in the Clinic
- ☐ Spinal Print
- ☐ Monthly Themes

EXTERNAL MARKETING
- ☐ Social Media & Website
- ☐ 3 Business Cards Per Day
- ☐ Direct Mail
- ☐ Screenings
- ☐ Outside Lectures
- ☐ Dine With The Doc
- ☐ Big Fish: Wellness Expo, Patient Wellness Makeover, Children's Health Fair, Patient Movie Night
- ☐ Corporate Wellness
- ☐ Referral Networking
- ☐ Radio/TV
- ☐ Groupon

MARKETING MONITORS
- ☐ Vision Board
- ☐ 90 Days To Prep
- ☐ 30 Days To Launch
- ☐ New Patient Log
- ☐ Measure + Monitor ROI
- ☐ New Patient Log
- ☐ Marketing Financial ROI Log
- ☐ Must (New Patient Goal = _____)
- ☐ Multiple Pillars - Internal/external
- ☐ M.L.G.S (Follow Ups And Leads)
- ☐ E-Vites (www.eventbrite.com, www.pingg.com)
- ☐ _____
- ☐ _____

WEBSITE MUST-HAVES
- ☐ Welcome Video - 2-3 Minutes
- ☐ Option Box - Name & E-mail
- ☐ Blog/Vlog - Social Share Buttons
- ☐ Social Media Newsfeed
- ☐ Social Share Widgets
- ☐ Health Pass - $37-$67
- ☐ Bio+Credentials
- ☐ Personal/Team/Family Picture
- ☐ Free Content - Value Content
- ☐ Testimonials - Video/Print
- ☐ Celebrity Pictures
- ☐ USP/UCA/Catalyzing Statement
- ☐ _____

RESOURCES
- ☐ www.chiropractic-masters.com
- ☐ The Pisiform Code
- ☐ Social Media Starter Kit
- ☐ Marketing Mastery Toolkit
- ☐ World's #1 Doctor's Report
- ☐ Transform Power Workshops
- ☐ C.A. Blackbelt Manual
- ☐ Ultimate Orthotic Workshop
- ☐ Secrets To Successful Screening Toolkit
- ☐ www.cyber-chiro.com
- ☐ www.ucam.club
- ☐ www.adjustingattitudes.com
- ☐ _____