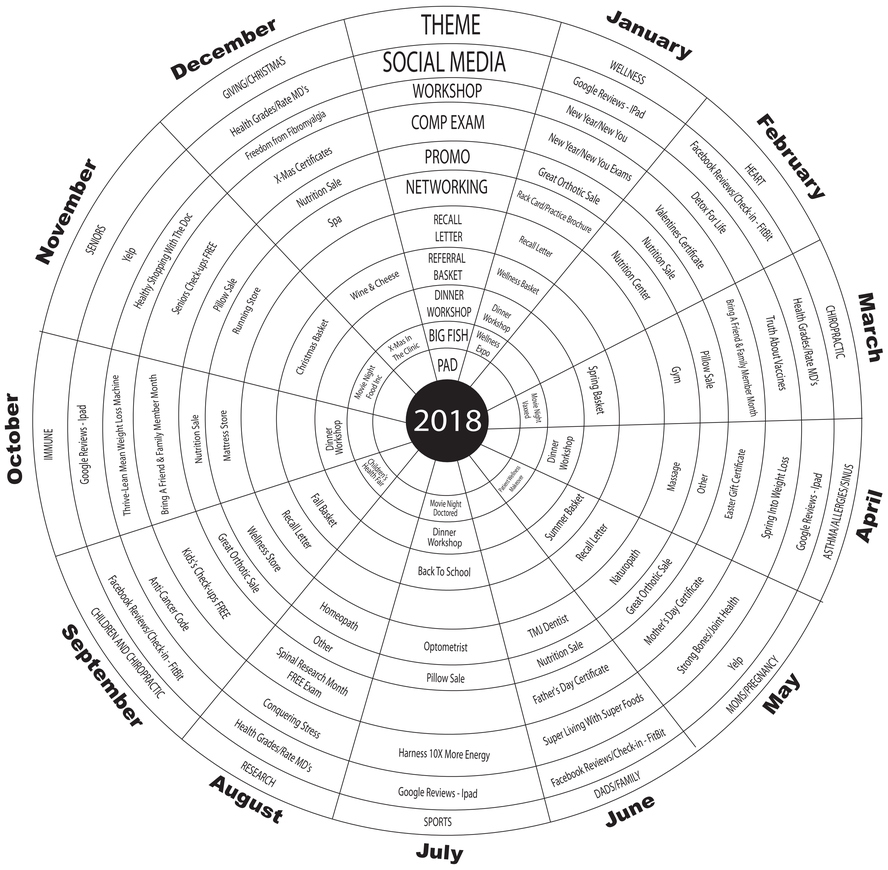
CHIROPRACTIC MASTERS
INTERNATIONAL

2018

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
Theme: Wellness Referral Basket - Green A-Z TEAM TRAINING	1 NEW YEARS DAY	2	3 Email Blast	4	5 YouTube Video	6 Screening
7 Reactivations Supplement	8 Blog Post Handout Newsletter CDW/POW/MOW	9	10 Email Blast BNI Doctors Report	11 Outside Lecture	12 YouTube Video	13
14 Direct Mail Social Marketing	15 Blog Post Handout Newsletter CDW/POW/MOW (Martin Luther King Day)	16	17 Email Blast BNI Doctors Report	18 Outside Lecture	19 YouTube Video	20 Screening
21 Supplement	22 Blog Post Handout CDW/POW/MOW Anniversary Report	23	24 Email Blast BNI Doctors Report	25 Testimonial Day	26 YouTube Video Wellness Expo - BIG FISH	27
28 Network Corporate Wellness Spinal Sprint	29 Blog Post Handout CDW/POW/MOW Power Workshop	30 One With The Doc	31 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		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	9 YouTube Video	10
11 Supplement	12 Blog Post Handout CDW/POW/MOW Anniversary Report	13	14 BNI Doctors Report	15	16	17 Screening
18 Network Corporate Wellness	19 Family Day (Canada) Presidents Day (USA)	20	21 Email Blast BNI Doctors Report	22 Bring a Friend/ Family Member Week	23 YouTube Video	24
25	26 Blog Post Handout CDW/POW/MOW Power Workshop	27	28 Email Blast		YouTube Video	MUSTS ___

MARCH

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

APRIL

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

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Families Reactivations Referral Basket - Summer Mothers Day Certificates Team Party	Blog Post Handout Newsletter CDW/POW/MOW	1	2 Email Blast BNI Doctors Report	3	4 YouTube Video	5 Screening
6 Supplement	7 Blog Post Handout Newsletter CDW/POW/MOW	8	9 Email Blast BNI Doctors Report	10 Outside Lecture	11 YouTube Video	12 Patient Appreciation Day
13 Mother's Day	14 Blog Post Handout Newsletter CDW/POW/MOW	15	16 Email Blast BNI Doctors Report	17	18 YouTube Video	19 Screening
20 Supplement	21 Victoria Day (Canada)	22 Blog Post Handout CDW/POW/MOW Anniversary Report	23 Email Blast BNI Doctors Report	24 Outside Lecture	25 YouTube Video	26 Patient Wellness Makeover (Big Fish)
27 Network Corporate Wellness	28 Handout CDW/POW/MOW Power Workshop Memorial Day (USA)	29	30 BNI Doctors Report	31		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 YouTube Video	2 Screening
3 Supplement	4 Blog Post Handout Newsletter CDW/POW/MOW	5	6 Email Blast BNI Doctors Report	7 Outside Lecture Bring A K-Dr Worker Week	8 YouTube Video	9
10 Direct Mail/ Social Marketing	11 Blog Post Handout Newsletter CDW/POW/MOW	12	13 Email Blast BNI Doctors Report	14	15 YouTube Video	16 Screening
17 Father's Day	18 Blog Post Handout CDW/POW/MOW Anniversary Report	19	20 Email Blast BNI Doctors Report	21 Outside Lecture Testimonial Day	22 YouTube Video	23
24 Network Spinal Sprint Corporate Wellness	25 Handout CDW/POW/MOW Power Workshop	26	27 BNI Doctors Report	28	29	30 MUSTS ___

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Theme: Sports Referral Basket: Back to School A-Z Team Training	2 Canada Day	3	4 Independence Day	5	6 YouTube Video	7
8 Supplement	9 Canada Day Blog Post	10	11 Handout Newsletter CDW/POW/MOW Email Blast Doctors Report	12	13 YouTube Video	14 Screening
15	16 Blog Post Handout Newsletter CDW/POW/MOW	17 BNI Doctors Report	18 Email Blast	19 Outside Lecture	20 YouTube Video	21
22 Supplement	23 Blog Post Handout CDW/POW/MOW Anniversary Report	24	25 Email Blast	26	27 YouTube Video	28 Screening
29 Network Spinal Sprint	30 Blog Post Handout CDW/POW/MOW	31 BNI Doctors Report	Email Blast Bring A Friend/Family Member Day	Outside Lecture	YouTube Video	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	BNI Doctors Report	1 Email Blast	2	3 YouTube Video	4 Screening
5 Supplement	6 Civic Holiday (Canada)	7 BNI Doctors Report Handout CDW/POW/MOW	8 Email Blast	9 Outside Lecture	10 YouTube Video	11
12	13 Blog Post Handout Newsletter CDW/POW/MOW	14 BNI Doctors Report	15 Email Blast	16	17 YouTube Video	18 Screening
19 Supplement	20 Blog Post Handout CDW/POW/MOW Anniversary Report	21 BNI Doctors Report	22 Email Blast	23 Outside Lecture	24 YouTube Video	25
26 Network Corporate Wellness	27 Blog Post Handout CDW/POW/MOW Power Workshop	28 BNI Doctors Report	29 Email Blast	30	31 YouTube Video	MUSTS ___

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Kids/Family Reactivations Referral Basket – Fall			Email Blast		YouTube Video	1 Screening
2 Supplement	3 Labour Day	4 Handout Blog CDW/POW/MOW	5 Email Blast	6 Outside Lecture	7 YouTube Video	8
9 Direct Mail Social Marketing	10 Handout Blog Post CDW/POW/MOW Anniversary Report	11	12 Email Blast	13	14 YouTube Video	15 Screening
16 Supplement	17 Handout Blog Post CDW/POW/MOW	18	19 Email Blast	20 Outside Lecture	21 YouTube Video	22 Children's Health Fair (BIG FISH)
23 Network Corporate Wellness 30	24 Handout Blog Post CDW/POW/MOW Power Workshop	25	26 Email Blast	27	28 YouTube Video	29 MUSTS ___

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Theme: Immunity Halloween/Fall Decor A-Z Team Training	1 Blog Post	2	3 Email Blast	4	5 YouTube Video	6 Screening
7 Supplement	8 Thanksgiving (Canada) Columbus Day (US)	9 Blog Post Handout CDW/POW/MOW	10 Email Blast BNI Doctors Report	11 Outside Lecture	12 YouTube Video	13
14	15 Blog Post	16 Handout Newsletter CDW/POW/MOW	17 Email Blast BNI Doctors Report	18	19 YouTube Video	20 Screening
21 Supplement	22	23 Blog Post Handout CDW/POW/MOW Anniversary Report	24 Email Blast	25 Outside Lecture Testimonial Day	26 YouTube Video	27
28 Network Corporate Wellness	29 Blog Post Handout CDW/POW/MOW Power Workshop	30	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		Email Blast BNI Doctors Report	1	2 YouTube Video	3 Screening
4	5 Blog Post Handout CDW/POW/MOW	6	7 Email Blast BNI Doctors Report	8 Outside Lecture	9 YouTube Video	10
11 VETERAN'S DAY Supplement	12 Blog Post Handout CDW/POW/MOW Anniversary Report	13	14 Email Blast BNI Doctors Report	15	16 YouTube Video	17 Screening
18 Supplement	19 Blog Post Handout CDW/POW/MOW	20	21 Email Blast BNI Doctors Report	22 Thanksgiving (USA) Outside Lecture	23 Black Friday (USA)	24 Movie Night (Big Fish)
25 Network Corporate Wellness Christmas In The Clinic	26 Cyber Monday (USA) Blog Post Handout CDW/POW/MOW Power Workshop	27	28 Email Blast BNI Doctors Report	29	30 YouTube Video	MUSTS ___

DECEMBER

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

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

YOUR 8-PART BLUEPRINT FOR SUCCESS:

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
- ☐ Daily Exercise: 3 HIT, 3 Resistance/Strength
- ☐ 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

☐ FB Live/Video	3-5 X Per Week
☐ FB Newsfeed	2-3 X Per Day
☐ FB Ads	1 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
- ☐ 1 Referral Per Day
- ☐ Testimonial Day
- ☐ Referral Basket (Quarterly)
- ☐ Gifting Program (Unconditional + Referral)
- ☐ 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)
- ☐ Transform Power Workshops (Monthly)
- ☐ Bring A Friend/Family Member
- ☐ Point Of Sales - 15%
- ☐ Christmas in the Clinic
- ☐ Spinal Print
- ☐ Monthly Freemium (Mother'sDay etc.)

EXTERNAL MARKETING

- ☐ Social Media & Website
- ☐ 3 Business Cards Per Day
- ☐ Direct Mail 2-4 Per Year
- ☐ Outside Lectures 2-4 Per Month
- ☐ Dinner Workshop Monthly - Quarterly
- ☐ Big Fish: Wellness Expo, Patient Wellness
- ☐ Makeover, Children's Health Fair,
- ☐ Patient Movie Night
- ☐ Corporate Wellness
- ☐ Referral Networking
- ☐ _____
- ☐ _____

MARKETING MONITORS

- ☐ Vision Board
- ☐ 90 Days To Prep
- ☐ 30 Days To Launch
- ☐ New Patient Log
- ☐ Measure + Monitor ROI
- ☐ Monitor FB Ads Manager
- ☐ 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
- ☐ Opt-In 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
- ☐ Free Consultation

RESOURCES

☐ PRODUCTS

http://bit.ly/CMI-products

☐ PISIFORM CODE

http://bit.ly/PisiformCode

☐ EVENTS http://bit.ly/CMI-Events

prosperity-summit.net

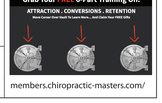
ucam.fun

- ☐ CMI: http://chiropractic-masters.com/
- ☐ ChiroFunnelSecrets: http://chirofunnelsecrets.com
- ☐ Adjusting Attitudes: http://adjustingattitudes.com/
- ☐ Thump Local: http://thumplocal.com/

☐ JETPACK

www.chiropractic-masters.com/jetpack

☐ NAPKIN PROJECT



members.chiropractic-masters.com/