



CHIROPRACTIC MASTERS
INTERNATIONAL

Practice Accelerator Tutorial Series

Worksheet Download How To Increase New Patient Attraction

Internally - Inside Your Practice

1. **Doctor's Report** – The “key stone” to successful practices. Following your exam, an essential for the paradigm shift towards the “Big Idea”.
2. **Family Gift Certificate** – Used at the check-out to offer a comp exam for immediate family members.
3. **Monthly Transform Power Workshops** – 4th Monday of the month to “re-dip” your patients to improve retention and referrals.

ACTION STEP

From the list above choose one you can implement quickly in your practice?

The one I'm going to implement this week is: _____

What are the three main things you need to do to implement this?

1] _____

2] _____

3] _____

GREAT! - next step



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Externally - Outside Your Practice

1. **Three Business Cards Per Day** – Make it a habit to meet 3 new people per day. Have a health pass on the back of your card.
2. **Meet & Greet**s – Lunch & Learns, Screenings, Health Fairs, Dinner Workshops – combine these every month.
3. **Website** – 4 of the 12 website MUST have include a Welcome Video, Blog, Free Consultation and Search Engine Optimization. Does your website have all these?

ACTION STEP

From the list above choose one you can implement quickly in your practice?

The one I'm going to implement this week is: _____

What are the three main things you need to do to implement this?

1] _____

2] _____

3] _____

BRILLIANT! - time for the final step



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Social Media

Your prospective new patients spend hours on these platforms each and every week. Make sure they see you there too!

1. **Facebook** – Newsfeed, Paid Ads, Messenger and running your own group. Use these and post daily.
2. **Instagram** – from 3-5 posts per day.
3. **Youtube** – Record and post at least 1 YouTube video per week for your practice. Optimize with annotation and keyword descriptor meta-tags.
4. **Email Marketing** – Mailchimp, Aweber, Drip to name just a few. Email your list once to twice every week.

ACTION STEP

From the list above choose two you can implement quickly in your practice?

The two I'm going to implement this week are:-

1] _____

2] _____

What are the three main things you need to do to implement this?

1] _____

2] _____

3] _____

CONGRATULATIONS!

Let's implement these actions right now and start increasing your new patient flow.