



**THE FUTURE CHIRO**

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# MOST HATED CHIROPRACTOR

Yes, you might could say I'm the most hated chiropractor in this area amongst my peers, but am the most loved chiropractor amongst my patients. I'm ok with that. The reason I'm hated is because I'm doing something different and it's working.

Most chiropractors feel this model is just a WAM, BAM collect a fee and run them out the door clinic, but it's much more than that. We are offering affordable, convenient, and accessible care in a fun and upbeat environment. Besides, there's really only one thing that determines success or failure, and that my friends is the people. Keep in mind, this business model is not for every patient, but it is for a select bunch and that bunch absolutely love it. Those are the patients I focus on.

It's similar to how some some people love Southwest Airlines and some who do not. There are people who love Joel Osteen, there are people who says he's not a real preacher. There are people who love Domino's Pizza, and there are those that don't. I don't care about what all the other chiropractors think, all I know is what I'm doing is working. Most importantly, I'm having fun doing what I love and my patients are happy.

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