



THE FUTURE CHIRO

BUILDING YOUR NEXT GENERATIONAL PRACTICE
No Staff - No Appointments - No Phone - No Insurance

thefuturechiro.com

EMAIL

The email service I use is MailChimp. Email is the most important tool I have in this entire business model. Every time a new patient comes in, I ask for their email address. I ONLY send emails if I'm not in the office when I'm suppose to be or if I decide to work a day that I'm scheduled to be closed. I explain to my patients that this is the only means of communication I have with all my patients. I will not be sending out newsletters, health tips, coupons, Groupons, or anything else. It will only be used for hours of operation and closings.

Email is one of the greatest tools I use and is vital to this business model. When I take vacations, I will send out an email to notify patients of my absence, but you better be ready, because it's like a panic. They all rush in wanting to be adjusted before I leave and it's awesome!

One of the greatest about this business model is if I do want to work a day that I'm normally off like a Friday or Saturday, I will send out an email stating we will be open Friday from 9 a.m. to 2 p.m., and I will see anywhere from 50 to 60 patients on a day that I'm normally off just because of one email. It truly is like a marketing, non-marketing strategy.

MailChimp has several plans to choose from, but the one I have is where the first 2,000 subscribers are free, and now I pay \$50/month up to 5,000 subscribers.

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